

**UNIVERSITI TEKNOLOGI MARA**

**VISUAL MERCHANDISING  
ASPECT IN GROCERY STORE**

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Thesis submitted in fulfillment of  
the requirements for the degree of  
**Bachelor of Interior Architecture**  
(Hons.)


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## AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

Visual merchandising makes grocery store spaces more attractive and pleasing for customers, entices foot traffic, and encourages impulse buying because grocery store is important to the communities. Groceries are needed everywhere for everyone. This shows that supermarkets a wider place for everyone to go. Also carry out a study about space planning, such as shelf display and customer flow, to identify how it will affect the customers' purchasing behavior. According S.Soundharia display of the store is related to consumer's perception about the product and purchase behavior. All the elements will enhance the brand and store image; it will help the customer make an impulse purchase. This study aims to understand visual merchandising in the grocery store. The objectives of this research is to investigate the impact of visual merchandising on customers and to establish the elements which contribute towards enhancing the brand and store images eases customers' wayfinding and encourages impulse purchase. That will focusing on the consideration of design aspect and vidual merchandising in grocery store. Based on the objectives, this research is a focus on investigating the impact of visual merchandising at the storefront, interior grocery areas, and checkout counters of a Ben's Independent Grocer at IPC, shopping center, Damansara and to identify user's feedback towards visual merchandising and displays in enhancing store atmospherics and customer shopping. Obtained from literature reviews such as articles and journals. This research will provide attractive and functional wayfinding that would direct and attract them to the intended place. The result of the study suggested that visual merchadising aspects in a grocery store are important and is not focusing on the customer only. It is hope that the study can contribute to the improvement of Ben's Independent Grocer in visual merchandising aspect.

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