

## A STUDY ON INFLUENCE OF VISUAL MERCHANDISING ON CONSUMER PURCHASING BEHAVIOR WITH SPECIAL REFERENCE TO RETAIL SECTOR

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### ABSTRACT

Visual merchandising is everything the customer sees, both exterior and interior, that creates a positive image of a business and results in attention, interest, desire and action on the part of the customer. A story can be told that communicates to the prospective customer what the store is all about. It includes the dramatic presentation of merchandise as well as other important, subtle features that create the store's overall atmosphere. Some businesses maintain a minimum staff to reduce costs, which means it, is even more important for the merchandise to sell itself. Greater effort must be spent on merchandise displays that make it easier for the customer to find and purchase the items they want or need. This paper presents an original Visual merchandising study on retail sectors in the Mysore city .The research study is based on the following parameters the Impact of visual merchandising on consumer purchasing behavior and demand pattern of retail sectors. The target population for the study is customers of retail sectors. Necessary analysis will be done to measure customer satisfaction. The present study focuses on identifying the impact of visual merchandising on consumer purchasing behavior. For the purpose of study primary data and secondary data will be used. The research results Influence of visual merchandising on consumer purchasing behavior with special reference to Retail sector in Mysore city.

**KEY WORDS:** business, purpose.

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