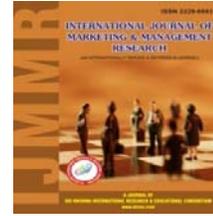




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IN-STORES DISPLAY: ONE OF THE EFFECTIVE ELEMENTS TO INCREASE SALES IN RETAIL

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ABSTRACT

Indian retail industry is passing through drastic changes. To compete with the local retailers, a number of players like Reliance, Future Group with Big Bazaar, Pantaloons and Central, Tatas and Bharti are in the game with few more competitors to enter in. An attractive product arrangement displayed for customers and passers by is an effective tool to entice the customers to retail outlet. Various studies carried out to measure the effectiveness of retail sales, have proved that maximum shopping decisions are taken at a point of purchase. Window display, one of the attributes of in-stores displays, play an important role with this respect. In-stores arrangements and display of products can also be one of the reasons to select a retail outlet for shopping along with advertising and promotion. Whether a store is in a shopping mall or on the street, the customer has only few seconds to view the merchandize and be attracted by stores displays. Thus, it is very essential for a retailer to display his products in a convenient way for his customers. The present study has been carried out to measure the role of the in-stores arrangements and display to increase footfalls and retail sales. The data has been measured with Factor Analysis and the findings suggest that the factors like overall product display and arrangements, window display, shelf space etc. contribute significantly to increase footfalls resulting into increased sales of a retail outlet.

KEYWORDS: Retailing, In-stores display, Footfalls, Retail Sales.