

**IMPACT OF VISUAL MERCHANDISING STRATEGIES  
ON IMPULSE BUYING BEHAVIOUR WITH SPECIAL  
REFERENCE TO Bismi HYPERMARKET, KALOOR,  
ERNAKULAM**

**Project Report**

Submitted by

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*Under the guidance of*

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*In partial fulfilment of requirements for award of the Post Graduate Degree of*

**Master of Commerce and Management**



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

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**CERTIFICATE**

This is to certify that the project report titled **'IMPACT OF VISUAL MERCHANDISING STRATEGIES ON IMPULSE BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO Bismi HYPERMARKET, KALOOR, ERNAKULAM'** submitted by **ANN JOSNA MARIA K J** towards partial fulfilment of the requirements for the award of post graduate degree of **Master of Commerce and Management** is a record of bonafide work carried out by them during the academic year 2024-25.

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**Place: Ernakulam**

**Date: 31/ 03/ 2025**

## **DECLARATION**

I, **ANN JOSNA MARIA K J** hereby declare that this dissertation titled, **“IMPACT OF VISUAL MERCHANDISING STRATEGIES ON IMPLUSE BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO BISMI HYPERMARKET, KALOOR, ERNAKULAM”** has been prepared by me under the guidance of **Ms. MANEESHA T M**, Assistant Professor, Department of Commerce, St Teresa’s College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

**Place: ERNAKULAM**

**ANN JOSNA MARIA K J**

**Date: 31 /03 /2025**

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**CHAPTER 1**

**INTRODUCTION**

**CHAPTER 2**  
**REVIEW OF LITERATURE**

**CHAPTER 3**

**THEORETICAL FRAMEWORK**

# **CHAPTER 4**

## **DATA ANALYSIS AND INTERPRETATION**

**CHAPTER 5**

**FINDINGS, SUGGESTIONS AND**

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# QUESTIONNAIRE

1.Age

- Below 20
- 21-30
- 31-40
- 41-50
- Above 50

2. Gender

- Male
- Female

3. Monthly income

- Less than 20000
- 20000-50000
- Above 50000

4. How do you came to know about Bismi hypermarket?

- Friends and family
- Newspaper
- Social media
- Advertisement
- Others

5. How frequently do you purchase from bismi hypermarket?

- Daily
- Weekly
- Frequently
- Occasionally
- Rarely

6. When you shop at a supermarket, what are the first things you notice about how the products are displayed?

- Store exterior graphics and signature
- Window display
- Promotional offerings at the entrance
- Brand name and logo
- Others

7. Do you pay attention to how products are arranged and presented in the supermarket?

- Yes
- No

8. Have you ever bought something you didn't intend to buy because of how it was displayed?

- Very likely
- Likely
- Neutral

- Unlikely

- Very unlikely

9. Do you notice special displays or promotions?

- Very likely

- Likely

- Neutral

- Unlikely

- Very unlikely

10. Is the supermarket easy to navigate? Do you find it easy to find what you're looking for?

- Very likely

- Likely

- Neutral

- Unlikely

- Very unlikely

11. What is the store's most distinctive characteristic that draws customers in and encourages impulsive buying?

- Creative product display

- Shelf layout

- Bold graphics

- Lighting

- Others

12. How do you feel about the lighting in the supermarket?

- It's too bright
- Just right
- It's too dim

13. Does the lighting make the products look appealing?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14. Does the overall atmosphere of the supermarket (including music, cleanliness, etc.) affect your shopping experience?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

15. Do you think visual merchandising influences your purchasing decisions?

- Yes
- No

16. Does visual merchandising make you more likely to try new products?

- Yes
- No

17. Do you prefer buying items that are kept at eye level or those are placed on the lower or upper racks in the hypermarket?

- Upper level
- Eye level
- Lower level

18. If the product display and prices are clearly depicted in the rate chart. Is it convenient for you to buy the product?

- Yes
- No

19. How do you rate the product offers near the billing counter?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20. How do you rate the quality of merchandising offered by the Bismi hypermarket?

- Excellent
- Good

- Average
- Below average
- Poor

21. How do you rate the product layout at Bismi Hypermarket?

- Excellent
- Good
- Average
- Below average
- Poor

22. Do you recommend Bismi hypermarket to others?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

23. How do you rate your satisfaction level at the Bismi hypermarket?

- Very Satisfied
- Satisfied
- Neutral
- Not satisfied



- Very Dissatisfied

24. How do you rate the perception about visual merchandising activities of the store?

- Very satisfied

- Satisfied

- Neutral

- Not satisfied

- Very dissatisfied

25. Does visual merchandising help the customers in establishing the image of the brand?

- Yes

- No