

PROJECT REPORT ON
AN INVESTIGATION INTO THE IMPACT OF VISUAL MERCHANDISING ON
SALES PERFORMANCE IN RETAIL SHOWROOMS, WITH EMPHASIS ON
GIRIAS INVESTMENT PVT LTD

SUBMITTED BY

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4AL21BA052



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. NEERAJ S RAI

SENIOR ASSISTANT PROFESSOR

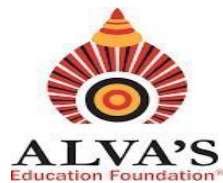
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EXTERNAL GUIDE

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Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI,

MAY 2023



CERTIFICATE OF APPRECIATION

Date: 27-05-2023

This is to certify that Ms. **Neha M R**, USN NO: **4AL21BA052** of 2nd year MBA student of Alva' s Institute of Engineering and Technology college, Mijar, Moodbidri - 574225 has successfully completed her project from 17-04-2023 to 27-05-2023 on the topic " **An Investigation into the impact of visual merchandising on sales performance in retail showrooms, with emphasis on Girias Investment Private limited**" at shivmogga .

During the project work all the necessary details were provided from our side for the project. We wish her the very best in all future endeavors.

GIRIAS INVESTMENT PVT. LTD.
SHARADANAGAR JAPPA COMPLEX
OPP. SCIENCE FIELD B.H. ROAD,
PO.. SHIVMOGGA (signature)



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **NEHA M R** bearing **USN 4AL21BA052** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"AN INVESTIGATION INTO THE IMPACT OF VISUAL MERCHANDISING ON SALES PERFORMANCE IN RETAIL SHOWROOMS, WITH EMPHASIS ON GIRIAS INVESTMENT PRIVATE LIMITED SHIVAMOGGA"** is prepared by her under the guidance of **Mr. Neeraj S Rai, Senior Assistant Professor**, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I Neha. M.R, hereby declare that the Project report entitled "An Investigation into the impact of visual merchandising on sales performance in retail showrooms, with emphasis on Girias Investment Pvt Ltd Shivamogga". Is prepared by me under the guidance of MR. NEERAJ RAI ASSISTANT PROFESSOR, P G Department of Business Administration, Alva's Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 04-09-2023


Signature of the Student

4AL21BA052

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Neeraj S Rai, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the Beginning of the project report. For giving resources and information about the topic which is very crucial to study and prepare the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavors.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work titled “An Investigation into the impact of Visual Merchandising on Sales Performance in retail showrooms, with emphasis on Girias Investment Pvt Ltd” Shivamogga, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belgavi.

Objectives of the Study:

1. To analyze the influence of Visual Merchandizing on Brand Perception.
2. To study the influence of Visual Merchandizing on Enhancing Customer Experience.
3. To study the impact Visual Merchandizing has on Sales.

Chi-square test was used for the analysis of the objectives. Some of the findings of the study were,

1. Visual merchandising plays a pivotal role in driving sales performance within retail establishments. Girias Electronic Showroom has harnessed the power of strategic visual merchandising to elevate its sales figures substantially.
2. One key impact of visual merchandising at Girias is increased foot traffic. Eye-catching displays and innovative product placements attract a larger number of potential buyers into the showroom.
3. Moreover, visual merchandising at Girias fosters brand loyalty and customer engagement. Consistent and appealing store layouts create a memorable shopping atmosphere, which encourages repeat visits and referrals.

Girias Electronic Showroom's successful utilization of visual merchandising has significantly elevated its sales performance by increasing foot traffic, influencing purchase decisions, and fostering customer loyalty. This underscores the vital role that strategic visual merchandising plays in driving retail success.