

Apparel Merchandising in Retail Sector

Abhishek Sadalge, Ashwini Balan, Chirag Shah,
Karthik Balkrishnan, Ketkhi sharma, Rajan Iyer

Abstract

This paper intends to throw light on the changes in Indian retail industry. In India, organized retailing, is contributing 3 per cent of total retail sector and is still evolving. However, it is expected to increase to 5 per cent, by 2010. Retail sector forms 10-11 per cent of GDP. It is alluring in terms of investment, employment opportunity, and usage of technology. This paper is based on a primary study conducted in Mumbai. This paper analyzes how merchandising influences consumer buying behavior, the attributes that contribute to visual merchandising, the potential of each attributes contributing to the buying behavior to understand the sales of each option to optimize at minimum risk. The findings of the study are suggested towards enhancing the visual merchandising so that the replenishment process functions effectively and ensure that each product is displayed properly.

The authors are first year students from 2007-2009 batch from PGDM