

A Study on Customer Perception and Attitude Towards Visual Merchandising with Special Reference to Coimbatore City

Ms. A. Nandhini¹ and Dharun Kumar. K²

Assistant Professor, Department of B. Com CMA¹

Student, III B. Com CMA²

Sri Ramakrishna College of Arts & Science, Coimbatore.

Abstract: *This study analyses customer perception and attitude towards visual merchandising practices in retail stores with reference to Coimbatore city. Visual merchandising plays a vital role in influencing customer buying behaviour by enhancing store ambience, product display, lighting, and layout design. The research aims to examine how demographic factors and visual elements impact customer satisfaction, revisit intention, and purchase decisions. The study adopts a descriptive research design and uses convenience sampling to collect primary data from 50 respondents through a structured questionnaire. The study concludes that effective visual merchandising strategies can enhance customer experience, increase impulse buying, and strengthen brand image in competitive retail environments*

Keywords: Visual Merchandising, Customer Perception, Buying Behaviour, Retail Stores

