

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,
Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)],
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6575 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p>IN-STORE VISUAL MERCHANDISING AND SHOPPER BEHAVIOUR: AN EMPIRICAL STUDY OF SHOPPERS AT SELECT RETAIL STORES IN THE CITY OF HYDERABAD</p> <p><i>M HIMABINDU & Dr. K. MALLIKARJUNA REDDY</i></p>	1
2.	<p>LEGAL DIMENSION OF CROWDFUNDING PLATFORMS - A CROSS COUNTRY PERSPECTIVE WITH SPECIAL FOCUS ON BRICS NATIONS</p> <p><i>IRENA MIRIAM SANIL & SURESHA B</i></p>	8
3.	<p>A STUDY OF THE RELATIONSHIP BETWEEN STOCK MARKET INDEX PRICE AND CORRESPONDING PRICE OF GOLD FROM INDIAN MARKET PERSPECTIVE AND COMPARATIVE PERCENTAGE OF RETURN IN LONG TERM</p> <p><i>Dr. ANUPAM KARMAKAR</i></p>	15
	REQUEST FOR FEEDBACK & DISCLAIMER	24

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. CHRISTIAN EHIOLUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttarakhand University, Dehradun

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

DICKEN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

IN-STORE VISUAL MERCHANDISING AND SHOPPER BEHAVIOUR: AN EMPIRICAL STUDY OF SHOPPERS AT SELECT RETAIL STORES IN THE CITY OF HYDERABAD

M HIMABINDU
ASSOCIATE PROFESSOR
AMJAD ALI KHAN COLLEGE OF BUSINESS ADMINISTRATION
OSMANIA UNIVERSITY
HYDERABAD

Dr. K. MALLIKARJUNA REDDY
PROFESSOR
UNIVERSITY COLLEGE OF COMMERCE & BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD

ABSTRACT

Visual merchandising (VM) has an influence on retail consumer behaviour. In this study an attempt has been made to explore the specific relation between In-store Visual Merchandising variables (store atmospherics, store layout, shelf/merchandise display, signage and graphics and social factors) and shopper behaviour variables (purchase and repurchase intention, customer satisfaction, patronage and store loyalty). A structured questionnaire was prepared consisting of scales measuring the said variables on a 5-point Likert scale ranging from 5 (Strongly Agree) to 1 (Strongly Disagree). Complete responses were obtained from 100 respondents. The data was analysed in SPSS. Cronbach Alpha and inter item correlations were calculated for ascertaining the reliability of the scales. Correlation and regression were done to test the hypotheses of the study. Results show that Shelf/Merchandise display is a significant determinant of shopper behaviour followed by store atmosphere and signage and graphics. Incidentally, contribution of store layout and social factors to shopper behaviour is not statistically significant.

KEYWORDS

visual merchandising, shopper behaviour, store atmosphere, store layout, signage & graphics, shelf/merchandise display.

JEL CODE

M31

INTRODUCTION

Indian retail sector is undergoing a sea change. With the relaxation of FDI policies many foreign retail firms have set up and are planning to set up their businesses in India. More and more new players are entering the sector thus increasing the intensity of competition in the sector. On the other side there has been a phenomenal change in the demographics of retail consumers or shoppers. They are more aware and knowledgeable and have raised the bar for the retailers vying for their share of wallet. Current day retailers are under tremendous pressure to attract to the store as many footfalls as possible and convert them into shoppers. Visual merchandising (VM) serves as an effective marketing tool for the retailers to increase their appeal to the shoppers. Effective Visual merchandising attracts more customers to the store, makes them stay longer, browse more and ultimately buy more. This study is undertaken to understand the association between In-store VM elements and shopper behaviour.

REVIEW OF LITERATURE

Visual Merchandising (VM) and Consumer/Shopper Behaviour

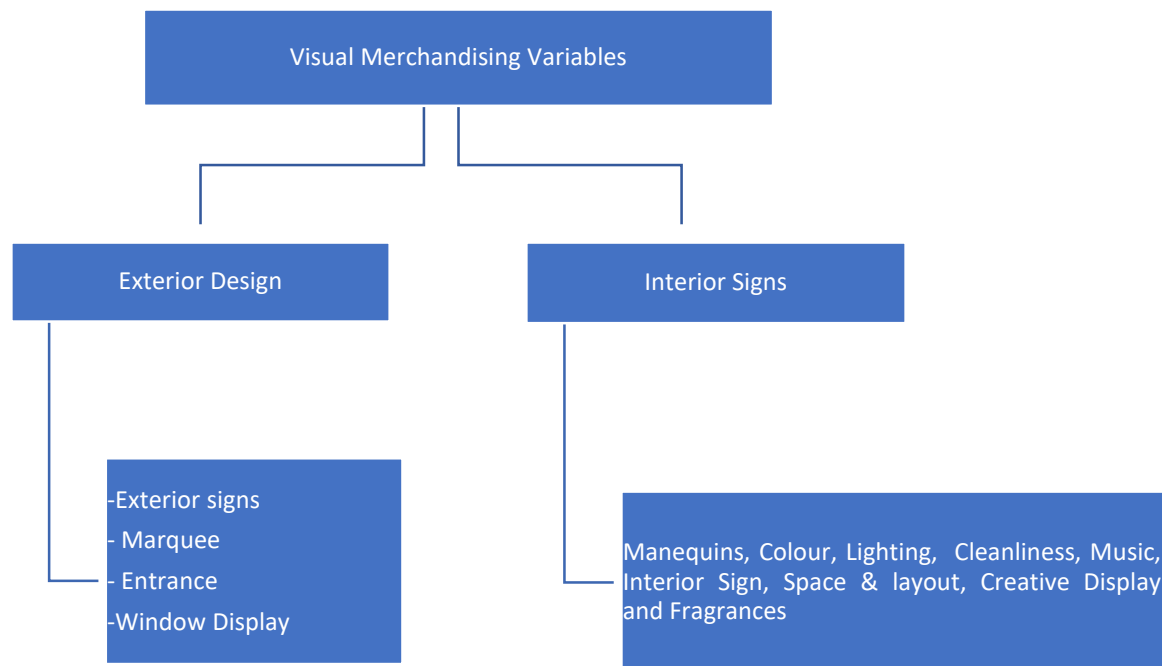
“Visual merchandising, briefly defined, is the presentation of a store and its merchandise in ways that will attract the attention of potential customers and motivate them to make purchases” (Diamond, 2007). Visual merchandising includes everything that is visible to the customer while approaching and entering a retail store. VM denotes display of products in a way so as to raise the interest and desire of retail consumers. It includes creation of window and floor displays using sample goods, fixtures, decorations, etc. (Newman & Cullen, 2007).

Kotler emphasises that buying behaviour study includes understanding how consumers select, buy and dispose of goods, services, ideas or experiences in order to satisfy their needs and wants (Kotler & Keller, 2006). Consumer behaviour is the method individual human beings follow in buying and using products and services for their need satisfaction (Khaniwale, 2015). While consumers are the users of a product, shoppers are the ones who do the actual buying for them. “Shopper has to solve a composite riddle consisting of products, brands, retail stores, their locations, and/or channel combinations which together satisfy a buyer’s needs” (Jones, 2013). Visual merchandising has a significant influence on buying behaviour (Arjun, 2014) (Tabassum & Khan, 2015) (Wanniachchi & Kumara, 2016). Consumer buying behaviour is directly linked with elements of Visual merchandising such as window display, cleanliness, store environment and signage (Kaur, 2013). Many researchers have established that Visual merchandising influences consumer impulse buying behaviour (Saini, 2015) (Md Wasiul Karim & Ulfi, 2020). The atmosphere in which a customer shops greatly influences his/her purchasing decision. A poor store layout, for instance, may cause psychic costs to the customer resulting in the customer not wanting to revisit the store as overall shopping pleasure is reduced (Baker, Parasuraman, Grewal, & Voss, 2002).

Elements of VM

VM has visual-sight, aural-hearing, olfactory-smell and tactile-touch dimensions (McGoldrick, 2002). Store front, store interior, store layout and interior display are the elements of VM (Marketing Essentials, 2012). Broadly, exterior design and interior signs are the two elements of VM with many sub-elements (Wanniachchi & Kumara, 2016).

FIGURE 1: ELEMENTS OF VISUAL MERCHANDISING



Source: Secondary data (Wanniachchi & Kumara, 2016)

Store atmospherics are the physical characteristics of retail space well under the control of the retailer which lure customers to come into the store. They are the “store’s physical characteristics that are used to develop the retail unit image and draw customers”. Retail store environment creates an ‘experience’ for the shoppers that affects their buying behaviour (Moye & Kincade, 2002). Music, colour, scent, floor design, cleanliness, decorations, and lighting are the important aspects of retail store atmospherics. A well-planned store layout yields optimum return on retail floor space. Grid layout, race track layout and free-form layout are the basic layout forms which retailers modify to suit their specific requirements. A planogram is a useful tool that helps create visual description of selling space, product display space, personnel space, checkout counters and customers. Layout and design of a retail store are aspects which retailer should pay attention to as they significantly affect the time consumers spend in the store (Donovan, Rossiter, Marcolyn, & Nesdale, 1994) and consumer purchase behaviour (Levy & Weitz, 2004). Shelf/Merchandise display should be visually appealing. Customers should have easy access to the displayed merchandise. Manner of display should create more cross selling opportunities for the retailer. Also changing displays will create interest in the same product for regular customers due to display novelty. Signage and graphics are elements of VM that bring about wonderful sales results for the retailer. Signage varies from a simple shelf tag to big boards giving directions to customers or giving company related information. Creative use of signage helps in customers seeking out slow moving and non-moving items in the retail store (Swoboda, 2007). Strategically placed signages in bold colour and font grab customers’ attention and increase the item’s prospects of further inspection by them (Keige, 2010). Despite the popularity of self-service format retailing, people still prefer service from retail store. Social factors – other customers and sales people (Daunt & Harris, 2012) play a crucial role in retail selling process. Customers look forward to feel-good experience while buying retail products and such feelings are delivered by the retail sales personnel (Tyreman & Walton, 1998). Interaction with salespeople will engage the shoppers in the store for longer time periods and thereby lead to purchase. (Zhang X. S., 2013). Sales people’s physical appearance and communication aspects like how they smile and greet people walking into a retail store have an effect on shopper experiences and any such poor experience will disappoint the customers and terminate the retail transaction.

Shopper behaviour

Purchases at a retail store are determined by its environment and the emotional state of the customer (Sherman & Smith, 1997). VM induces shoppers to take spontaneous/instant purchase decisions in the retail store (Kumar, 2018). Repurchase intention is the customer’s willingness to purchase from the same seller again. Shoppers’ emotional states like pleasure, arousal, enjoyment, etc influence both purchase and repurchase intentions (Hogg & Penz, 2008) (Sherman & Smith, 1997). VM promotes curiosity in merchandise, encourages buying and strengthens customer satisfaction (Marketing Essentials, 2012). Customer satisfaction has a strong positive relationship with store patronage (Terblanche, 2018). According to AMA (American Marketing Association), ‘patronage is the motive that drives a customer to a specific outlet/retailer/service provider’ and has two dimensions – store choice and frequency of visit (Pan & Zinkhan, 2006). Store loyalty is customers’ commitment to a particular firm (Oliver R., 1999) not being affected by influences to switch to other firms (Oliver R., 1997) and to repurchase again and again in future (Zhang J. B., 2008). A study done on shopper loyalty in Indian retail sector confirmed that customer satisfaction drives store loyalty and that satisfaction comes mainly from the store environment and customers’ perceived value. Perceived value is in turn influenced by product assortment offered by the retailer (Monica Grasso, 2018).

NEED/IMPORTANCE OF THE STUDY

Indian retail firms are now facing cut throat competition from domestic players as well as international players. The need to attract and make the retail store more appealing to the customers has become all the more imperative. Retail level promotions give impelling cues that strongly influence shopper behaviour. Visual merchandising is one such promotional tool in the hands of the retailers to persuade shoppers by influencing their senses at conscious and sub-conscious level. The current study brings to light the impact of visual merchandising on shopper behaviour through empirical analysis. Findings of the study provide important inputs to retailers in framing appropriate strategies for attracting the shoppers and retaining them for longer time in the retail stores.

STATEMENT OF THE PROBLEM

Secondary data analysis has led to these research questions - What are the important visual merchandising variables? What impact do they have on behaviour of shoppers at retail store? What is the degree of association between visual merchandising and shopper behaviour? Thus, the identified research problem is stated as follows:

“To what extent are visual merchandising and shopper behaviour associated with each other?”

OBJECTIVES OF THE STUDY

The objectives of the study are as per following:

1. Analyse the relationship that exists between In-store VM and shopper behaviour; &
2. Bring to light the extent of association between In-store VM and shopper behaviour.

HYPOTHESES OF THE STUDY

- H₀: There is no significant correlation between In-store VM and shopper behaviour.
- H₁: There is significant correlation between In-store VM and shopper behaviour.
- H₀: There is no significant impact of In-store VM on shopper behaviour.
- H₁: There is significant impact of In-store VM on shopper behaviour.

RESEARCH METHODOLOGY

For the purpose of the study a structured questionnaire was prepared based on several standardized scales. The scales have items that measure perception of retail customers about the chosen in-store VM variables - store atmospherics, store layout, shelf/merchandise display, signage and graphics and social factors and shopper behaviour variables – purchase and repurchase intention, customer satisfaction, patronage and store loyalty. Likert scale of 5-4-3-2-1 has been used with 5 denoting ‘Strongly Agree’ and 1 denoting “Strongly Disagree’. Out of 130 questionnaires administered at select retail outlets following convenience sampling technique, fully filled responses were obtained from 100 respondents. Others had to be discarded due to non-response.

DATA ANALYSIS

The data so obtained was analysed using SPSS. Respondents’ demographic profile and shopping profile are tabulated. Reliability of the scales is ascertained. For this purpose, Cronbach alpha and the descriptive statistics of the scales are calculated. Inter item correlations have been computed. For analysing the hypotheses set for the study correlation is computed and then regression analysis has been carried out. Results of the analyses are presented in the following section.

RESULTS AND DISCUSSION

Profile of 100 respondents who have fully answered the survey are presented below:

TABLE 1: RESPONDENTS’ DEMOGRAPHIC PROFILE

				Count
Gender	Male	Age	21-30	22
			31-40	3
			41-50	3
			Above 50	2
			Total	30
Female	Age	21-30	42	
		31-40	18	
		41-50	7	
		Above 50	3	
		Total	70	
Total	Age	21-30	64	
		31-40	21	
		41-50	10	
		Above 50	5	
		Total	100	

Source: Primary data analysis

TABLE 2: RESPONDENTS’ SHOPPING PROFILE

VisitFreq		Bill/trip				Total Count
		Less than Rs. 3000 Count	Subtotal Count	Rs.3000 to Less than Rs. 5000 Count	Rs.5000 and above Count	
VisitFreq	Once in a month	14	14	7	4	25
	Less frequently than once in a month	25	25	18	11	54
	More frequently than once in a month	11	11	7	3	21
	Total	50	50	32	18	100

Source: Primary data analysis

The following table shows Reliability Analysis for the scales employed in this study.

TABLE 3: CRONBACH ALPHA AND DESCRIPTIVE STATISTICS OF SCALES USED FOR THE STUDY

Scale	Cronbach Alpha	Scale Statistics			
		Mean	Variance	Std. Deviation	N of Items
Store Atmospheric	.921	115.11	379.877	19.490	33
Store Layout	.898	39.58	66.933	8.181	11
Shelf/Merchandise Display	.897	30.97	30.332	5.507	8
Signage & Graphics	.702	14.79	7.925	2.815	4
Social Factors	.890	21.50	22.051	4.696	6
Purchase & Repurchase	.757	19.64	10.920	3.304	5
Customer Satisfaction	.929	23.87	17.973	4.239	6
Patronage	.824	12.03	4.696	2.167	3
Store Loyalty	.867	19.22	13.123	3.623	5

Source: Primary data analysis

It may be observed that all the scales yielded a Cronbach Alpha value of 0.7 or more which is considered 'Good' and 'Excellent'. Inter item correlations are a measure of consistency of different questions measuring the same construct. Inter item correlations among the in-store VM variables are presented in the following table.

TABLE 4: INTER ITEM CORRELATIONS OF IN-STORE VISUAL MERCHANDISING VARIABLES

			Correlations				
			StoreAtmosph here	StoreLayout	SignageAndG raphics	ShelfMerchan diseDisplay	SocialFactors
Spearman's rho	StoreAtmosphere	Correlation Coefficient	1.000	.651**	.573**	.534**	.455**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	100	100	100	100	100
	StoreLayout	Correlation Coefficient	.651**	1.000	.549**	.695**	.579**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	100	100	100	100	100
	SignageAndGraphics	Correlation Coefficient	.573**	.549**	1.000	.664**	.501**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	100	100	100	100	100
	ShelfMerchandiseDisplay	Correlation Coefficient	.534**	.695**	.664**	1.000	.620**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	100	100	100	100	100
	SocialFactors	Correlation Coefficient	.455**	.579**	.501**	.620**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data analysis

Inter item correlations among the Shopper Behaviour variables are presented in the following table.

TABLE 5: INTER ITEM CORRELATIONS OF SHOPPER BEHAVIOUR VARIABLES

			Correlations			
			PurchaseRepu rchase	StoreLoyalty	CustomerSati sfaction	Patronage
Spearman's rho	PurchaseRepurchase	Correlation Coefficient	1.000	.698**	.735**	.767**
		Sig. (2-tailed)	.	.000	.000	.000
		N	100	100	100	100
	StoreLoyalty	Correlation Coefficient	.698**	1.000	.806**	.674**
		Sig. (2-tailed)	.000	.	.000	.000
		N	100	100	100	100
	CustomerSatisfaction	Correlation Coefficient	.735**	.806**	1.000	.716**
		Sig. (2-tailed)	.000	.000	.	.000
		N	100	100	100	100
	Patronage	Correlation Coefficient	.767**	.674**	.716**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data analysis

It is observed from the above two tables that the inter item correlations of the study variables are significant. This establishes the reliability and consistency of the current research scales.

The following table shows correlation between in-store visual merchandising and shopper behaviour.

TABLE 6: CORRELATION BETWEEN IN-STORE VISUAL MERCHANDISING AND SHOPPER BEHAVIOUR

Correlations

			VM	ShopperBehaviour
Spearman's rho	VM	Correlation Coefficient	1.000	.660**
		Sig. (2-tailed)		.000
		N	100	100
	ShopperBehaviour	Correlation Coefficient	.660**	1.000
		Sig. (2-tailed)	.000	
		N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data analysis

Since the correlation is significant, the hypothesis that there is significant correlation between In-store VM and shopper behaviour is accepted.

Having established that there is relation between in-store VM and shopper behaviour, further analysis was done to understand the significant contribution of various in-store VM variables to shopper behaviour.

TABLE 7: REGRESSION ANALYSIS OF SHOPPER BEHAVIOUR AND IN-STORE VISUAL MERCHANDISING VARIABLES

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.812 ^a	.660	.642	.38377	

a. Predictors: (Constant), SocialFactors, SignageAndGraphics, StoreLayout, StoreAtmosphere, ShelfMerchandiseDisplay

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.860	5	5.372	36.475	.000 ^b
	Residual	13.844	94	.147		
	Total	40.704	99			

a. Dependent Variable: ShopperBehaviour
 b. Predictors: (Constant), SocialFactors, SignageAndGraphics, StoreLayout, StoreAtmosphere, ShelfMerchandiseDisplay

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.647	.260		2.487	.015
	StoreAtmosphere	.212	.093	.195	2.291	.024
	StoreLayout	.044	.082	.051	.542	.589
	SignageAndGraphics	.165	.079	.181	2.093	.039
	ShelfMerchandiseDisplay	.496	.094	.533	5.263	.000
	SocialFactors	-.040	.062	-.049	-.646	.520

a. Dependent Variable: ShopperBehaviour

Source: Primary data analysis

R-squared value of 0.66 is generally considered a 'Moderate effect size' (Moore & Flinger, 2013). It is evident from the ANOVA table (p < 0.05) that the group of independent variables reliably predict the dependent variable. Hence, the hypothesis that there is significant impact of In-store VM on shopper behaviour is accepted. p value is less than 0.05 for three variables – store atmosphere, signage and graphics and shelf/merchandise display. Hence, these three variables significantly predict the outcome variable. Shelf/Merchandise display is a significant determinant (.533) followed by store atmosphere (.195) and signage and graphics (.181). The other two variables store layout and social factors show a p value of more than 0.05. Store layout (0.082) and social factors (-0.49) do not make statistically significant contribution to the dependent variable.

FINDINGS

Findings of primary data analysis are summarised below:

Majority of the respondents of the current study are female. Majority of them belong to the age group of 21-30 years. All the scales used in the survey instrument have Cronbach Alpha value of 0.7 or more. Inter item correlations of the items used in the scales are significant. There is significant correlation between In-store VM and shopper behaviour. There is significant impact of In-store VM on shopper behaviour. Shelf/Merchandise display, store atmosphere and signage and graphics are significant predictors of shopper behaviour while store layout and social factors do have a significant impact on shopper behaviour.

CONCLUSION

Empirical results of the current study emphasized yet again, that visual merchandising elements are significant determinants of shopper behaviour. Shelf/merchandise display relates to location and placement of items in a retail store. Given the fact that majority of the purchase decisions happen at the point of purchase (East & Williamson, 2003)(Clark, 2008), the importance of shelf/merchandise display cannot be over emphasized. Efficient merchandise displays engage the customers and make them more involved in the shopping experience. Store atmospherics include aspects related to music, colour, lighting, decorations and scent. All these aspects influence emotional state of the retail customers (Litchtle & Plichon, 2005). With customers increasingly seeking sensory gratification while shopping, atmospheric factors are gaining prominence in retailers' endeavour to increase customer appeal. Signage and graphics increase visual attention (Jesper Clement & Forsberg, 2015). Well displayed signage affects consumer spending behaviour (The Importance of Good Signage in a Retail Environment, 2017).

RECOMMENDATIONS/SUGGESTIONS

Based on the outcomes of the current study the following recommendations are made for improving the effectiveness of retail businesses:

Arrangement and display of merchandise in retail shelves calls for special attention of the retailers. There is no one correct or incorrect manner of merchandise display that works all the time for all the shoppers. Retailers need to choose time, occasion and customer specific displays after analysing the effect of various ways of merchandise display. Retailers will benefit immensely by focusing on store atmospheric factors such as music, lighting, decorations, fragrance that create the right ambience conducive to shopping. Shoppers will then spend a lot of time in the store which increases the likelihood of purchases. Signage and graphics at the retail store level can be deployed in an attractive way to influence the shoppers in favour of purchasing products which they might otherwise skip.

SCOPE FOR FURTHER RESEARCH

Extant review of literature shows that store layout and social factors influence retail consumer behaviour. But results of current study indicate that these two variables do not make any statistically significant contributions to shopper behaviour. It is recommended that further research be done specific to these variables to confirm established theory.

REFERENCES

- (2006). In a. K. Philip Kotler, "Marketing Management" (12th ed.). NJ: Pearson ed.
- Arjun, R. (2014). "Visual merchandising in Retailing: Influencing Consumer Buying Behavior Towards Apparels with Special Reference to Pune City in India". *International Journal of Marketing and Technology*, 4 (5), 74-94.
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. (2002). "The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions". *Journal of Marketing*: 120-141., 66 ((2)).
- Clark, N. (2008, Dec). "Why it pays to play in-store". *Marketing Magazine*, pp. 26-27.
- Daunt, K. L., & Harris, L. C. (2012). "Exploring forms of dysfunctional customer behaviour: A study of differences in servscape and customer disaffection with service." *Journal of Marketing Management*, 28 (1-2), 129-153.
- Diamond, J. D. (2007). "The Visual Merchandising Concept in a Contemporary Environment (Fourth Edition ed.)". Prentice Hall. Copyright by Pearson Education, Inc.
- Donovan, R., Rossiter, J., Marcolyn, G., & Nesdale, A. (1994). "Store atmosphere and purchasing behavior". *Journal of Retailing*, 70, 283-294.
- East, R. E., & Williamson, M. (2003). "Research note: Point-of-purchase displays and brand sales". *International Review of Retail Distribution and Consumer Research*, 13 (1), 127-134.
- Hogg, M. K., & Penz, E. (2008). "Extending Understanding of Consumer Ambivalence in Different Shopping Environments by Investigating Approach-Avoidance Conflicts". *European Advances in Consumer*, 8, 156-157.
- Jesper Clement, J., & Forsberg, S. C. (2015). "Decisive visual saliency and consumers' in-store decisions". *Journal of Retailing and Consumer Sciences*, 22, 187-194.
- Jones, R. P. (2013). "The power of marketing at-retail: The definitive guide for practitioners and students", edited by Liljenwall, R, Chapter 3, 4th edition, POPAI Publications
- Kaur, A. (2013). "Effects of Visual Merchandising on Buying Behavior of Customers in Chandigarh". *International Journals of Engineering Science and Innovative Technology*, 2 (3), 247-251.
- Keige. (2010). "How retail signage effectively markets products and special promotional sales". Retrieved Oct 15th, 2012, from <http://www.asiadis-plavs.com/blog/>.
- Khaniwale, M. (2015). "Consumer Buying Behavior". *International Journal of Innovation and Scientific Research*, 14 (2), 278-286.
- Kumar, D. R. (2018). "Visual Mrchandising and its relevance in Offline Retail Stores". *Elk Asia Pacific Journal of Marketing and Retail Management*, 9 (2).
- Levy, M., & Weitz, B. (2004). "Retailing Management". New York, NY, USA: McGraw-Hill/Irwin.
- Litchtle, L. C., & Plichon, V. (2005). "La diversite des etas affectifs dans unpoint de vente". *Decisions Marketing*, 39, 33.
- "Marketing Essentials". (2012). Glencoe McGraw-Hill Online Education. McGraw-Hill Publisher.
- McGoldrick, P. (2002). "Retail Marketing"(2nd ed.). McGraw-Hill, Maidenhead.
- Md Wasiul Karim, A. H., & Ulfy, M. A. (2020). "The Effects of Visual Merchandising and Price Sensitivity on Impulse Purchase Behaviour among Young Apparel Shoppers in Bangladesh". *International Journal of Business, Economics and Management*, 7 (3), 192-202.
- Monica Grasso, S. C. (2018). "How Store Attributes Impact Shoppers' Loyalty in Emerging Countries: An Investigation in the Indian Retail Sector". *Journal of retailing and Consumer Services*, 40, 117-124.
- Moore, D. S., & Flinger, M. A. (2013). "The basic practice of statistics" (6th ed.). New York: W. H. Freeman and Company.
- Moye, L., & Kincade, D. (2002). "Influence of Usage Situations and Consumer Shopping Orientations on the Importance of the Retail Store Environment". *International Review of Retail, Distribution and Consumer Research*, 12 (1), 59-79.
- Newman, A. J., & Cullen, P. (2007). "Retailing: Environment and Operations". Thomson Publications.
- Oliver, R. (1997). "Satisfaction: A behavioural perspective on the customer". New York: McGrawHill.
- Oliver, R. (1999). "Whence consumer loyalty". *Journal of Marketing*, 63 (4), 33-44.
- Pan, Y., & Zinkhan, G. (2006). "Determinants of retail patronage: A meta-analytical perspective". *Journal of Retailing*, Vol. 82 No. 3, pp. – 229-243, 82 (3), 229-243.
- Saini, C. (2015). "Visual Merchandising and Impulse Buying Behavior: A Case of Retail Industry". *International Journal of Advance Research in Science & Engineering*, 4 (2), 621-627.

29. Sherman, E. M., & Smith, R. B. (1997). "Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions". *Psychology and Marketing*, 14, 14, 361-378.
30. Swoboda, D. (2007). "Wow customers and your bottom line with visual merchandising. *Nutrition and Dietetics*", *Business and Economics -Marketing and Purchasing*, 38 (6).
31. Tabassum, R., & Khan, I. (2015). "Impact of Visual Merchandising on Consumer Buying Behavior: A Study on Retail Outlets". *International Journal of Scientific Research*, 4 (5), 3-13.
32. Terblanche, N. S. (2018). "Revisiting the SuperMarket In-store Customer Shopping Experience". *Journal of Retailing and Consumer Services*, 40, 48-59.
33. "The Importance of Good Signage in a Retail Environment". (2017, Aug 10th). Retrieved from <https://www.andesignuk.com>.
34. Tyreman, D., & Walton, K. (1998). "Visual merchandising ups sales". *Journal- Business and Economics - Retailing Today*, 37 (19).
35. Wanniachchi, N., & Kumara, V. (2016). "A Study on Impact of Visual Merchandising on Consumer Buying Behaviour in Clothing Retail Stores". *Journal of Engineering and Technology of the Open University of Sri Lanka (JET-OUSL)*, 4 (2), 42-57.
36. Zhang, J. B. (2008). "The impact of value congruence on consumer-service brand relationship". *Journal of Service Research*, 11 (2), 161-178.
37. Zhang, X. S. (2013, December). "An Examination of Social Influence on Shopper Behaviour Using Video Tracking Data". 1-53. Indiana University.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

