



IMPORTANCE OF WINDOW DISPLAY IN VISUAL MERCHANDISING

**Mr. A. Prabu
Asirvatham**

Research Scholar, Bharathiar University, Coimbatore

Dr. N. Mohan*

Professor And Director, Department Of Business Administration, Vysya College, Salem *Corresponding Author

ABSTRACT

Visual Merchandising is the art of displaying merchandise in a manner that is appealing to the eyes of the customer. It sets the framework 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. Visual merchandising includes window displays, signs, interior displays, cosmetic promotions and any other special sales promotions taking place. Of all the elements integrated within visual merchandising, window displays are often the most direct in attracting potential new customers. They are usually the first point of visual contact a consumer has with a store and the preliminary step of the retail experience. Attention-grabbing and appealing window displays can easily be the difference between a consumer coming into the store to view more or walking by. This study attempts to explore the importance of window display in visual merchandising.

KEYWORDS : Visual Merchandising, Window Display, Retailing.

INTRODUCTION

Visual merchandising can be defined as everything the customer sees, both exterior and interior, that creates a positive image of a business and results in attention, interest, desire and action on the part of the consumer. Visual merchandising is a retail strategy that maximizes the aesthetics of a product with the intent to increase sales. Visual merchandising is the activity of promoting the sale of goods, especially by their presentation in retail outlets. This includes combining products, environments, and spaces into a stimulating and engaging display to encourage the sale of a product or service. Visual Merchandising is a technique commonly and rightly called silent salesman and is widely used in market to increase footfalls and catch the attention of shoppers and make shopping a pleasant experience to one and all. Visual merchandising has become a natural component of every modern point of sale and is characterized by the direct contact between merchandise and customers; it helps customers to easily approach goods visually, physically, mentally and intellectually without the help of a sales person.

TYPES OF WINDOW DISPLAY**OPEN BACK WINDOWS:**

These have side walls but no back wall, allowing the interior of the shop be seen from the street. Meaning the interior must remain attractive at all times. These windows can be harder to dress as they are viewed from both inside and outside the shop.

CLOSED WINDOWS:

They have a large pane of glass and at the front and a solid back wall and two sides, with a hidden door to access the window. These windows resemble a room and are the most thrilling to dress.

SEMI CLOSED WINDOWS:

Semi-closed windows are created in an attempt to mix the structure that closed window provide, and the inviting feel that open windows create. This type of window display usually consists of a partial screen or graphic display that covers the majority - but not the whole - of the window.

CORNER WINDOWS:

Here the window wraps around the corner of the building. In these groupings should be dresses towards the centre of the arc. Grouping can help lead the public all the way around and towards the retrace. Traditionally a tricky area to merchandise

from an interior perspective, by freeing up this space for a corner window display, retailers can create continuity in awareness as people walk around the outside of the store.

ARCADE WINDOWS:

The door is set back from the windows. In cases like this. Part of the display should be facing the pavement- to gain the public's attention and the other part should be set on the return to lead them toward the door.

ANGLED WINDOWS:

These are angled back to the entrance. Groupings and products should be placed parallel to the pane of glass, to the pavement or to the street. This is because the public are more likely to stop and stand in front of the pane on their way to the door. Dressing the window in this way also gives you the ability of being able to use the whole surface of the glass.

ISLAND WINDOWS:

Island window displays are usually found in large department and flagship stores, where retailers have a huge space to fill but also want to create a sense of focus on the latest products or promotions.

ELEVATED WINDOWS:

Elevated window displays are commonly used in jewellery and cosmetic applications, particularly for higher value items where the shopper is likely to only make a single purchase. This type of elevated display is used to raise featured products enough to catch the eye, usually combined with a graphic display or method of displaying the item itself to raise awareness even further. Particularly useful for smaller items, elevated window displays ensure products are in the 'sweet-spot' of shopper awareness, with lighting below and further messaging higher in the display.

SHADOWBOX WINDOW:

Shadowbox displays feature heavily in the windows of stores that specialise in smaller items such as jewellery and accessories. They draw the attention of the consumer to the delicate products which would often be lost in a larger scale window display.

IMPORTANCE OF WINDOW DISPLAY

Retailing starts with attracting people to visit the store. The first thing that attracts the people is the exterior of the store. A storefront that is beautifully decorated is one way of free

advertising and it makes people wait and look at the amazing display that you have created. The retail window displays play a very important role as it allows the viewers to come into the store and check out the products. Window dressing is another word for retail window displays. There are different elements that are considered to make certain that the window dressing a success. These include graphic designs, placing the products etc. Window displays are more than just a display of items. It is a unique form of advertising. A smart way is to create different themes for different windows that portray different stories based on whatever theme is inspirational at the time. It can also be an effective tool to use when the image of the store needs to be changed.

Done properly, window display can attract more customers than a hoarding or a television advertisement. Moreover, it can attract the right kind of customers. Only those customers enter the store who have a fair idea of what products it stocks and are interested in buying them. A lot of time and energy of the salesmen is saved as they need not concentrate on customers who might not be potential buyers.

The key benefits of window display are as follows.

- **Instant information** - Potential customers can get a good idea of what your store is about.
- **Value for money** - A good display can cost money but it can pay back in increased sales. However, even a relatively inexpensive display can attract the eye of potential new customers if it is effective.
- **Attracting customers** - Eye-catching and appealing window displays can be the difference between potential customers coming into your store to view more or walking past.
- **Building a positive image** - An effective window display can provide a positive impression of your business and products.
- **Increase in brand awareness** - A unique and individual display can help your store stand out from the rest of the retail businesses in the area.

PROMOTION OF SALES AND SPECIAL OFFERS -

A window display is an effective way to highlight promotional offers.

CONCLUSION

Window display is being largely accepted as a marketing tool for attracting potential customers, though it is still an emerging concept in India and other developing countries. Window display makes the decision making process of the customer rather simple. Based on the window display, the customer can easily decide whether he wants to enter the store or not. Hence, window display also helps the customer by preventing unnecessary consumption of energy and time.

REFERENCES

1. Jain, V., Sharma, A., Narwal, P. (2012). Impact of visual merchandising on consumer behavior towards women's apparel. *International Journal of Research in Management*, Issue 2, Vol.5, ISSN 2249-5908.
2. Jain, D. R. (2013). Effect of Visual Merchandising of Apparels on Impulse Buying Behavior of Woman. *Indian Journal of Applied Research*, 310-312.
3. Amandeep Kaur. (2013). Effect of Visual Merchandising on Buying behavior of Customers in Chandigarh. *International Journal of Emerging Science and Innovative Technology*, 247-251.
4. S. Madhavi and T. S. Leelavati (2013) Impact of visual merchandising on consumer behaviour towards women apparel, *International Journal of Management Research & Business Strategy*, Vol. 2, No. 4, October 2013 ISSN 2319-345X
5. Mohan, R., & Ojha, S. (2014). Impact of Visual Merchandising On Consumer's Purchase Decision in Apparel Retail. *International Journal and Administration Research Review*, 49-57.
6. Edwards, S., & Shackley, M.,-Measuring the Effectiveness of Retail Window Display as an Element of the Marketing Mix." *International Journal of Advertising*, 11, 1992, 193-202.