

IMPACT OF WINDOW DISPLAY ON CONSUMER'S SHOPPING PATTERN IN MUMBAI'S APPAREL STORES

Dr. Priyanka Daya Choudhary*
Mr. Jayantilal K. Savla**

ABSTRACT

Window displays are a type of advertisement that allows stores to show off what they have to offer in terms of both stock and creativity. The design of a store's window display demonstrates to potential customers how much effort they put into their business and the quality of service they will receive. It is an opportunity for a store to advertise their brand based on what the customer notices at a passing glance. Hence, it becomes necessary for retailers to focus on window display. The research purpose is to look into the impact of window display on consumer's shopping pattern and find whether there is a direct relationship between consumer's shopping pattern and window display. We will be exploring impact of window display of retail consumers of Mumbai city.

Keywords: *Window Display, Shopping Pattern, Retail.*

Introduction

The retail industry is one of the largest industries in India. Retail in India has seen tremendous change after globalization. Increasing disposable income, favourable demographics, changing lifestyles, the increase of the middle-class segment, and an improvement in urban residents' quality of life are significantly responsible for India's retail expansion. The level of consumers' disposable income is increasing along with the nation's economic growth. Retailers now face intense competition as a result of this. Earlier there were only roadside retail stores. They competed among themselves, but now they have to compete with shopping malls as well as online competitors. In this fierce rivalry, the retailers who can capture and hold customers' attention prevail. In this regard, creative and effective window displays are crucial. In the present era, it is crucial for all sizes of stores, from the tiniest to the biggest.

Stores are striving to improve their offerings in order to get clients to purchase within their establishments despite the growing popularity of internet shopping. The display in the window is where they intend to begin attracting people's attention. This is where a store has the opportunity to make their first impression on visitors and to convince them to look past the few things that are on display in order to explore the rest of the inventory that is located inside the store.

Window display is a creative art of exhibiting store goods in the business. Window displays are quickly evolving from a static type of advertising to the new retail motto and from a drab, unattractive show of goods in the store window. Retailers are realizing the value of the window display as the customer's initial point of contact with the store and an opportunity to make the most important first impression.

A window display includes more than just a product display. It is a distinctive type of marketing. It serves as the first point of contact between the store and the customer, as was previously mentioned. It describes the store and gives the buyer a sense of what the store is all about. Whether a customer enters

* Assistant Professor, Pacific Academy of Higher Education and research University, Udaipur, Rajasthan, India.

** Research Scholar, Pacific Academy of Higher Education and research University, Udaipur, Rajasthan, India.

or exits the store is determined by it. When the store's image needs to be altered, it is a useful tool to employ. Seasonal goods can be shown off in windows through window displays. What client demographics the store targets, such as age or income, can be communicated via the window display.

When done well, a window display can draw in more customers than a hoarding or a television commercial. Additionally, it helps draw in the correct customers. So, the window display also serves as a filter. Only people who are reasonably aware of the things the store carries and are interested in purchasing them enter.

The customer's decision-making process is made relatively straightforward by the window display. The customer can quickly decide whether or not to enter the store based on the window display. However, a number of instances where customers made impulsive purchases while being influenced by an appealing window display have been documented.

Window dressing is largely a creative endeavour, but for it to be successful, the financial sense is also necessary. Instead of appearing like a work of art, the window display should be made to draw customers. Within the limits of the budget set by the retailer, the window display designer should create the window as effectively as feasible. Indian businesses lag behind their counterparts in industrialized nations when it comes to spending on window displays. Hence, the current research is an attempt to understand the impact of window displays on consumer's shopping patterns in Mumbai's apparel stores.

The Research Problem

With increasing competition from other retail formats and e-commerce, from the review researcher identifies that store windows display can be one of the mediums to impact customer's minds and differentiate their store from others. The researcher will try to identify the problem that whether the window display changes the consumer's behaviour or not.

Objectives of the Study

The objectives of the research paper are listed as below:

- To analyze the impact of display on the Image building of a shop.
- To check the sale of products displayed in the window.
- To study the time spent on window display by the frequent customer and new customers of the shop.
- To study whether window display conveys products available in the store to the customer.
- To study the impact on the minds of customers about the fashion trends available in store as compared to the prevailing fashion trends,
- To study and compare different types of displays that impact the sales growth of a store.

Review of Literature

Buchari Alma (2014) classified the purpose of display as (1) Attracting the attention of consumers (2) making the desire to enter the store and make a purchase. Buchari Alma (2014) also stated that window display not only displays products, it displays images of the store, so the window display should attract the attention of prospective customers. He also thinks that window displays fulfill the purpose to attract the attention of those who pass by, it conveys the price segment of the store, conveying special seasonal items available in the store and creating the interest of impulse buying.

Buchari Alma (2014) in his study said that window display can increase sales if it is attractive and innovative. It is a very economical tool to increase sales. Advertise options like newspaper and magazine advertisements, television commercials, and billboards cost heavily on shopkeepers' budget but window display is relatively free as it comes in part of the interior of the store. It is done in front of the store so it reaches immediately in target customer's mind and the customer immediately makes the decision of entering the store or not.

Gallo & Pietro, 2007 in their study pointed out that window displays are consumers' first impression of the store. They are in front of the store so they are like the logo of the store. The window display should complement the image of the store; it should be in line with the store's core values. Window displays convey to the customer what he will find in the store. It should not only showcase merchandise but also the style, trend, and atmosphere of the store. It aims to showcase the brand's market identity.

Stewart Henderson Britt, In Psychological Principles of Marketing and Consumer Behaviour, writes that wants are derived from needs. Window displays can become a communicator to consumers and make them aware of their needs through the specific way in which their wants are also can be fulfilled. For example in a window display mannequin wore shorts with a backdrop of a beach. The consumer identifies his need of shorts as well as his want of vacation.

Pegler, 2006 believes colour as the biggest motivation for shopping. According to him, colour is noticed first before size, fit, and price. Colour the features of products, it can highlight the product and can set the mood. Appropriate use of colours can make window display very attractive and effective. He also stated that 60% of acceptance or rejection of products are based on colour. So window display designer has to design display by creative use of colours.

Morgan, 2008 in study mentioned theme also as an important component of display. Theme means the creative element used to support the products. The theme includes props, backdrops, colour and the relative merchandise that will convey a story to the consumer.

Hypothesis of the Study

The null hypotheses for the study are as follows:

- H01:** Customer don't see window display before entering shop for purchase.
- H02:** Window display doesn't impact on image of shop.
- H03:** Window display doesn't impact on purchase behaviour of customer.
- H04:** Window display doesn't convey customer about fashion trends and product available in the store.
- H05:** Window display doesn't impact sales of shop.

Research Methodology

Research Design

The research conducted will be a descriptive design, which is more formal and structured. A survey will be conducted through a structured questionnaire tested for reliability and data will be collected throughout Mumbai.

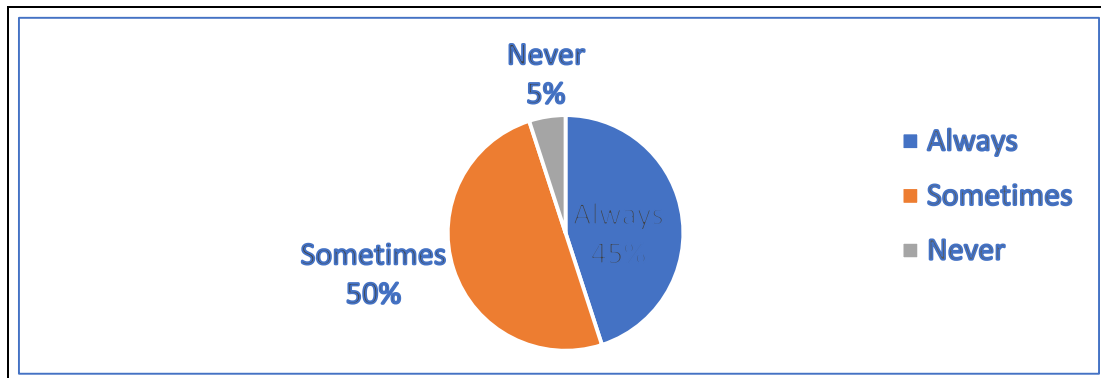
Sampling Method

A total sample size of 40 will be collected through different segments of Mumbai city for the research. Stratified random sampling will be used to collect data through structured questionnaire across four strata as follows:

Area	Sample Size
South Mumbai	10
Central Mumbai	12
Suburbs	12
Harbour	06
Total	40

Data Analysis & Interpretation

- Do you check window display before entering shop?

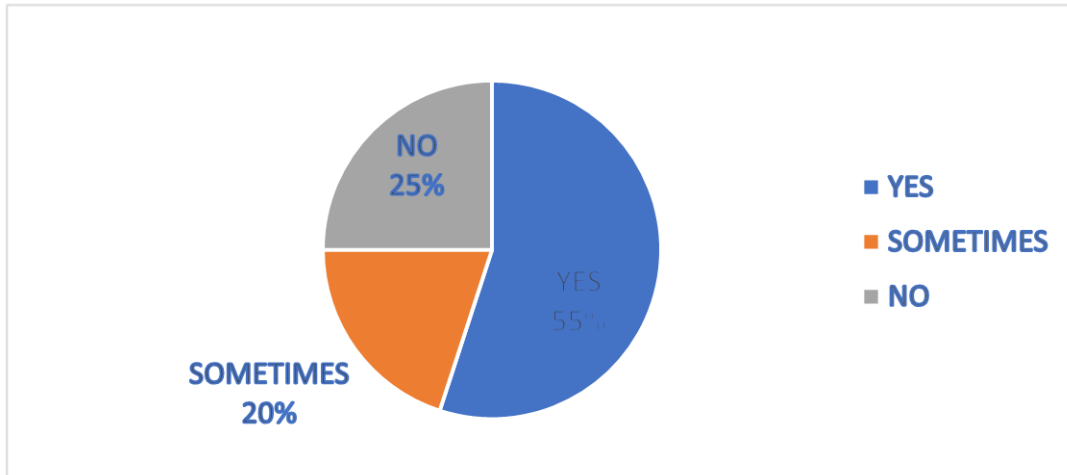


Finding of Study

Out of 40 respondents, 18 respondents are saying that they always see displays before entering the shop. 20 respondents are saying that they sometimes check window display before entering shop. 2 respondents are saying that there never see window display before entering shop.

Majority of the respondents check window display before entering shop. Hence H_{01} is rejected and the alternative is accepted.

- Do you demand products that are on display?

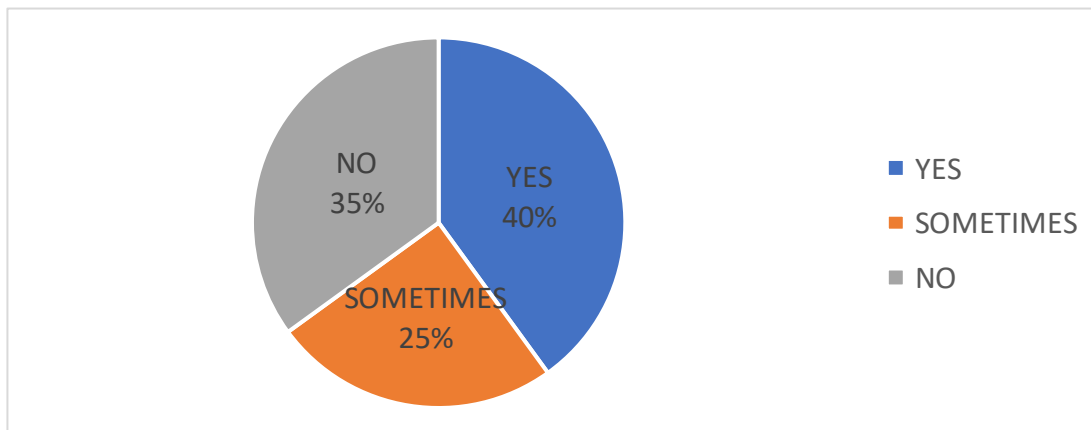


Finding of Study

Out of 40 respondents, 22 respondents are saying that they demand products that are on display, 8 respondents are saying that they sometimes demand products that are on display, 10 respondents are saying that they never demand products that are on display.

Majority of respondent demand products displayed on display. Hence H_{03} is rejected and the alternative is accepted.

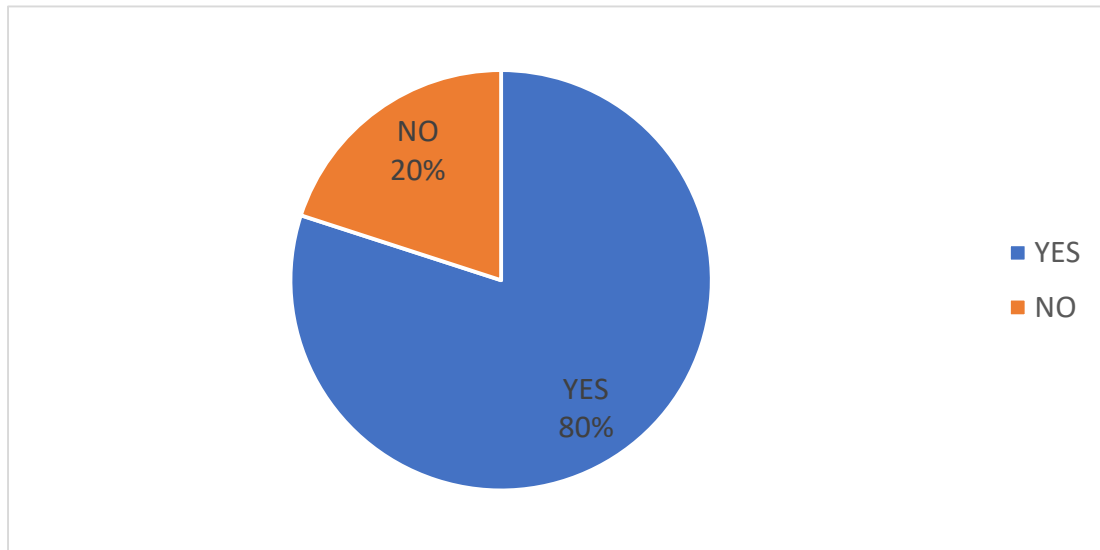
- Does unplanned shopping happens after seeing a display?



Out of 40 respondents, 16 respondents are saying that unplanned shopping happens after seeing the display. 10 respondents are saying that sometimes unplanned shopping happens after seeing the display. 14 respondents are saying that they never changed their mind on buying a product after saying display.

Unplanned Shopping happens after seeing a display. Hence H_{05} is rejected and the alternative is accepted.

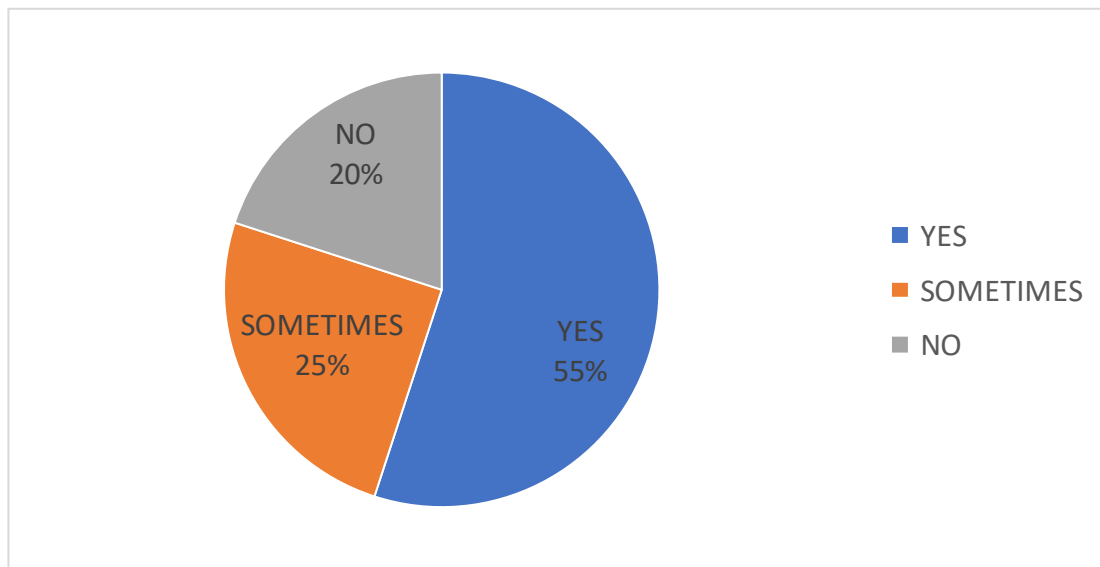
- Do you think sales increase because of good window display?



Out of 40 respondents 32 respondents believes that sell increases because of good window display.8 respondents don't think that sell increases because of good window display.

Majority of respondents think sales increase because of good window display. Hence H₀₅ is rejected and the alternative is accepted.

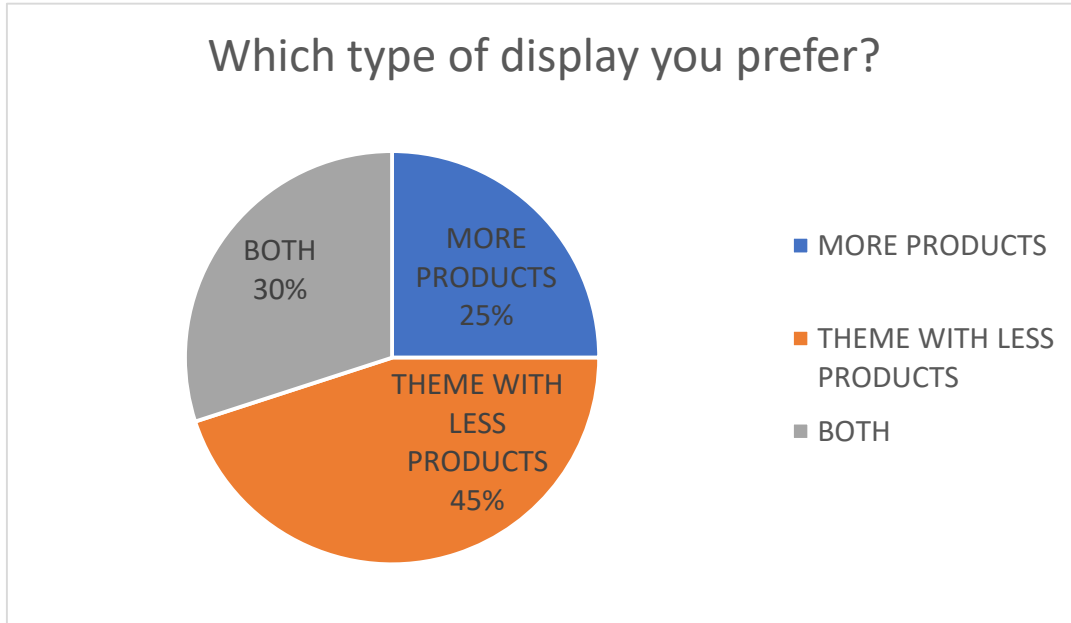
- Will you be disappointed if products displayed on display are not available in your size?



Out of 40 respondents 22 respondents are saying that they will be disappointed if the product displayed on display is not available in their size. 10 respondents said they may be disappointed if the product displayed on the display is not available in their size. 8 respondents said that they will not be disappointed if products displayed on display are not available in their size.

Majority of respondents will be disappointed if products displayed on display are not available in their size.

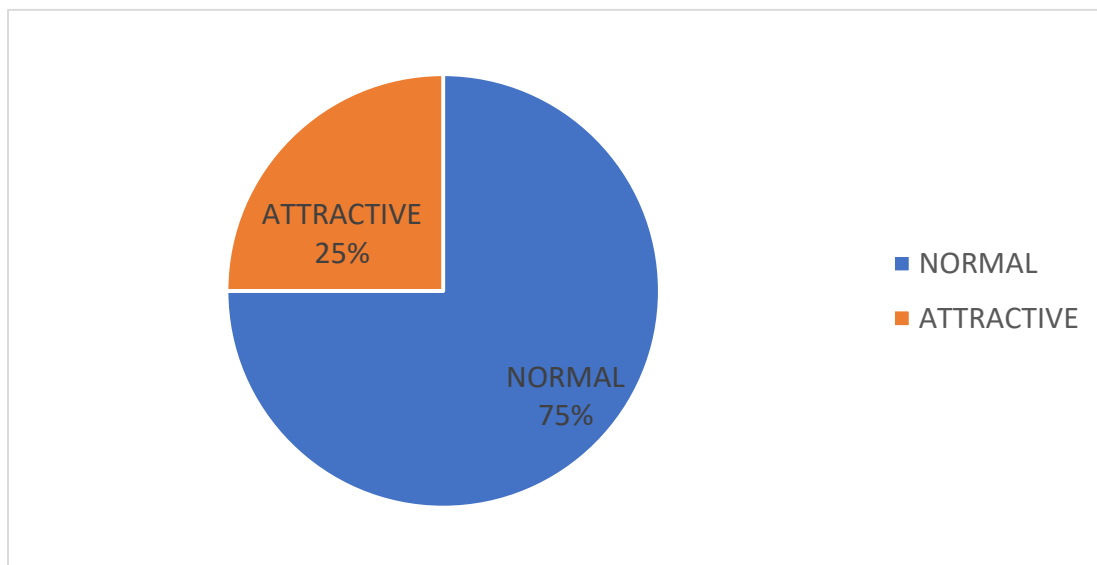
- Which type of display you prefer, a display with more products or a theme-based display with fewer products?



Out of 40 respondents, 18 respondents are saying that they prefer theme based displays with less products. 12 respondents are saying that they prefer displays with more products. 10 respondents like both types of displays.

Respondents are fine with both types of displays.

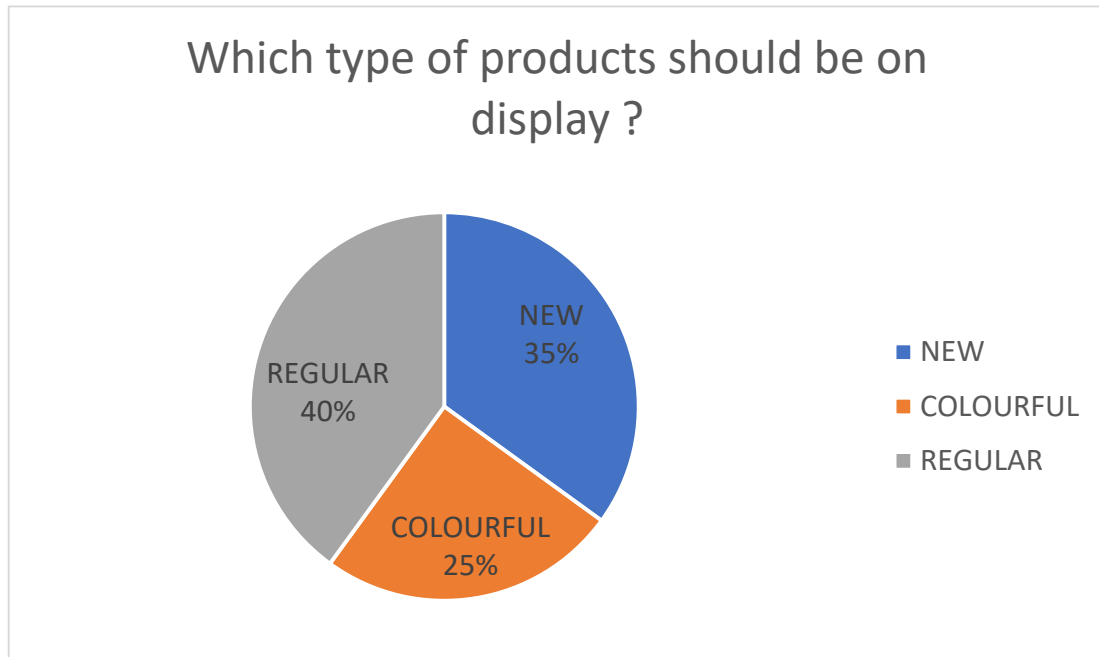
- How should the shape of a mannequin be attractive or normal?



Out of 40 respondents, 30 respondents are saying that mannequin should be normal in shape. 10 respondents are saying that mannequin should be different and it should be attractive.

Majority of the respondents said mannequins should be normal in shape, so customer's attention will be on products and not on the mannequins.

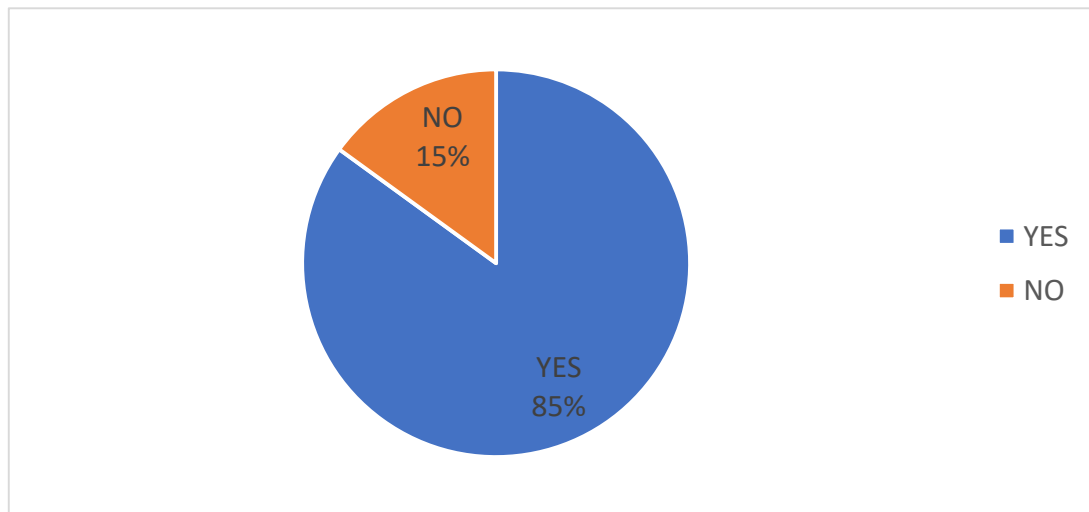
- Which products should be on display new products colourful of regular products?



Out of 40 respondents, 14 respondents are saying that new product should be displayed on Window display. 10 respondents are saying that colourful product should be on Window display 16 respondents are saying that a regular product available in store should be on Window display.

Divided opinion of respondents found about type of products displayed on display. Respondents like new products, colourful products as well as regular products to be displayed on display.

- Do you guess products available in store from Window display?



Out of 40 respondents, 34 respondents are saying that from the window display they guess what type of products will be available in the store. 6 respondents are saying that they can't guess what type of products will be available in the store from Window display.

Majority of respondents guess product available in shop from display. Hence H₀₂ is rejected and alternative is accepted.

Conclusions & Recommendations

A window display is more than just an exhibition of merchandise. It is a novel method of advertising. As previously said, it is the initial point of interaction between the store and the customer. It tells the customer what the store is all about and what it stands for. It determines whether the customer will enter the store or leave the store. When the store's image needs to be altered, it is a useful tool to employ. Window displays can be used to showcase seasonal items. The store's window display might express the age or income ranges of its target market. Customers look at window displays before entering shops and also purchase the products on display. Therefore, it is a very useful tool to increase the sale of a store. New products, colourful products with proper lighting, props, and mannequins can enhance the image of the store. So the researcher recommends that retail stores use window displays as a great tool to improve the image of the store and increase sales.

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