# A STUDY ON VISUAL MERCHANDISING IN DECATHLON

Submitted in partial fulfillment of the requirement for the reward

**Bachelor of Commerce**

By

**PRADEEP G**

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**Bachelor of Commerce**

**School of Management Studies**

**Sathyabama Institute of Science and Technology**

**(Deemed University)**

**Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE Jeppiar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600119**

**SATHYABAMA**

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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**SCHOOL OF MANAGEMENT STUDIES**

**BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the Bonafide work of **PRADEEP G**

(39740169) who has done the Project work entitled **"A STUDY ON VISUAL**

**MERCHANDISING IN DECATHLON"** under our supervision from December 2021

to February 2022.

**ANNAI AMALA VIDYA**

**Internal guide**                                        **External guide**

**(Dr. BHUVANESHWARI G, MBA., Ph.D)**

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**Submitted for Viva voce examination held on** _____

**Internal Examiner**                                   **External Examiner**

# DECLARATION

I **Pradeep G (39740169)** hereby declare that the Project Report entitled **"A STUDY ON VISUAL MERCHANDISING IN DECATHLON"** done by me under the guidance of **Annai Amala Vidya M.Com., M.B.A., M.Phil.,** Department of Management Studies is submitted in partial fulfilment of the requirements for the award of Bachelor of commerce degree.

DATE:                                                                          **PRADEEP G**

PLACE:  CHENNAI                                                **SIGNATURE OF THE CANDIDATE**

# ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D**., Dean - School of Management Studies and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D.**, Head of the Department, Dept. of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Professional Training Guide **Annai Amala Vidya M.Com., M.B.A., M.Phil.**, for her valuable guidance, suggestions and constant encouragement paved the way for the successful completion of my project work.

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**PRADEEP G**

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**Abstract:**

Virtual merchandizing is the art of creating visual displays and arranging merchandize assortments with in a store to improve the layout and presentation and to increase growth, sales and hence in turn the profitability. VM helps to attract the customers, towards the displayed products and also improves the shopping experience for customer by sending the right message about the merchandize and presenting it in a unique manner with effective creative quotient. Hence passion for design and creativity are essential to be a good visual merchandiser. The study was focused to determine the important factors of visual merchandising which influence consumer's perceptual process, buying behaviour and in-store promotion activities. Various visual merchandising techniques like graphics and signage, fixtures, props, lighting and space management were considered and study there impact on the buying of the customers. The study also tried to understand and explain the relationship between impulse buying and visual merchandising. Through research we will be able to see that whether visual merchandising can attract more customers, increase the traffic in the store, which ultimately would, increases the sales figures that will pamper the bottom line. This research paper is focusing on perceptions of consumers regarding visual merchandising and influence of visual merchandising on consumer buying behaviour towards apparels. Primary data was collected from 75 respondents from Chennai city who were visitors of decathlon store. Some statistical methods like Chi square tests are use to check influence of visual merchandising on buying behaviour of customers.

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**CHAPTER 1**

## 1.1 STATEMENT OF PROBLEM:

Visual Merchandising has long been considered as important strategic business decision for a number of reasons. First, customer store choice decisions are influenced greatly by merchandising (Arrangement of merchandise) which denotes the relationship between customer perception and buying behaviour. Second, retailers may be able to develop a sustainable competitive advantage through merchandising. Merchandising plays an important role in maintaining a balance between rack stock and the buffer stock. A proper visual merchandising helps the retailer to increase the customer walk-ins and in turn increase the sales of the product. Also, the mall culture sets a limitation on the retailers for manually displaying each and every article in front of the customers. Thus, the retailers are facing a keen competitive market place and as a consequence of that they find many difficulties to differentiate their stores on the basis of product, place, people, price and promotion. Retail store elements such as colour, lighting and visual merchandising have always been considered as having immediate effects on the buying decision making process. Hence, the present study has been undertaken to determine the important factors of visual merchandising which influence consumer's buying behaviour and in-store promotion activities.

## 1.2 INTRODUCTION

The word merchandising has become very popular in young generation. And the job of merchandiser has also taken very popular dimension in the world. Merchandise means goods that are bought & sold. It is as simple as taking the product from a company and selling it to the customer. Merchandising is the techniques, practices, and operations used to promote, encourage and carry on particular categories of commercial activity. The concept of marketing and, merchandising has somewhat emerged from the cover of the phrase merchandising. Marketing refers to promotion delivery and sales of a product to the customer while merchandising means planning, development and presentation (product or product line) for a target group/market in respect of prices, assortment, timing, styling etc. Merchandising department is the pivotal centre for coordinating

the development of merchandise, its design, and realization of design and up to the delivery of the merchandise to the customer. The job of merchandisers has of late become very challenging and complex due to a number of reasons:

1. Frequent fashion change.
2. Complex channels of distribution and sales.
3. Growing complexity of line and product development.
4. Increasing emphasis on Quick Response relationship between buyer – vendor – customers etc.

> Merchandising refers to the promotional techniques used to sell the product to customers. The easiest way to classify merchandising is to say that it is the technique how to sell a product to a targeted group. A merchandiser is someone who procures a product from a manufacturer and then sells it to shoppers or consumers.

In the wide range, we can say, merchandisers are increasingly engaged in sourcing and securing orders, to make regular communicate and negotiation, preparing materials list, sourcing suppliers and their materials, planning, ensure product quality, follow up production up to shipment etc.

## 1.3 OBJECTIVES OF STUDY

☐ To find out the effect of visual merchandising on buying behaviour of customers.

☐ To determine the important factors of visual merchandising influencing customers' buying behaviour and in-store promotion activities.

☐ To make a customer to find and buy the product without the help of sales man

☐ To identify whether a customer could see, touch, feel, try and buy the product

## 1.4 PURPOSE OF STUDY

- ☐ The purpose of this study is to measure the current satisfaction level of the customer as well as better understand the customer's needs from company's point of view for improving the service level.
- ☐ It will also analyze the reason and factors that influences customers' satisfaction level and assist to find out the problems with the service of the case company.
- ☐ The analysis combined with empirical study in order to solve practical problems and find logical solution as well as give insight that might help the company to improve satisfaction level of customer and service level of the company.

# CHAPTER 2

## 2.1 REVIEW OF LITERATURE

### A) Berretto Anton

in the article

**"Tricks of the Trade"**

points out about visual merchandising that When used effectively, the basic components to the concrete aspect of store design - colour, texture, light, music - can enhance store appeal, it also invites a person to touch and is what the body remembers.

### B) Gibson G. Vedamani.

in his book on

**Retail management**

states that, Visual merchandising is needed and its relevance is felt in today retail industry as the primary purpose of merchandising is presentation of products in a way that cause them to be sold quickly, and at the highest possible retail margin. Secondly the visual seduction that charms the customer results in add-on-sales. The third role of merchandising is the creation of the merchant's individual retail image

-which relates directly to the lifestyle of the community and the customer. The targeted result of the activity of visual merchandising is ongoing sales and customer loyalty. **Gibson** also states that, visual merchandisers face three challenges while designing the store.

**First challenge** is to keep the store atmosphere consistent with the store image.

**second challenge** is to influence customer buying decisions with the help of store layout, store atmosphere and space

**third challenge** is to consider the costs associated with each store design element the value received in terms of higher sales and profits. For instance, the free-form design found in many boutiques is much more costly than rows of gondolas in a discount store(Gondolas are four sided shelving cum display cum selling unit, often movable, used on the retail floor as part of the merchandise fixtures). Also custom wood fixtures are more expensive than wire racks. Visual merchandiser must be aware of the financial ramifications of any store layout decision. **C) Gibson**

in his book

**Retail management functional principles and practices**

had clearly laid down the important **role of visual**

**merchandiser.**

According to him

today in retail scenario in India or anywhere in the world visual merchandisers play a major role in enhancing sales and the customer experience. Visual Merchandisers performs the major functions and duties for the retail format to be successful. The author had also listed down few important duties he practically does today which is beyond his definition of function:

Berreto Anton

–

(2007) (Author Young, ha; Kwon, Wi-Suk;Lennon, Sharron j) (Journal-Journal of Fashion Marketing and Management), Volume 11 , Issue 4, pages 477-493 Gibson G. Vedamani, Retail management functional principles and practices. Third edition, jaico publication.

- Planning the VM theme and creating displays.
- Arranging props for displays.
- Arranging display fixtures and lighting.
- Setting up stores before openings
- Working with floor plans and store requirements.
- Training personnel on the sales floor to create displays.
- Organizing merchandising units such as racks and shelves.

**D) Andrew .j. Newmen and peter Cullen (2007)**

in his book '
**Retail Environment and Operation'**
 Defines merchandiser as one who targets the right people, with right merchandise at the right time in the right place. The right people are retail customer's one wish to target. The right place means that the store must have a suitable quantity of floorspace and appropriate merchandise for the area it is located in. According to him, when we think about the task of merchandising a retail store we tend to forget about all the efforts required in choosing and sourcing the products and services displayed. Merchandising is not just about laying out items on shelves. It is concerned with the planning, sourcing, buying and arranging of these products and services. So one can say that the term 'Merchandising'

is used to describe many aspects of the planning and presenting of stock. It also refers to the intermediate stages, which the products pass through from the original source to the end consumers. These stages are: Planning, sourcing, buying, arranging, displaying and space management of products or services. It is coordination of these and other functions that make for a successful retail business. Merchandising is necessary for most types of product and services. The stages of merchandising are discussed below in detail. **E) Dalal M. (2009),** in the article 'Managing merchandising', defines the merchandising process as a set of activities designed to provide the right goods at the right time through right medium at the right price in the right mix of the right quantity from the right source as per the requirement of the business

## 2.2 Company Profile.

Decathlon is one of the world's leading designers and distributors of products and services dedicated to sport, now present in approximately 70 countries. The company designs, manufactures, and sells athletic apparel and equipment for sports, including cycling, hiking, hunting, basketball, swimming, running, soccer, and tennis. It operates a global chain of more than 1,700 stores worldwide. Stores also offer sporting activities, after-sales assistance, ski rental, trek rental, personalization and other services. Decathlon was founded in 1976 by Michel Leclercq and is owned by the Mulliez family, one of the wealthiest in France. The company expanded abroad a decade later: to Germany in 1986, Spain in 1992, Italy in 1993, Belgium in 1997, Portugal, the United Kingdom in 1999, Brazil in

2001, China in 2003, India in 2009, Turkey and Czech Republic in 2010, Taiwan in 2012, Hong Kong in 2013, Malaysia and Singapore in 2016, South Africa, Philippines and Indonesia in 2017 in South Korea and Australia in 2018, and Canada in 2019. The company employs more than 87,000 staff from 80 different nationalities

The retailer stocks a wide range of sporting goods, from tennis racket to advanced scuba diving equipment, usually in large, big-box superstores averaging 4,000m$^2$ in size. Decathlon Group markets its products under more than 20 brands. Its research and development facilities are located across France, where the company develops its product designs, registering up to 40 patents per year.

In January 2022, Decathlon named Ingka group's chief digital officer, Barbara Martin Coppola, as its new global chief executive officer. Decathlon is not just a reseller. It is unique because it has its own in-house brands. they are experts in their fields, and they draw on their knowledge and experience to create, design and manufacture their own products in their own studios and labs. Currently, Decathlon have over 20 Decathlon brands, each dedicated to a specific sport or practice. And, their family ownership means they are here for the long term. They reinvest their profits into research and development, helping to lower the cost of participating in sport.

## 2.3 INSIDE THE REVELUTION

Decathlon was founded in France in 1976. Forty years later it is the largest sporting goods retailer in the world: 1100 stores, 40 countries and 70,000+ employees.

Employees call themselves "Decathletes" or "Sport-Friends". All share a love for sport and outdoor activities. Together, they do their best to fulfill Decathlon's mission: "Make sport accessible for as many people as we can!"

From the beginning, they have worked traditionally, with a hierarchy of many layers, fixed job descriptions, and top-down decision-making. Recently, they changed radically, which for us was a good reason to visit their Dutch headquarters in Amsterdam. At the headquarters we met Decathlete Freek Dierkes.

Freek joined Decathlon in 2015 when he decided he needed a real job. "When I started at one of the Decathlon stores, the old managerial hierarchy was still in place. This changed quickly when new Decathlon CEO, Michel Aballea, was appointed."

A radical change

Michel felt that the stores were becoming fat elephants that moved very slowly. He soon realized the traditional hierarchy was not the way forward. He felt they had to become more flexible and to react more quickly to local markets.

After workshops with the leaders in different countries, Michel concluded the organization needed to change drastically—to be more decentralized and flexible. "In the old ways of working we constantly needed authority from higher up. Not efficient at all. Instead, we wanted to make more decisions locally."

To counter the overgrown hierarchy, Michel introduced two new core values: vitality & responsibility. So, about three years ago, Decathlon started to remove unnecessary management layers. They drew inspiration from organizations like Zappos, Harley Davidson, and Buurtzorg.

This approach radically changed the structure of the organization. They focused on radical decentralization, and ended up with four less layers of management:

- The worldwide CEO (Michel Aballea),
- The local CEO,
- The store leader, ☐ The sport leader.

Change at your own pace

After this top-down initiative, Michel didn't tell the local CEOs what to do, or when to do it. He didn't even set a timeline for completing the transformation. He felt it was best if local CEOs figured it out themselves, based on what they thought was realistic for their local situation.

We were told: "That's why countries, and even stores in the same country, are in different stages of the change process. Some changed radically, some divided the process into stages that gave their employees more time to get used to a new way of working."

For Decathlon all this was necessary to fulfill another aspect of the change; a customer focused approach. They figured that in order to help their customers as best they can, they needed to stimulate employees and to give them more responsibility.

They gave them room to experiment, to learn, to grow and to develop themselves. As one of the Decathletes said: "They would rather see us try something and fail, than see us not trying at all."

Facilitating the revolution

To facilitate change, Decathlon asked employees three simple but essential questions;

- What do you like to do?
- What are you good at?

- What do you want to develop?

Using the answers, they matched tasks (even those that previously belonged to managers) to the right Decathlete. The reasoning was common sense; "Why shouldn't you let someone who's good with numbers and puzzles to design the schedules? If he's good at it, and he likes it, let him do it!"

By giving each employee their own responsibilities, they allowed room for initiative. As well, their work became more fun. Beyond the daily tasks, Decathlon implemented three different roles: the coach, the leader, and the expert.

Coach

For personal development, a Decathlete can ask any colleague (except the one in charge of his contract) to be his or her coach. The coach asks open questions, but doesn't provide answers or solutions. Their task is simply to help the other to grow.

Expert

The expert person is the one who knows everything there is to know about a specific sport or topic. "This role isn't appointed. If you work in the store, it is perfectly clear to everyone who knows most about a certain product or topic."

Leader

In Decathlon's ideal scenario, every Decathlete leads a project or sport of their choice. They hope this will engage people with extra levels of responsibility. These could be to focus on one sport, to organize events, or any other project they find interesting.

Anyone can initiate a project—simply by drawing up a plan and then doing it. This resembles with one of the Decathlon motto's: "I say, I do." The freedom to experiment, and even more important, the freedom to fail and then figure out why, seems to be in Decathlon's DNA.

*HOW DO DECATHLON CHOOSE THEIR SUPPLIERS?*

Different types of suppliers come into focus in the context of manufacturing your products. We can distinguish them by tier:

- Tier 1 suppliers: those that work directly with decathlon
- Tier 2 suppliers: those that work with decathlon suppliers
- Tier 3 suppliers: those that work with the suppliers of their suppliers And so on!

To facilitate discussion with the different factories, teams have adapted their organisational structure by "**industrial group**" (textiles, heavy-duty clothing manufacturing, electronic, metallic equipment…). In some of these groups, people are in charge of selecting the **supplier partners**. They are called "**buyers**". It is a complex assignment given they have to take into account lots of technical, logistics and ethical criteria to select them.

Among their **technical and logistics criteria**, their partners:

- must be able to produce on a large-scale
- must be competent and have real know-how
- be able to manufacture a product with the best cost, quality, lead-time and environmental footprint
- must not be located in the same geographical area as the other factories to control the risks

Among the **ethical criteria**, their partners:

- must share and comply with their commitments
- must have the same willingness to be transparent, being able to understand how the price is determined and how they justify it.
- must share with them the overall objective of making sport accessible to the many

# CHAPTER 3

# RESEARCH METHODOLOGY

This study has included data collection, sample selection, and contents of questionnaire, processing of data analysis. Quantitative and Qualitative research approaches have been embraced for the purpose of research by this study. The simple random sampling technique was use to choose the sample.

## 3.1 RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This study is of descriptive in money management practices.

## 3.2 SOURCES OF DATA

The research uses both Primary and Secondary data.

- Primary data had been collected by questionnaire survey method.
- Secondary data had been collected from various available resources such as review of literature from various published reports, research journals, reference books and online databases.

## 3.3 STRUCTURE OF QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of questions and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of the questionnaire used in this project is as follows.

## 3.4 SIZE AND DESIGN SAMPLE

The study was conducted in Chennai city, India. The sample unit of 75 people, both women and men in the age group of 15-30 and above having knowledge of visual merchandising were selected.

## 3.5 SAMPLING TECHNIQUE

The information required for the study has been collected by the well Structured Questionnaire to Learn and examine the study on virtual merchandising in decathlon. The total 75 respondents have been selected randomly through online survey.

## 3.6 PERIOD OF THE STUDY

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period of time. The period of study for the project of about 30 days project is based on the responses collected from the 75 participants in the 6 days' time period.

## 3.7 ANALYTICAL TOOL

**CHI-SQUARE TEST -** A chi-squared test is a statistical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under the null hypothesis, specifically Pearson's chi-squared test and variants thereof.

PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories

# CHAPTER 4

## DATA ANALYSIS AND INTERPRETATION:

### 4.1 TABLE 1

### 4.1 AGE OF RESPONSE

| AGE | NO. OF RESPONDENT | PERCENTAGE |
|---|---|---|
| 16-20 | 17 | 22.6% |
| 21-30 | 34 | 45.3% |
| ABOVE 30 | 24 | 32% |
| **TOTAL** | 75 | 100% |

Interpretation:

From the above table, it is interpreted that 22.6% of respondents are of age group 16-20, 45.3% of them belong to age group 21-30, 32% belong to the age Group above 30.

### 4.2 TABLE 2

### 4.2 GENDER

| GENDER | NO. OF RESPONDENT | PERCENTAGE |
|---|---|---|
| MALE | 42 | 56% |
| FEMALE | 33 | 44% |
| OTHER | 0 | 0 |
| **TOTAL** | 75 | 100% |

Interpretation:

From the above table, it is interpreted that 56% of respondents are

of Male, 44% of respondents are of Female.

## 4.3 TABLE 3

## 4.3 OCCUPATION

| OCCUPATION | NO. OF RESPONDENT | PERCENTAGE |
|---|---|---|
| STUDENT | 21 | 28% |
| EMPLOYEE | 29 | 38.6% |
| BUSINESSMAN | 13 | 17.3% |
| OTHER | 2 | 2.6% |
| **TOTAL** | 75 | 100% |

Interpretation:

From the above table, it can be interpreted that out of the option given 21% of respondents are students, 38.6% of respondents are employees, 13% of respondents are business persons, 2.6% of the respondents are doing other.

**4.4 How many sports were you able to discover?**

**4.4 Figure 1**
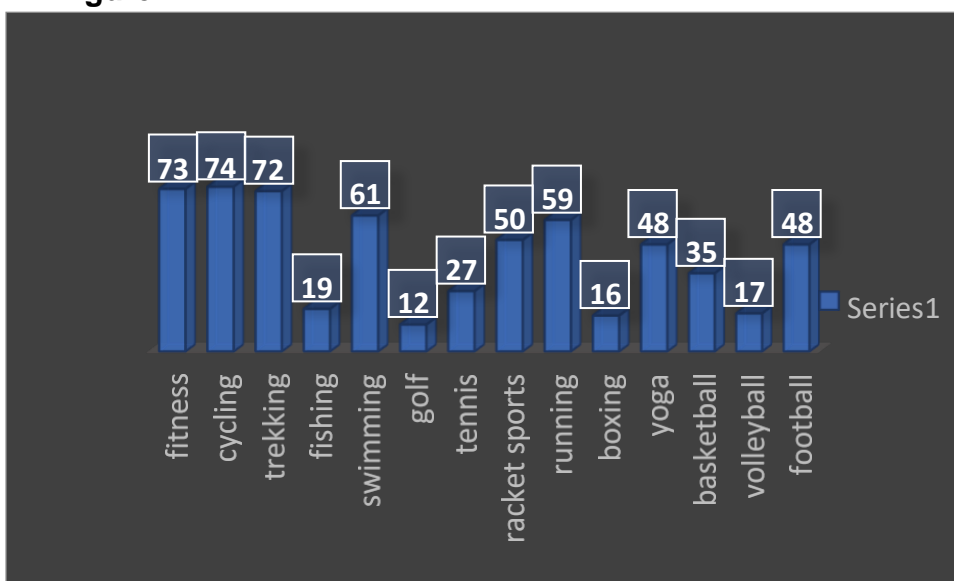


INTERPRETATION

From the above chart 73 persons could identify the sport fitness, 74 persons could
identify cycling, 72 persons could identify the sport trekking and these are the top
3 sport identified by the users of decathlon. 19 persons could identify the sport
fishing, 12 persons could identify the sport golf, 16 persons could identify the sport
boxing and these are the least identified sport by the users of decathlon. On an
average 44 respondents could identify all the sport in the store

**4.5 Were you able to move freely inside the store & different aisles?**

**4.5 Figure 2**
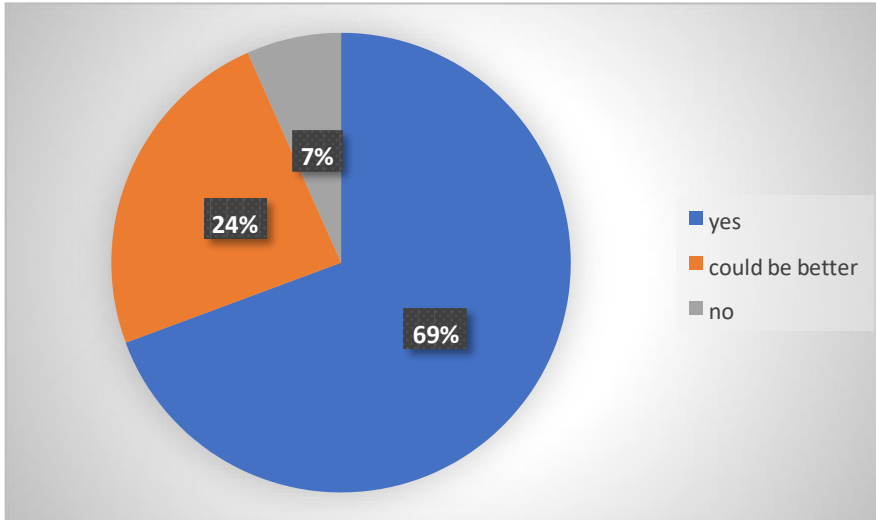


**4.5 Table 4**

| PARTICULARS | NO. OF RESPONDENTS |
|---|---|
| YES | 52 |
| COULD BE BETTER | 18 |
| NO | 5 |
| TOTAL | 75 |

INTERPRETATION

From the above piechart we could derive that 69% of the users could able to move freely inside the store and in between different aisles, 24% of the users suggest that the spacing could be better inside the store to move freely inside the store and in between different aisles and 7%of the user says that they couldn't move freely inside the store and in between different aisles.

## 4.6 Figure 3

## 4.6 WITH WHOM DID YOU VISIT THE STORE?
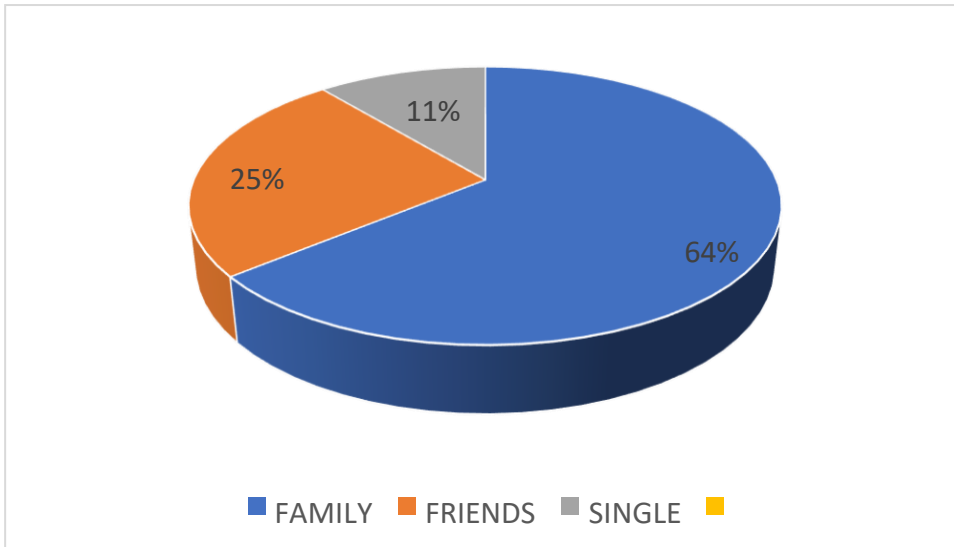


## 4.6 TABLE 5

| PARTICULARS | NO. OF RESPONDENTS |
|---|---|
| FAMILY | 48 |
| FRIENDS | 19 |
| SINGLE | 8 |
| TOTAL | 75 |

INTERPRETATION

From the above pie chart 64% of the user come to store with their family and 25% of the users shop the products with their friends and only 11% of the users purchase the product by themselves.

**4.7 Figure 4**

**4.7 Is your Shopping Experience a destination purchase or a walk by purchase?**
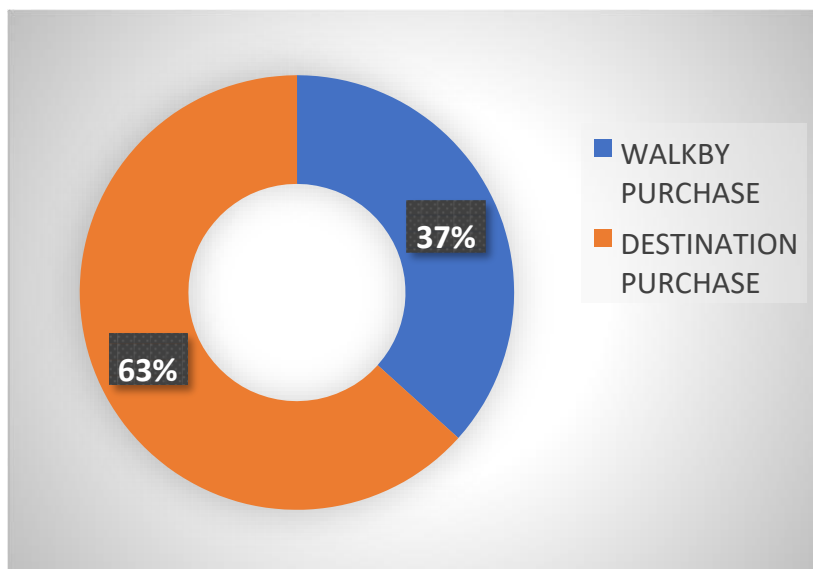


**4.7 Table 6**

| PARTICULARS | NO. OF RESPONDENTS |
|---|---|
| DESTINATION PURCHASE | 47 |
| WALK BY PURCHASE | 28 |
| **TOTAL** | 75 |

Interpretation

From the above pie diagram 63% of the users i.e 47 people out of 75 come to store for the destination purchase where as 37% of the user i.e 28 people out of 75 come to store as a walk by purchase

**4.8 Figure 5**

**4.8 TIME SPENT IN THE STORE**
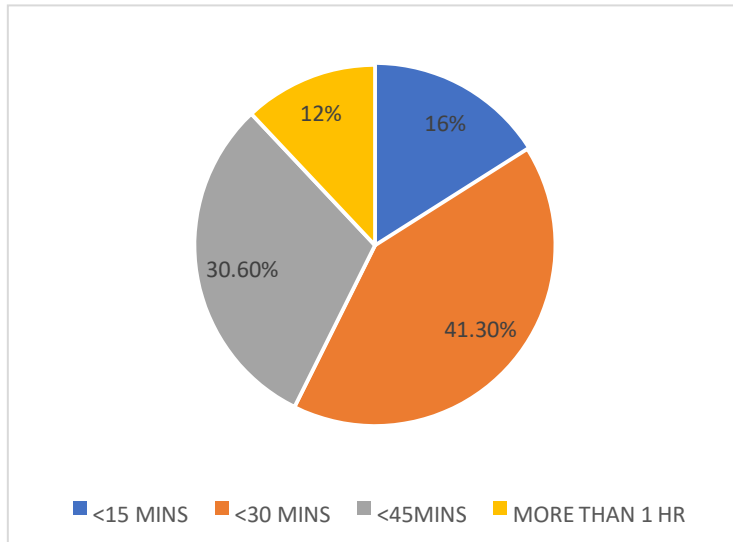


**4.8 TABLE 7**

| PARTICULARS | NO. OF RESPONDENTS |
|---|---|
| <15 MINS | 12 |
| <30 MINS | 31 |
| <45 MINS | 23 |
| MORE THAN 1 HR | 9 |
| TOTAL | 75 |

**INTERPRETATION**

From the above pie chart, 16% of the respondents spends <15 mins in the store, 41.3% of the respondents spends <30 mins in the store, 30.6% of the respondents spends <45 mins in the store and 12% of the respondents spends more than 1 hr in the store

**4.9 Figure 6**

**4.9 How long you have been using decathlon products?**
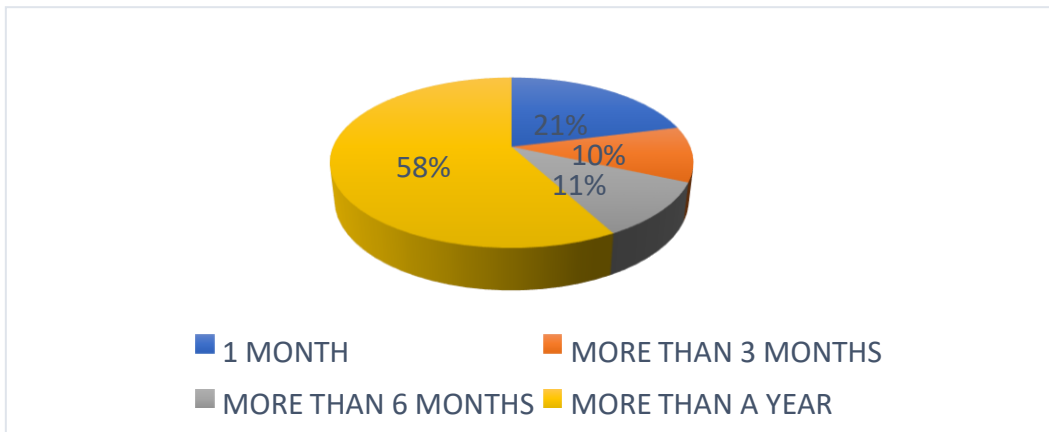


**4.9 Table 8**

| PARTICULARS | NO. OF RESPONDENTS |
|---|---|
| 1 MONTH | 16 |
| MORE THAN 3 MONTHS | 8 |
| MORE THAN 6 MONTHS | 8 |
| MORE THAN A YEAR | 43 |
| **TOTAL** | 75 |

**INTERPRETATION**

From the above pie chart, out of 75 respondents 21% of the customers have been using decathlon products for a month, 10% of the customers have been using decathlon products for more than 3 months, 11% of the customers have been using decathlon products for more than 6 months and 58% of the customers have been using decathlon products for more than a year.

**4.10 Figure 7**

**4.10 How often do you visit the store?**
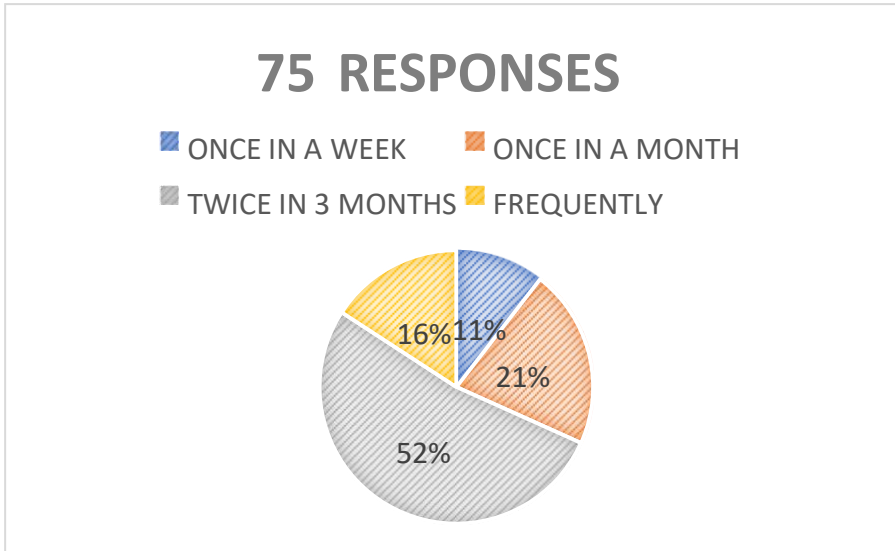


**4.10 Table 9**

| PARTICULARS | NO. OF RESPONDENTS |
|---|---|
| Once in a week | 8 |
| once in a month | 16 |
| Twice in 3 months | 39 |
| Frequently | 12 |
| TOTAL | 75 |

**Interpretation**

From the above informations, out of 75 respondents 11% of the customers visit the store once in a week, 21% of the customers visit the store once in a month, 52% of the customers visit the store twice in 3 months and 16% of the customers visit the store frequently.

**4.11 Figure 8**

**4.11 Does the product full fills your exact needs?**



75RESPONSES

15%
6%
79%

■ YES  ■ NO  ■ MAYBE ■
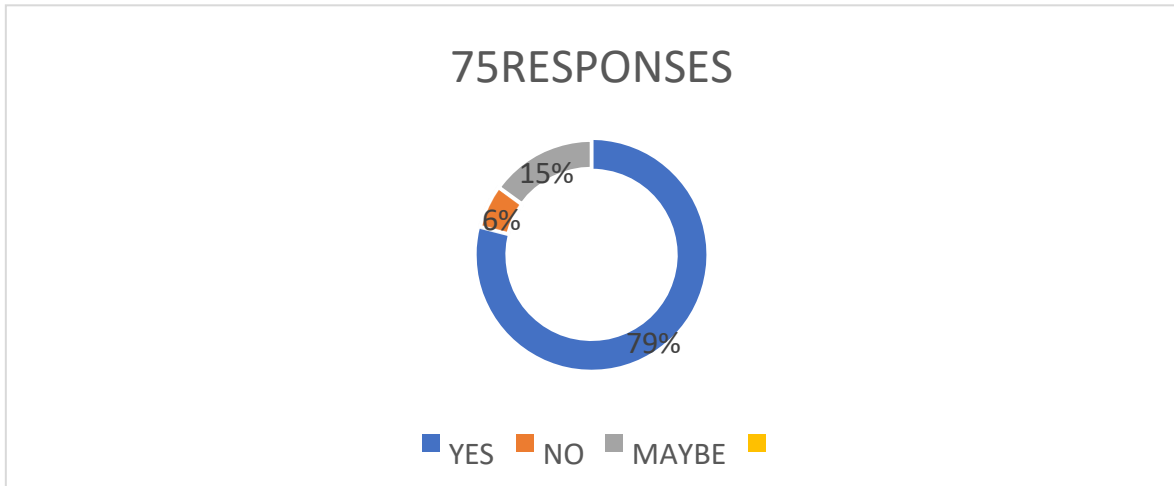
**4.11 Table 10**

| PARTICULARS | NO. OF RESPONDENTS |
|---|---|
| Yes | 59 |
| No | 5 |
| Maybe | 11 |
| **TOTAL** | **75** |

**Interpretation**

From the above diagram, out of 75 respondents the product of decathlon is fulfilled for 79% of the respondents, the product of decathlon is not fulfilled for 6% of the respondents and the product of decathlon is partially fulfilled for 15% of the respondents.

**4.12 Figure 9**

**4.12 Are you able to trial every product kept in the store?**

## 75 RESPONSES



- 30%
- 60%
- 10%

■ YES  ■ NO  ■ MAY BE  ■
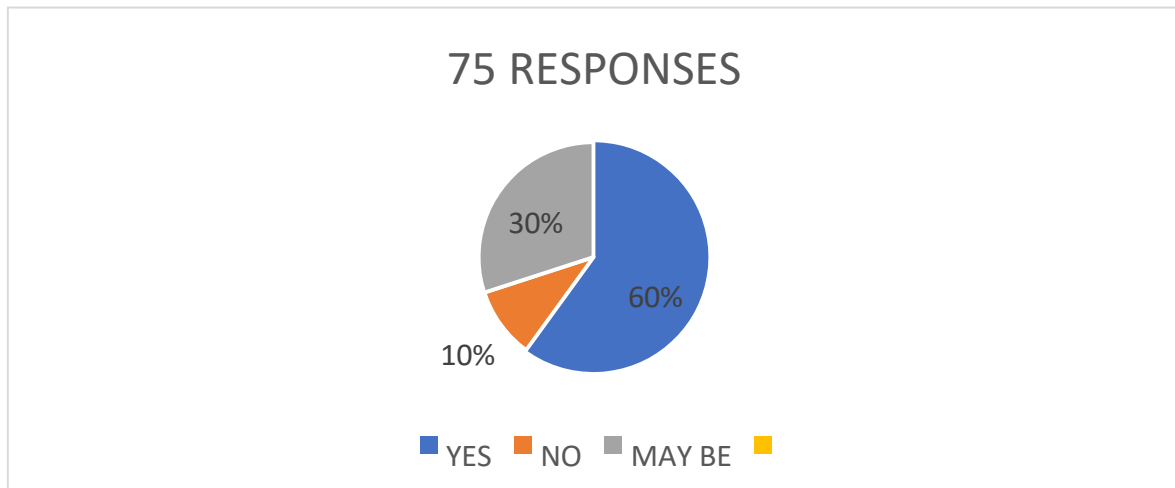
**4.12 Table 11**

| PARTICULARS | NO. OF RESPONDENTS |
|---|---|
| Yes | 45 |
| No | 7 |
| Maybe | 23 |
| **TOTAL** | **75** |

**Interpretation**

From the above details it is said that, out of 75 respondents 60% of them say that they are able to trial every product displayed in the store, 10% of them say that they are not able to trial every product displayed in the store, 30% of them partially agree that they are able to trial every product displayed in the store.

**4.13 Figure 10**

**4.13 According to you what's the genre of decathlon?**



## 75 RESPONSES

■ SPORTS STORE   ■ APPAREL STORE   ■ ANY OTHER   ■
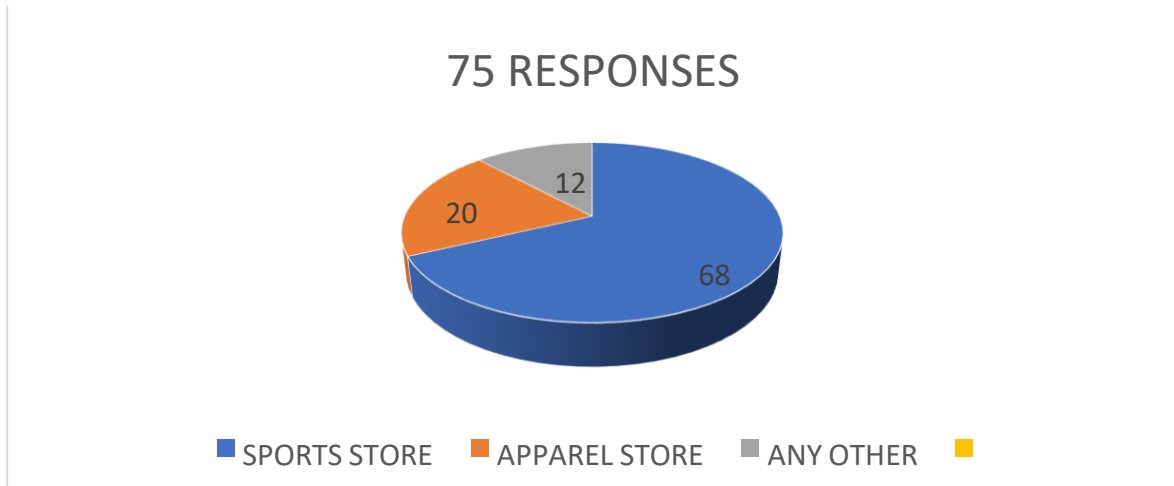
**4.13 Table 12**

| PARTICULARS | NO. OF RESPONDENTS |
|---|---|
| Sports store | 51 |
| Apparel store | 15 |
| Any other | 9 |
| **TOTAL** | **75** |

**Interpretation**

From the above pie chart, out of 75 responses 68% of the respondents says that decathlon is a sport store, 20% of the respondents says that decathlon is a apparel store and 12% of the respondents are not sure what's the genre of decathlon.

**4.14 Figure 11**

**4.14 Would you like to receive some communication about discounts in decathlon?**
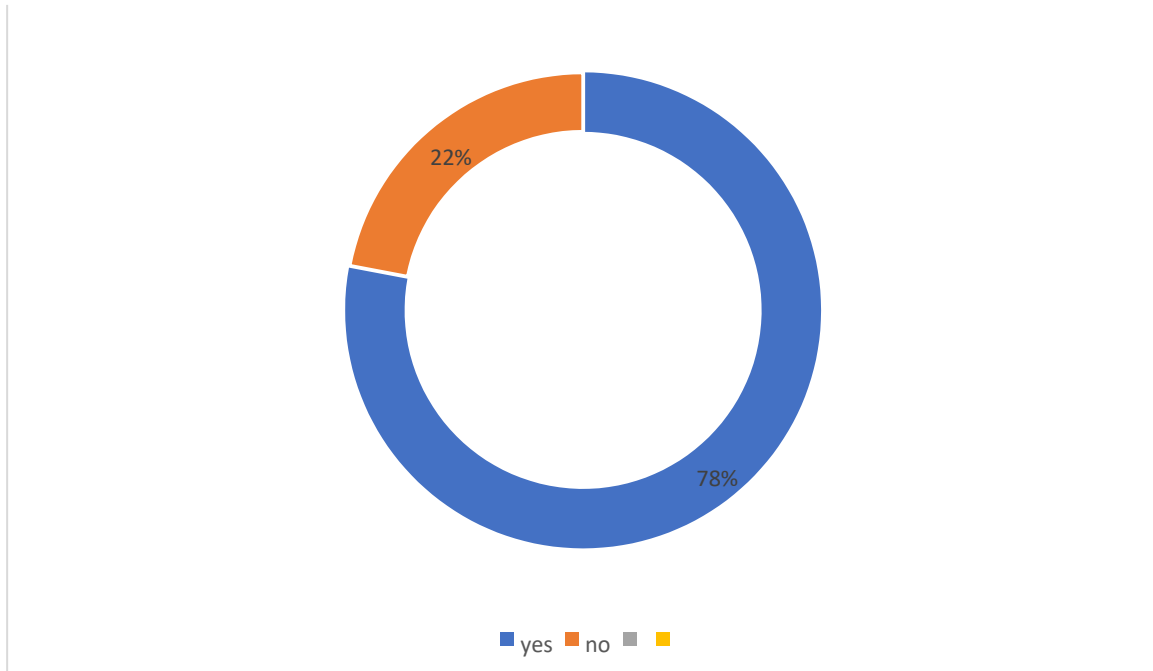


**4.14 Table 13**

| PARTICULARS | NO. OF RESPONDENTS |
|---|---|
| Yes | 59 |
| No | 16 |
| **TOTAL** | **75** |

**Interpretation**

From the collected data, out of 75 responds 78% of the respondents wish to receive communications from decathlon, 22% of the respondents do not wish to receive communications from decathlon

**4.15 Figure 12**

**4.15 Do you hesitate to give your mobile number while billing?**



legend: yes, no, maybe
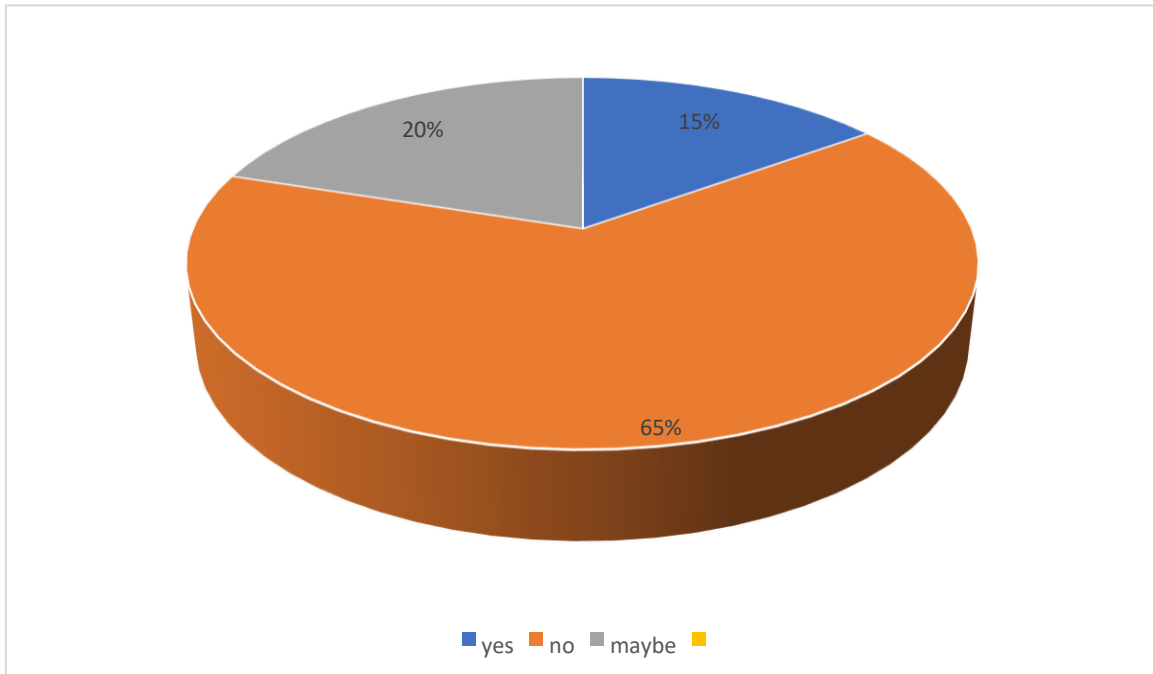
**4.15 Table 14**

| PARTICULARS | NO. OF RESPONDENT |
|---|---|
| Yes | 11 |
| No | 49 |
| Maybe | 15 |
| **TOTAL** | 75 |

**Interpretation**

From the collected data, out of 75 respondents 65% of them don't hesitate to give their mobile no. , 15% of them hesitate to give their mobile no. and 20% of them partially hesitate to give their mobile no.

**4.15 HYPOTHESIS**

H (0): There is no significant relation between occupation and the time spent in the store.

H (1): There is a significant relation between occupation and the time spent in the store

| TIME SPENT IN STORE | STUDENT | EMPLOYEE | BUSINESS MAN | OTHER | TOTAL |
|---|---|---|---|---|---|
| <15mins | 2 | 5 | 3 | 2 | 12 |
| <30mins | 8 | 7 | 10 | 6 | 31 |
| <45mins | 7 | 0 | 6 | 10 | 23 |
| More than 1hr | 2 | 0 | 2 | 5 | 9 |
| Total | 19 | 12 | 21 | 23 | 75 |

Expected value (E)

| TIME SPENT IN STORE | STUDENT | EMPLOYEE | BUSINESS MAN | OTHER |
|---|---|---|---|---|
| <15 MINS | 3.04 | 1.92 | 3.36 | 3.68 |
| <30 MINS | 7.853 | 4.96 | 8.68 | 9.506 |
| <45MINS | 5.826 | 3.68 | 6.44 | 7.053 |
| MORE THAN 1 HR | 2.28 | 1.44 | 2.52 | 2.76 |

`CALCULATION OF X

| OBSERVED VALUE(O) | EXPECTED VALUE (E) | (O-E) | (O-E)2 | (O-E)2 / E |
|---|---|---|---|---|
| 2 | 3.04 | -1.04 | 1.0816 | 0.5408 |
| 5 | 1.92 | 3.08 | 9.4864 | 1.8972 |
| 3 | 3.36 | -0.36 | 0.1296 | 0.0432 |
| 2 | 3.68 | -1.68 | 2.8224 | 1.4112 |
| 8 | 7.853 | 0.147 | 0.0216 | 0.0027 |
| 7 | 4.96 | 2.04 | 4.1616 | 0.5945 |
| 10 | 8.68 | 1.32 | 1.7424 | 0.1742 |
| 6 | 9.506 | -3.506 | 12.292 | 2.0486 |
| 7 | 5.826 | 1.174 | 1.3782 | 0.1968 |
| 0 | 3.68 | -3.68 | 13.542 | 0 |
| 6 | 6.44 | -0.44 | 0.1936 | 0.0322 |
| 10 | 7.053 | 2.947 | 8.6848 | 0.8684 |
| 2 | 2.28 | -0.28 | 0.0784 | 0.0392 |
| 0 | 1.44 | -1.44 | 2.0736 | 0 |
| 2 | 2.52 | -0.52 | 0.2704 | 0.1352 |
| 5 | 2.76 | 2.24 | 5.0176 | 1.0035 |

**INTERPRETATION:**

The chi-squared value is 9.2775 and the chi-squared distribution at .05 is 16.92. Since, the calculated value is lesser than the tabulated value, we can state that there is no significant relation between gender and the saving mode preference. H (0)
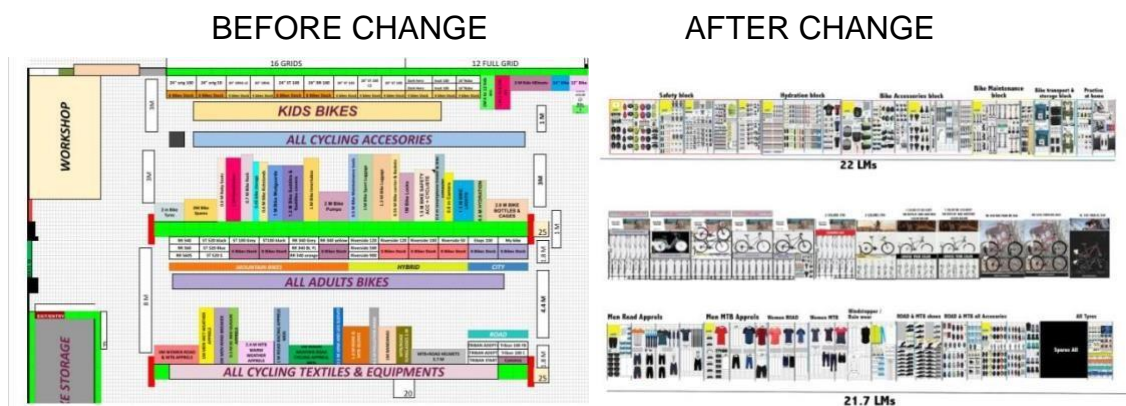
# CHAPTER 5

## 5.1 FINDINGS OF THE STUDY

- Even though the products are neatly arranged in the layouts some products are not visible to every customer as it is hidden

- Customers hesitate to give their mobile no. for billing as they are afraid whether the company will spam their message box by sending the communications and offer messages

- It is observed that most people are lured into buying the product looking

- at the shop's

- ambience and visual display. Therefore retailers should put more efforts creating attractive and eye-catching window display providing information regarding new products, fashion trends, or coordination tips. Studies indicated that a retailer has roughly seven seconds to capture the attention of a passing customer.

- The following elements combine to form a distinctive image that not only reaches out and grabs the customer's attention, but also makes a positive impression within those precious seconds. The image makers are: an identifiable store name, a powerful visual trademark, an unmistakable storefront, an inviting entrance and a consistent and compelling store look and hook.

- Since most of the tools of visual merchandising significantly influence customers' buying behavior, retailers should continuously reinforce their usage to create favourable shopping environments to influence customers' both in-store responses and future store choice decisions.

- Everything you do in the store must fit into the image you chose to create. This will lead to creation of a recognizable image that will be applied and communicate defectively through multiple media to gain customer recognition and loyalty.

- There is significant difference in average half yearly expenditure on apparels by the customers for the garment stores not using visual merchandising and garment stores using visual merchandising.

- Change in the layout makes the shopping easy to the customers

## 5.2 SUGGESSTIONS

☐ The aisle should be clean and tidy

☐ Minimum of 5 to 7 baskets should be available in every side of the aisle

☐ The sport banner should reflect what is in the aisle

☐ The offer on the wall displayed in the aisle should be large and appealing

☐ Customers should find their product easily because it is in right place and displayed correctly

☐ No empty grid should be seen

☐ Customers can see, touch, feel and buy 100%of the products followed by the store

☐ There should be a fitting/testing solution suited to the type of product

☐ Can display sales+1 products

☐ A communication board for every product's which describe the usage of the product should be available for almost every product.

## 5.3 IMPLEMENTATION & RESULTS

BEFORE CHANGE                    AFTER CHANGE

| | Mass Plan Before | Mass Plan After |
|---|---|---|
| Pic |  |  |
| Visual Perception Team | Good, But they had the issue with stock management, more space, was not so informative, customers used to find difficult to find the right products of there need, and it was more time consuming. Customers were left behind during peak time due to the placement of S+ products in two different aisle. | The major issue of customers have to pass through two aisles to choose the products - is now made simpler. 1 aisle for new buyers and the other for retention. Amazing, With New mass plan logic & the new way of displaying the 5/40 and highest qtys seller, we are able to double the stock from 7 qtys in 2m to 14 qtys in same space. The new logic is able to communicate the safety emotion and customers /user are able find it easier to locate accessories of what they need. More efficient for Sales+1, RTR and storage. |
| Feedback User/Customer (75 minimum, formalized) | A customer buying an adult bike has to walk with the team member to select the accessories in the next aisle - where he/she is losing the visibility of the bike which they have taken. The customer struggled to visualize the accessories on the bike during selection. E.g. how a carrier looks on the bike! | People are trying the products.

So far, we didn't do a user study. But visual observation - Customers are less walking, more connected to the products and quick shopping. |

| TO 2 weeks | feb25th to march 9th,  TO 33,84,825 INR, | 9th Aug to 22st, 33,16,263, but here you can see the share of Accessories and Equipments is increased. **City 6.2% to 7.3 %** & Road **8% to 11%** share has improved. **( Overall Growth over last 4 weeks from 14% the change is 18.73%) but we will know more realistic picture after 8 weeks.** |
|---|---|---|
| | | |
| | | |

# CHAPTER 6

## 6.1 CONCLUSION

In this time and age, customers need their shopping to be at ease. Some prefer to spend time and some don't. Every customer should touch, feel, use and then buy the product and the layout of the store should be merchandised in a way that every product to attract and should be easily approachable by the customer. Visual Merchandising as a silent salesperson, as its tools does not speak but definitely convey their sales message through visual appeal. In order to full fill the changing expectations of today's customers, retailers need to place greater emphasis on presentation of merchandise. Retailers have to understand the importance of

shopper's expectations and provide the right environment to lure them. VM serves as a significant influence of the retail experience and the shopper's decision making process. It provides competitive advantage and helps in building the overall image of the store. Since a lot of retailers have started adopting this concept, one should be innovative enough in VM to achieve better results. It was known from the research that visual merchandizing has direct relation with the sales performance. Due to Visual merchandising the customers gets attracted towards hence increasing the stores footfall, which ultimately has a positive impact on the sales figures. The research also threw light on the fact that visual merchandising has the capability to invite people to enter the store and develop their buying behaviour. The results proved that there was relationship between customers' buying behaviour and in-store form/mannequin display, promotional signage and window display. The study also provided insights about types of visual merchandising that can influence customers' buying behaviours. Three most important factors of visual merchandising namely attractiveness of window display, innovative assortments and cleanliness and neatness of store/ store environment have been identified. Hence, Visual merchandising has become an important variable in present scenario.

## 6.2 REFERENCES

1) Visual Merchandising & Display by Martin M. Pegler

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5) Y. Jin Sook, "The effect Visual Merchandising strategy has on consumers' purchase behaviour – centred on clothes stores", Journal of Korea Design Culture Society, vol. 17,no. 2, (2011).

6) P. Hyun Hee, "The effect knowledge for brand beforehand, brand attitude beforehand and perceived quality have on V.M.D perception and attitude", Journal of Korea Clothing Industry Society, vol. 7, no. 4, (2005) **7)** Visual Merchandising Design Manual SK telecom, (2012).

**8)** Multimax corporation Consumer Report, (2012).

**6.3 Appendix**

Questionaire

1. Name of the respondent: _____
2. Age
   - 12-15
   - 16-18
   - 19-30
   - Above 30
3. Gender
   - Male
   - Female
   - Prefer not to say
4. Occupation
   - Student
   - Employee
   - Businessman
   - Housewife
5. How many sports were you able to discover?
   - ☐ Fitness
   - ☐ Cycling
   - ☐ Trekking
   - ☐ Swimming
   - ☐ Fishing
   - ☐ Swimming
   - ☐ Golf
   - ☐ Table tennins
   - ☐ Racket sports
   - ☐ Running
   - ☐ Boxing
   - ☐ Yoga
   - ☐ Walking
   - ☐ Football
   - ☐ Volleyball

☐ Basketball

6. Were you able to move freely inside the store & different aisles?

- Yes
- No
- Maybe

7. You came to the store with your

- Friends
- Family
- Single

8. Is your Shopping Experience a ☐ Destination purchase

- Walk by purchase

9. Time spent in the store today?

- <15mins
- <30mins
- <45mins
- More than 1hr

10. How long you have been using decathlon products?

- 1 month
- More than 3 month
- More than 6 month
- More than a year

11. How often do you visit the store?

- Once in 2 weeks
- Once in a month
- Twice in 3 month
- Frequently

12. Does the product full fills your exact needs?

- Yes
- No
- Maybe

13. Are you able to trial every product kept in the store?

- Yes
- No

- Maybe

14. According to you what's the genre of decathlon?

- Sport store
- Apparel shop
- Any other

15. Would you like to receive some communication about discounts in decathlon?

- Yes
- No

16. Do you hesitate to give your mobile number while billing?

- Yes
- No
- Maybe