



Window Display Targeting Adolescent Purchasers: Users' merchandising perceptual response

Kanokwan Somoon¹, Nopadon Sahachaisaree²

¹ Graduate Faculty of Architecture,

² Assoc. Prof., Ph.D.

Program in Multidisciplinary Design Research,

King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand

Oilpaint.oncanvas@gmail.com

Tel.: +0-089-548-9027

Abstract

Window displays, as a part of selling strategies, not only convey the type and positioning of mechanize, but also the promotional strategies and corporate images. The study uses window displays for clothing to examine patterns, selling strategies, merchandize types, and target groups. It investigates the effects of design elements on the customers perceptual responding to configurations. The theoretical framework bases on marketing concepts, visual perception principles, Gestalt psychology, and design's principle and elements. Research found that 14 factors in the design affected to perception. The study perception indicates that purchasing desire and attraction had more relation.

Keywords: Window displays, Clothing Display, Design Guideline, Versaul Merchanding, Selling Strategies

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1.0 Introduction

Window displays serve not only the purpose of conveying the type and positioning of merchandize to customers, but it can also be used to promote the strategies and images of the corporation itself. The store environment can affect the different types and levels of consumers' behaviors (Kotler, 1973). In this light, a window display is also considered as a connection between the inside store environment and customers' perspectives from the outside and at the same time promoting the store's selling strategies. Kim (2003) observed the customer behaviors of students, and found that their behaviors on buying clothes are significantly related to the promotional campaign and window displays of clothing stores.

This study is, therefore, aims to study merchandize types and target groups of clothing market by using window displays for clothing in retail shop as case studies. It endeavours to investigate the effects of design elements to be used the differentiations of perceptual responding to the configuration of them. Finally, the research generalizes from the case study to derive a design guideline for window display design towards the designated type of intended perception for the particular target group. In addition, the research attempt to investigate how consumer's perception affected to behavior.

2.0 Theoretical Background and Research Framework

Based on an extensive literature review, this study bases its theoretical framework on the following lines of thoughts: merchandize marketing and target groups, principles of visual perception—i.e., figure and ground, Gestalt psychology, and principle and elements of design. The following review aims to establish theoretical basis, on which the conceptual framework of relevant variables and their relationships are developed (Figure 1).

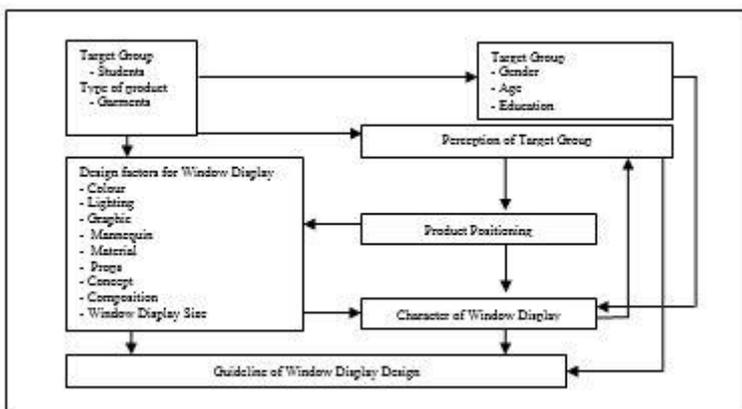


Figure 1 Research Framework

Merchandize marketing concept

The main objectives of selling strategies for fashion and clothing merchandize are two folds: 1) promotional displaying objective and 2) institutional displaying objective. The selling

strategies to meet the first objective, such as sale/discount campaigns, focus on creating the enticing media to get customer attention. For the second objective, the selling strategies are aimed to maintain and promote corporate images and credibility as well as its products. With well-designed displays, organizational images can be promoted by the simply word-of-mouth advertising, which is the unpaid spread of a positive marketing message from person to person. A good image could build success corporate and easily gain loyalty from their customers. With well-designed and high quality products, customers could feel very proud on what products they are purchasing and using. In addition, the product displays also provide an opportunity for their customers to have up-closed glimpses of the products and hand-on experience which could create an impression at the individual level. With all these benefits, the corporate owners have taken product displays into account and try to create modern and interesting display to induce their customers.

Window display composition

The composition of window display comprises a number of relevant aspects including the design elements (i.e. an overall design, display types, surface, background, and design concept) and the merchandize information (i.e. display goal and content, and product information). Attracting strategies for window displays can be enhanced by various design elements and principles for example using an appealing clothing mannequin, arranging appropriate light, illustrating unique features of a product, and using product-focused design. Emphasizing some interesting features of the product could be done by enlarging images, decorating background with an appropriate scheme of light and color, and applying a striking set of lighting directly to the product (WorachatUdompong, 1992).

Visual perception principles

The perception related theory, "Visual Perception", saying that perception is initially generated from the integrated stimuli by viewing the things as a whole, and then what the mind has learnt would be taken into analysis on step by step basis to perceive figure and ground. It is the fact that, human can selectively perceive what stimuli are of interest to them and perceive incomplete detail by integrating the missing pictures into perfect one. However, with limited capacity of human, we can not perceive several pictures at the same time.

Simulation Concept

It is derived from attempting to simulate a design. The design simulation aims to provoke people's perception towards design work. Since one can perceive image better than text, the simulation can be used as a tool to imitate scenarios or future situations and used to collect responding data from target groups (Grote and Wang, 1954).

3.0 Methodology

The previous literature review aims to establish relevant factors and to derive approach of methods and instrumental development for the research. Subjects of the study are 84

undergraduate students, which are sampled from universities in Bangkok. Table 1 summarizes all relevant variables to be examined in the study.

The study develops questionnaire as analyzing tool, basing on the concept of *semantic differential* measurement. The questionnaire is designed to inquire the target group's perception vis-à-vis image stimuli from 84 undergrads drawn from the selected shopping mall customers. The questionnaire comprised 2 major parts--personal attributes and display preferences. The preference part is measured in terms of lighting, colour, display arrangement, and other factors showed in Table 1. Eleven pairs of photographs with contradictory design elements are utilized as stimuli to measure using the *relative preference scaling* of an 11-point relative scale.

Table1. Designing Factors for Window Displays

Conceptual Variable	Operation Variable	Item	Factors for window display		References
			Indicators	Indicators	
Element of window display	1 Color	1	Warm colour	Cool colour	Morgen,2000
		2	Spotted light	Diffused light	Morgen,2000
	3 Lighting	3	Natural light	Colors light	Morgen,2000
		4	Graphic	Non-graphic	Diamond,2007
		5	Image	Typography	Diamond,2007
		6	Small sized graphic	Large sized graphic	Diamond,2007
		7	With-text	Non-text	Diamond,2007
	4 Mannequins	8	Existence of mannequin	Non-Mannequin	Diamond,2007
		9	Abstract Mannequin	Realistic Mannequin	Diamond,2007
	5 Merchandise display	10	Artfact material	Natural material	Diamond,2007
	6 Prop	11	Props	Non-Props	Morgen,2000
7 Composition	12	Complex Composition	Simple Composition	Udampong 1992	
	13	Simple prop	Complex prop	Diamond,2007	
	14	Complex Mannequin	Clear Mannequin	Diamond,2007	
	15	Mixed product	Separate product	Diamond,2007	
	8 Concept Design	16	In-store visibility	Partial in store visibility	Udampong 1992
17		In-store visibility	In-store visibility	Udampong 1992	
18		Conceptual design	Non-conceptual design	Diamond,2007	
9 Size	19	Large window size	Small window size	Udampong 1992	

4.0 Results and Discussions

Data obtained from the questionnaire are analyzed to derive the target group's design preferences and their personal attributes. Table 2 shows that the target group responds differently to distinctive display design elements and principles. Displays with spotted light focusing on the product and warm color could bring about arousal, the interest in merchandize, and its attractiveness. Design with props and showing the whole display seems to induce all range of perceptions. Displays with a small number of props shows more favorable. The study also finds that design with spotted light and props are the most important factors inducing the aspects of complexity, purchasability, and shop attractiveness. On the other hand, design factors including the level of design's complexity and the existence of mannequin show no impact on a wide range of customers' perceptions. The realness of mannequin, however, shows slightly impact on all aspects, except for the complexity. The

design with disordered display shows slightly effect on many perceptions, besides the merchandize value and uniqueness.

Table 2. Factors determine for Window Displays

Level of factor	Mean	Factor determining of perception
Affect Considerably	2.87	With prop
Affect Significantly	3.07	Large window size
	3.20	Spotted Light
	3.89	With Text
Affect moderate	3.33	Mannequin
	4.30	Simple prop
	4.43	Warm Colour
	4.43	Graphic
Affect slightly	4.87	In-store visibility
	7.25	Conceptual design
	7.25	In-store invisibility
	5.25	Clear Mannequin
	7.37	Typography graphic
	7.37	Separate product

5.0 Conclusion

The study found that the element of window display design consist of using warm color to promote design and to create design ambient as same as using lighting. Using spot light can help emphasis attractive point on the product. Graphics should be typography and large scale. Mannequin should be realistic because. It is similar to real models that offer a good fashion. Furnishing material should natural material. Which entrance the product seem like more expensive than artifact prop is considered vital because it increases the atmosphere and present the theme of works. Moreover, it provides a clear window display. The most important for such as the simple prop arrangement, using spot light emphasize product. Finally, designers should apply many factors into the window display design to play to play attention that help greatly encourage purchasing.

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