

## “Visual Merchandising of window display and its role in influencing consumer purchasing decision”

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### **Summary:**

The concept of visual merchandising emerged with the beginning of human civilization, and the thinking continued over time in the best ways and means to display products in an attractive manner that captures the emotion and thought of the recipient and meets his needs. From here the concept of Visual Merchandising emerged to include all means of visual presentation of products to reach the recipient in the best possible convincing form, relying on the means of visual presentation of the store internally and externally, through the emotional stimuli of the five senses of the recipient, translating all these stimuli to feelings, memories and information, a pleasant and distinctive viewing creates a positive mental image of the store, giving the recipient and the product an added value.

The display window represents the first and most important visual contact point between the recipient and the product. It is one of the most compelling reasons for the recipient to access the store and has a key role in achieving the visual merchandising of the product because it have elements to achieve communication, promotion and sales function that influence the purchasing decisions of the recipient.

Hence, the research problem has emerged in the attempt to answer the following question: To what extent does the visual merchandising of the display windows affect the purchasing decision of the recipient. Therefore, the research aims to study the role of successful visual merchandising in creating a positive mental image of the store, to achieve results that maximize the effectiveness of display windows in the purchase decision of the product.

**Keywords:** Visual merchandising - Display windows - Purchasing decisions - Recipient behavior.

### **Research problem:**

Due to the increasing market competition in our time and the multiplicity of products, the need to think about new means and methods of presentation of products, grabs the attention of the recipient, and then convince him to actual or temporary buy, due to the visual dazzling elements, most important of which is the display widows.

From here came the idea of research in an attempt to answer the following question: **To what extent does the visual merchandising of the display windows affect the purchasing decisions of the recipient?**

### **Research Goal:**

The objective of the research is to study the role of successful visual merchandising in creating a positive mental image of the store by emphasizing the importance of display windows being the first window of the store for the recipient, which affects the behavior of the recipient and his purchasing decisions.

### **Research Hypotheses:**

The research assumes that:

1. The integration of the design of windows with visual merchandising methods leads to the creation of a positive mental image of the commercial store.
2. The design of the display windows of the store affects the decision of the immediate or future buyer.
3. The visual merchandising of the store display window fulfills the recipient's satisfaction, and strengthens the relationship between the recipient and the store.
4. Visual merchandising of display windows affects the sales promotion of the store.

### **Research Methodology:**

The research follows the analytical descriptive approach to reach the research results.

### **The Results:**

The search results can be summarized in the following points:

1. Good planning of the store's visual merchandising as a comprehensive system creates a positive mental image of the store.
2. The integration between the design of the display window and the other optical merchandising methods helps to achieve an integrated visual system that convinces the recipient.
3. The design of the display windows affects the current and future purchasing decisions, considering it to be one of the most persuasive effects, and the first window of the store for the recipient.
4. The successful visual merchandising for the display windows fulfills the recipient's satisfaction, and enhances the relationship between the recipient and the store, thus creating recipient loyalty to the store in future.
5. Maximize the sales of the store as a result of the success of visual merchandising of the store, given the attractiveness of new recipients' segments, which increases demand and thus increases sales.