

Visual Merchandising Of Reliance Trends At Avani Riverside Mall

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ABSTRACT:

The research paper based on Reliance Trends' Visual Merchandising involved a good understanding about the Reliance Trends outlet situated in Avani Riverside mall, Howrah and also the effectiveness and purpose of visual merchandising on the customer and their overall shopping experience at Avani Riverside mall, Kolkata.

The scholar came to the conclusion the Reliance Trends at Avani Riverside mall should give emphasis on how to improve their visual merchandising which is now overall average as per the survey reports, and work on the various tools of Visual merchandising, make the store more attractive, as they can take suggestions from the customers, staffs on regular basis regarding displays as well as keep enough stocks to suffice the needs of the customer that they attract through displays.

LITERATURE REVIEW:

Visual merchandise is the presentation of a store and its merchandise in such a manner that will attract the attention of potential customers.

Definition: Visual merchandise is the presentation of a store and its merchandise in such a manner that will attract the attention of potential customers. It involves decorating the store keeping the interior presentation the same as what is promised on the outside.

Description: The end purpose of visual merchandise is to aid in making a sale. Visual merchandise presents an image of whom or what the shopper can be when using the merchandise displayed. It enables in converting a walk by shopper into a walk-in customer. Visual merchandise requires a combination of skills including creativity, artistic knowledge and understanding of store design. Colour is a big attraction point in converting potential shoppers into customers.

COMPANY PROFILE:

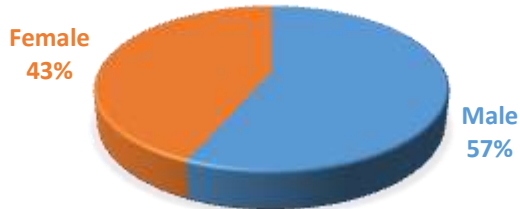
A reliance trend is India's largest fashion destination with over 120 stores operational across 70+ cities in over 19 states. Reliance trends houses 100 apparel & accessories brands along with own 16 brands across men, women and children categories to fulfil every customer need. some of the most renowned brands in the country like peter England, john players, Oxemberg, Indigo nation, Twills, Scullers, Lemax, Duke, In-excess, Raymond fabrics, Emporio Asha sarees, Celebration sarees, Catmoss, Gini&Jony, Baby joy, and many more are present at the store.

Reliance trends caters not just to the ready-to-wear consumer, but also to the large number of men and women who prefer to shop for fabric and tailor their clothes. This is possible due to the unique mix of fabric and ready-to-stitch brands in men's and women's respectively.

DATA INTERPRETATION:

Gender Segregation

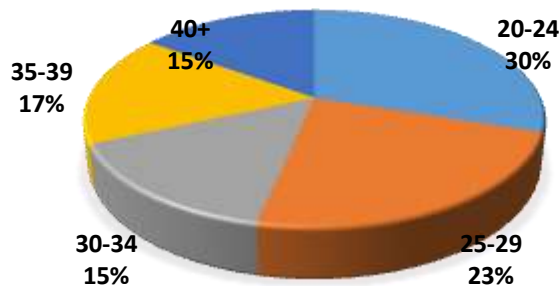
Male	Female	Total
34	26	60



Interpretation: Within this 60 customers 26 were female customers which is 43% and 34 were Male that comprises the remaining is 57% of the respondents. It is been observed that college students and working men does shopping more frequently, whereas female shopper were only 26 out of 60.

Age group

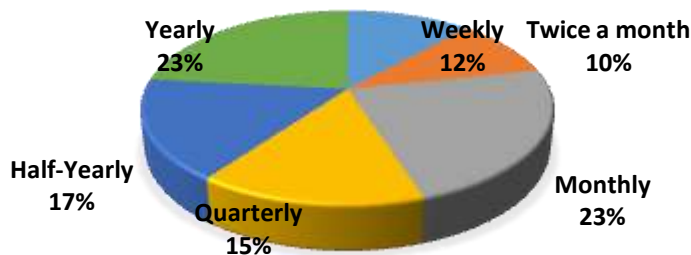
20-24	25-29	30-34	35-39	40+	Total
18	14	9	10	9	60



Interpretation: It is been observed that college students does shopping more frequently, and they basically are from the age group of 20-24 whereas only 9 respondents out of 60 were from the age group of 40+ who are basically working men.

HOW FREQUENTLY YOU VISIT RELIANCE TRENDS AT AVANI RIVERSIDE MALL?

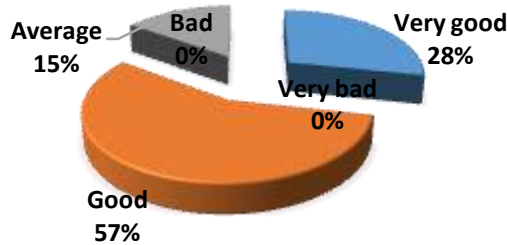
Weekly	Twice a month	Monthly	Quarterly	Half-Yearly	Yearly	Total
7	6	14	9	10	14	60



Interpretation: On asking the respondent their frequency of visit, 10 out of 60 said they visit weekly, 9 of them said twice a month, 13 said monthly, 11 of them said quarterly, 10 of them are half yearly visitors and 7 are yearly customers.

HOW DO YOU FEEL WHILE SHOPPING IN RELIANCE TRENDS AT AVANI RIVERSIDE MALL?

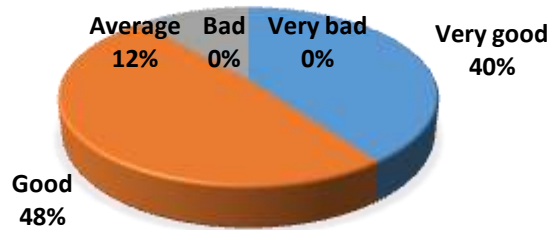
Very good	Good	Average	Bad	Very bad	Total
17	34	9	0	0	60



Interpretation: The survey which was conducted within 60 respondent, out of that 17 said that they feel very good while shopping in Reliance Trends which is 28% of the respondent, 34 said that they feel good while shopping in Reliance Trends which is 57% of the respondent, 9 said that they feel average while shopping in Reliance Trends which is 15% of the respondent and None of the respondent said that they feel bad or very bad while shopping in Reliance Trends.

HOW DO YOU RATE THE PRESENTATION OF PRODUCTS IN RELIANCE TRENDS AT AVANI RIVERSIDE MALL?

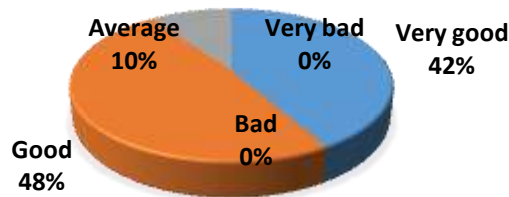
Very good	Good	Average	Bad	Very bad	Total
24	29	7	0	0	60



Interpretation: On asking the respondent about the presentation of the products in various places like mannequins, half bust etc. 24 out of 60 rated it very good, which is 40% of the total, 29 of them rated it good, which is 48%, 7 of them rated it average which is 12% of the total. But none of them rated it bad or very bad.

HOW DO YOU RATE THE ARRANGEMENT OF PRODUCTS RELIANCE TRENDS AT AVANI RIVERSIDE MALL?

Very good	Good	Average	Bad	Very bad	Total
25	29	6	0	0	60



Interpretation: On asking the respondent about the arrangement of the products such as size wise, spacing, colour combination etc. 25 out of 60 rated it very good, which is 42% of the total, 29 of them rated it good, which is 48%, 6 of them rated it average which is 10% of the total. But none of them rated it bad or very bad.

IS THE PRICING CLEARLY INFORMED ON THE SHELF?

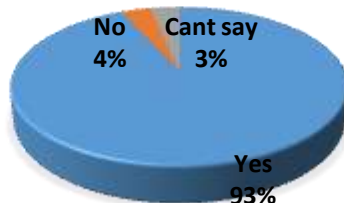
Yes	No	Can't say	Total
58	2	0	60



Interpretation: Out of the 60 respondents on whom the survey was done, 58 said that the price are clearly informed to them in the shelves which is 93% of the total, 2 said that it was not clearly informed which is 7% and none of them said can't say, these respondents were either confused about what to say or have not followed clearly so replied as can't say.

DO YOU THINK OFFERS ARE CLEARLY INFORMED THROUGH DISPLAYS IN RELIANCE TRENDS AT AVANI RIVERSIDE MALL?

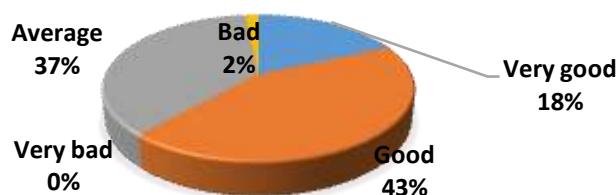
Yes	No	Can't say	Total
56	2	2	60



Interpretation: On asking the respondents whether the offers are clearly informed to them through display, 56 out of 60 respondents said Yes, 4 out of 60 respondent said No, and the remaining 3 respondents were not sure and replied as can't say.

HOW DO YOU RATE THE RANGE OF PRODUCTS IN RELIANCE TRENDS AT AVANI RIVERSIDE MALL?

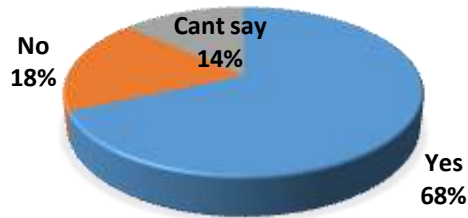
Very good	Good	Average	Bad	Very bad	Total
11	26	22	1	0	60



Interpretation: On asking the respondent to rate the range of products based on the varieties available in the store, 11 of the respondents said Very good, 26 of them said Good and 22 responded as Average, 1 responded as bad, but none of them said very bad.

DOES THE DISPLAYS AND PROMOTIONAL OFFERS INFORMED IN RELIANCE TRENDS AT AVANI RIVERSIDE MALL ATTRACT YOU?

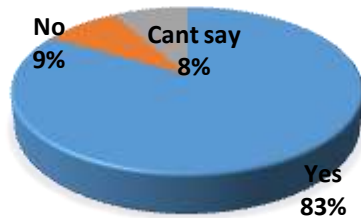
Yes	No	Can't say	Total
41	11	8	60



Interpretation: Out of the 60 respondents on whom the survey was done, 41 said that the displays and promotional offers informed to them are really attractive shelves which is 68% of the total, 11 said that it was not attractive which is 18% and 11 said can't say, which is 14%, these respondents said that the offers are not always attractive so the responded as can't say.

DO YOU THINK DUE TO DISPLAYS IT IS EASY TO SHOP IN RELIANCE TRENDS AT AVANI RIVERSIDE MALL?

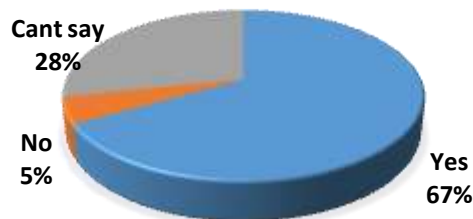
Yes	No	Can't say	Total
50	5	5	60



Interpretation: On asking the respondent whether the displays are helping them in shopping or not, 47 of the 60 respondents said "Yes", 9 of them said "No" and 4 responded as "Can't say", as they do not follow the displays while shopping.

DOES THE VISUAL MERCHANDISING ACTIVITIES IN RELIANCE TRENDS AT AVANI RIVERSIDE MALL MADE YOU TO VISIT THE STORE AGAIN?

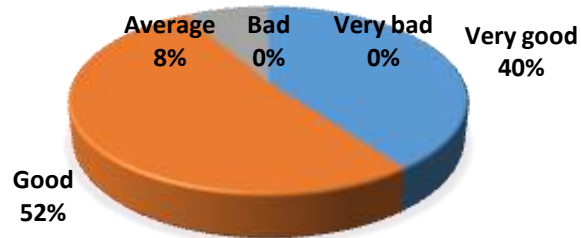
Yes	No	Can't say	Total
40	3	17	60



Interpretation: Out of the 60 respondents on whom the survey was done, 40 said that due to the visual merchandising they will visit the store again, which is 67% of the total, 3 said no, they won't visit the store just due to visual merchandising, which is 5% and 17 said can't say, which is just 28%, these respondents said that they are not sure whether they will visit due to visual merchandising as can't say.

YOU'RE OVERALL SHOPPING EXPERIENCE DUE TO OFFERS AND DISCOUNTS IN RELIANCE TRENDS AT AVANI RIVERSIDE MALL?

Very good	Good	Average	Bad	Very bad	Total
24	31	5	0	0	60



Interpretation: On asking the respondent about their overall shopping experience due to offers and discounts in Reliance Trends at Avani Riverside mall, 24 of the respondents said Very good, which is 40%, 31 of them said Good, which forms 52% of the total and 5 responded as Average, which is just 8%, but none of them said bad or very bad.

SUGGESTIONS:

The recommendations in this paper are:

- ✓ Mannequins should be located properly and used wisely to provide for an effective visual merchandising.
- ✓ The mannequins should be changed, the mannequins should look like moving human being rather than mannequins without head, or white in colour.
- ✓ The nesting table should carry latest in fashion and merchandise should be styled and not stacked on it.

CONCLUSION:

Reliance Trends is a part of Reliance Retail, it came into existence in 2007.

The research helped in the following areas:

- ✓ Dealing with different types of customers.
- ✓ Improvement in observation skills.
- ✓ Learning merchandising.
- ✓ Learning consumer behaviour.
- ✓ Making corrective decisions.

LIMITATIONS:

- ✓ The study is limited within the Reliance Trends, Avani Mall, Howrah.
- ✓ Due to the unwillingness of the customers to respond the number of respondents are low.
- ✓ Being a student there is a lack of professionalism in the survey done and interpretation of the project.

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