

# Window Display—The New Retail Mantra

Ms. Gauri Bhatia<sup>1</sup>, Dr. Ruchi Kholiya<sup>2</sup>

<sup>1</sup>Research Scholars, Mewar University, Chittorhgarh

<sup>2</sup>Research Supervisor, Mewar University, Chittorhgarh

**Abstract-** The purpose of this research was to analysis the effect of virtual fashion stores using product display methods dominant by color, visual texture and style coordination on consumer's interest, retail pleasure, quality, patronage intention, and purchase behavior to provide empirically tested, actionable product display. Visual Merchandising is the art of displaying merchandise in a manner that is appealing to the eyes of the customer. It sets the context of the merchandise in an aesthetically pleasing fashion, presenting them in a way that would convert the window shoppers into prospects and ultimately buyers of the product. Passion for design and creativity are essential to be a good visual merchandiser. Visual merchandising includes window displays, signs, interior displays, cosmetic promotions and any other special sales promotions taking place. Almost all the fashion stores are using various types of methods and tools to attract the customers in their store. It was found that different types of stores spent different amount of time and money on visual merchandising. It was found that almost all the stores employed displays with different tools and techniques for maintaining their store ambience, for stimulating the customers to make a purchase decision.

**Keywords:** Aesthetic, Cosmetic Promotions, Creativity, Window Displays, Visual textures

## I. INTRODUCTION

The importance of product display to retailing was recognised as early as 1869, as indicated by the trade publication *Display World*, which later evolved into the popular *Visual Merchandising and Store Design* (VMSD, 2012). Product display constitutes the essence of visual merchandising - an important but understudied field in store environment research. In fact, for a time visual merchandising was simply referred to as "display" (Bell and Ternus, 2006). Product display is important because it communicates important information about a store's image, product offerings, fashion stance, price range, and market position (Ogle and Schofield-Tomschin, 2002). Displays inform, educate, entertain, and persuade shoppers (Pegler, 2012). Shoppers are susceptible to impressions and information they acquire in stores (Underhill, 1999), thus displays can directly influence a shopper's decision making process in a store.

Visual merchandising consists of mainly two techniques; interior and exterior displays, also known as in-store design and window displays. The goal of these two techniques is to attract the attention of consumers, entice them into the store, to keep them in the store as long as possible, and influence purchasing decisions. It is found that these two techniques have the greatest effect on impulse buying; therefore, they are important aspects for the retailer. In-store design and window display techniques can be used to enhance the store environment, influencing consumer behavior and purchasing decisions. In-store design is a technique, which can be used to enhance the atmosphere of the store and the overall store environment. Having a visually appealing store design can simulate the representation of the brand and attract customers. Efficient, customer friendly environment makes shopping easier for consumers, which encourages buying and, most

importantly, reassures repeat purchasing. The window design technique is a way of communicating with customers, which uses a combination of lighting, colors, props, text, and graphic design to display goods, attract the attention of the customer, and sustain a brand image. The overall goal of the window display for the retailer is to persuade the customer into the store and motivate purchasing.

**Scope-** The purpose of this research is to find the impact of visual displays on impulsive buyers.

## II. REVIEW OF LITERETURE

Display can be used to introduce a new product, a fashion trend, or a new "look" or idea. Effective displays educate the consumer as to how the new item can be used or worn and how it can be accessorized. The purpose of a display is to sell specific merchandise. It should attract attention and stimulate the customer sufficiently to lead to a purchase decision. As Virginia Meyer commented, "Displays attract, compel and persuade in a subtle fashion. A good presentation can and should stop you, get your attention, and may be even makes you smile". In very broad sense, visual presentation not only helps to sell the merchandise itself but the store as well. Display is simply the method by which a retailer's assortment is presented to the shopper. The primary goals of a display are to present the assortment in such a way that sales maximized. Other goals can be identified such as gaining the shopper's attention, fulfilling shopper demand, communicating and reinforcing store image and helping to control traffic flow.

**Types of Displays.**

1. **Window Display:** Window display has traditionally been a major form of promotion for many store-based retailers. The main features of window display are visual appeal, relevance and interest value. The visual appeal of a display directly affects the ability of the display to gain shoppers attention. Relevance can be the shopper. Highly relevant displays tend to gain shoppers attention as individuals tend to notice (perceive) stimuli that relate to a current need. Interest value is related to relevance, although should more accurately be described as a means of persuasion.

#### Types of window display

- a. **Closed back window:** It is a typical window with a large area of plate glass and walls enclosing the remaining three sides. There is a door on one of these walls through which props and merchandise are passed. Display windows may also consist on one very long window 20 or more feet in length; the only divider is the metal band that retains the plate glass. Dividers can be added inside such a window to separate its space into smaller units.



#### Advantages of closed windows are many.-

- i. The merchandise is protected from shoppers who could touch and disrupt it;
- ii. The close area makes it possible to present any seasonal fashion or mood within the display. The setting or festive wear can be an intimate candlelit evening even though the store itself may be brightly lit.
- iii. The walls of the closed window will also block the view into the store and thus keep the merchandise floor from detracting from the impression being created in the window.

#### Disadvantages of closed windows are many-

- i. They are mostly to construct than open window.
- ii. They take up valuable floor space that could be used for selling.
- iii. More time is required to create displays because the entire space must participate in the look of the presentation.
- iv. More props are used than would be needed in an open window.

- b. **Open Back Windows:** These do not have a back wall, thus presenting a view into the selling area beyond. Screens, plants, or see-through drapery effects can be used to create a backdrop.

#### Advantages of open back windows are -



- i. This type of window stimulates and invites the passerby to come in and look in around.
- ii. When accomplished properly, this treatment can be very effective.
- iii. Open window take less space and less money to construct.
- iv. Using the display to coordinate with the merchandise being presented and create a less confusing display.
- v. Using the same color scheme behind the display is also an effective merchandise and display technique.

#### Disadvantages of open back windows are-

- i. Lighting is a problem, as spotlights may accidentally be directed to the customer who approaches the display.
- ii. Excessive glare and reflection are also problems.
- iii. Mood setting is difficult because of the store and its distracting lighting in the background.

- c. **Partially open windows:**



These are very similar to open window except they use versions of separation. These serve to screen the window space from the selling floor yet do not block the entire



view to the store. The partition can be solid or open material such as railings, lattice work, or wrought iron.

- d. **Island widow:** It has glass on all four sides so that merchandise can be viewed from all directions. Lighting is a problem in an island window since lights will be visible from every direction. It's a display that can be viewed from all the sides. Deep angled windows and wide frontage results in an excessive amount of space at the store's entrance. Some stores wishing to better use the lobby area and gain additional display space build



islands in the center of angled window

- e. **Shadow box:** It is a small elevated window. Shadow boxes are used for smaller items such as folded shirts with ties and sweaters; accessories such as jewelry, handbags, and shoes; children's fashions; and home furnishings such as china and crystal. Because the space is small and shallow, strong color contrasts and dramatic effects are necessary to attract attention.



2. **Arcade window display-** An arcade window is when the entrance is in the center and is recessed back. Arcade Front Window When the windows of a store wrap around the corner which usually leads you to the entrance. There are set back doors or entrances thereby increasing the size of display window; stores with limited frontage and whose merchandising philosophy requires a large window display space get benefited from such a design.

### 3. Interior Displays



Displays inside the store should relate to the displays seen in the windows. Good display effects should continue inside the store to move customer traffic through the store. The aisles, the signs that direct the customer, the walls and the interior displays are most important to the total concept of the store. Each department, shelf, counter, ledge, case and furnishing in addition to the display area requires analysis in executing display techniques. The furnishing of the area should be attractive and placed so as to enhance the visual impact on the customer. The walls in a store can be excellent area for display. A flat wall can use fixtures for hanging merchandise. A flat wall with shelves for folded merchandise can be used for such items as shirts, sweaters, table linens and dishes. Color arrangements can be the key to attracting the customer into the department.

Display cubes are available in various sizes and of various materials. They are often used in wide aisles to gain attention for a special product or adjacent to the aisle to draw the customer into the department.



The materials used should coordinate with the decoration of the surrounding department and may be natural wood, laminated material, or colorful fabrics.

#### 4. Isolated Displays

Isolated displays are less frequently used now than in the past, because they require too much time and expensive props such as mannequins. They are often far from the merchandise to which they relate. The customer is stimulated by the display and should have immediate access to the merchandise. For example, when a red dress is on a mannequin, a T-stand should be placed nearby with other sizes of red dress, or wine glass and champagne bottles placed near the mannequins. Such a display catches the eye of the potential customers passing by and



draws them into the department.

#### 5. Open Displays

The open display gives the shopper free and easy access to the products. The display seeks to gain shopper attention and involvement by allowing products to be easily touched or sample. Clothing retailers utilize this form of display extensively, typically with racks, but also with tables or easy-access shelving.



#### 6. Themed Displays

A themed display is aimed at building a connection between an event, activity, season or other feature and the shopper. The style and physical characteristics of the display are directed by the theme itself- e.g. a summer

holiday display are dictated by the theme itself – e.g. a summer holiday display in a store may feature umbrellas and sand, as well as the products themselves such as sun creams, etc. Sales are achieved by shoppers seeing the display, making the association with the event, and considering to buy a range of purchases.



#### 7. Co-ordinate or Project Displays

Shoppers often purchase a number of items together if they are to be used together. A project displays brings all products required for such a purchase together in one place, allowing the shopper to purchase the finished solution rather than just a number of constituent parts.

#### 8. One Item Display

A one item display is just the showing and advancement of a single garment or any single item. It features only one piece of merchandise-designer gown, automobile, piece of jewelry or ceramic, etc.



#### 9. Line A Good Window Display



It is a kind of display in which only one type of merchandise is shown (all blouses, skirts, and jackets) although they may be in a variety of designs and colors. A window display showing three or four mannequins wearing daytime dresses of assorted colors, style and prints would be an example of a line of goods display. However for a more effective presentation and for better comprehension and acceptance by the shopper, there should be some connection or relevance indicated as to why these three or four articles are being shown together. They could be designed by same designer, or created with same fabric or print, or they could all feature a common



theme

#### 10. Lifestyle Displays

“Lifestyle displays seek to present products that fit the way the shopper lives”. Plummer (1974) describes the shopper’s activities, interests or opinions. Fashion retailers use this method extensively to show that a given assortment or category is right for the individual shopper. Pictures, video, sound or objects are often



important parts of such as they gain the shopper’s attention. Nike uses this method extensively.

- In any store if delivered message is ‘ I am complete outfit, buy me’ it often choose to feature the outfit or ensemble in a setting by itself.
- The intention is to entice the customer to buy a total package rather than one or two items.

#### 11. Variety Or Assortment Window Display

In this type of display, a retailer puts on display a wide variety of merchandise for the customer. This display is potpourris of anything or everything. It is collection of unrelated items all sold at the same store. It is a collection of unrelated items that happen to be sold in the same store. It can be shoes, silk stockings, shirts, night gowns etc.



#### 12. Promotional Window Display

A promotional display can be a one- item, a line of goods a related merchandise and even for storewide sales, a variety type of display. The display advances or emphasizes a particular concept, trend, or item. It promotes for example: Father’s Day, A theme has been



developed for advertising the event. In one window there could be a display for “Dad- Our Kind Of Man” or “ Dad, the Athlete” with everything from active sportswear to sporting equipment, sports magazines etc. A sale can also be the basis for a promotional display Displays which advances concepts, trend, and an item. It has very low margin of profit and thus needs a larger sales volume to exist. These display stores generally advertise prices.

### 13. Seasonal Window Display

Each season brings with it particular merchandise to feature, and nature suggests general settings in which to show it. The cold winter, the budding and blooming of flowers in the spring, the warmth of summer, and the chill of fall each provide a unique opportunity to encourage



customers.

### 14. Holiday Window Display

Christmas or Diwali is the major holiday of the year for the majority of the retailing industry in the world, other holidays play a major role in the achievement of the year's total volume.



## III. CONCLUSION

Visual Merchandising is the art of displaying merchandise in a manner that is appealing to the eyes of the customer. It sets the context of the merchandise in an aesthetically pleasing fashion, presenting them in a way that would convert the

window shoppers into prospects and ultimately buyers of the product. It has frequently been concluded that "good" exterior and interior design within a store can maintain customer interest, encourage customers to lower their psychological defenses and make a purchase. in this article “Window display—The new retail mantra” had emphasized about the importance of window display which is emerging as a new mantra in retail and it is fast changing from a dull uninteresting exhibition of wares in the store window to a dynamic form of advertising. Display can be done according to the space available, coming festival, for any social cause, promotional activities or any theme , the main objective of display doing is to convert passive customer to active customer.

## REFERENCES

- [1]. Alqui J. (2014), 8 Common Types of Retail Store Windows. Retrieved on November 18, 2016 <http://creativitywindow.com/2014/10/8-common-types-retail-store-windows>
- [2]. Anonymous. (2016), The Art Of Visual Merchandising. Retrieved on August 11, 2016 <http://www.fibre2fashion.com/industry-article/2804/the-art-of-visual-merchandising?page=1>
- [3]. Anonymous. (2016), Retailing In India. Retrieved on September 14, 2016 [http://en.wikipedia.org/wiki/Retailing\\_in\\_India](http://en.wikipedia.org/wiki/Retailing_in_India)
- [4]. Anonymous. (2016), Visual Merchandising Retrieved on August 25, 2016 [http://en.wikipedia.org/wiki/Visual\\_merchandising](http://en.wikipedia.org/wiki/Visual_merchandising)
- [5]. Bhalla S, Anuraag S. (2012), Visual Merchandising, Tata McGraw Hill Education Private Limited, 101- 103
- [6]. Calasibetta, Characolté Mankey (1998), Fairchild Dictionary of fashion. Fairchild books publications, Newyork, pp.158-159.
- [7]. Christopher, Margaret B and Birtwistle. G. (2004), International Retail Marketing.
- [8]. Frings, Gini S. (1996), Fashion from concept to consumer. Prentice Hall Upper Saddle River, New Jersey publication, pp. 349,358-362.
- [9]. Gianfranco Giacomini-Caire (2011), Visual Merchandising: Mirror and soul of a point of sale (1st ed.) Creative Group. ISBN 9788890475719
- [10]. Goworek, Helen (2002), Fashion Buying. Blackwell Science publication, pp. 107
- [11]. Khan H. (2013), The Ultimate Guide to Pop Up Shop. Retrieved on October 24, 2016, <https://www.shopify.in/guides/ultimate-guide-to-pop-up-shops/visual-merchandising-101>
- [12]. Jones, Sue J. K. (2002), Fashion Design Laurence King, publication, pp50-53.
- [13]. MC Goldrick, Peter J. (2002), Retail Marketing McGraw-Hill publication, pp.396.

- [14]. Rana R. (2015), Label Next-Fashion Style Directory. Retrieved on September 11, 2016 <http://www.labelnext.com/2015/09/visual-merchandising-windows-display.html>
- [15]. Talekar S. (2013), Visual Merchandising-1. Retrieved on July 26, 2016, <http://marketing-essence.blogspot.in/2009/05/planogramming-synonym-for-visual.html>
- [16]. Wintage, Isabel, B. (1985), Fairchild dictionary of Textiles. Textile Fairchild Publications. Pp. 45.

IJRRA