

Literature Review of The Store Windows Display Influences on Consumers Attractiveness Through the Layout Design

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Abstract Windows display is one of the important aspect in retail design in order to increase consumer product awareness. The store windows design had been varied especially with the creative visual merchandiser in managing a visual approach of store windows display. Flat type store windows display often used in Bandung Retail, and has characteristic of its own retail brand image to improve attractiveness. Layout design of a store windows display has an important role for the influence of consumer behavior especially in shopping attitudes. This research identify the effects of WAKAI and MANGO store windows display at Trans Studio Mall on consumer attractiveness through the implementation of layout design principles

Keywords Store Windows, Retail, Attractiveness, Layout design.

1. Introduction

Retail in the modern era is one of the facilities that has grown rapidly. Consumerism culture too has a high affect to the growth of retail industry in Indonesia. The current retail in Indonesia appear more on shoothing centers (mall). Many things offered from retail industry from product innovation, good service, and adaptation of technological development. Various retail both offer products of a local brand and also well-known brand. The growth of these retail automatically increase the competition between them. These retails market-ing using various ways of technique.

The development of retail industry in Bandung is very rapid, in line with the increasing number of mall that appears in Bandung. Type of retail that appears varies significantly, such as fashion retail, accessory, sport etc. The use of a method of visual merchandising in marketing technique have already applied to reatils in Bandung. Especially on design-ing windows display shopfront display. Shopfront display is one of the important aspect that has purpose of introducing product and attract more visitors and eventually to improve the retail sales. The application of the layout is also expected to influence the perceptions and shopping attitudes of consumers. Not much of the visual merchandising also has the significant results in terms to attract more visitors to come. This research took the object of MANGO and WAKAI retail, which based on observation and study these two retail can represent the objective of this research. The windows display of these two retail quite attractive and implement the princi-pal of layout design.

2. Literature Review

2.1. Visual Merchandise Visual

Merchandising is one of the most important aspects of marketing techniques. Cant, et A; (2014), argues that the vis-ual merchandising consists of two main techniques: interior and exterior displays, known as space design in retail, and Windows display. These two things have a purpose to attract consumer attention, convince them to get into the store, make the consumer be in the store in time as long as possible, and affect in the desire to make a purchase.

2.2. Windows Display

The Display will be one of the techniques used in visual merchandising. Display is a form of self-service sales of goods. According to the of Buchari Alma (2014:189), dis-playing goods in stores and storefronts, has considerable in-fluence on sales. Self-service success in product marketing depends on the layout or layout of the display. The purpose of the display according to Buchari Alma (2014:189) is clas-sified as two namely, (1) Attracting attention (attention, in-terest) of consumers, and (2) raising the desire to have the goods exhibited (attention, intereset) and entering into the store and Carry out the purchase (desire, action). Buchari Alma (2014:189) also stated that Windows display is dis-playing goods, image card prices, symbols, and so on in the shop section called Storefront, which is expected to attract the attention of prospective consumers. In addition, he thinks Windows display has a purpose (1) to attract the attention of

those who pass, (2). Stating good cautions, cheap prices, as a hallmark of the store, (3) Fishing attention to the special goods sold shop, (4) to raise impulse buying prospective con-sumers, and (5) raises the appeal of the whole Stores.

2.3. Buying Impulse

According to Christina Widya Utami (2010:68), there are three categories used to describe purchases based on impulse, namely (1). Product characteristics, (2). Consumer characteristics, and (3) characteristics of the shopping display. The indicators used to measure in this study were based on research from Bas Verplanken et., AL (2009:433), (1) cognitive, which is the knowledge and perception of consumers, obtained through the experience of an object from various Various sources. This cognitive aspect has elements that include lack of planning, element of inconsistency, and lack of consideration. (2). Affective, describing the emotional aspect and the feeling of the consumer is by showing a direct and general assessment of a product to be liked or not, good or bad. This affective element consists of a feeling of joy, a passionate feeling, a desire to buy, and an easy interest in something. Further Japarianto, Sugiharto (2012:32-41) uses an indicator for this affective aspect consisting of (1) special Offers, (2) latest models, (3) without thinking when buying, (4) directly entering the store, (5) Obsessed shopping, and (6) Buying products Although not needed.

2.4. Layout Design

The research also discusses the layout that is the basic principle of design. According to Wallshalaeger, Busic-Snyder (1992), the aesthetic principle in visual organisations can be done through an emphasis on aesthetic aspects, or the visual qualities of images and shapes, and their layout. Aesthetic quality is a whole form of harmony, which also becomes a unity that has characteristics and also a combination of balance, contrast, alignment, emphasis, proportion, simplicity, repetition, domination, Symmetrical, scale, rhythm, and variation. According to Wallshalaeger, Busic-Snyder (1992), based on Gestalt theory regarding layout and grouping, can be done based on the composition of several elements, namely: (1) proximity, (2) similarity, (3) Closure, (4) Common movement, (5) Good continuation, (6) Figure/ground qualities, (7) Repetition, and (8) contrast.

3. Methodology

This research is an observatif analytic research which concerning the design of shopfront display of MANGO and WAKAI windows display, which influence the consumers attractiveness and shopping attitudes. This research focused on the application of principal design of layouting, and composition as well as theory of retail visual merchandising. Observation undertaken directly in the field, documentation, questionnaire, and description of shopfront display as the marketing methods. A literature review conducted to determine clear boundaries and focus of this research.

4. Results

4.1 Windows Display Study

This research was conducted at Trans Studio Mall, with a Windows display object WAKAI and MANGO which has an attractive design of the side layouting. These two windows displays have different characters in the purpose of attracting visitors. Windows display Wakai looks very interesting and can be said to plan a pretty good form.



Figure 1. WAKAI retail store



Figure 2. WAKAI retail store windows display

Based on the above image can be seen that WAKAI use the basic principles in the layout. WAKAI's product lay-out is supported by several other property to support the concept that intended to be raised by WAKAI. Based on the observations, WAKAI is one of the few retail that makes Windows display attractive in hopes of attracting visitors' attention. For comparison, MANGO windows display has a different way of setting.



Figure 3. MANGO retail store left side windows display



Figure 4. MANGO retail store right side windows display

Based on the picture of MANGO display above, it can be seen that there are difference how to setup windows display that MANGO. The products shown are not as much as WAKAI, as well as the property used only slightly when compared to WAKAI. Windows displays on MANGO retail more using large graphical elements to show their products

directly. This graphical element can also introduce the characters and concepts of MANGO products to prospective customers. The interesting thing is that it appears in Figure 3, where graphical elements appear quite appealing to the attention that are elements that provide information about their product specific offerings, in this case the price cuts. The graphic element is large enough in proportion and red so that it is quite contrasting with the surrounding elements. Unlike WAKAI which does not provide such information directly on the Windows display, but rather gives information implicitly, so as to invite the prospective consumers to be curious or to make prospective consumers to be intrigued. If compared the tendency of Windows display abroad that pay attention to the quality of the design, then the design quality of Windows display both retail is still not be said to be good in design quality.



Figure 5. HERMES windows display by Nendo, Tokyo Japan

The Retail of Hermes designed by Japanese Super Studio Nendo is very interesting if you look at the design. The layout has a good composition which emphasizes the point of interest and contrast in the product element as well as its supporters so it is visually easier to see. The design is according to the theme that is being offered by the Hermes products. So the Windows display has information that indirectly also gives information about the theme that is being retails Hermes. It also appears in pictures 1 and 2 where WAKAI also uses certain themes on their Windows display.

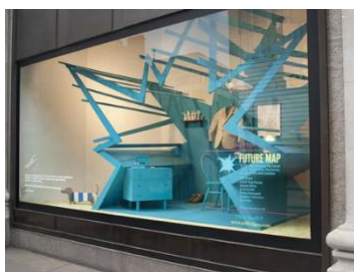


Figure 6. DIESEL IN PARIS windows display by Studio XAG, London UK

In the design image of Windows display DIESEL IN PARIS also appears to apply the same thing in Figure 5, namely elements contrast and point of interest. The rule of third composition is also interesting to avoid being too monotonous. Future map concept is the theme of DIESEL IN PARIS to provide information about their products. The properties used are more when compared to the figure 5, but here the aspect of uniformity appears that is in the dominant color blue. The product of this retail is different from the dominant to show contrast, so that the view of people will be directly drawn to the product.



Figure 7. HUGO BOSS windows display by Rene Paul, Berlin Germany

Windows display in Figure 7, namely retail HUGO BOSS in Berlin, applies a slightly different concept, because it has implemented lighting technology that follows the beat of music. But in principle design, retail is interesting because there is a unity aspect of all elements of Windows display. Colors that have the same tone both products and supporting elements. The products are shown only using a mannequin, and strengthened by the lighting technology.

4.2. Consumer Attractiveness on Windows display

Based on onsite observations, WAKAI and MANGO simply attract the attention of people who pass by because it has a different approach. Visitors are interested in seeing the Windows display. Based on the results of observations from a total of 10 people who passed 30% that 3 people see the Windows display, while for the MANGO of 10 people 10% who saw that 1 person sees the Windows display.

5. Discussion

According to Wallshalaeger, Busic-Snyder (1992), indicator of Gestalt theory regarding layout and grouping, namely: (1) proximity, (2) similarity, (3) Closure, (4) Common movement, (5) Good continuation, (6) Figure/ground qualities, (7) Repetition, and (8) contrast, therefore analysis can be done visually regarding the Windows display of WAKAI and MANGO. In the Windows display WAKAI, judging from the picture 2, the Windows display is implementing the proximity aspect.



Figure 8. WAKAI windows display visual analysis

In the above image can be seen that the proximity indicator (1) appears on the object highlighted in red. Products shoes and jackets on the left and right side of Windows display. Supporting properties such as paintings, chairs, and more are in Tata around just as a concept amplifier. The similarity indicator (2) appears on the overall color tone of the object in the Windows display. This color Tone gives a very strong retro impression on the Windows display, according to the concept of WAKAI store in TSM Bandung. The

closure Indicator (3) is not applied to this Windows display design. The Law of Common Fate indicator (4) or common movement looks at the regularity of the layout of existing products in this Windows display. The symmetrical shape between the left and right sides seems very clear, so it looks regularity. Jacket on the far right and left side, shoe products on both sides of the right side adjacent to the jacket product. The big painting is in the middle and two small paintings underneath it seems to reinforce the symmetrical elements in this Windows display, besides the guitar property in the middle of the whole composition also strengthens the element of the symmetric in this Windows display layout. The continuation (5) Indicator is not so visible from this WAKAI Windows display layout, there is no form that can invite people's attention. The figure/ground qualities (6) Indicator appears in the color tone selection, texture, on the background and the Windows display base. Color Tone still close makes the ambiguity side, supported by lighting to create a certain effect. The Windows display base that has a high level of reflection also makes it as if the Windows display is no base limit. The repetition indicator (7) is highly visible in this WAKAI Windows display layout, where color is repeated, then the texture used is repeated, and the symmetrical aspect also supports this repetition indicator, where the jacket product is on the outer side, as well as the position Shoe products to suit with jacket. Indicator Contrast (8), not so visible because of the uniformity of color and texture of the product and property so that the product is not very central to the attention (point of interest). Contrast appears on the Windows display background where there is a clearly visible wall washer lighting technique. The function of the lighting is precisely not focus on the product so as to make the product become impressed with all the property in the Windows display WAKAI.



Figure 9. MANGO left side windows display visual analysis



Figure 10. MANGO right side windows display visual analysis

Windows display MANGO has a different approach if viewed from the Gestalt theory compared with Windows display WAKAI. If analysed based on the indicators of Gestalt theory then, (1) proximity, MANGO products are placed adjacent if viewed from the dimensions of Windows display which is quite long when compared WAKAI. The proximity can be seen from the grouping side of the product, the product created. The supporting element in Figure 10 is like the partition panel placed behind the product just to emphasize attention to the product. Graphic elements of photo models

that use MANGO products are placed far apart from the product-shaped object, explaining that the graphical element is not an element directly related to the product, only as a supporting element to Give a direct picture to prospective customers regarding the product if directly used by the model.

(2) Similarity, visible on both sides of the Windows display MANGO. In Figure 9 which is the Windows display that is on the left side of the retail product displayed only jeans products, and supporting elements that are apparent is a special offer on the price drop is quite large seen so as if to be a focus From the left-side windows display layout. While in Figure 10 which is the right side of retail, the product displayed is a group of dress and one bag without supporting elements that form a special offer, only focus on the product.

(3) Closures are not visible on Windows display MANGO.

(4) Common movement only appears on the symmetrical aspects of both Windows displays on the MANGO retail. The arrangement of objects especially in the product display of the clothes and the witway appears symmetrical, as well as positioning the graphical elements on the edge of the windows display. (5) Good continuation does not appear on the design of this Windows display. (6) Figure/ground qualities, not so applied in this Windows display. (7) The repetition only appear to be appropriate from the metric aspect, in the mannequin product group in Figure 9, the flat divide separated by graifs and text elements containing special offer information, and in Figure 10 of the dress product group are made high Regular. (8) Contrast is quite apparent in the Windows display MANGO. From the color tone that is quite contrast between the product displayed with the background, then the use of lighting that has the function as a task lighting to focus on giving product description. Contrast is also shown in picture 9 where the color of the graphical element contains a text that is quite large and red, so that it is very contrast with the elements around it, and automatically becomes the focus of people passing by.

6. Conclusion

Based on the results of the analysis of the research and literature objects used can be concluded that from both Windows displays apply several indicators of the Gestalt theory on the layout of Windows display respectively. If viewed from the attraction of the mall visitors, data shows that the Windows display is not enough to attract the attention of visitors who passed through the Windows display. But if you see a visitor's condition entering the store is inversely proportional to the data of the person viewing the Windows display. Here can be concluded that for the visitors of the mall or prospective customers especially in Trans Studio Mall is not very interested in the design of Windows display. Another thing that can be seen is visitors at the same time more entry to the shop MANGO, it is due to the existence of graphical elements in the form of text containing information special offer in the form of price reduction (discount) on the product Mango. It can be concluded that the visitor is more interested in the information than looking at the product or display design. It is in accordance with the research of Bas Verplanken et., AL (2009:433) that there are two types of

aspects that can affect prospective consumers to make purchases, namely cognitive aspects and affective aspects. Gestalt theory is very powerful in cognitive aspects, how the design of Windows display can affect the perception of potential consumers and influence the interest of potential consumers to make a purchase. The fact that happens is an affective aspect applicable to visitors at Trans Studio Mall, where the proximity of a person's emotions to the brand can affect one's shopping behaviour without having to look at the Windows display first. Also supported by the existence of graphical elements containing information on the special offer of price decline further increase the interest of prospective consumers to shop. The fact strengthens the conclusion that consumers at Trans Studio Mall are more likely to be interested in the affective aspect of when compared to cognitive aspects. Indonesian society including the target of retail is also a strong reason that the affective aspect is more influential. This research applies only to visitors in Trans Studio Mall Bandung, and invites for advanced research with the purpose of seeing if the same thing happened to the different shopping centers in the city of Bandung

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