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DESIGNING VISUAL MERCHANDISING IN MEDIUM CLOTHING STORES; CASE STUDY JONI FASHION

Ethiopian Institute of Textile

and Fashion Technology

Bahir Dar University

DESIGNING VISUAL MERCHANDISING IN MEDIUM CLOTHING

STORES: CASE STUDY JONI FASHION

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DESIGNING VISUAL MERCHANDISING IN MEDIUM CLOTHING STORES; CASE STUDY JONI FASHION

By

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In

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Under the guidance of

Prof. Isabella Wandaka(PhD)

Ethiopian Institute of Textile and Fashion Technology

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ABSTRACT

Visual merchandising is the presentation of product in a scene of diorama that renders the theme of collection provided by retail brand and suggests its spectator how to use the product on the merchandize. In Ethiopia most retailers use similar store and display setup strategy in their clothing fashion retail shop and that organization of elements used in the displays and store are just used without consideration to approach customer's sight. So this research primarily focuses on developing visual setup to improve the existing manner of store setup and display presentation methods those being implemented in Ethiopian fashion stores with the aim of producing simplified and explanatory store design using three elements of visual merchandizing, light, racks and layout. The research study includes existed selling strategy of fashion retailers in Bahrdar, product category, and customer information in Joni fashion. Explorative research was deemed to be the most appropriate for this study and qualitative data was collected. The research concludes of each elements used to set up the store as a whole co-relate to each other so as so draw or to put off attention.

Key words: Store layout, rack, display, store fixtures, fashion store, visual merchandising,

APPROVAL PAGE

I certify that I have supervised/read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in quality and scope, as a thesis for the fulfillment of the requirements for the degree of MSc.

_____ _____ _____

Supervisor/co-supervisor   Academic status   Signature

_____ _____ _____

External examiner   Academic status   Signature

_____ _____ _____

Internal examiner chairman   Academic status   Signature
(Examination committee member)

This thesis was submitted to the Ethiopian institute of textile and fashion technology, Bahir Dar University and is accepted as fulfillment of the requirements for the degree of masters of Science.

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Scientific director   Academic status   Signature

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This is to certify that the thesis entitled **"Designing Visual Merchandising in Medium Clothing Store: Case Study JONI Fashion store"** submitted in partial fulfillment of the requirements for the degree of Master's with specialization in **fashion design**, the Graduate Program of the Ethiopian Institute of Textile and Fashion Technology, and has been carried out by **Selam Tesfaye** ID. No **MFD/004/09**, under my/our supervision. Therefore I recommend that the student has fulfilled the requirements and hence hereby can submit the thesis to the Institute.

Prof. Isabella Wandaka _____   19/6/2018

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EXAMINER'S APPROVAL SHEET- I

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_____   _____   _____

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As members of the Board of examiners of the final Master's degree open defense, we certify that we have read and evaluated the thesis prepared by**Selam Tesfaye** under the title **"Designing Visual Merchandising in Medium Clothing Store: Case Study JONI Fashion store**" and recommend that it be accepted as fulfilling the thesis requirement for the degree of Masters of science inFashion design with Specialization in Fashion design.

_____   _____   _____

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DECLARATIONOF ORIGINALITY

I hereby declare that the work which is being presented in this thesis entitled, "designing visual merchandising in small clothing stores; case study in Ethiopia fashion stores" is my own original work, has not been presented for a degree of any other university and all the resource of materials uses for this thesis have been properly acknowledged.

Name: Selam Tesfaye

Signature of Candidate: _____

Date: June 2018

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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Visual merchandising displays use creative techniques in order to save both the sales person's and the shopper's time by making shopping effortless. The visual merchandising display process is stated in the conclusion section of(Bell, k and Termus, J, 2002)is it often referred to as the "silent sales person" by providing the consumers with information through visual mediums, as well as by suggestive selling - suggestions to add items to a consumer's original purchase (Bhala S and Amuraag S, 2010). This process is often referred to as the visual merchandising communication process. A great deal of communication between the retailer and the consumer takes place through the use of visual merchandising displays.

(Mathew, 2008) Stated in the conclusion section, Visual merchandising display is the presentation of merchandise at its finest. Display is the glamour, the spark, the stage, the oomph and sparkle which surround a store and makes the consumers stop, look, and buy what has been placed together with care and presented with skill. These displays are also known as feature areas.

As today retailers are facing a keen competitive market and are finding it increasingly difficult to create a differential advantage on the basis of product (merchandise) promotion, people and location and at this point the store itself becomes a fertile and last opportunity for market differentiation. According to(Lea-Greenwood, 1998), retailers have commonly and often effectively responded to the increased competition with a strategic review of how the offer is communicated visually. Lea-Greenwood again asserted that visual merchandising is not merely one part of the total design and merchandising concept, but an extremely important element as the first visual cue that affects a consumer's decision to enter or not enter the retail store. (Swanson, K.K. and Everett, J.C., 2000) Also they noted that visual merchandising is becoming one of the prominent avenues to obtain differential advantage to the retailers.

1.2. Problem statement

As the need for fashion has increased through time, number of apparel shops are increasing and shop owners in Ethiopia are facing a strong competitive market and are finding It hard to create a differential advantage on the basis of product promotion, sustaining their relationship with customers and location so at this point these situations made the relationship between customer and the shop casual or superficial. Even if those shop owners or managers do their best on the appearance of their shop presentation in order not to lose attention from their customer. The number of people who come to visit a certain fashion shop decreases eventually and customers tend to ditch the shops and convert to new shops after a single or two shopping experience.

So this research tries to find how existed retail strategies and shopping process in apparel fashion shops in Ethiopia are performing then how to set up the presentation of items (products) in order to improve the existed retailing system.

1.3. Objective

1.3.1. General objective

The main purpose of this research to study the current retail system of Ethiopian fashion stores and to develop a visual set up of fashion shop that improves through visual merchandising

1.3.2. Specific objectives

- Identify the existed retailing systems
- Describe techniques and marketing strategy used in fashion shops in Ethiopia.
- Plan fashion retail store set up
- Set up display methods
- define and design feasible visual store setup plan based on their room capacity

1.4. Significance of the study

An apt visual merchandising design enhances communication among customers about the image of an enterprise on top of that simplifies the selling and shopping process. to build an effective visual merchandizing; there must be a core message to send to the audience by the retailer. The experience of shopping is highly influenced by the visual merchandising set up (also known as feature

areas where merchandise is presented) used in store. The way products are displayed and promoted in apparel retail stores can have a vast impact on consumer responses and how much merchandise the retailer sells.

1.5. Scope of the study

This research primarily focuses on improving methods of store set up that are being implemented in Ethiopian fashion stores in which product categories are predetermined by the owner in order to be able to examine the impact of the new techniques on promoting the store and the impact on the perception of audiences, customer and the satisfaction of the owner. The research explores the target store marketing strategy in order to create self-explanatory store and design store layout and create innovative visual merchandising, Explorative research will be deemed to be the most appropriate for this study and qualitative data will be collected.

1.6. Benefits and beneficiaries

If the proposed research is done and applied in those targeted Ethiopian fashion stores, they can get benefits like;

- Creating well space utilized product arrangement
- show case what is being supplied by the store by giving suggestion within the display organization
- Achieve rival competition
- Create positive image of the store/Promoting the stores

- Create comfortable atmosphere in the fashion shops

- Introducing visual merchandizing to the local fashion garment retailers

- Financial benefit

- Satisfaction / simplification

- The report can be used as a reference for students

And beneficiaries from this project are;

- Ethiopian clothing stores

- Potential customer

- Fashion retailers

- The project owners

- The EiTEX (Ethiopian institution of textile and fashion technology)

- Country

CHAPTER TWO

LITERATURE REVIEW

By observing the frequent problems which take place in lay planning on different part of the world different literature and studies has been done to solve this significant problem. In addition, it discusses the previous researches that had been done before using these techniques. From those relevant studies; Visual Merchandising is a significant functional and aesthetic practice that helps a company and retailer to create the brand image at point of sell. Visual merchandising is an art of presenting products in different ways at the retail store (Kumar, 2014).

2.1. Store lay out

Store layout is an important element that encourages continuous customer patronage (loyalty) as well as useful determinant in the development of good store image (Baker et al, 2003) which leads to greater consumer elaboration and more positive consumer outcomes (Griffith, 2005). Taking a holistic and strategic approach to store layout can lead to greater payoffs in terms of increased sales, profitability and ultimately customer loyalty (Clark, 2003).

In the retail store, shelves are the key locations for the assortments of the products. During the product placement every firm wants that its brands should be visual for the customers to attract them for purchase. It is also beneficial for

retailers to manage the space in the shelves efficiently. Shelf management is a difficult task for every retailer. Retailer can increase the sale by managing the shelves of store in a better way. Reorganization of the products in the shelves according to the plan gram and stock keeping unit (SKU's) is necessary for the batter and effective management of the shelves (Dreze, J.Hoch, &Purk, 1994). Many Companies try to lock the shelves in the retail store for the merchandising of their brands according to its plan gram. It is most beneficial way to introduce the product line of the company to customers and also showing the new products launched by the company. Results of one research conducted by a beverage company demonstrated that 44% of the customers accepted that they tried new products when they saw them on the shelves. There are two methods to place the products on the shelves which are vertical and horizontal. Vertical presentation of the Products is used always for the demonstrations and it has been observed that when the products are generally presented in a vertical shape, the customers see the greater variety of the product assortments at an eye level. Everyone is naturally inclined to see from left to right. So companies always try to make the plan gram of its product from left to right to present and it also happens when size of the product comes.

When same products of a brand have different sizes then small size should be presented on the left and large on the right. It is more profitable for the retailers when the sale of large size product increases as compared to the small one because it's likely to be a higher price item. This trick works because most of the customers are righthanded and they take large size unconsciously because it

reaches closest to their right hand. Variety of the shelves and height also matters in the shelf merchandising because variation in the shelve heights are helpful to highlight the products and to create the attention of the customers. Shelf display makes the selling job easy and increases the retail sales individually and the firm's sales collectively. Shelf Merchandising also plays a critical role in the stock out situation because when products are merchandised on the shelves than it is easy to calculate that how much brands and SKU, s are short on the shelves.

Store layout is the design of a store's interior for the ease of shopper movement within the store and maximum exposure of products displayed (Kalu et al, 2011). Thus, store layout includes doors, merchandise placement, shelf orientation, music, check-out counters, interior decoration, staff attitude, lighting and location of the loading facilities (Levy et al, 1995), as well as fixtures, product grouping/placement, traffic flow, department locations, allocation of floor space and allocations with department (Turkey & Milliman, 2000). The essence of store layout is creating a positive store image in the minds of customers. In view of the above, Borges (2003) sees store layout as a huge and important duty of retail outlets managers, as it is one of the determinant factors of consumers' unplanned purchases (Bellizzi et al, 1992) and store loyalty (Miller & Merildees, 2001). Store layout, therefore, shows the ultimate image of a store as well as shaping the perception of customers towards a store's environment (Tiapana, 2009).

What is an atmosphere? Atmosphere in marketing is a term used to describe the conscious design of an area in order to create a desired effect on consumers. It is the effort to design a shopping environment that produces emotional effects on the individual in order to increase their likelihood of purchase (Kotler, 1973). The store atmosphere is the stimulus that causes the consumer evaluation in relation to the environment, and some behavioral responses (Turley & Milliman, 2000). A major reason for non-functional in store purchases corresponds to sensory stimulation. The store atmosphere can enhance the quality perceived by consumers, which leads to higher levels of persuasion (Sharma & Stafford, 2000).

2.1.1. Relation of Space, object and human sight

Posner, 1980 discussed that as we look around the world, we are confronted with visual scenes containing many disparate items, and even more numerous possible relationships between these items. Attention is generally thought of as a mechanism by which a subset of the overwhelming visual input is selected for further processing. While there has been much interest in characterizing the psychological and neural mechanisms underlying intentional selection, most of the studies have considered selection primarily on the basis of only one type of perceptual representation or dimension. For example ABUGIDA fashion store display set up in figure 1.

Figure 1: ABUGIDA ethnic fashion store

For example, selection by spatial location (space-based attention [SBA], or by particular features of the input (e.g., color; feature-based attention [FBA]; see figure 2 or by object membership (object-based attention [OBA].
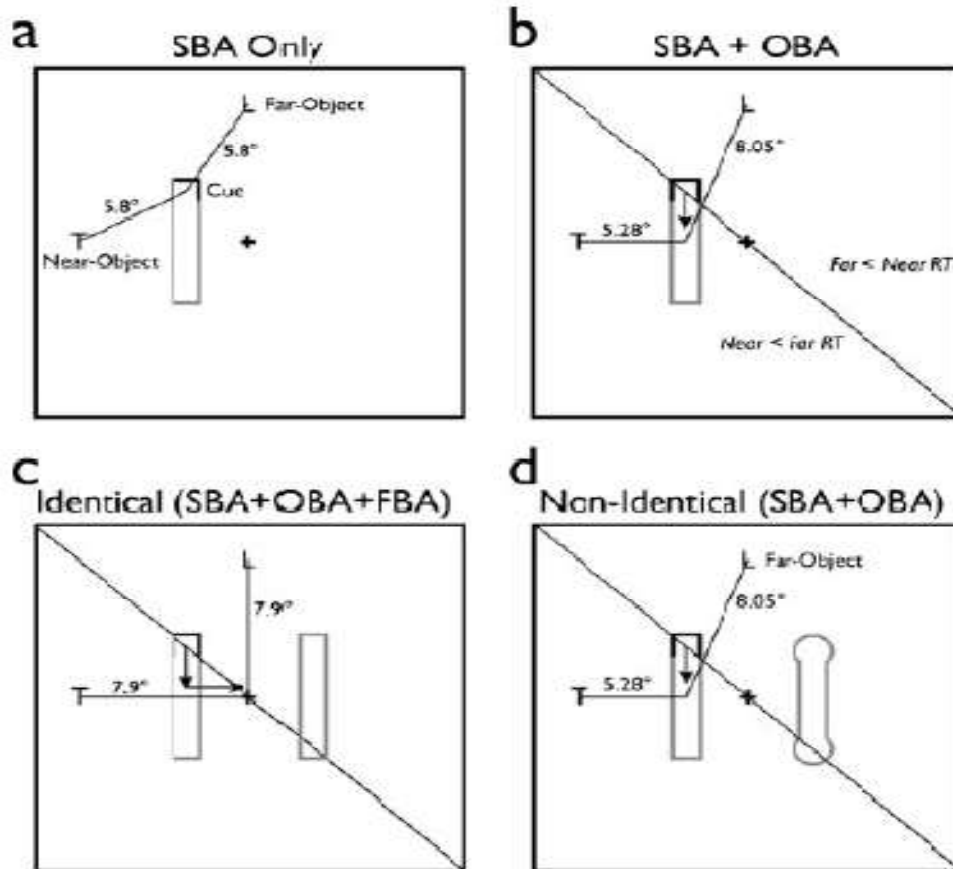
Figure 2: types of perceptual presentation: source posner, 1980

Figure 2Model. (a) Illustration of the effect of space-based attention (SBA) following a cue. If the object has no effect on the attentional gradient, its peak will directly overlap the location of the cue, which is equidistant from the near- and far-object target locations. Thus, one would anticipate no difference in reaction times (RT) to these targets.

(b) Illustration of the interaction between SBA and object-based attention (OBA) (Kravitz & Behrmann, 2008). If the cued object does have an impact, it will cause the peak of the gradient to shift downward (black arrow) toward the cued object's center of mass. Any shift below the black diagonal line moves the peak closer to the nearthan to the far-object target, leading to faster RTs to near-object targets.

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Note that the distance between the far-object targets and the peak changes more radically than does the near-object distance due to the vertical nature of the shift.

(c) Illustration of the anticipated interaction between SBA, OBA, and feature-based attention (FBA). If an additional uncued object is added to the display, its impact on the scene-wide attentional gradient should be modulated by its similarity to the cued object. In the case of identical cued objects, the attentional modulation should shift the gradient peak toward the center of the display, and therefore closer to the diagonal black line. Any shift toward this line will reduce the difference in distance between the near- and far-object targets and the peak.

(d) In the case of non-identical objects, this shift should be greatly reduced due to the reduced impact of FBA, preserving the difference in RTs between the near- and far-object targets. Note that the shift caused by FBA is horizontal, in contrast to the vertical shift caused by OBA, and as a result, the distance between the near-object target and the peak of the attentional gradient changes more quickly.

2.1.1.1. Visual merchandising communication

According to yolande and michael on title "Visual Merchandising Displays' Effect on Consumers: A Valuable Asset or an Unnecessary Burden for Apparel Retailers" 2013it's manifested that consumers receive messages of the brand through the interior design, lay out, atmospherics and displays. (see table1)

Table 1 visual merchandising communication process: source yolande and michael

The store atmosphere is the stimulus that causes the consumer evaluation in relation to the environment, and some behavioral responses (Turley & Milliman, 2000). A major reason for non-functional in store purchases corresponds to sensory stimulation. The store atmosphere can enhance the quality perceived by consumers, which leads to higher levels of persuasion (Sharma & Stafford, 2000).

Consumers today tend to place considerable importance on the home as a place to live, relax, and enjoy life with their families – a reflection of the current lifestyle trend toward casual expression in fashionable home furnishings as well as in apparel (Sloan, 2007). Today the inventory of home furnishings available to the consumer seems almost endless, with well-designed home products including everything from kitchen items, such as pots, pans, and pepper mills, to items for the bedroom, such as bedding and blankets (Bell, k and Termus, J, 2002). However, the boundaries of both home furnishings and furniture retail industries have recently blurred as the home furnishings stores have carried furniture as well. For instance, the home furnishing stores such as Pottery Barn, Crate and Barrel, West elm, Restoration Hardware, etc. have carried furniture as one of the

major merchandise. Hereby, consumers have been able to purchase furniture in the home furnishings stores. As consumers have placed more and more importance on their home(Forney, J.C., Park, E.J. and Brandon, L, 2005), more attention has been given to home furnishings retail setting, especially in industry literature; however, far too little attention has been paid to home furnishings retail setting in the academic literature stream. Thus, the current study attempts to contribute to the academic literature by focusing specifically on examining the importance of visual merchandising in fashion shops retail setting. The purpose of the present study is to identify the important visual merchandising factors and examine the relationships of those factors with store images and shopper behaviors in the context of apparel fashion retail setting. This study will provide apparel fashion store executives and managers in determining the ultimate visual merchandising components to create effective store environments that affect positive shopper behaviors at fashion stores.

Better understanding of the visual merchandising attributes affecting shopper behaviors. Based on the findings of the present study, management will hence be able to benchmark the cues of the importance of visual merchandising that are best to emphasize in reinforcing their retail strategies.

2.4. Literature gap

Numerous sources noted that visual merchandising is the presentation of a store and its merchandise to the customer through the teamwork of the store's advertising, display, special events, fashion coordination, and merchandising departments in order to sell the goods and services offered by the store (Mills

KH, Paul JE and Moormann KB, 1995). It is argued, Visual merchandising is no longer just a matter of making merchandise look attractive for the customer (Pegler, 1998). It is the actual selling of merchandise through a visual medium. In addition, (Bell, k and Termus, J, 2002)asserted that visual merchandising, once called 'display,' has evolved from its origins as a store's decorative arts department to its current status as a sales-supportive entity, which impacts store design, store signing, departmental merchandise placement and display, store atmospherics, and store image. Visual merchandising is therefore concerned with both how the product and/or brand is visually communicated to the customer and also whether this message is decoded appropriately in the context affecting a positive psychological or behavioral outcome, ultimately leading topurchase(kerfoot S, 2003). According to(Wright LT, Newman A. and Dennis C, 2006), atmospheric stimuli please the actual and emotional needs of consumers and enhance the degree of consumer participation in a store, leading to favorable purchasing behaviors. More recently,(Law D, Wong C and Yip J, 2010)also asserted that visual merchandising that covers the store exterior and interior that are involved in creating a favorable shopping atmosphere can enhances consumers' perceived image of the store. The term visual merchandising tends to be interchangeably used with the term display. Nevertheless, visual merchandising involves much more in terms of practices and responsibilities than simply displaying merchandise (Swanson, K.K. and Everett, J.C., 2000).

Much has been written about visual merchandising and many scholars implemented their findings in ways that suits the level of retailers in developed

countries and suits their life styles but not compatible with financial capacity of retailers in developing country like Ethiopia.

Figure 3:fashion retail store display: source author

Also the design theme of fashion store orpreference of atmospheres differ from country to country because of target customer life style, economical status, culture and location. In Ethiopia space of dominant fashion stores are small as not enough allowance to manage effective visual merchandizing elements for the stores such as display, racks, fixture and product arrangement in addition the marketing strategies are also different from retail stores covered by other researchers because Ethiopian customers are urged by the marketing strategy to purchase rationally .so situations like these are not covered by others research.

CHAPTER THREE

METHODOLOGY

3.1. Methods

In this section different methods are used for collecting data. This chapter commences a detailed description of the research methodologies that are utilized in the current study are given, along with an in-depth focus on the research design, approach, sample, sampling techniques and data collection method used and limitations of the study are also identified.

3.1.1. Research design

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┌──────────────────┐     ┌──────────────────────┐     ┌──────────────────┐
│ Preliminary      │     │ Study the parameters │     │ Data analysis    │
│ observation on   │ ──► │ within the existed   │ ──► │ and identify     │
│ existed store    │     │ store retail design  │     │ problems         │
│ retail design    │     └──────────────────────┘     └──────────────────┘
└──────────────────┘                                           │
                                                               ▼
┌──────────────────┐     ┌──────────────┐     ┌──────────────────────────┐
│ Assess target    │     │ Design       │     │ SampleDesign             │
│ responses Data   │ ◄── │ experiment   │ ◄── │ development process      │
│ analysis         │     └──────────────┘     │                          │
└──────────────────┘                          │   • Drafting the         │
        │                                      │     store set up         │
        ▼                                      │   • Material             │
┌────────────────────────────┐                 │     selection            │
│ Implement prototype and    │                 │   • color                │
│ test                       │                 └──────────────────────────┘
└────────────────────────────┘
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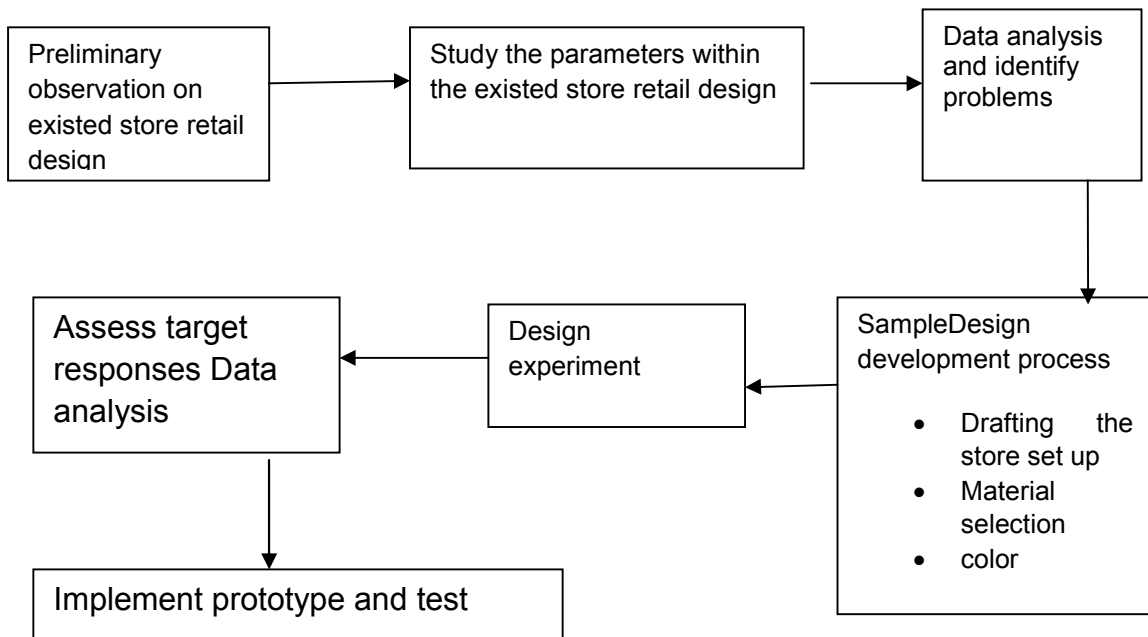
A research design is the blueprint or framework for conducting research project and it deals with all the processes that are necessary to following order to obtain the specific information needed to answer and solve the research problem or opportunity at hand (Malhotra, 2010:102). The first step in the research design phase was selecting the most appropriate research design type. There are two types of research designs that a researcher can apply namely an exploratory design or a conclusive design (Malhotra, 2010:120).

This investigation uses exploratory design, which, as the name suggests, wishes to explore new opportunities (Wiid&Diggines, 2009:55). According to Zikmund and Babin (2007:42), exploratory research is used to explore and to clarify ambiguous situations and ideas that could potentially create business opportunities or solve a particular problem .Exploratory research is considered as preliminary research that will help researchers to understand the problem or opportunity at hand (McDaniel &Gates, 2010:43). Exploratory research is typically qualitative in nature, which will enable researchers to uncover any underlying motivations and/or ideas that participants might have about the given topic at hand (Hair *et al.,* 2009:152–153). McDaniel and Gates (2010:44) point out that exploratory research can take on several forms, such as in-depth interviews, pilot studies, experience surveys, case analysis, projective techniques and focus groups

As this research primarily focuses on improving methods of visual set up that are being implemented in Ethiopian fashion stores in which product categories are predetermined by the retail owner. The research begun by exploring revolving around the topic through the use of preliminary observation sin(Adama, Addis Ababa, and Bahir Dar) three cities around Ethiopia to find and project the existed problems and opportunity for the research about selling and purchasing process at retail stores around those cities. Though as this research is conducted in Bahir Dar city open-ended questioners are designed regarding retailing strategy to find and project the existed problems and opportunity in selling and purchasing process at retail stores.

In this work both primary and secondary data collection have been conducted so others work reviewed and questioners for customers and store manager are designed in order to establish and examine the sample.

To design the convenient store its apt to identify the problems and such information are sourced from the store manager/owner as well as customers who are shopping in Joni Fashion store. Those information are collected to meet the a result that satisfies both the customer and the retailer

Since this research focuses on designing visual merchandising set up, elements those implemented in the store design are assessed based on consumer's response. This means that questions are designed for customers in a way that enables this research to find out the trending status quo around in the stores. The aim of this investigation includes to identify what has been given by the

retailer and what reactions has obtained by consumers as of receiving from that retail store (Joni fashion)

Designing the store comes after existing market strategy research and data analysis there after sample design will be drafted for the store.

Questions have been forwarded for customers to assess the previous visual set ups and store in Bahr Dar city before designing process. Then the intended set up will be drafted based the result of the data obtained from the customer.

Experiment will be done on the final design and feedback of consumers will be collected by designed questioners to come up with the conclusion of the investigation

3.1.2. Sample

The selected for this research to be most appropriate is non-probability sampling technique which focuses on Purposive sampling. According to this sample selection method the researcher used personal judgment about which respondents to choose, and picks those who best meets the purposes of this research. There for the researcher selected economically active male and female in Bahrdar at age range from 20 to 29 as target group for data collection, because this part of the society can afford and are better consumer in terms of fashion in addition those target group are able to give the needed in formation based on their frequent experience in shopping fashion items.

3.1.3. Sample size

Malhotra (2010:374) states that a sample size is the number of individuals or elements that need to be included in a study in order to represent the entire population. Determining the correct sample size is a complex process, as a sample that is too large can waste valuable time, money and resources, while a sample that is too small can lead to inaccurate results (Kapoor & Kulshrestha, 2010:145).

The target population size of the consumers and retailers in Bahir Dar is calculated below.

Equation 1:*Urban population of* **Bahir Dar** *by Age Group, Sex, and Activity Status*

Age	Activity Status		
	Economically Active		
	Male	Female	Total Active
20-24	9,277	19,165	**28,442**
25-29	12,216	13,804	**26,019**

Source: The Federal Democratic Republic of Ethiopia Central Statistical Agency, 2012

According to the data above the target consumer are male and females between 20-29 age group as well as economically active. So the total number 20-29 which are economically active 28, 442 + 26, 019 = 54,461

The sample size (n) can be determined by the following equation(Yamane, 1967)

$$n = \frac{N}{1 + N(e)^2}$$

Where **n** = the sample size from the given population

N =Total number of populations (54,461)

E = Precision (Marginal error) 10%

n =<u>54, 461</u>

$\qquad$ 1 + 54,461(0.1)^2

n = $\quad$ <u>54, 461</u>

$\qquad$ 1 + 54, 461 (0.01)

n = $\quad$ <u>54, 461</u>

$\qquad$ 1 + 544.61

n = $\quad$ <u>54, 461</u> $\:$ = 99.81≈100 sample size

545.61

As a result 100 samples are considered for this research from randomly selected consumers for the interview. Questioners have been distributed to 100 respondents and 13 people did not return the questioner paper. 70.2% of the respondents are female and 29.8% are male. Out 87 participants 38% are university students who are dependent on their family income.

3.2. Data collection

Data regarding customers experience point of view on the existed retailing system had been collected by using five Likert's type item. Scholars identified Likert's type items as single questions that use some aspect of the original Likert's response alternatives. **The alternative response includes five answers: strongly disagree, disagree, neutral, agree and strongly agree.**

The other data collection method is observation mainly in Joni fashion retail store additionally in other fashion retail stores around Bahir Dar and Addis Ababa to gather information regarding the processes of retailing system. The other data collected regarding customers profile with open ended questioner was designed regarding customers test preferences. These open ended questioners were conducted get in depth information that will guide the researcher to come up with functioning store setup. The other data collection conducted was about the repose of the customer coming to Joni fashion store to the new design after it is implemented in the store.

3.3. Data analysis method

The data which collected by different methods of data collection will be analyzed using the following techniques

Data sorting: data sorting is conducted in to main three categories: problem related to the customers responses to current retailing system among different fashion stores in Bahir dar, data related to the current store set up design and data related to the performance of the new design.

Prioritization and Data analysis: identified and sorted data will prioritized based on different criteria and analyses using Pareto analysis techniques. Pareto chart analysis is decision-making used for the selection of a limited number of tasks that produce significant overall effect. It uses the Pareto Principle (also known as the 80/20 rule) the idea that by doing 20% of the work you can generate 80% of the benefit of doing

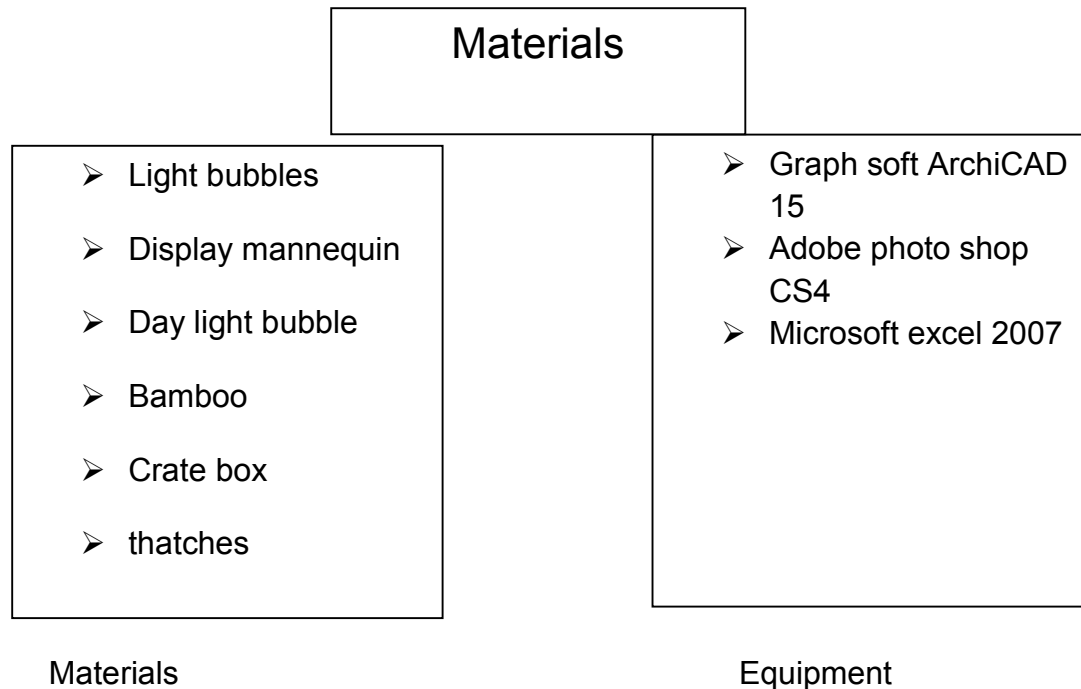the entire job. Now the prioritize problems state in the Pareto chart and see the result of collected data's

After the data analysis now the gaps and problems which occur in visual set up of the current store design will be defined. Using the data new modified design can be set with different solutions.

Interpret and report the research findings: According to Cant (2010:81), this final step involves the interpretation of information that has been gathered and the reporting of such information to management for decision-making purposes. For the interpretation and reporting the results different way, Bar graph, pie chart, tables are used.

3.4. Materials

This chapter includes all materials used for the project and methods which follow in the working time are mentioned. To make carry out this research the following materials are used.

Materials	

Materials	Equipment
➢ Light bubbles ➢ Display mannequin ➢ Day light bubble ➢ Bamboo ➢ Crate box ➢ thatches	➢ Graph soft ArchiCAD 15 ➢ Adobe photo shop CS4 ➢ Microsoft excel 2007

SOFTWARES USED

The author used ARCHICAD as a tool to draft idea of the 3D sample design for the store lay out ARCHICAD is architectural BIM CAD software for Macintosh and Windows developed by the Hungarian company Graphisoft. ARCHICAD offers computer aided solutions for handling all common aspects of aesthetics and engineering during the whole design process of the built environment buildings, interiors, urban areas, etc. Development of ARCHICAD started in 1982 for the original Apple Macintosh. Following its launch in 1987, with Graphisoft's "Virtual Building" concept, ARCHICAD became regarded by some as the first implementation of BIM (Lachmi Khemlani, 2013). ARCHICAD has been recognized as the first CAD product on a personal computer able to create both 2D and 3D geometry, as well as the first commercial BIM product for personal

computers (Graphisoft, 2018)and considered "revolutionary" for the ability to store large amounts of information within the 3D model. Today, it has over 120,000 users.

Adobe Photoshop

Adobe photo shop software is used to daft the existed store lay layout. Photoshop was created in 1988 by Thomas and John Knoll. Since then, it has become the de facto industry standard in raster graphics editing according to (PROPER USE OF THE PHOTOSHOP TRADEMARK) It can edit and compose raster images in multiple layers and supports masks, alpha compositing and several color models including RGB, CMYK, CIELAB, spot color and duotone. Photoshop has vast support for graphic file formats but also uses its own PSD and PSB file formats which support all the aforementioned features. In addition to raster graphics, it has limited abilities to edit or render text, vector graphics (especially through clipping path), 3D graphics and video. Photoshop's feature set can be expanded by Photoshop plug-ins, programs developed and distributed independently of Photoshop that can run inside it and offer new or enhanced features.

Micro soft excel 2007

An electronic spreadsheet is a computer software program that is used for storing, organizing and manipulating data. Some of common operations that Excel was used for this research include:

➢ Graphing or charting data to assist users in identifying data trends.

- ➢ Formatting data to make important data easy to find and understand.

- ➢ Printing data and charts for use in reports.

- ➢ Sorting and filtering data to find specific information.

Chapter 4

Result and discussion

After Qualitative data collection are recorded during interviews with customers as well as retailers, with Visual information may be recorded as photographic plates, and with supporting notes, and may be transcribed into written form later. Other qualitative information describing and interpreting texts or artifacts may also be recorded in written form and stored as Word files.

The following table shows result of five scale Likert's type questioners regarding customers' point of view on the existed store arrangement performance. There are five alternatives for each question which is written in abbreviation is written as follows.

> **Strongly disagree= SD**

> **Disagree=D**

> **Neutral= N**

> **Agree= A**

> **Strongly agree= SA**

Table 2 customer's point of view

SN	Questioners	RESPONSES BY PERCENT (%)				
		SD	D	N	A	SA
1	I find it easy getting what I am looking at clothing boutiques	12%	41%	27%	12%	8%
2	It makes it better to ask the sales person to get me what am looking for whenever I	0%	15%	43%	22%	20%

	shop clothing fashion.					
3	I like to pick items by myself without the sales person interfering	2%	18%	21%	36%	23%
4	The collections of Items which are put on the displays are suggestive.	19%	21%	3%	30%	27%
5	It is visible enough to see each detail of all items in the store?	5%	31%	36%	16%	12%
6	The light in this store make it easy to see color clearly	27%	14%	24%	27%	8%
7	All products are arranged in a way that approaches to my sight distinguishably.	25%	12%	20%	27%	16%
8	The outfitted mannequins were helpful in building an ensemble.	21%	20%	20%	23%	16%
9	The store was visually appealing.	0%	34%	9%	33%	24%
10	The whole process of shopping clothing items is amusing	24%	18%	29%	16%	13%

Based on the responses included in table results are presented by percentage and here it's presented by bar graph as follows.
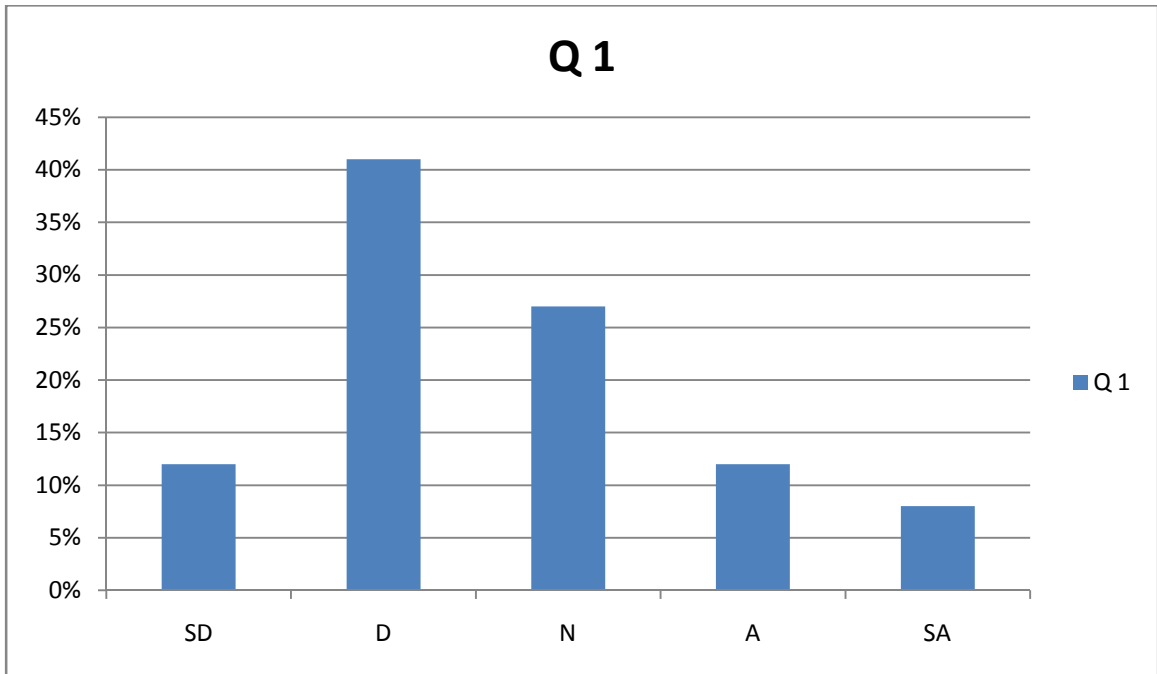
Figure 4: customer's point of view on finding items in the store

Customers responded to finding what they are looking for in clothing boutique on current retail set ups, 12% participants strongly disagreed, 41% disagreed, 27% are neutral, 12% agreed and 8% strongly agreed.
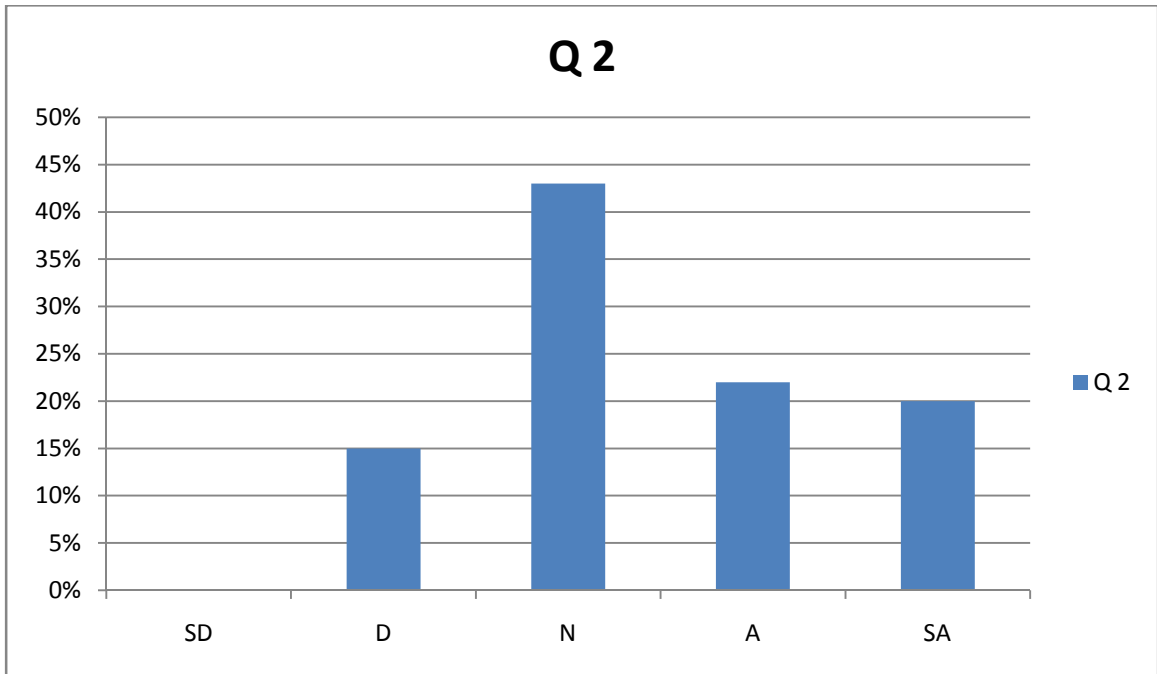
Q 2

Figure 5: customer preference on picking items

0% participant strongly disagreed for asking for sales person to find them what they are looking for,15% disagreed,43% neutral,22% agreed, 20% strongly disagreed.
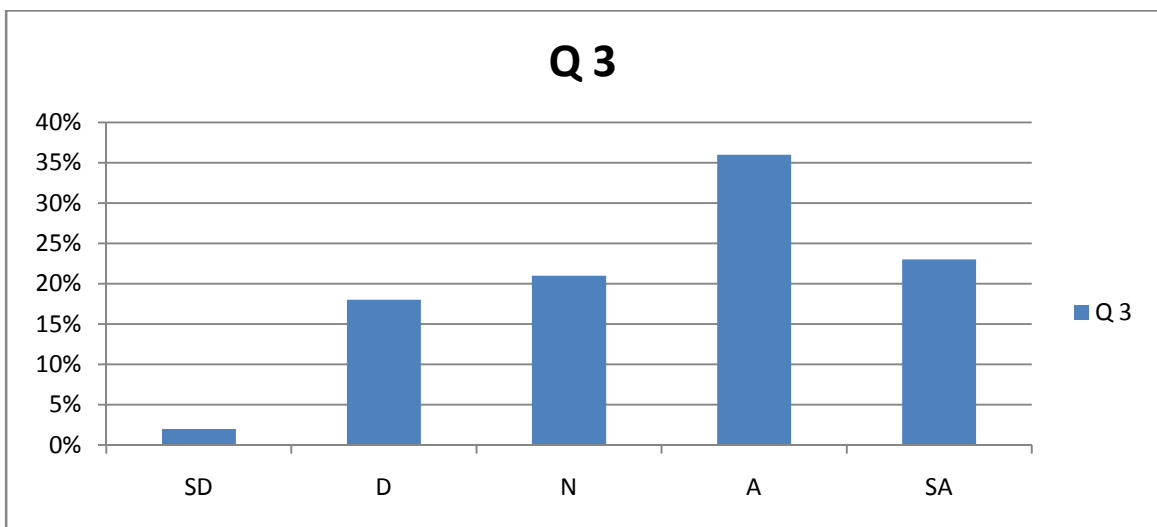

Q 3

Figure 6: customers' response to visibility clarity of items.

Participants responded to picking item by them self without interfering2% strongly disagree, 18% disagree,21% neutral 36% agree, 23% strongly disagree.
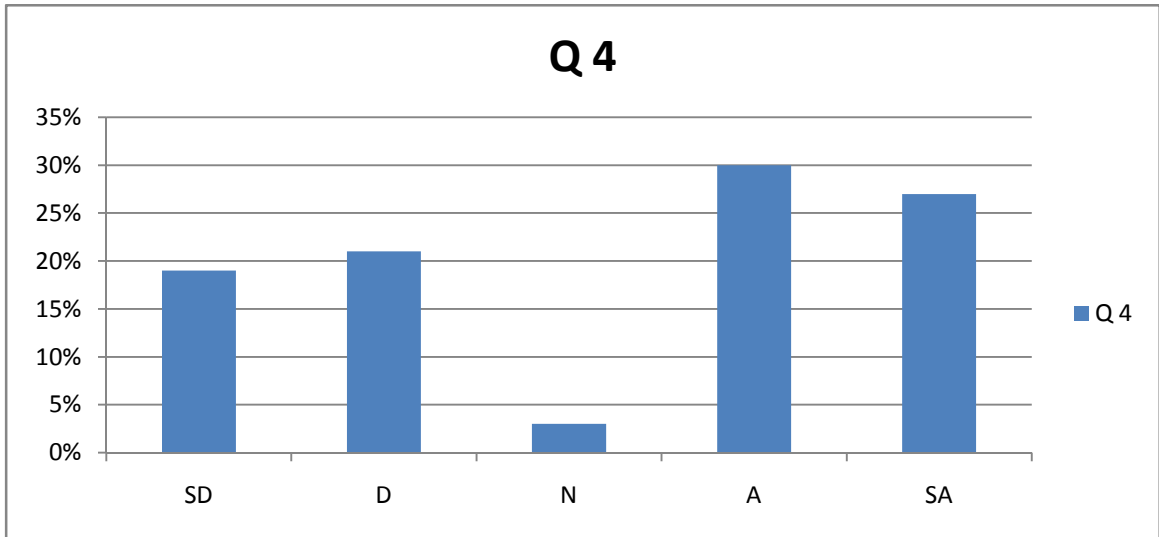

Q 4

Figure 7: customer response on collection displayed items

Response for collections of Items which are put on the displays are suggestive showed19% strongly disagree, 21% disagree, 3% neutral, 30% agree, 27% strongly agree.
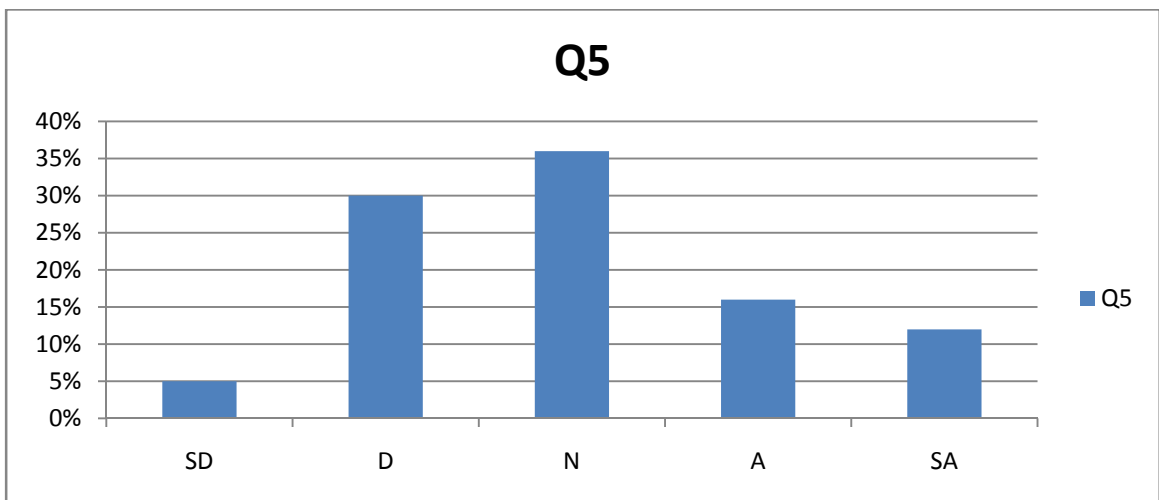

Q5

Figure 8: responses on product exposure.

Responses for visibility enough to see detail of all items in the store 5% strongly disagree, 31%disagree, 36% neutral, 16% agree, 12%strongrly agree.
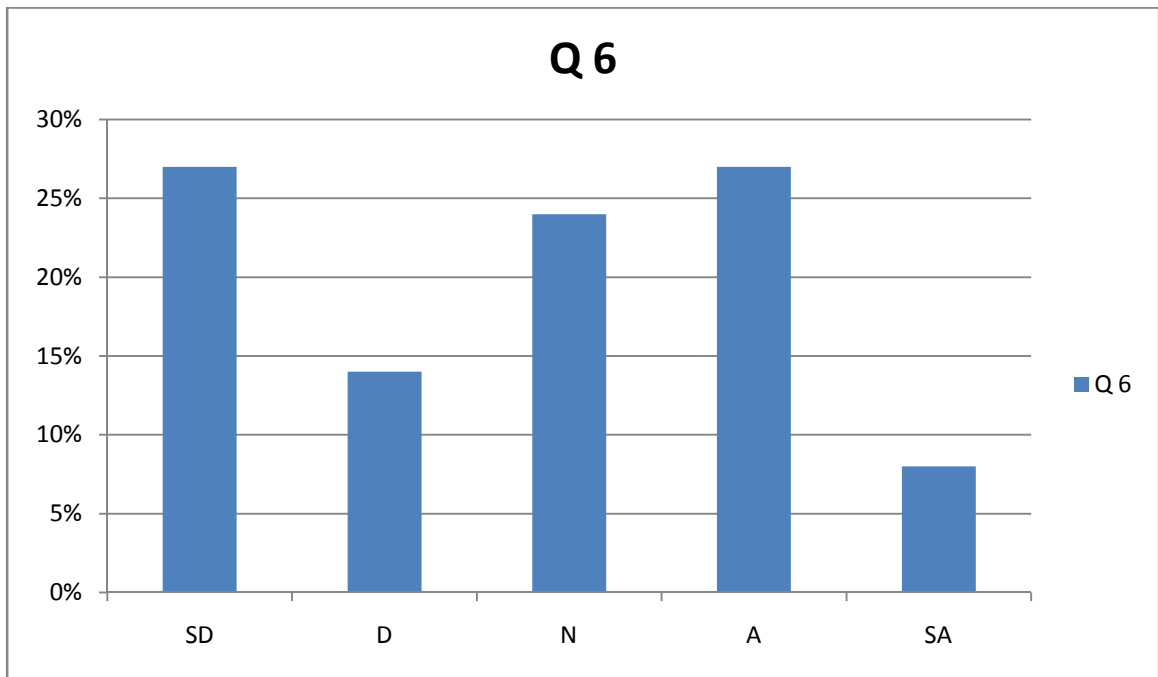
Figure 9: regarding light luminosity

Responses for light in the store make it easy to see color clearly27% strongly disagree, 14%disagre, and 24%neutral, 27%agree, 8%strongly agree.

Figure 10:response regarding product arrangement

25% strongly disagree, 12% disagree, 20%neutral, 27% agree, 16 strongly agree.

Figure 11:the attractiveness of the visual set up

Participant responded to visual attractiveness of the store 0%strongly disagrees, 34% disagree, 9%neutral, 33%agreed, 24% strongly agree.
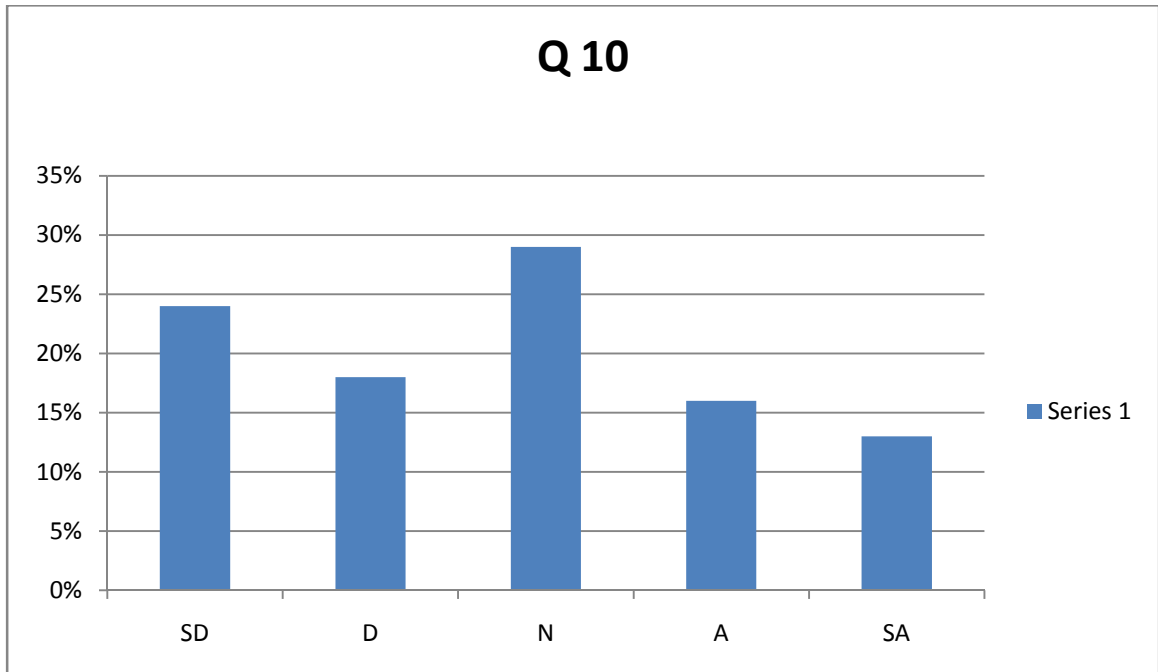
Figure 12: response regarding process of shopping

Respondents replied to the shopping process in apparel retail store 24%strongly disagree, 18%disagree, 29%neutral, 16%agree,13% strongly agree.

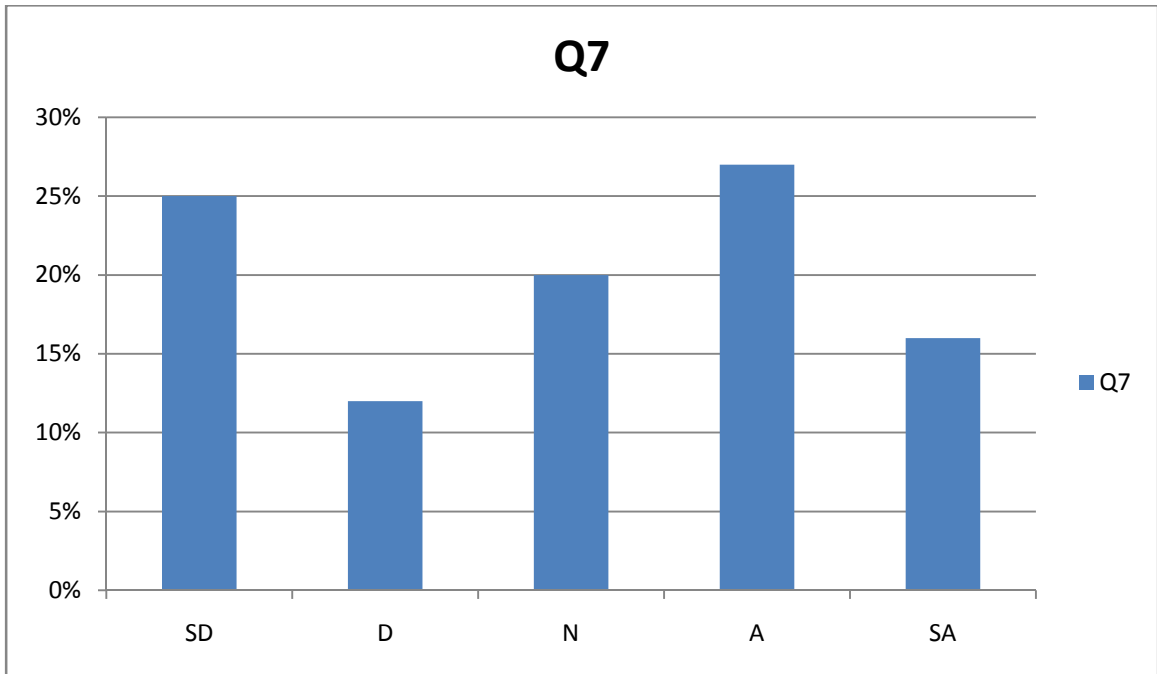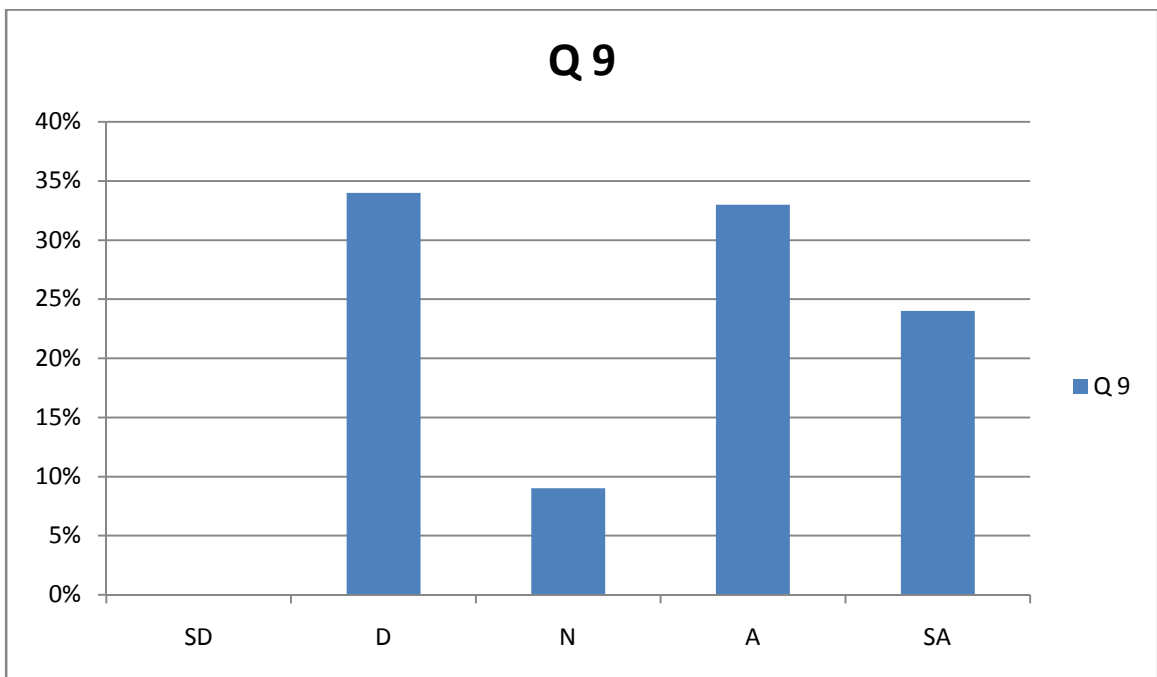## 4.1. Data interpretation

Within the data shown in the graphs, to find out the situations occurred the performance of the existed retail set up showed complexity of respondent's point of view because of their various preference of experience when purchasing items. All interactions that occurred between the customers and the business ultimately affect the customers' view and image of the business of fashion retailing. Among the data it clears the customer

Selling top class products is a prerequisite for many stores in order to keep customers, but if the staff is not skilled or has hard time of understanding what

clients needed, the store will eventually start to lose its customers. All what customers see, hear and experience is linked together and forms their overall perception of the business, this is why it is essential for the case company Johny fashion retail store, as well as for all Ethiopian fashion stores to know and respond the customer's perceptions.

Most of the shops found around Bahrdar use similar way of product arrangement and store layout. Store lay out and product arrangement used by Johny fashion store also similar to the other small sized shops around Bahrdar
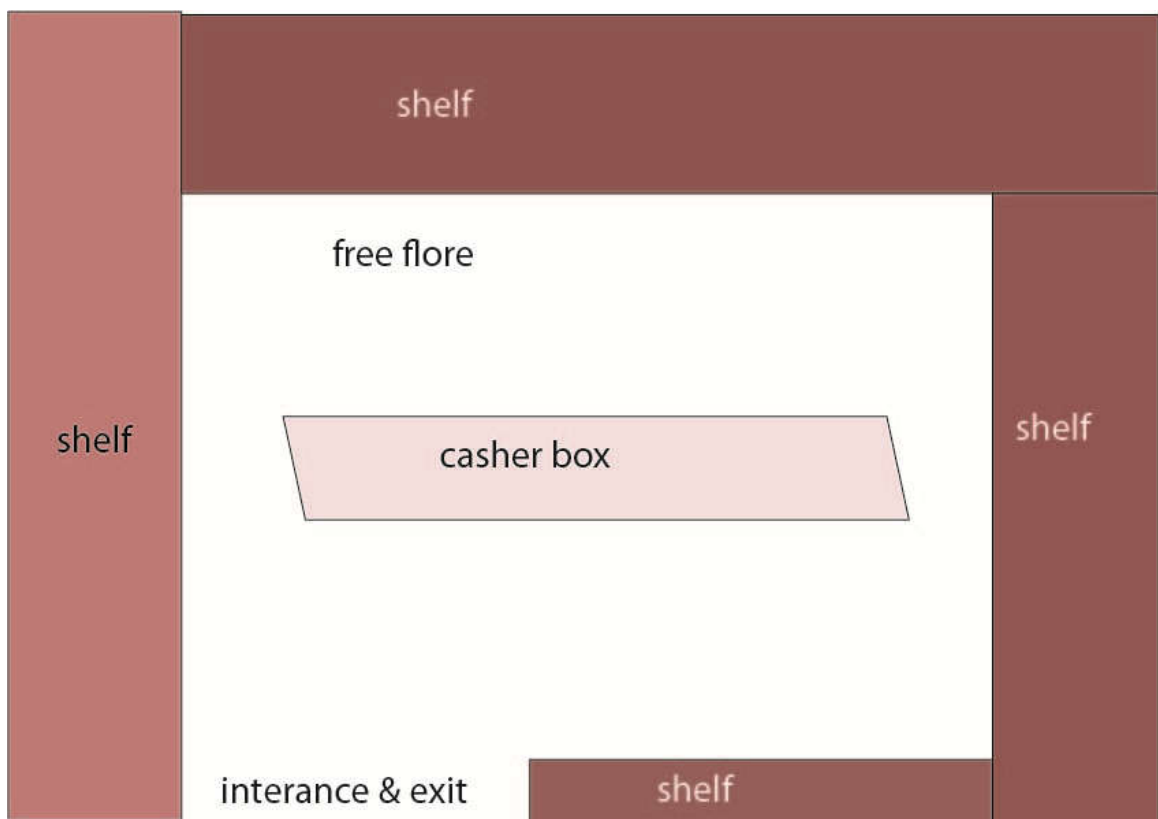

Figure 13: floor layout design in most boutiques found in Bahir dar.

The problem this kind of store lay out encounter is that all product are folded and staffed into the shelves to accommodate the space but his case does not expose the detail of the products in store. During the Observation48% of customers

came to visit left the store fast and go to other stores to find what they are looking for because they could not find item of their inters on the product arrangement and there are tough times for staffs to reach every customer visiting the store because the staffs also spend time to convince other customers to purchase the product. At this point customers seek for the staffs help. Lightings are over used by most retail stores aiming to make the quality of products seam better for customers. For example the use tense brightness of blue color light, or tense bright white light.

Effects of the surrounding including have big role on the visibility of an object and to capture a person's eye. In Joni fashion and other most boutiques found in Bahir Dar color of the surrounding affect the customer's ability of glance at products.

4.2. Observation

- Number of customers who visit Joni fashion per day was recorded during observation for a weak. Average number of the customers who visit the store is 29 and 27.5 %(8) customer purchase.

- The communication between a customer and the sales person occurs for the average 22minutes to find item that fits 37 minutes to convince the customer to buy an items.

- According Joni stock more than 1/6rd of products in the stock are out dated.

- The room size of Joni fashion store is 9m*5m

Size of Joni fashion store

Width (W) = 5m

Length (L) = 9m

Height (L) =2.70m

Area of the room= width*length

A=5m*9m

A=45m^2

Volume of the room=area*height

V= A*H

=45M^2*2.5m=112.5m^3

V=112.5m^3

4.3. Design development

Concept development: In the concept development phase, the needs of the target market are identified, alternative product concepts are generated and evaluated, and one or more concepts are selected for further development and testing. A concept is a description of the form, function, and features of a product and is usually accompanied by a set of specifications, an analysis of competitive products, and an economic justification of the project. This book presents several detailed methods for the concept development phase (Karl T et al,2012) fifth Chapters. We expand this phase into each of its constitutive activities in the next section.

Detail design: The detail design phase includes the complete specification of the geometry, materials, and tolerances of all of the unique parts in the product. A process plan is established and tooling is designed for each part to be fabricated within the production system. The output of this phase is the control documentation for the product-the drawings or computer files describing the geometry of each part and its production tooling, the specifications of the purchased parts, and the process plans for the fabrication and assembly of the product. Three critical issues that are best considered throughout the product development process, but are finalized in the detail design phase, are: materials selection, production cost, and robust performance.

Sample design and testing: sample is designed based on the inputs obtained from the survey.

Accessories shelf: this shelf is designed to display shoes and accessories for cue presentation. This shelf is 150centimeterheight. The height is considering the shortest person eye level. It consists 5 levels with 20cm radius.

Figure 14: accessories rack

Figure 15 rack level

The height of this shelf is intended to fit the eye level of average Ethiopian women height.

The other rack designed for suggestive display of blouse and accessories has 1m height and consists hanger length 1m width 45cm.the lower part surface is designed to put accessories like bag and shoes and also can be used to put clothes that matches and can be worn the blouses. See figure 16

Figure 16: cloth and accessories rack

Evaluating performance racks: the performance evaluation of shelf design was conducted by ability to customers' response as they enter in to the store.

As recorded by counting the number of customers who responded to this rack display during eight (8) hours experiment including who purchased items displayed on this racks was presented in the table below.

Table 3: customers' response on the racks

rack	Number of customers visited the store in the given time	Number of customer responded to the rack	Responses in percent %	Number of purchased customers from the racks	Purchased by percent %	time
Accessory shelf	23	19	83%	11	48%	8hrs
Hanger rack	23	17	74%	8	35%	8hrs

The result put in table 3 are interpreted with pie chart as follows
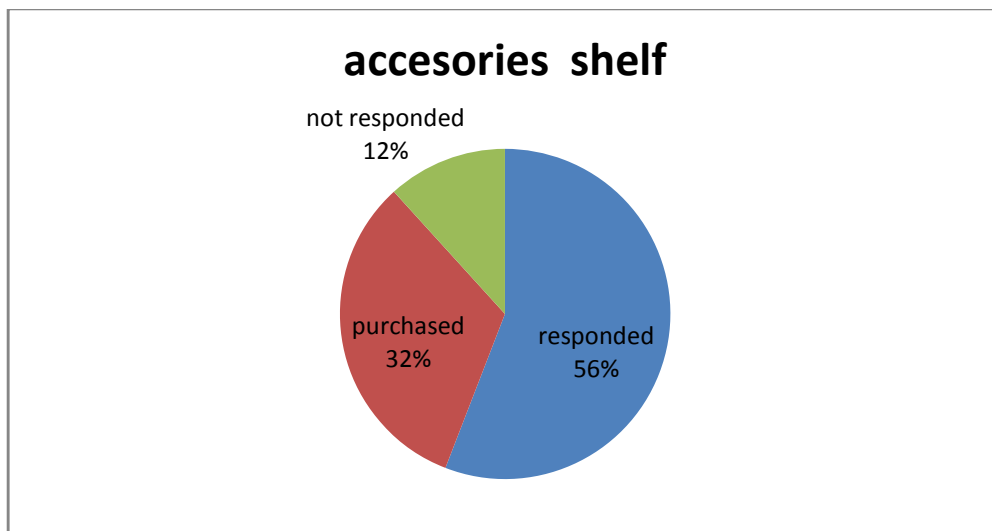
Figure 17: customers' response to accessories shelf

As per the result indicated in figure 17 customers responded to accessories shelf 83% looked items to pick from accessories shelf 48% people purchased displayed items on this rack

hangers rack

not responded
19%

purchased
26%

responded
55%

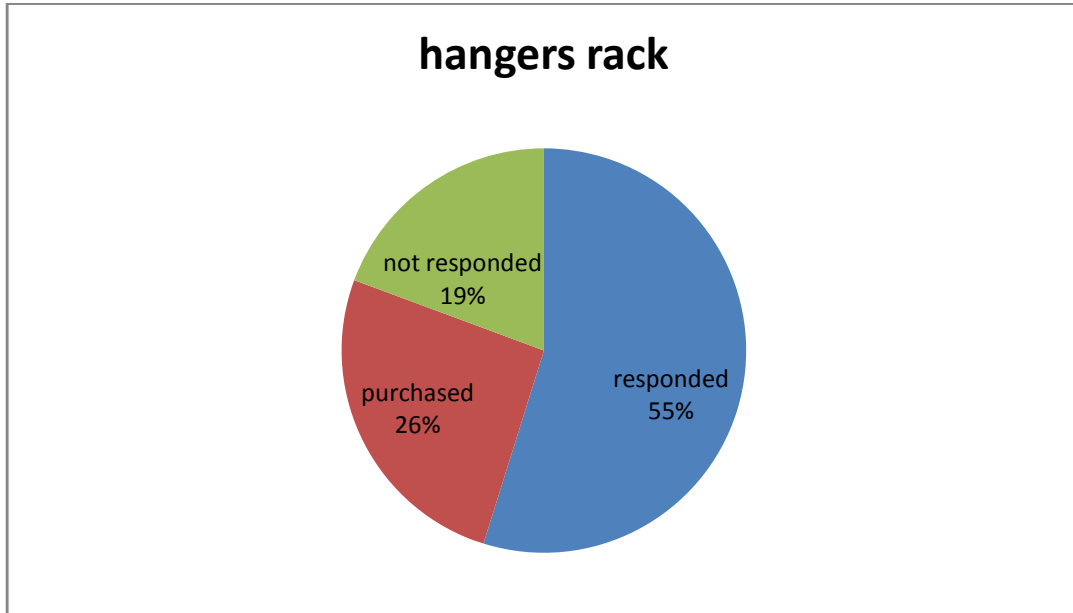**Figure 18: customers' responses to the hanger**

Based on the result indicated in figure 18 customers responded to hanger 74% looked items to pick from hanger 35% people purchased displayed items on this rack.
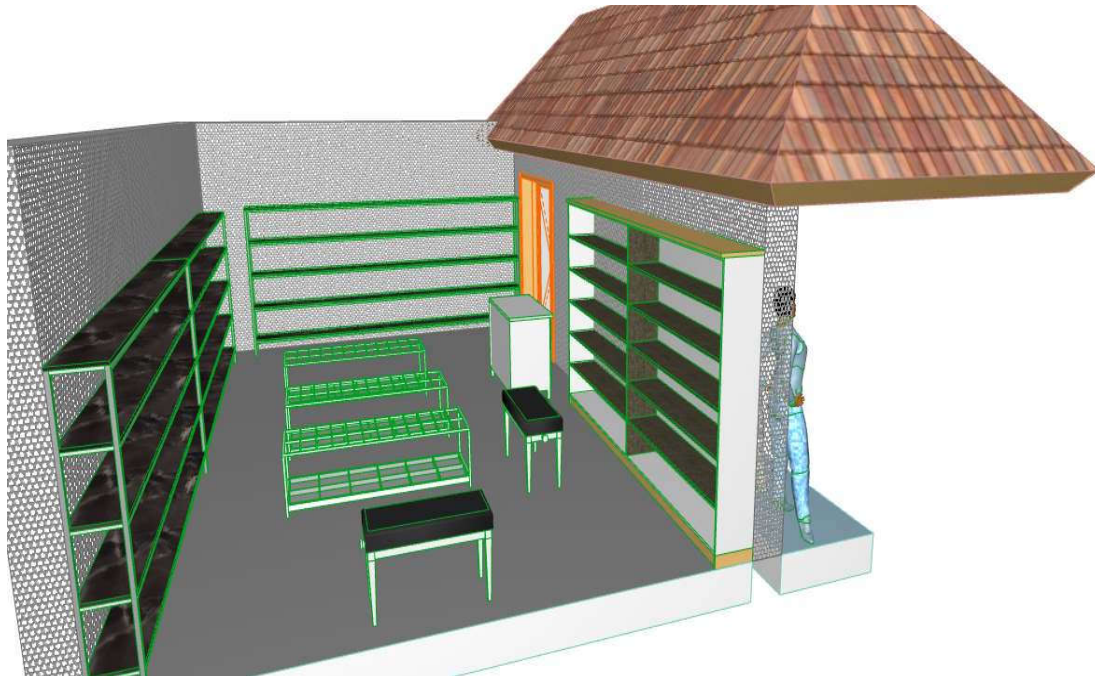
Figure 19 proposed 3D store lay out design

4.4. Cost analysis

In a full-cost system, fixed production costs are allocated to products. Reported product costs are meant to reflect the total cost of manufacture. In a variable-cost system, the fixed costs are not allocated; reported product costs are meant to reflect the marginal cost of manufacturing firm (Bruns, et. al. 2007). Total cost analysis of the racks used for the displays are presented by comparing the existed racks used widely by Ethiopian retailers.

Table 4 cost analysis and contrast of the proposed design and existed racks

Cost of designed racks		Cost of existed racks		Discount of the new product in %	
Accessories shelf	Cloth Hanger and accessories rack	Accessories shelf	Cloth hanger	Accessories shelf	Cloth hanger
1700ETB	600ETB	3400ETB	2200ETB	50%	72.72%

Table 4 shows the cost analysis of the new product and compare with the existed product. Based on the data the new product has lower cost in addition based on the result obtained from consumers response to the new racks is manifested that the new racks have better performance of bringing forward(show case) the items displayed by them.

Chapter 5

Conclusion

The basic purpose of this study was todevelop a visual set up of fashion shop which simplifies the selling and buying process to both the sales person and customer through elements of visual merchandising: racks, lighting, display and store lay out.

As evaluated the effect of product rack on customers attention, as an element of atmospherics, and to investigate whether different rack placement levels of the accessory rack resulted in variations to the response for the same item. Analysis number of costumers' reaction in the store revealed that differences between items placed on different rack levels were significant, and items arrangement on racks had an impact on customers' ability to view or notice the item quick. This indicated the existence of a direct relationship between the racks levels. Another interesting research finding is that when the product was positioned on the eye-level shelf, it showed a better attention grabbing ability performance compared to its other lower levels of performances. Manipulating the shelf positions of the products resulted in positive exposure only for "eye level" shelves, keeping the other variables that may affect the sales constant. Retailers should be aware that positioning their products on the prime location shelves may result in some increase on exposure of products.

Color of racks have huge impact on making an item visible for example Joni fashion retail store has 1/6 of out dated shoe products in the stock this is because of the product arrangement in front of the customers eye was very crowded which makes the scene boring and time taking to find a shoe. The other big issue that caused the shoes not to take attention from viewers is that the existed shoe shelves had many vibrant colors which creates unorganized look and hide the design detail of the shoes.

Regarding rack designs, other studies argue that an overall well-structured racks or shelf design can contribute to a greater consumer shopping satisfaction, which is positively related to product sales (Fancher, 1991). The first dimension of rack design is the amount of facings a retailer assigns to a certain item. This research found that that up to a certain amount, increasing the number of facings assigned to a product can make it more likely that consumers will buy a certain product (Desmet and Renaudin, 1998). Additionally, a larger amount of products also affects the perception of consumers about a particular product. According to consumers, the amount of facings assigned to a product by retailers, determines the level of importance the retailer attributes to that product as it gives a reason to stair on the product on the display. The last finding regarding the effects of merchandise facings is that managing display allocation well can have a positive impact up on consumers' overall store perception, due to the fact it decreases the risk of products being out of stock (Lim et al., 2004).

Future work

The whole process of this study allowed additional awareness regarding fashion retailing and importance of the art sectors in alluring the target customer to purchase with visual set up of the store as a whole. For instance in most fashion stores in Bahir Dar as well as in other Ethiopian city use different lighting for the purpose tricking of enhancing the quality aspects of the products. Thereabout collaboration of color and lighting has extraordinary impact in creating a mood up on the consumers mind. But color temperature with lighting temperature and their impact on the aspects of fashion items beside the phenomena of creating atmosphere was not covered by researchers. Color of an object is highly affected by the temperature of light and could enhance or deprive aspects or the quality of of an objects.

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Appendices

Appendices 1

This questioner is designed for collection of data for a research progress and any information that you give is confidential

I appreciate your collaboration to give me your important information and your time.

Questioners regarding customer's point of view on previous store set up

- Age …..

- Sex

- Education level…….

- Monthly income……..

- Occupation…………

- Country of origin………

1. I find it easy getting what I am looking for in clothing boutiques

    A. Strongly disagree

    B. Disagree

    C. Neutral

    D. Agree

    E. Strongly agree

2. It makes it better to ask the sales person to get me what am looking for whenever I shop clothing fashion

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly agree

3. I like to pick items by myself without the sales person interfering

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly agree

4. The collections of Items which are put on the displays are suggestive.

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly agree

5. It is visible enough to see each detail of all items in the store?

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly agree

6. The light in this store make it easy to see color clearly

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly agree

7. All products are arranged in a way that approaches to my sight distinguishable?

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly agree

8. The outfitted mannequins were helpful in building an ensemble.

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly agree

9. The store was visually appealing.

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly agree

10. The whole process of shopping clothing items is amusing

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly agree

Appendices 2

1. Sex…..

2. Age….

3. Marriage status………………

4. Education level…………….

5. Back ground region………….

6. Culture…………….

7. Subculture…………..

8. Resident place……………..

9. Job………………

10. Monthly income…………….

11. Favorite color for your wardrobe collection

12. Style

    A. Formal business

    B. Business casual

    C. Casual

    D. flamboyant

13. Leisure activities

    A. Reading

       What ………….

    B. Sport

       Which…………….

C. Hang out with Family

D. Hang out with Friends

On line

Or any other places……………………………

……………………………..

E. Other……….

14. What is recreation preference?

…………………………………………………….

Appendices *3*

Observation check list

1. Number of customer visited Joni fashion store in a day?

2. Number of customer who purchased items?

3. How customer find items they are looking for?

4. How they respond to it?

5. How long is minimum time taken by sales person to convince customer to buy an item?

6. How customer responds to items displayed on shelf?

7. How customers respond to items displayed on mannequin?

8. How customers respond to product arrangement?

9. How customers respond to color of the surrounding?

Appendices 4

Age Group	Economically Active			Unemployed			Unemployment Rate		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
GONDER TOWN									
All Ages	116,260	57,528	58,732	18,392	5,780	12,612	15.8	10.0	21.5
10-14	8,532	4,421	4,111	608	512	96	7.1	11.6	2.3
15-19	12,218	4,987	7,232	2,381	912	1,469	19.5	18.3	20.3
20-24	20,895	7,335	13,560	5,419	633	4,785	25.9	8.6	35.3
25-29	20,998	11,917	9,081	3,498	1,646	1,853	16.7	13.8	20.4
30-34	12,277	6,266	6,011	2,018	910	1,108	16.4	14.5	18.4
35-39	11,429	5,836	5,594	1,119	201	919	9.8	3.4	16.4
40-44	8,285	4,442	3,843	1,556	293	1,263	18.8	6.6	32.9
45-49	7,087	3,832	3,255	720	475	245	10.2	12.4	7.5
50-54	4,244	2,276	1,969	505	123	382	11.9	5.4	19.4
55-59	2,994	1,553	1,440	247	-	247	8.2	-	17.2
60-64	3,415	1,913	1,502	321	75	245	9.4	3.9	16.3
65+	3,885	2,750	1,135	-	-	-	-	-	-
DESSIE TOWN									
All Ages	61,298	30,546	30,752	13,755	4,136	9,618	22.4	13.5	31.3
10-14	796	54	742	92	-	92	11.6	-	12.4
15-19	6,453	2,471	3,981	2,218	582	1,636	34.4	23.6	41.1
20-24	12,466	6,152	6,314	4,268	1,494	2,774	34.2	24.3	43.9
25-29	11,229	5,670	5,559	2,480	630	1,850	22.1	11.1	33.3
30-34	6,480	3,821	2,659	842	421	421	13.0	11.0	15.8
35-39	7,891	3,767	4,124	1,398	309	1,089	17.7	8.2	26.4
40-44	3,986	2,321	1,665	616	155	461	15.5	6.7	27.7
45-49	3,367	1,748	1,619	640	122	518	19.0	7.0	32.0
50-54	3,205	1,124	2,081	586	54	532	18.3	4.8	25.6
55-59	1,662	964	698	353	154	198	21.2	16.0	28.4
60-64	1,830	1,379	451	217	170	47	11.9	12.3	10.4
65+	1,934	1,076	858	46	46	-	2.4	4.3	-
BAHIR DAR TOWN									
All Ages	115,388	52,479	62,909	21,606	5,672	15,934	18.7	10.8	25.3
10-14	1,961	901	1,060	348	146	202	17.7	16.2	19.1
15-19	12,624	2,856	9,768	2,436	547	1,889	19.3	19.2	19.3
20-24	28,442	9,277	19,165	8,633	2,436	6,197	30.4	26.3	32.3
25-29	26,019	13,804	12,216	4,795	792	4,003	18.4	5.7	32.8
30-34	12,720	6,178	6,541	1,902	214	1,688	15.0	3.5	25.8
35-39	12,033	6,151	5,882	983	339	644	8.2	5.5	10.9
40-44	6,652	4,313	2,339	586	405	181	8.8	9.4	7.7
45-49	5,493	3,050	2,444	632	150	482	11.5	4.9	19.7
50-54	4,092	2,193	1,899	587	103	484	14.3	4.7	25.5
55-59	2,057	1,362	695	-	-	-	-	-	-
60-64	1,710	1,177	533	439	275	164	25.7	23.4	30.8
65+	1,584	1,217	367	266	266	-	16.8	21.9	-

Appendices 5

1. Number of customer visited jony fashion store in a day in the new set up?

2. Number of customer who purchased items?

3. How customer find those items they are looking for in the new set up?

4. How they respond to it?

5. How long is minimum time taken by sales person to convince customer to buy an item in the new set up?

6. How customers respond to items displayed on the new shelf?

7. How customers respond to items displayed on mannequin?

8. How customers respond to the new product arrangement?

9. How customer respond to color of the surrounding in the new store set up?