

Visual merchandising in retail stores- its time for christmas and New Year celebration

■ RAMANDEEP SODHI AND RITA KANT

Received: 18.02.2013; Revised: 30.05.2013; Accepted: 04.06.2013

See end of the paper for authors' affiliations

Correspondence to :

RAMANDEEP SODHI

Department of Fashion
Technology, Punjab University,
CHANDIGARH (U.T.) INDIA
Email:raman_rapy@yahoo.co.in

■ **ABSTRACT** : The study aims to find out how and to what extent retail apparel outlets incorporate visual merchandising during Christmas and New Year. The survey method was followed to conduct the study and data were collected through Interview schedule and convenient sampling. Goa was selected as locale of the study. The major findings showed that almost all the stores employed visual merchandisers who used their creativity to enhance the aesthetic appeal of window displays, store designs, walkways and in-store displays by increasing sales and capitalizing on human tendency to window shops. It is also understood that displays are frequently changed to promote new product launches and reflect festive or season themes such as Christmas, New Year, Spring or Summer. All the stores allocate specific budget for their window displays, lighting fixtures, signage and graphics. The output of the study unfolds that merchandiser's main focus on festive season is to maximize sale and revenue by using a different point of sale merchandising products such as mannequins, holiday and event displays, sale signs, display boards, props, balls and baubles, different fixtures, window themes, colorizing, lighting, music, room sprays, Santa in stores etc. to convert potential customers into real customers.

■ **KEY WORDS** : Visual merchandising (V.M.), Window displays, Lighting, Store design

■ **HOW TO CITE THIS PAPER** : Sodhi, Ramadeep and Kant, Rita (2013). Visual merchandising in retail stores- its time for christmas and New Year celebration. *Asian J. Home Sci.*, 8 (1): 226-231.