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**Program: PGDM RM. (Batch2017-19), Trimester IV
Subject: Visual Merchandising i/c Shoppers Experience
(End Term Examination)**

**Maximum Marks: 50
Duration: 3 hours**

Date: 21/09/2018

**Instructions: i) Question no. 1 & 2 are compulsory.
ii) Attempt Any Three from Q3 to Q6.**

**QUESTION 1 Read the case and answer the questions given below:
(Marks)**

(10)

DISPLAYS

Visual merchandising has existed ever since merchandise was sold to customers. When a vendor arranged goods so as to appear more attractive to customers or when street hawkers placed the biggest and ripest fruits at the very top of their baskets, perhaps even decorated with silver foil during festive seasons, for consumers to see and touch ... well, that was and is visual merchandising.

Today, VM has become more sophisticated and more encompassing than the mere arrangement of merchandise for the sake of communication and access to customers. The elements of VM are put into practice from designing the very floor plan of a store, to the beautiful mannequins that grace it. One of the initial occurrences of VM occurred in the 1990s, when Shoppers Stop began hiring visual merchandisers. Thus came into being the very concept of big departmental stores, and an attempt was made to provide an international experience to the Indian masses. Soon, VM became a necessity to the retail industry.

A recent survey conducted at a fairly new mall in Noida, UP, called The Great India Place. From Lifestyle to Jumbo Electronics, Big Bazaar to Globus, Shoppers Stop to Pantaloons – the mall housed well known stores along with huge parking space and food court. VM team surveyed the window and in-store displays at Lifestyle, Pantaloons and Shoppers Stop during the pre-Diwali season, when the shop décor and its customers are both in a shopping mode. Only Lifestyle, from among these three similar and large format stores, had organized an Autumn-Winter window display, which was much appreciated by most walk-ins.

The survey results indicated that the Diwali displays were not upto the mark in terms of customer expectations as well as display standards. Most customers looked for New Arrivals and the latest fashion inside the stores. Moreover, they expected new ranges to be presented in-stores at focal points or in other display areas. Many customers found the displays clustered, contrary to the how a display should always be clear and concise.

However, all the three store windows in the survey were incomplete in terms of VM norms (the

display basics were missing): mannequins were not grouped together for better story and impact; backdrops and props overshadowed the merchandise; layering and cross merchandising was not colour co-ordinated; and above all, the copy was missing and the store window was blinding shoppers from viewing the display.

To conclude, let us hope that in near future visual merchandisers incorporate the basics of window display to achieve better quality displays. This will not only give a boost to retailing, but also ensure that the customers are better equipped with inputs derived from these displays of merchandise.

Questions:

- i) What is the greatest challenge a visual merchandiser faces when it comes to window displays? Elaborate.
- ii) What do customers expect from a display? Discuss why they expect the same.

QUESTION 2
(10 Marks)

Read the caselet and answer the questions given below:

IT DID HAPPEN IN INDIA

Albert Einstein once quoted, “If at first the idea is not absurd, then there is no hope for it”. Not many people can think of opening a hypermart on a second or higher floor. But it happened in India. No matter how tedious it is for the consumer to carry the loaded trolleys way-back to the parking at basements, lower basements or to the Taxi stand across the road. The big story of Big Bazaar was recently narrated by none other than Mr. Kishore Biyani (Group CEO of Future Group) himself with Dipayan Baishya in the title ‘It Happened in India’.

“Many people find the Big Bazaaars over crowded. But few realize that it is consciously designed to look just like that” is quoted by Hans Udeshi who was a part of the initial team of Bid Bazaar and served as the Chief-Category Management of Big Bazaar. He adds on. ‘As Indians, we like bumping into people, chat, gossip and eat all while we shop. Shopping is a form of entertainment for us.” Mr. Kishore Biyani believes that Indian consumer wants a shopping environment which is much similar to his neighborhood market and thus is entirely comfortable with. He follows the Indian consumer with passion and for him retail is all about appealing to the heart.

From visual merchandising and store design perspective, the Big Bazaar formats are not as per the international standards. But that’s exactly not what the Indian consumer wants. He believes more in ‘Value’. Americans famous quote ‘A penny saved is a penny earned’ bit it actually goes with the Big Bazaar consumer’s behavior. They perceive Big Bazaar as ‘Value’ store, even if the much better looking and up-market next door Hypermarket offers the same merchandise at lower price. And it’s simply because of a very ‘organised chaos’ kind of a layout and look.

We remember last summer at Big Bazaar situated at Gazipur, there was a mango seller standing at the entrance area, inside the store, with a mango ‘peti’ (wooden box) hanging around his neck and yelling, “Aam lelo” (buy mangoes). A very Indian way of selling fruits, but, it was a hit!

Team Think Tank (Online newsletter on visual merchandising) conducted a survey with 30 odd consumers who visited Big Bazaar, Sahar Mall, Gurgaon (situated on a second floor) on a week day, to find out their views and experience. Surprisingly, they all had been to the a better looking Hypermart ‘Spencer’s’, located at basement of MGF Mega City, which is right next to Sahara Mall. But they feel more comfortable shopping at Big Bazaar because of the schemes and value offered.

Mr. Sanjeev Jain was shopping with his family at Big Bazaar and quoted, “We come here for the great deals. Layout doesn’t matter as we are more concerned about the products and the value.” He further added, “We have been to Spencer’s next door, but we feel comfortable hear.”

Another shopper Mr. Shobhit says “Cluttered hai, but still feels good”. Mr. Gurpal Singh was pushing a fully loaded trolley and said, “Sub kuch mil jata hai (we get everything here). He gets the most preferred brands at Big Bazaar as compared to next door Super-Mart or grocery shop. Moreover the home delivery system is very convenient. No other retailer delivers groceries ANYWHERE in Gurgaon within 24 hours.

Nevertheless, many people still feel that Cash Counters should be increased & cashiering should be much faster. A non Big Bazaar customer, Mr. Manu says. “I would love to shop at Big Bazaar if the merchandise clutter is reduced by 15-20%. I’m OK with the layout although.

Questions:

- i) Chalk out SWOT of Big Bazaar store.
- ii) What is more important for the customer; store layout or the value offered in-store or both? Discuss.

QUESTION 3 What is Store Image? Briefly explain ANY FOUR top elements that influence a Store’s Image with suitable examples. (10

Marks)

QUESTION 4 State and explain the principles of Design with appropriate examples. (10

Marks)

QUESTION 5 Define Shoppers Experience Management. Explain the concept of Path to Purchase with suitable examples. (10

Marks)

QUESTION 6 Write short notes on Any Two: (10

Marks)

- a) History of Visual Merchandising
- b) Store Exterior
- c) Principles of Display
- d) Color Blocking

e) Popular Display Settings

-----End of Paper-----