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Paradigm Shift in Retail Industry-An Ongoing Evolution in Visual Merchandising

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Abstract: ***The present dreary and vicious rivalry and the likeness of product have yield retail industry to bridle visual promoting as a mode to expand the charm of items. Visual product demonstrates the introduction of a store and selling components in such a way will draw in the consideration and hold the commitment of possible clients. This examination means to sum up the past examinations and address the unconventional development in visual promoting occurred throughout the long term to demonstrate the appropriate usage of viewable signs that are guided towards the clients to draw in them to their stores, bringing about acquisition of clothes and proposing aspect that can be concentrated further. A few parts has been involved by the retailer in making appealing store that prompts drive buyer purchasing conduct This study will go about as a guide to the scholarly information by recognizing some examination holes in the current writing and by giving headings to future exploration.***
Keywords: Visual Merchandising, visual cues, Consumer buying behavior, Retail Industry

I. INTRODUCTION

Today offer the conversation starter "what is visual marketing?" to a retailer and the reaction will prone to vary than the response communicated quite a while back. That is on the bases that the retail utility is continually advancing and industry got itself changed into inconceivable means with organizations contending to draw in and hold clients by carrying out improved client experience programs. As appropriately said Visual Merchandising (VM) is the inventive actor of retail, the ring-ace entrusted with catching the crowd consideration. In years past, visual marketing system comprised to a great extent of showcases, installations and sign product intended to draw in, connect with and rouse a client toward making a buy — some portion of a retail experience that could be depicted as value-based. In any case, now that the client is enabled with so many more shopping choices than any other time in recent memory, you are significantly more liable to hear retail creators discuss the expanded significance of client experience — and to hear the new idea of retail depicted as experiential and optimistic. Visual marketing has impressed be a flexible and versatile piece of retail organizations and has endure many shifts in perspective as business retail has occasionally fallen in and out and move in affection with it once more. Traders have always been the first innovators in displaying products and attracting the attention of consumers, and this is no different with the latest developments in the market.

The Early Days ,From the traditional market stall trader, who laid out goods for sale, to the first established stores, which saw merchandise taken behind the counter; visual displays have been imperative in the interaction among the retailer and consumer. The early use of simplistic handwritten or block letter signs provided passers-by with basic information on necessity products for straightforward transactions, but as retail entered into the world of luxury, more avant-garde ways of presenting products started to appear.

The Industrial Revolution brought change in technology, allowing for glass panels and ironwork. And, in the late 18th century the first shop window was installed; the notion of ‘window-shopping’ was born and retail advertisement became about creating an experiential environment to catch the customer’s attention. In the 1900s, New York institution Macy’s started a new craze when they introduced the first animatronic Christmas-themed window display.

The ongoing transformation of utilizing computerized screens close by actual items is a reaction to the most recent test in visual marketing. Also, with such a lot of business moving on the web, it's as of now insufficient to grab the attention of customers basically. Retail locations presently need to feature explicit items that will constrain customers to, right off the bat, enter the store, and furthermore, want to make a buy.

The improvement of the innovation utilized in computerized showcases can now empower retailers to introduce imaginative developments to make staggering and dynamic signage, which can likewise be introduced in regions where just light boxes and banners would already have been conceivable. The best part is that computerized signage permits retailers to answer drifts rapidly and at the snap of a button..

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II. OVERVIEW ON VISUAL MERCHANDISING

Visual marketing covers everything from how you outwardly orchestrate your product to how you hinder traffic designs in your store, to how you show things to advance extra deals, to signage, and even to how you coordinate all that into web-based entertainment. Basically, your retail space must be your most effective and most effective salesman, and visual promoting utilizes the craft of streamlining your retail location and visual presentations for greatest revenue.Through visual excitement and different procedures of correspondence, visual marketing is a critical showcasing instrument for retail organizations (Lea-Greenwood, 1998; McGoldrick, 2002; Pegler, 2001; Grossbart, et al. 1990). Visual merchandising can be translated literally as a "display of goods," but this would be limiting, given the wider variety of actions it includes. Merchandise (goods) leads to merchandising—sales, in the sense of making the goods available to potentially buyers, or the commercial management of goods. Pegler (2001) defines it as "the method of presentation of the product intended to communicate the concept of the same product to consumers in order to maximize sales and profits." Granted the multiplicity of definitions, visual merchandising essentially means selling a commercial formula: service, choice, pricing, the brand image of the stores. Once the frame (floors, walls, ceiling) is in place, it can be set in motion, so to speak, through visual merchandising (Baker et al., 1992). According to Pereira et al. (2010), visual merchandising endows a brand with its profile and presents the direct communication tool to reach its target market. The general purpose of visual merchandising is to create desire, focusing primarily on optimizing the layout of goods in a display space designed specifically to stimulate the sensory perceptions of customers, and to involve them in an all-encompassing experience that goes far beyond the simple purchase action (Donovan & Rossiter, 1982).In particular, it refers to the whole series of store activities framed and exectuted with the dual objectives of increasing the marketability of products and developing and strengthening customers' store loyalty (Golden & Zimmerman, 1986). In fact, the display is going to guide and coordinate selection from a range of goods by customers (Poloian, 2003) and enhance the experience of shopping and buying. Indeed, aspects of VM that are incompatible with consumers' expectations could even damage the store image. In other words, the approach to visual merchandising, as well as the store's street presence and the area where the store is located, will influence the propensity of consumers to stay in the store, to buy, and to come back again (Colborne, 1996).

Visual promoting presents a lot of significance like higher deals, Better client experience, compelling upgrades, more item communication, extraordinary social clout and generally presence of the brand in the psyche of client. As we as a whole realize that change prompts development. Subsequently, the examination paper centers around broad writing audit to comprehend the advancement example of VM by investigating different determinants that is further developing the client retail insight.

III. RESEARCH OBJECTIVE

The main aim of the research paper is to study the evolution of visual merchandising and to suggest the future dimension of visual merchandising that will help in augmenting the experience of customer in store.

IV. RESEARCH METHODOLOGY

Research methodology is the way to solve the research problem systematically. It may be also understood as an art of knowing how research is done scientifically and systematically in order to suggest the link to bridge the gap. In this study the researcher has analyzed the literature review from the period 2001-2021 on visual merchandising in the scope of knowing the changes taking place. For this study 215 research paper was referred and almost 137 research papers were found relevant and related to the topic. As the current research is focusing on period 2001-2021 45 research papers were study and to understand the changes in visual merchandising 21 research papers were inculcated in the current study.

V. INTEGRATED LITERATURE REVIEW

Sankar Sen et al [2002], with the assistance of this study the creators investigate how the store and thing grouping information is granted through window shows and what it means for the purchasers' shopping decisions, A critical instrument of various retailers' correspondence framework is their store window shows. The effect of window shows, particularly comparative with other publicizing exercises, is likely going to depend upon various qualities of the buyer, the thing class, the retail setting, and the shopping task (for example shopping evenhanded, organized versus unconstrained task). The fundamental objective of this assessment is to investigate the association between window introductions and purchasers' shopping decisions. it has been the data related with the showed thing (for example how the thing is put and its plan) rather than information connected with the store (for example picture and supply of the store) which is by and large more unequivocally associated with the purchasing decision for a specific thing. Likewise, purchasers' who have a medium degree of information on shopping are impacted by the window shows than the individuals who have elevated degree of shopping information.

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Kim Jiyeon [2003], the author in the paper mentioned that because of expanding rivalry as well as stock likeness, merchants make use of visual promoting that aid in separating contributions with respect to other merchants' just as to develop the attractive quality of items.The aftereffect of the present investigation shows that there is a vital connection between undergrads' motivation purchasing practices in addition to kinds of marketing rehearses related to merchandising: structure within the store as well as special signage.

Solomon M et al [2006], this aims at factors such as the lights used within the colors and shades used, the scent and fragrances made use of, different types of displays, helping inclination of laborers and exhibiting the items proposed in a manner to improve the positive reaction of clients inside the store. This aids in understanding the store atmosphere in an efficient manner and therefore expansion in the deals.

Muhammad Tirmizi [2009], investigates all associations including free factors similarly client way of life for shopping, client connection to mold, pre-decision and post-decision choice of the purchaser's disposition with the attitudinal and social pieces of. persuasive buying disposition. The genuine disclosures of the examination showed an overall delicate relationship of the plan of free factors with the subordinate variable simultaneously; the start to finish examination observed that pre-decision period of client's buying disposition is the really factor that came to fruition into strong relationship with the drive buying attitude. There remains a fact that youngsters all the more frequently get pulled in to items displayed inside of the store and therefore have more inclination of motivational purchasing demeanor. This paper also demonstrated no relationship of motivational purchasing of youngsters from the higher section of the class but have common motivational purchasing propensities along with the other section of the class in society

Law et al (2012),), the point of this article is to explore the relation between visual promoting components and customer full of feeling reaction by zeroing in on a capacity situated item - underwear. In this paper, an alternate point of view on visual promoting is presented through the various sorts of underwear retailers (from design situated, mass market-situated to mold forward).The discoveries demonstrate that partaking subjects have two perspectives while assessing visual store shows, which incorporate utilitarian and gluttonous viewpoints. The utilitarian viewpoint connects with the real necessities of shoppers, like piece of clothing decay, occasional changes and events. The libertine viewpoint finds that the apparent female picture oversees purchaser understanding and acknowledgment of visual presentations. It likewise uncovers that the should be ladylike sets the rules to assessing visual upgrade in stores. Show components, for example, life sized models, variety, lighting and props that stress sensations of female sexuality, will generally set off bad emotional reactions inconsumers which at last influence buy aims.

Vinmra Jain et al [2012] the author states that the sheet explores ' women's decision- making behavior,' based on the dolls or shapes shown in windows and shops. The result shows that clothes shown on models in the shop and in show windows have a big impact on women's purchase decisions.

Dr.S.Meenakumari [2013] the author states that in the long term, a unique retaliatory must improve its image. Graphical marketing can help to build a good image of the client leading to successful sales. It not only reflects the reputation of the shop but also enhances the shops ' marketing activities and promotes the consumer's buying of impulses. The success or failure of a retail store is often misunderstood by visible goods. Additionally, positive partnerships with consumers. Interactive merchandising is definable by everything the consumer experiences, both externally and internally, creating a positive brand picture and resulting in product focus, curiosity, motivation and intervention. Graphical goods include a retail outlet's external and inner atmosphere. Manufacturers offer similar products in this globalized world can distinguish themselves by the use of graphical commodities. This study aims to determine the role of visual products in supermarket retail in Chennai. In this analysis, visual product materials are examined to assess the impact on the supermarket purchase decision. There was a sample of 105. In customer's decisions, advertising signage and ground spaces play a significant role.

Bhatti, K. L., & Latif, S. (2014), analysts centered to concentrate on the effect of visual marketing concerning the retail area exceptional to dependence patterns. Discoveries recommend that drive purchasing is an unavoidable part of shoppers' ways of behaving and a point of convergence for vital showcasing plans Retailers can assist clients with finding the right items through centered promoting, keen store plan and design, and other visual marketing rehearses, for example, item shows, bundling, and signage. Anyway the impact of Promotional contributions at the entry is similarly extremely high.

Bonera, M., & Corvi, E. (2014), in study "The Relevance of Visual Merchandising for Online Retailers" creator zeroed in on customer needs for online tactile encounters and straightforward entry to data, advancements in web-based visual promoting methods can assist with improving the virtual climate for e-shopping.

Neha P. Mehta et al [2014] the author states that Renovating and furnishing have become increasingly important in the retail sector. Through examining it was found that elements of merchandising shows, such as window displays, storefront, appearance and sale of

products, shop design and organization, artistic styles and the planning of patterns, pictures, and retail conditions are influenced by a strictly creative style and this the parameters influence customer purchasing behavior

Mr. Ajay Jamnani and Mr. Prasad Daddikar [2015], examined in knowing the perception of the customer and understanding on store displays and how it impacts the customer's purchasing choice while shopping. Clothing Merchandisers must consider different elements like store plan, format, facades, show subjects, lighting, music, and so forth while making visual introduction. With the retail business growing, Store outline, aura and the atmosphere among the store gets crucial now, with the retailer giving their stores a modern and user-friendly outline, and consumers' hoping to shop in a store with great aura and atmosphere. Shopping has turned into a brand encounter as opposed to only as a business. The future of the store relies upon what the buyer sees and encounters inside of the store.. Retail organizations are progressively spending on the ambience and the installations and beautiful fittings, efficient lighting and computerized signage, and are in for a worldwide interest. They utilized a specific retail location and had taken exceptional look after visual promoting advertising program and with the assistance of the store group gathered client proposals on standard events to organize vital visual showcases for better buy choice.

K Balaji and M Kishore Babu [2016], inspected the impact of visual promoting as a main thrust for the way of behaving on consumer.Author conceived four speculations to play out the review which depended on four free factors, for example, shows made at the window, outside shows, flooring plans and designs as well as trademarks. The visual progressing is publicizing based stating which tends to the most fundamental advancing instruments and besides addresses the most brief mean of fitting a thing. Methodologies for limited time marks like deliveries, standards, conveyances, panicles, buntings, sees, flyers, shop sheets, rack markers and hand bills of any affiliation, shop of course mark which a purchaser can see or go over are viewed as amidst his shopping. Visual progressing isn't just about what is imparted already yet it additionally incorporates the arrangement of stores which combines racking styles, districts, air the store have and the brands accessible. It is visual thing prominent affirmation, mark thought and the strategies for creating relationship between a purchaser and what to make deals. Among the many publicizing philosophy visual displaying is the one which fosters a brief joint effort and a closer correspondence with a client. They tried these four autonomous factors against shoppers' persuasive buying to actually take a look at the affiliation and control. Retail locations utilized in-store improvement as a method for drawing in buyers. To impact persuasive buying, stores utilized in-store boost as a way for spontaneous purchasing of their items and increment the deals. Factors that were reliant and free were broke down utilizing relapse examination to track down the relationship among them. Testing of the speculations reasoned that inspirational buying depended on window shows, discussion shows, floor promoting and brand name.

Aditya Upadhaya et al [2017] the author states that in all areas of business, reorganization is now a crucial phenomenon. It was easy to understand business, business models and market dynamics. With increasing power, innovation and new technologies created in very short periods, the overall business climate improved dynamism. Shopping by a person was based on needs and was primarily productive. The customer-focused primarily on the prices and other product characteristics. The seller pays attention to the correct exhibit of the item with an increased product range and a developed client mindset. Gradually, they began to display the commodity with more effort and resources to catch consumers ' attention. THE VM definition retains its origins back to the days of the trading system (visual merchandise). The presence of Graphic Products slowly became apparent with the advent of a formal shopping network in India. This research paper is an attempt to understand in detail the theory of retailing, advertising, and graphical marketing. To order to gain a deeper insight into the theory, critical comments were further informed. For this purpose, secondary data have been collected and library research and explanatory research are used.

Beena Santosh and Dr. Madhu Sharan [2017], the authors have studied about Fashion retailing in India. Presently the pattern has moved toward becoming to convey the client near the stock. Design stores are dressed to call clients, and visual marketing assumes a noteworthy job in that. In present occasions, buyers are not impacted any longer from the salespersons but rather they are affected by the grandstands, a result of the merchandiser. The components like lights used, colors and shapes used, recording shown on the screen and organization make an interesting air and energize the feeling of purchasers.

Mehta, D., & Chugan, P. K. (2019), this study was engaged to figure out connection between elements of visual promoting and buyer demography. Factors of visual marketing under study were window show, in-store structure/life sized model presentation, floor show, special signage. From the investigation it is observed that there is powerless connection of alluring window show with various age gatherings, orientation, and pay. Other than window show, the effect of visual marketing on shopper conduct is practically unimportant regarding orientation, age, training, month to month pay, and schooling of customers and, in this manner retailers ought to, by and large, make extremely noteworthy visual presentations for a wide range of footfalls in the store.

Adam Ibrahim (2020), the main goal of this study was to examine the impact of Visual marketing on client motivation purchasing conduct in retail locations in Sudan.

With the utilization of Descriptive review the creator observed that there was a positive connection between visual promoting and customers' drive purchasing conduct likewise uncovered that the most grounded relationship exist between drive purchasing conduct and window show close to floor marketing followed by In store structure and Promotional signage. Extreme point was to help retailers to pick a suitable method in introducing product to get the eyes of the client to change over them into purchasers of the items.

Ninggar et al (2020), this study examined the direct and indirect effects of visual merchandising on store patronage in the context of fast-fashion retailing. Adopting the stimulus-organism-response (S-O-R) theory, this study aimed to investigate the relationships of visual merchandising, self-congruity, and consumers' perceived shopping value, and their influence on store patronage. PLS-SEM path modeling was utilized to examine the proposed structural model. The results revealed that visual merchandising, shopping value and self-congruity had positive and significant effects on store patronage.

Oliveira et al (2020), discussed that Even though the digital market has grown on the last decade, the traditional store has been reinventing to offer a unique experience for the customers. On this way, many organizations in the world focusing their marketing strategy to improve the “point of sales” (POS), as they are very important to attract the consumer’s attention for the products using Visual Merchandising as a strategic tool to achieve success in sales.

Ali, F., & Sukendra, C. (2020), this study aims to determine and analyze the effect of visual merchandising and store atmosphere on emotional response and its impact on impulsive buying. The results showed that visual mercshandising, and , shop atmosphere has a positive and significant effect on the emotional response also emotional response has a positive and significant effect on impulsive buying.

Riju Jakhar et al (2020), in the investigation of "Prioritization of aspects of visual promoting for clothing retailers utilizing FAHP" fosued on mixing fluffy numbers and Analytical Hierarchy Process to make a fluffy assessment model focusing on the overall loads of visual marketing aspects of online style attire store. The fundamental goal was to help the style retailers in making seriously captivating and useful web-based stores prompting ensuing expansion in web-based retail deals. Twenty specialists were evaluated and their reactions caught. The reactions were examined utilizing Fuzzy AHP strategy bringing about focusing on the aspects as per the weight and relative importance. Four critical aspects and sixteen sub aspects were separated. . "Pictorial Presentation" has the most noteworthy weight followed intently by "Item Information" aspect. Among the sub-aspects "Number of Product Images" scored most elevated followed by "Item Presentation mode". "Alterable Background" scored the least weight.

Zibafar, A., Saffari, E., Alemi, M. et al (2021),in the study of “State-of-the-Art Visual Merchandising Using a Fashionable Social Robot: RoMa” explored that Social Robots have the potential to attract people and this capability can be used to develop robots that can come into the retail market and enhance visual merchandising. Author also focused on the important criteria to use in the design of a robot that can be utilized to promote customer appeal in the fashion industry. RoMa is a novel robotic mannequin that has been developed with the consideration of professional showcase characteristics and a primary feature of interaction with people. An empirical test was conducted to demonstrate the robot’s acceptability and performance. In this test the robot was outfitted and placed in a showcase at an apparel store where prospective customer behavior was studied via a camera, microphone and questionnaire. RoMa is a novel robotic mannequin that has been developed with the consideration of professional showcase characteristics whose primary function was of interaction, able to attract customer attention.

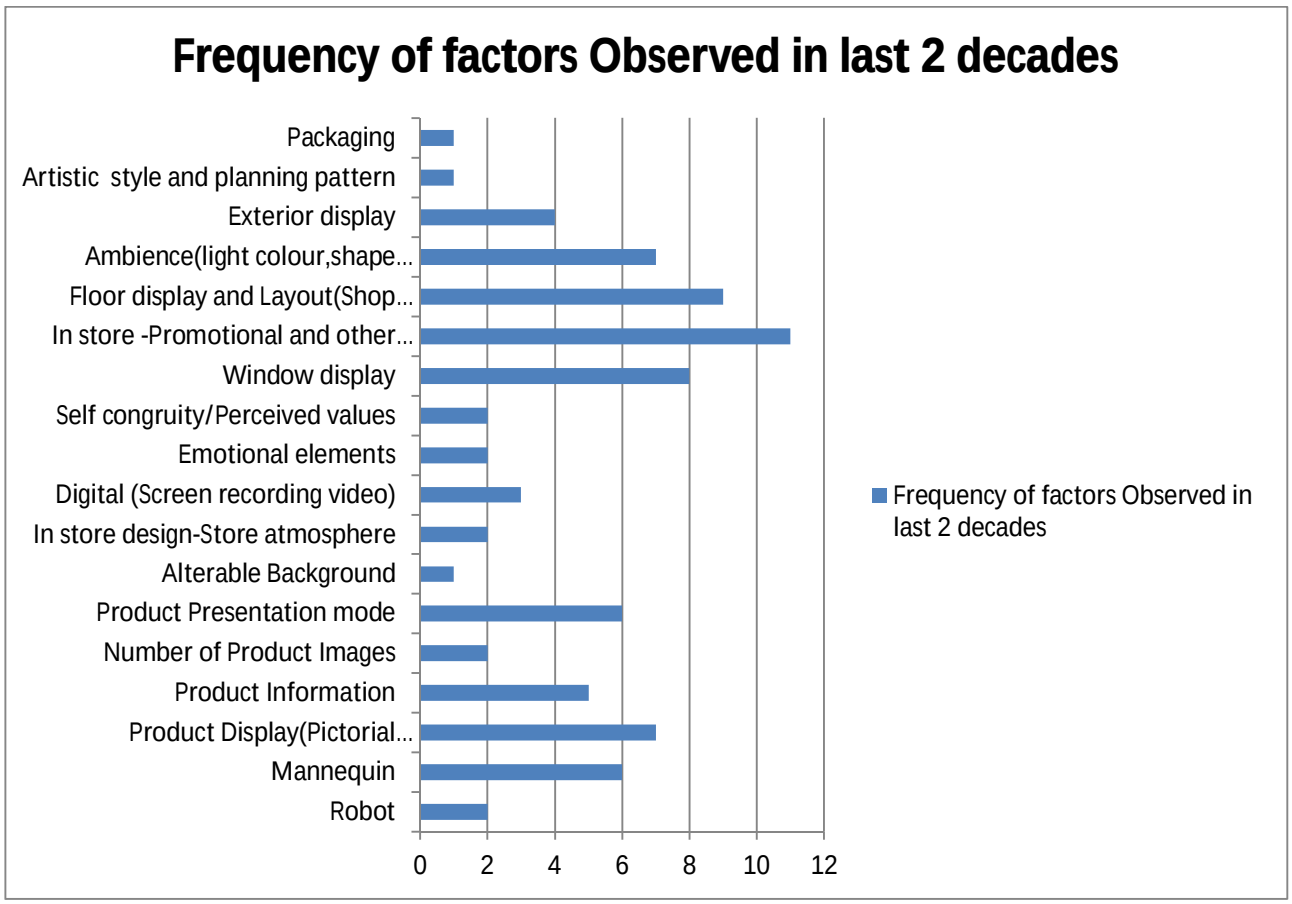
VI. ANALYSIS AND DISCUSSION

Table 1

Factors Studied since 2001	Frequency of factors Observed in last 2 decades
Robot	2
Mannequin	6
Product Display(Pictorial Presentation)	7
Product Information	5
Number of Product Images	2
Product Presentation mode	6
Alterable Background	1

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In store design-Store atmosphere	2
Digital (Screen recording video)	3
Emotional elements	2
Self congruity/Perceived values	2
Window display	8
In store -Promotional and other Signage	11
Floor display and Layout(Shop design)	9
Ambience(light colour,shape ,music,odour,hygience)	7
Exterior display	4
Artistic style and planning pattern	1
Packaging	1



From the systematic literature review, it has been observed that the horizon of visual merchandising has expanded in last two decades. Many factors has been considered while studying the visual merchandising and several discussion has been done on that note. In this study from the review it was found that the factors like Window display, In store -Promotional and other Signage, Floor display and Layout (Shop design), Ambience (light colour, shape, music, odour, hygiene), Exterior display, Mannequin, Product Display (Pictorial Presentation), Product Information, Product Presentation mode have the high impact and influence while discussing about visual merchandising and many authors had considered above mentioned factors in some or the other form. Some other factors like Alterable Background, Digital (Screen recording video), Emotional elements, Self congruity/Perceived values, Artistic style and planning pattern; Packaging has been hardly discussed in previous studies as they were not observed as the most influential factors while studying visual merchandising.

This factor can be considered in the future studies of visual merchandising. Robot, Digital presentation can be the emerging element of visual merchandising that will enhance the customer experience marketing as Experiential merchandising along with the assistance of Robot will increase the engagement of the customer with the product and sensory store brand experiences. Phygital (Physical + Digital) in store can be a great trend as Phigital is the combination of physical and digital. While e-Commerce platforms focus solely on digital tactics, physical stores have the ability to combine both of these elements. This element will confirmly create an immersive experience and introducing digital elements in your store, customers will be more engaged. Stores within stores are the strategy that retailers can prepare pop-up shops inside their store to promote a new line of products or simply focus on seasonality and display the latest Halloween costumes. Creating special stores inside your shop is a great way to attract attention and to increase sales. Sustainability in retail is integrating sustainable into visual merchandising. Brands can make products that can be worn for years and even arrange a campaign and show case in store the reuse of product or display the repaired products to show that everything can be reused.

VII. SCOPE OF THE STUDY

Many dimension of visual merchandising have been discussed in this paper that aims at increasing sales and customer in store experience. This research work can act as a base for further studies as it has observed several factors that has impact on visual merchandising. In future, author can consider the discussed factor and study by conducting various analysis tests in order to check the relevance in today's scenario.

VIII. CONCLUSION

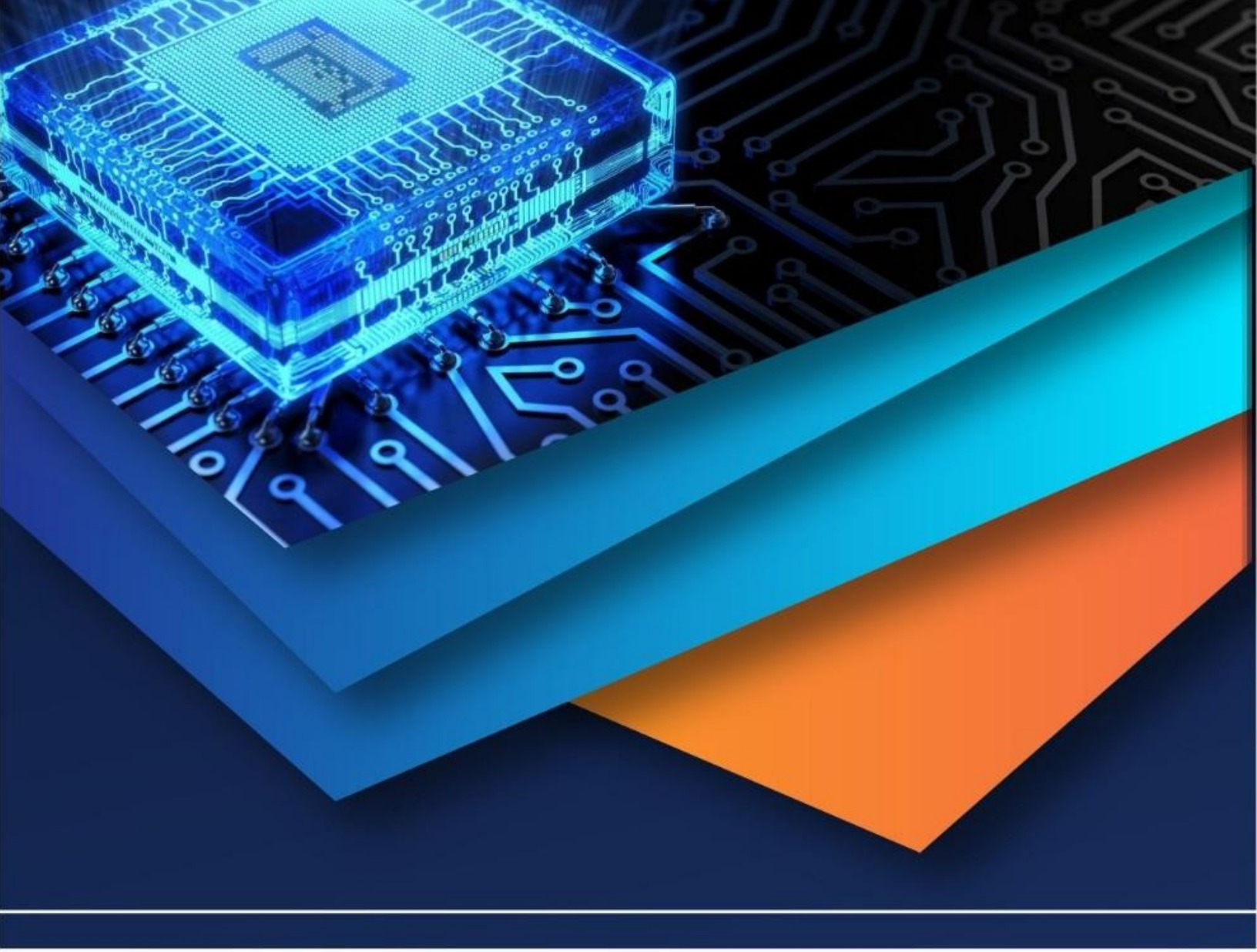
From the structured Literature review it can be concluded that visual merchandising is both an art and a science. Being Art Visual merchandising applies to everything from the exterior of the retail store to the well attractive entry of the store to all the way to the well-placed furniture, fixtures, and promotional displays. It aids in creating customer value by making the shopper journey efficient, unique, and memorable. When it comes to the scientific component It focuses on effective merchandise strategies and best practices in ordered to frame effective policies that will assist in increasing overall sales. Every component of merchandising is playing crucial role in creating impact in the mind of the customer but it is hard to envisage any aspect of visual merchandising without the influx of technology in today changing market environment. The digital display experience will help in enhancing on-brand atmosphere, as-real product display, and advertising displays-as-art continue to grow throughout the retail landscape. Much advancement in new technologies such as LG's Transparent LED Film and upcoming transparent OLED display will bring about a new wave of digital display as part of the very architecture of retail and experiential spaces. Retailers are striving hard to create unique in-store experiences through Interactive displays, has brought the physical and digital worlds together through interactive experiences. From the above periodic research review, it can be mentioned that Visual merchandising is evolving and is expanding its horizon for the retailers as well as customer experience. Since existence of visual merchandising every aspects of factors is important but in today's competitive market the priority of dimensions have been modified. There are many other dimensions of visual merchandising which a researcher can inculcate in the further research in order to augment the over experience of contempary customer.

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