A STUDY ON STORE ENVIRONMENT AND MERCHANDISING TOWARDS RETAIL STORE AT CHENNAI

M.LAKSHMI PRIYA*; M.SAMPOORANI**

* ASST. PROFESSOR OF MANAGEMENT STUDIES, MUTHAYAMMAL ENGINEERING COLLEGE, RASIPURAM, NAMAKKAL.

** FINAL MBA, MUTHAYAMMAL ENGINEERING COLLEGE, RASIPURAM, NAMAKKAL.

ABSTRACT
Management system can motivate breakthrough improvements in critical areas such as product, process, customer and market development. The primary objective is Store Environment and Merchandising towards Retail Store at Chennai. To accomplish the primary objective of the study, a survey was conducted by preparing a structured questionnaire which contain closed ended question. The research design used for the study is descriptive in nature. The descriptive study helps the researcher to find out various characteristics of the population. Simple random sampling technique was adopted for selecting sample units from the population. A sampling size of 150 respondents selected for analyzing their opinion. The methods of data collection for the study include both primary and secondary data. The primary was collected through questionnaire by conducting personal interview with customer. Simple percentage analysis was used for analyzing the data and Chi-Square, Correlation and weighted average tools are used for analyzing the data. The results were presented with the help of different charts. Findings of the study were drawn from analyzing of data, suggestions and conclusions have been made based on the findings.

KEY WORDS: buying impulse, interest of the customers, merchandising, modern facilities, and Store environment.

REFERENCES


