



A Study On The Relationship Between Visual Merchandising & Customer
Buying Decision For Modern Trade Format Stores In Bangalore City For
Cola-Cola Private Limited

By

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A PROJECT REPORT

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BONAFIDE CERTIFICATE

This is to certify that this project report titled “A study on the Relationship between Visual Merchandising& Customer Buying Decision for modern trade format stores in Bangalore city for Cola-Cola private limited”who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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DECLARATION

I, hereby declare that this project report entitled as “A study on the Relationship between Visual Merchandising& Customer Buying Decision for modern trade format stores in Bangalore city for Cola-Cola private limited”, being submitted in partial fulfillment for the award of Master or Business Administration is the original work carried out by me. It has not found the party other project work submitted for award of any degree or diploma, either in this or any other university.

Signature of the Candidate

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Synopsis

My title of the project is study on the relationship between visual merchandising & customer buying decision for modern trade format stores in Bangalore city forcola-cola private limited. The objective of the study is to find the relationship between visual merchandising and customer buying decision for modern trade format stores. Population size of the study was infinite. sample size was 300 respondents. Systematic sampling technique was used here.

Major finding is product display, shelves, lights are highly influence the customer buying decision when they making purchase in hyper stores. so there is a positive relationship between visual merchandising and customer buying decision.

INTRODUCTION

CHAPTER 1

1.1 About the Study

Hypermarket industry is one of the newest and also fastest growing industries in the Indian economy. Gradually hypermarkets could capture a large number of customers all over India and especially in tier 1 cities like Bangalore, Mumbai, Chennai, etc. They work in a very dynamic industry and competitive environment. Visual merchandising plays a vital role in retailing. Merchandising is that which enhances products, supports brands, increases traffic and sales, adds visual excitement by way of strategically located and illuminated focal destinations in an environment, typically businesses and stores, defines and advertises overall personality and image. Visual merchandising is one of the major marketing tactics used by retailers to attract customers to the stores and made them buy the product. It will provoke them to select the most liked store, spend more time in it, and examine the products and finally resulting in a purchase.

This study focus on the visual merchandising whether factors like product display in store, cleanliness of store, lighting of store, store layout& design, colors, shelves in store are influence the customer to make the purchase in hypermarket in Bangalore city like hyper city, spar, star bazaar etc..

1.2 Beverage Industry Profile

In the realm of nonalcoholic drinks, consumers spend more money on carbonated soft drinks than anything else. The sector is dominated by three major players, which together control nearly 80% of the global market. Coca-Cola is king of the soft drink-empire and boasts a global market share of around 50%, followed by Pepsi at about 21%, and Cadbury Schweppes (Dr Pepper and Seven Up) at 7%.

For years the story in the nonalcoholic sector centered on the power struggle between Cola War principals Coke and Pepsi. But as the pop fight has topped out, the industry's giants have begun relying on new product flavors (e.g. cherry, vanilla) and looking to noncarbonated beverages for growth. Pepsi may no longer vie for Coke's carbonated crown, but it has been winning battles on this new competitive front. The company's purchase of The Quaker Oats Company and its Gatorade brand put Pepsi in the #1 spot in the noncarbonated beverage category, adding Gatorade's 73% share of the sports drink market to its Tropicana, All Sport, and Lipton tea holdings. Coke's noncarbonated holdings include Minute Maid, Powerade, and Nestea, among others. Cadbury Schweppes' purchase of Snapple is further indication of the industry trend toward noncarbonated beverages.

Other companies found success with fruit drinks (Ocean Spray Cranberries), sports drinks, and teas (Ferolito, Vultaggio, & Sons). Even Anheuser-Busch introduced 180, a nonalcoholic energy drink.

The fastest growing product line is bottled water. With about \$8 billion in annual sales, both large and small companies are getting into the act. Nestlé currently dominates, claiming nearly half the bottled water sales in North America. But other smaller players are finding niche markets through "enhanced" water. That's where companies add vitamins, herbs, and other additives that supposedly reduce stress, increase concentration, and improve endurance.

The key for all of these companies is differentiation. The giants have new flavors and new appearances (Sprite Remix) for the traditional slow-growth sodas as they wade into the dizzying ocean of juices, water, and dairy drinks now available. Whatever company cultivates the greatest brand awareness in the minds of the consumer (think Nike and gym shoes) will crowd out competitors as it enjoys long-term growth.

Like its nonalcoholic counterpart, a few key players that dominate the global field control the alcoholic beverage industry. Characterized by maturity and low growth, it struggles against a global health kick and heavy price competition.

Beer is the industry's top seller. Major brewers include Anheuser-Busch, with Budweiser and its newer brews such as Michelob Ultra and World Select. As the #1 brewer in the world, Anheuser-Busch can afford to experiment. It teamed with Bacardi to produce the Bacardi Silver malt alternative. SAB Miller Plc, the world's #2 brewer, pursues a different strategy. Rather than extend its product line, it is growing its flagship Miller brand both in the US and overseas. Europe has witnessed a third strategy for global expansion -- acquisitions.

Interbrew's purchase of Whitbread plc, Bass, and Brauerei BECK, helped grow the company into the world's third-largest brewer. Other brewers also have joined the buying bandwagon: Brazil's Cervejaria Brahma's spent nearly \$4 billion in mid-2000 to purchase cash-strapped rival Antarctica Paulista to create AmBev. Also in 2003 Heineken purchased Österreichische Brau-Beteiligungs to form Brau Union in Central Europe. Consolidation is also on the collective minds of wine and spirits manufacturers. Takeover speculation is swirling around Australia's troubled wine producer Southcorp, which has seen profits tumble amid a vine-shriveling drought. One possible suitor is Australian brewer Foster's.

While Australia deals with drought, California vintners in the past year have developed a surplus of grapes, leading to cheaper wines. Wine lovers have stocked up on \$2 bottles of California wine, which in part may explain why these and other Sunshine State vintages now make up 10% of the UK wine market.

Spirits manufacturers may not pray for rain to ensure profits, but they do fall prey to consolidation fever. Diageo, the world's #1 producer of alcoholic drinks (beer, spirits, and wine), together with France's PernodRicard (the #3 distiller), turned out to be the big winners in the industry-wide scramble to purchase Seagram Company's drinks

business. The Diageo-PernodRicard duo outbid the tandem of Bacardi and Brown-Forman (maker of Jack Daniels), after #2 distiller Allied Domecq dropped out of the race. Left out in the cold on the Seagram deal, Bacardi now may issue stock to the public after 100 years of family ownership. Having an opportunity to buy into the manufacturer of the world's #1 rum will no doubt interest Diageo, Allied Domecq, and others.

The maneuverings of Bacardi should be instructive for the industry. Other spirits manufacturers and brewers must find the proper blend of market muscle and money to succeed in an industry increasingly unrestrained by geographical boundaries.

1.3 About the Organization

Coca-cola is the 8th position in global 500 2012 companies. its also stands in te 58 th position in fortune 500 companies. The CEO for coke is Mr. Muhtarkent. And Indian CEO is Mr.Athulsingh.

Mission, Vision &Values of Coca Cola

Mission

Their Roadmap starts with their mission, which is enduring. It declares their purpose as a company and serves as the standard against which they weigh their actions and decisions.

- To refresh the world...
- To inspire moments of optimism and happiness...
- To create value and make a difference.

Vision

Their vision serves as the framework for their Roadmap and guides every aspect of their business by describing what they need to accomplish in order to continue achieving sustainable, quality growth.

- People: Be a great place to work where people are inspired to be the best they can be.

- Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
- Partners: Nurture a winning network of customers and suppliers, together they create mutual, enduring value.
- Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.
- Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.
- Productivity: Be a highly effective, lean and fast-moving organization.

Be the Brand

- Inspire creativity, passion, optimism and fun

Coca-Cola in India

The Coca-Cola Company, incorporated in September 1919, is a beverage company. The Company owns or licenses and markets more than 500 non-alcoholic beverage brands, primarily sparkling beverages but also a variety of still beverages, such as waters, enhanced waters, juices and juice drinks, ready-to-drink teas and coffees, and energy and sports drinks. It owns and markets a range of non-alcoholic sparkling beverage brands, which includes Coca-Cola, Diet Coke, Fanta and Sprite. The Company's segments include Eurasia and Africa, Europe, Latin America, North America, Pacific, Bottling Investments and Corporate. On December 30, 2011, the Company acquired Great Plains Coca-Cola Bottling Company (Great Plains) in the United States. During the year ended December 31, 2011, the Company acquired the remaining interest in Great Plains and Honest Tea, Inc. (Honest Tea). In December 2011, the Company acquired an additional minority interest in Coca-Cola Central Japan Company (Central Japan). The Company markets, manufactures and sells beverage concentrates, sometimes referred to as beverage bases, and syrups, including fountain syrups, and finished sparkling and still beverages. Outside the United States, it also sells concentrates for fountain beverages to its bottling partners. The Company sells

sparkling beverages and a variety of still beverages, such as juices and juice drinks, energy and sports drinks, ready-to-drink teas and coffees, and certain water products, to retailers or to distributors, wholesalers and bottling partners who distribute them to retailers. In addition, in the United States, it manufactures fountain syrups and sells them to fountain retailers, such as restaurants and convenience stores who use the fountain syrups to produce beverages for immediate consumption, or to authorized fountain wholesalers or bottling partners who resell the fountain syrups to fountain retailers.

The Company manufactures, markets and sells Leao / Matte Leao teas in Brazil through a joint venture with its bottling partners. During 2011, the Company introduced a variety of brands, brand extensions and beverage products: the Latin America group launched FrugosSabores Caseros; in the Pacific group, Fanta, a fruit-flavored sparkling beverage, was relaunched in Singapore and Malaysia; Real Leaf, a green tea-based beverage, launched two varieties in Vietnam; and in South Korea it introduced three flavor variants of the Georgia Emerald Mountain Blend ready-to-drink coffee beverage and Burn Intense, an energy drink; the Europe group launched Powerade ION4 in Denmark, Norway, Sweden and France, France launched Powerade Zero; in the Eurasia and Africa group, Turkey launched Cappy Pulpy, and India launched Fanta Powder, an orange-flavored powder formulation; Schweppes Novida, a sparkling malt drink, was launched in Kenya and Uganda; and in Uganda Coca-Cola Zero was launched; in Egypt, it launched CappyFruitbite; and Schweppes Gold, a sparkling flavored malt drink, and in Ghana, it launched Schweppes Malt, a dark malt drink. During 2011, the Company sold approximately 26.7 billion unit cases of its products. The Company's core sparkling beverages include Coca-Cola, Sprite, Fanta, Diet Coke / Coca-Cola Light, Coca-Cola Zero, Schweppes, Thums Up, Fresca, Inca Kola, Lift and Barq's. Its energy drinks include Burn, Nos and Real Gold. Its juices and juice drinks include Minute Maid, Minute Maid Pulpy, Del Valle, Simply, Hi-C, Dobriy and Cappy. The Company's other still beverages include glaceauvitaminwater and Fuze. The Company's coffees and teas include Nestea teas, Georgia coffees, Leao / Matte Leao teas, Sokenbicha teas, Dogadan teas and Ayataka teas. Its sports drinks include

Powerade and Aquarius. The Company's waters include Ciel, Dasani, Ice Dew, Bonaqua / Bonaqa and Kinley. The Company competes with PepsiCo, Inc., Nestle, Dr Pepper Snapple Group, Inc., GroupeDanone, Kraft Foods Inc. and Unilever.

Brands History And Info



COCA-COLA: Developed in a brass pot in 1886, Coca-Cola is the most recognized and admired trademark around the globe. Not to mention the best-selling soft drink in the world.



DIET COKE: The extension of the Coca-Cola name began in 1982 with the introduction of diet Coke (also called Coca-Cola light in some countries). Diet Coke quickly became the number-one selling low-calorie soft drink in the world.



SPRITE: In 1961, a citrus-flavored drink made its U.S. debut, using "Sprite Boy" as inspiration for its name. This elf with silver hair and a big smile was used in 1940s advertising for Coca-Cola. Sprite is now the fastest growing major soft drink in the U.S., and the world's most popular lemon-lime soft drink.



FANTA: When the Fanta product line began in 1955 in Naples, Italy, it consisted of one orange-flavored drink. Today it is the trademark name for a line of flavored drinks sold around the world

INDIA



GOLD SPOT: This orange carbonated soft drink was introduced in the early 1950s, and acquired by The Coca-Cola Company in 1993. Its tangy taste has been popular with Indian teenagers.



LIMCA: This thirst-quenching beverage features a fresh and light lemon-lime taste and a lighthearted attitude. The Limca brand was introduced in 1971 and acquired by The Coca-Cola Company in 1993.



MAAZA: Maaza, launched in 1984 and acquired by The Coca-Cola Company in 1993, is a noncarbonated mango soft drink with a rich, juicy, natural mango taste.



THUMS UP: In 1993, The Coca-Cola Company acquired this brand, which was originally introduced in 1977. Its strong and fizzy taste makes it a unique carbonated Indian cola.

Channel Segmentation OfCoca-Cola In India

Modern Trade

- Hyper stores
- Super stores
- Convenio stores

- Cash& carry store

Entertainment& Drink

- Quick service restaurant
- Take away
- Fine dine
- Night life

Cinema

- Single screen
- Multiplex

Entertainment &Leisure

- Hotels
- Amusement park

Travel

- Airlines-budget
- Airlines-full service
- Airport kiosks
- Fuel station

Institution

- At work
- Csd canteen
- Education collage/school canteen
- Hospitals canteen

Channel Class

Classifying outlets basis the size/consumption occasion

About Modern Trade

Modern trade stores are retail outlets which are:

- open format
- self service

- allows the consumers to touch and feel the product
- having computerized check-outs

Types of Modern Trade

- Chain stores: like food bazaar, food world, spencer’s, reliance, trinthra, etc..
- Stand Alone stores: like ghanshyam stores, millennium, galaxy, needs, stores

Plano Gram of Coca-Cola

Vertical display is the display of Coca-Cola products on modern trade shelves in vertical fashion. (i.e. top to bottom)

This clearly separates different brands vertically by their label colors and looks like different colored vertical windows

Vertical displays can be either in the:

- Store racks
- Pallet racks
- Any chilling equipment in stores
- floor displays

Vertical display excludes thematic displays like Maaza, MMPO, Diwali displays etc...

1.3.1 table of Execution standards of Modern Trade for hyper stores and its Brand Order

COKE → ORANGE → LEMON → THUMPS UP → JUICE →
KINDLEY.

Sku’s	availability	Visibility
Sparkling mobile 500ml/600 ml	COKE+(F,SP,LIM,TU ,K) at least 3(min 24 bottles each)	Min 24 facings(all flavour combined)
Sparkling home pet(2l/1.5l)	COKE+(F,SP,LIM,TU ,K)	Min 24 facings(all flavour combined)

	at least 3(min 24 bottles each)	
Sparkling party pack(2l/2.25l)	COKE+(F,SP,LIM,TU ,) at least 3(min 24 bottles each)	Min 24 facings(all flavour combined)
Can 300 ml	D.COKE+(CC,F,SP,LIM,TU) DKO>min 24 can+ other cans > min 24 cans combined	Min 16 facings(all flavour combined)
Mobile juice PET 400 ml/600 ml	(MAAZA+MINUTE MAID) (min 8 bottles each brand)	Min 8 facings each brand(all flavours combined)
Large juice PET(1l/1.2l)	(MAAZA+MINUTE MAID) (min 8 bottles each brand)	Min 8 facings each brand(all flavours combined)

Activation Standards

a) Any one of the multipack activation on coke products:

- juice bundling with communication on sticker
- large PET multipack with handle with communication on sticker
- tetra multipack, with communication

b) Any visible Brand COKE activation:

- OBM
- promotion messaging (with price communication)

Anywhere in the outlet(pole header/cooler strip/shelf strip/category dividers/neck ringer/poster/dangler)

- c) Any visible OBM with price communication on Coke products:
- (excluding OBM on brand coke).anywhere in the outlet-OBM either on pole header/ cooler strip/shelf driver)
- d) Secondary warm display in pallet racks /fsu:
- Open bottle display with in transparent sheet /within or between trays. Must be with price communication thru a pole standee/header.

1.4 Statement of the Problem

Visual merchandising is used in most of the stores to attract the customers into store and attributes of the stores will stimulate the buying decision.

This study focuses on the relationship between visual merchandising and customer buying decision for hyper stores in Bangalore city. Therefore be carried out with the research problem of

“Is there relationship between visual merchandising and customer buying decision for modern trade format stores within the Bangalore City Limits?”

1.3 Scope of Study

The scope of the study is to find how visual merchandising making impact on hyper stores in Bangalore.

CHAPTER 2

2.1 Review of Literature

Milad Kouchekian, and **Mahshid Gharibpoor**, observed that

Visual merchandising plays a vital role in retailing. Merchandising is that which enhances products, supports brands, increases traffic and sales, adds visual excitement by way of strategically located and illuminated focal destinations in an environment, typically businesses and stores, defines and advertises overall personality and image.

SashiniGajanayake, andH.A.K.N.S.Surangi, RidmiGajanayake observed that, the positive relationship between colour and product Display, the colour of a store can physically attract consumers towards merchandise displays, and also there is a relationship between product display and patronage.

Ko de Ruyter, JoseÂBloemer observed that consumers experience a positive mood during the time a service is rendered, care should be taken to create an ambient service environment

Ben Paul B. Gutierrez observed that The presence of environmental stimulation variables such as scent and sound or attractive store displays may moderate the choice of search strategies and making impulse purchases

Nor AishahZahaZainalAbidin&Azlaini Haji Abdul Azizconcluded that the study has proven the need to set up a good window display to help sell a product better. window displays that are able to convey clearly of product meaning, value and quality, using the right elements and configurations.

CHAPTER 3

3 Research Methodologies

3.1 Type of Research

It is a basic type of research because here we are finding the relationship between variables. Its main objectives are to find the existing domain of knowledge about the certain subject or topic.

3.2 Objectives of Study

The objective of the study is to find the relationship between visual merchandising and customer buying decision for modern trade format stores.

3.3 Data and Data Source

Data was collected respondents who purchased in a hyper store. Primary data was collected through a structured questionnaire. Observation was used to collect the required information.

3.4 Time Period and Covered

The project was completed within the time period of 42 days during the month of July- august 2012

3.5 Population and Sample Size

A sample size of 300 respondents taken.as the customer of coke products are infinite, so population is infinite

3.6 Sampling Technique

Systematic sampling technique was followed where every second customer were showing interest in soft drink display in store. They chose as respondent for this study.

3.7 Statistical Tools Used:

Tools used here is described below

- Anova.
- Multiple linear Regression

3.8 Limitation of the Study:

The limitation of the study is I took respondents only from Bangalore city not every tier 1 cities in India. Because the taste and perception will be different according to the place where they live, so this study only to understand the perception of Bangalore people. In this study music which is play in store doesn't include.

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CHAPTER 4

4 Analysis and Interpretations

4.1 Regression

4.1.1 Table of regression analysis for all variables and customer buying decision

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.548	.256		2.143	.033
	Light	.378	.060	.328	6.269	.000
	Display	.326	.078	.221	4.205	.000
	Shelves	.202	.037	.269	5.424	.000

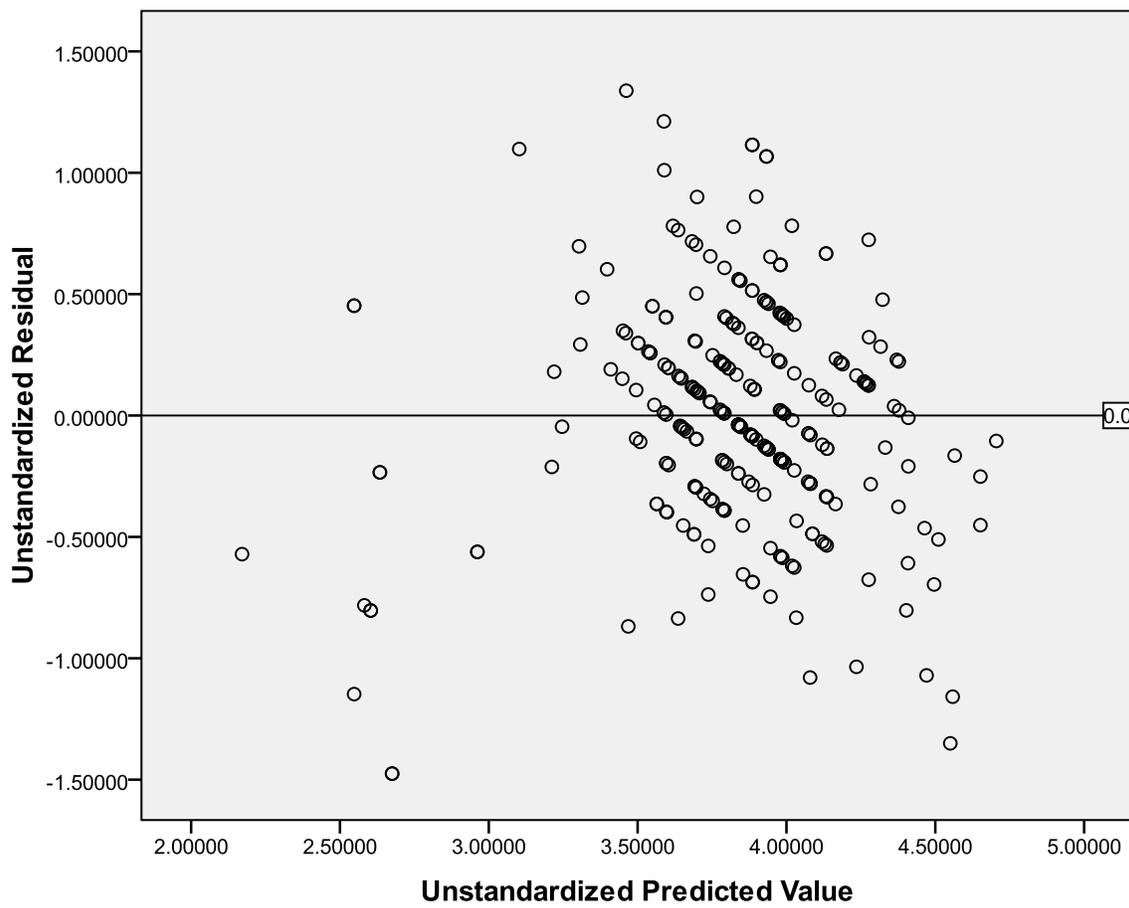
Regression equation is

Customer buying decision = .548 + .378(light) + .326(display) + .202(shelves)

4.1.2 Table of residual statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1711	4.7050	3.8380	.37351	300
Residual	-1.47524	1.33808	.00000	.45409	300
Std. Predicted Value	-4.463	2.321	.000	1.000	300
Std. Residual	-3.232	2.932	.000	.995	300

Here there is low significance value for variables like color, cleanliness, and store layout. there is high significance value for the variables like light, product display, shelves also highly influence the customer buying decision.



4.1.1 Figure shows the Scatter plot for linear regression variables

4.2 Anova

Hypothesis

Ho: There is no difference between the age groups.

Ha: There is difference between the age groups.

4.2.1 Anova for the ages and all other variables

4.2.1.1 Table of Anova for the ages and all other variables.

		Sum of Squares	Df	Mean Square	F	Sig.
Light	Between Groups	1.258	3	.419	1.620	.185
	Within Groups	76.610	296	.259		
	Total	77.867	299			
Color	Between Groups	2.388	3	.796	2.004	.114
	Within Groups	117.562	296	.397		
	Total	119.949	299			
Display	Between Groups	2.182	3	.727	4.767	.003
	Within Groups	45.162	296	.153		
	Total	47.344	299			
Clean	Between Groups	13.831	3	4.610	8.245	.000
	Within Groups	165.516	296	.559		
	Total	179.347	299			
Layout	Between Groups	1.472	3	.491	1.344	.260
	Within Groups	108.054	296	.365		
	Total	109.526	299			
Shelves	Between Groups	2.866	3	.955	1.576	.195
	Within Groups	179.344	296	.606		
	Total	182.209	299			
customer	Between Groups	1.528	3	.509	1.481	.220

Within Groups	101.838	296	.344		
Total	103.367	299			

Here the significance for the product display and cleanliness is less than 0.05, so H_a is accepted and hence there is difference between the ages. For other variables significance are greater than 0.05 so H_o is accepted and there is no difference between the ages.

4.2.2 Anova for the gender and all other variables

Hypothesis:

H_o : There is no difference between the gender groups.

H_a : There is difference between the gender groups.

4.2.2.1 Table of Anova for the gender and all other variables.

		Sum of Squares	Df	Mean Square	F	Sig.
Light	Between Groups	1.683	2	.841	3.280	.039
	Within Groups	76.185	297	.257		
	Total	77.867	299			
Color	Between Groups	.213	2	.106	.264	.768
	Within Groups	119.736	297	.403		
	Total	119.949	299			
Display	Between Groups	.678	2	.339	2.158	.117
	Within Groups	46.666	297	.157		
	Total	47.344	299			
Clean	Between Groups	.059	2	.030	.049	.952
	Within Groups	179.288	297	.604		
	Total	179.347	299			
Layout	Between Groups	.757	2	.379	1.034	.357
	Within Groups	108.769	297	.366		
	Total	109.526	299			
Shelves	Between Groups	.206	2	.103	.168	.845
	Within Groups					

	Within Groups	182.003	297	.613		
	Total	182.209	299			
customer	Between Groups	2.478	2	1.239	3.648	.027
	Within Groups	100.889	297	.340		
	Total	103.367	299			

Here the significance for the light and customer buying decision are less than 0.05, so H_a is accepted and hence there is difference between the gender for light and customer buying decision.

For other variables significance are greater than 0.05 so for those variables H_o is accepted and there is no difference between groups between the genders

4.2.3 Anova for the qualification and all other variables

Hypothesis:

Ho: There is no difference in customer perception between differently qualified groups.

Ha: There is difference in customer perception between differently qualified groups.

4.2.3.1 Table of Anova for the qualification and all other variables:

		Sum of Squares	Df	Mean Square	F	Sig.
Light	Between Groups	1.280	2	.640	2.481	.085
	Within Groups	76.588	297	.258		
	Total	77.867	299			
Color	Between Groups	1.951	2	.975	2.455	.088
	Within Groups	117.998	297	.397		
	Total	119.949	299			
Display	Between Groups	.345	2	.172	1.089	.338
	Within Groups	47.000	297	.158		
	Total	47.344	299			
Clean	Between Groups	5.663	2	2.831	4.842	.009
	Within Groups	173.684	297	.585		
	Total	179.347	299			
Layout	Between Groups	1.345	2	.672	1.846	.160
	Within Groups	108.181	297	.364		

	Total	109.526	299			
Shelves	Between Groups	6.022	2	3.011	5.076	.007
	Within Groups	176.187	297	.593		
	Total	182.209	299			
customer	Between Groups	4.372	2	2.186	6.558	.002
	Within Groups	98.995	297	.333		
	Total	103.367	299			

Here the significance for the customer buying decision, light, cleanliness are lesser than 0.05, so H_a is accepted, and hence there is difference between the qualification.

For other variables significance are greater than 0.05 so for those variables H_o is accepted and there is no difference between groups between the genders.

Chapter 5

5 Findings, Suggestion & Conclusion

5.1 Findings

- According to the value of the regression analysis in first position lighting influence the customer buying decision
- In second position product display influence the customer buying decision
- In third position shelves influence the customer buying decision
- Cleanliness of store, store layout, color do not influence customer buying decision.

5.2 Suggestion

Product displays is in second position which influence the customer buying decision but in some hyper stores product were not available shelves and also in floor display. And also they placed damaged bottles in the shelves this will make bad impression and customer hesitate to buy Coca-Cola products.

In shelves they did not clearly informed about the price and the offers of the product because of this some customer were not buying the product they not aware of price offers.

5.3 Conclusion

There is a positive relationship between visual merchandising and customer buying decision.

5.4 Scope for Further Study

The recommendation for further studies is to investigate the effect of other independent variables such as exist the visitors and selling force of the producers of special brands in the store and d also the type of music that is used in the store environment on the customer buying decision.

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Appendix

Questionnaire

Dear Respondent,

We are conducting a research on the relationship between visual merchandising and customer buying decision for modern trade format stores in coca-cola. Please tick the following scale as it is relevant to you to share your opinion.

(1-strongly agree 2-agree 3-modrate 4-disagree 5-strongly disagree)

S.no	Questions	1	2	3	4	5
1.	LIGHTING: I always pay attention to things covered with strong lighting					
2.	The use of lights in different brightness to decorate the store would stimulate my preference towards product items					

3.	Mood generated by using dimmed lights increase my interest of shopping.					
4.	I would make a purchase easily when I am in a good mood.					
5.	COLOUR: If products items are placed according to colour could allow me to find them more easily.					
6.	I give preference to product which package is mild in colour.					
7	PRODUCT DISPLAY: I think Offers are clearly informed through Displays					
8.	If products being placed like a mess means I won't buy it.					
9.	When I wait for payment, I would pay attention to product items placed nearby.					
10.	I always pay attention to different window displays, no matter what is being displayed.					
11.	Window displays always increase my interest towards those product items being displayed.					
12.	Absorbing contents of window displays could increase my interest to go into the store.					
13.	If the products as I like appear in the window display, my desire of buying it will be stimulated.					
14.	CLEANLINESS: I always prefer for the hygiene store					
15.	If products are dusty means i wont purchase that product					
16.	STORE LAYOUT Whether the store properly categorize the product					
17.	Whether the store flow pattern is convenient to shopping					

18.	Whether the store size and shape makes I convenient					
19.	Stained floors or ceiling tiles will decrease my buying decision					
20.	Offensive odors at store will make I to stop purchasing					
21.	SHELVES: Is the pricing Clearly informed on the SHELVES					
22.	I won't buy the product if it is in placed in dusty or unclean SHELVES.					
23.	CUSTOMER BUYING DECISION: I used to buy coca-cola product because of all the promotions were well informed through posters and danglers.					
24	I will buy coca-cola products because of it was easily assessable					
25.	I will buy coca-cola products because of its chilled in chillers like check out chillers, co-brand cooler ect..					
26.	I used to buy coca-cola product because of its huge availability in stores.					
27	If I find many point of interception(floor display) in stores means my possibility of picking the coca-cola product will be high					

DEMOGRAPHIC DETAILS:

28. AGE:

29. GENDER:

30.QUALIFICATION:

Thanks For your patience for filling this questionnaire and we assure that these details will be kept Confidential and will be used only for the academic research.

Thanking you.

