

**IMPACT OF VISUAL MERCHANDISING ON
CUSTOMER PURCHASING BEHAVIOR IN
FASTFASHION RETAILERS**



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
ACADEMIC YEAR 2014**

**IMPACT OF VISUAL MERCHANDISING ON
CUSTOMER PURCHASING BEHAVIOR IN
FASTFASHION RETAILERS**



PACHARAWIPA TARATHAMMAWONG

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
ACADEMIC YEAR 2014**



©2014

Pacharawipa Tarathammawong

All Rights Reserved

**The Research has been approved by
Stamford International University
The Graduate School**

Title: Impact of Visual Merchandising on Customer Purchasing Behavior in
Fast Fashion Retailers

Researcher: Pacharawipa Tarathammawong

The Independent Study Committee:

Advisor

(Dr. Thittapong Daengrasmisopon)

Committee Member

(Dr. Puttithorn Jirayus)

Committee Member

(Dr. Tanompong Panich)

(Dr. Apitep Saekow)

Dean of Graduate School

November, 2014

Title: Impact of Visual Merchandising on Customer Purchasing Behavior in Fast Fashion Retailers
Researcher: Pacharawipa Tarathamwong **Student ID:** 013131008
Degree: Master of Business Administration
Advisors: Dr. Thittapong Daengrasmisopon
Academic year: 2014

Abstract

The objectives of this study were to study and recognize visual merchandising and window display as one of the marketing tools for fast fashion retail business. It is secondly to explore and diagnose the impact of visual merchandising on consumer purchase behavior. And it is eventually to stimulate an awareness and to influence the using of visual merchandising in fast fashion apparel retail stores.

Research Methodology: The sample consisted of 400 respondents who buy at fast fashion apparel stores shopping malls. The research is conducted in the questionnaires format based on the consumer purchase behavior, as the researcher finds the sample size at shopping malls and fast fashion stores in Bangkok area, and will apply the statistical formula to measure the finding results. The research methodology is composed of Population and Sample Selection; Data Collecting Procedure; and Quantitative Data Analysis.

Research findings were findings of survey testing from the research of the Impact of Visual Merchandising on Customer Purchase Behavior in Fast Fashion Retailers. The survey data conducts the test on Demography, Awareness and Attitude including the elements of Visual Merchandising toward Customer Purchase Behavior in Fast Fashion Retailers. As a result that all of 4 key hypothesis are accepted, thus Visual Merchandising Elements: Store Design; Price and Signage have impact on Consumer Purchase Behavior in Fast Fashion Retailers.

Keywords: Visual Merchandising, Window Display, Fast Fashion Retailers, Store layout, Store Design, Ambiance, Apparel, Signage.

ACKNOWLEDGMENT

I would like to express my deep gratitude to Professor Dr. Thittapong Daengrasmisopon, my research supervisor, for his patient guidance, enthusiastic encouragement and useful critiques of this research work. I would also like to thank Dr. Chompunuch Jittithavorn, for her advice and assistance in keeping my progress on schedule. My grateful thanks are also extended to Mr. Thanasak Muangcharoen for his help in searching data, topic and information strategy and to Mr. Pipittaporn Vongpradit for his support in the marketing and retail management.

Finally, I wish to thank my parents and all of my friends for their support and encouragement throughout my study.

Pacharawipa Tarathamwong

CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGMENT	ii
CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
CHAPTER 1 INTRODUCTION	
1.1 Statement of the Problems	1
1.2 Objectives	2
1.3 Significance of the Study	2
1.4 Scope and limited of the Study	3
1.5 Research Hypothesis	4
1.6 Conceptual Framework	4
CHAPTER 2 LITERATURE REVIEWS	
2.1 Visual Merchandising and Window Display	6
2.2 Store Layout and Design	14
2.3 Consumer Purchase Behavior	19
2.4 Apparel Industry in Thailand	21
2.5 Visual Merchandising in Thailand	22
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Population and Sample Selection	24
3.2 Research Instrument	25
3.3 Data Collection Procedure	28
3.4 Quantitative Data Analysis	28

CONTENTS (Cont.)

	Page
CHAPTER 4 RESEARCH FINDINGS	
4.1 Personal Data and Respondents.....	31
4.2 Inferential Statistics.....	34
CHAPTER 5 CONCLUSIONS, DISCUSSIONS & RECOMMENDATIONS	
5.1 Summary and Conclusion.....	43
5.2 Discussion.....	44
5.3 Limitation.....	46
5.4 Recommendation.....	46
5.5 Future Research.....	47
REFERENCES	49
APPENDICES	53
Appendix A Survey Questionnaire (English Version).....	53
Appendix B Survey Questionnaire (Thai Version).....	58
Appendix C List of Experts.....	64
BIOGRAPHY	66

LIST OF TABLES

	Page
Table 3.1 Scale Measurement.....	26
Table 3.2 Results of Reliability Test.....	27
Table 4.1 Frequency and percentage of respondents classified by genders.....	31
Table 4.2 Frequency and percentage of respondents classified by age.....	32
Table 4.3 Frequency and percentage of respondents classified by education.....	32
Table 4.4 Frequency and percentage of respondents classified by occupation.....	33
Table 4.5 Frequency and percentage of respondents classified by income.....	33
Table 4.6 Group Statistics.....	35
Table 4.7 Independent Samples Test.....	35
Table 4.8 Represent the relationship between age and purchase frequency.....	36
Table 4.9 Represent the relationship between education and purchase frequency.....	36
Table 4.10 Represent the relationship between occupation and purchase frequency.....	37
Table 4.11 Represent the relationship between income and purchase frequency.....	38
Table 4.12 Represent the Correlation between Visual Merchandising and Purchase Behavior.....	39
Table 4.13 Represent the Correlation between Store Design and Purchase Behavior	40
Table 4.14 Represent the Correlation between Price and Signage and Purchase Behavior.....	41
Table 4.15 Table of Hypotheses Testing Results.....	42
Table 5.1 Summary of Variables.....	44

LIST OF FIGURES

	Page
Figure1.1 Conceptual Framework.....	5
Figure2.1 Chanel Window Display.....	9
Figure 2.2 H&M Discount Signage.....	13
Figure2.3 H&M Sales Signage.....	13
Figure 2.4 Straight Floor Plan.....	15
Figure 2.5 Diagonal Floor Plan.....	16
Figure 2.6 Angular Floor Plan.....	16
Figure 2.7 Geometric Floor Plan.....	17
Figure 2.8 Mixed Floor Plan.....	17
Figure 2.9 Scrambled Merchandising.....	18

CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

Fast Fashion Retailers are now growing and becoming bigger industry domestically and internationally. According to the AEC 2015, there will be an economic integration and a transformation of ASEAN into a region with free movement of goods, services, investment, skilled labor, and free flow of capital (ASEAN Economic Community, 2014). So the Free Trade Area is allowing a free moving of labor and business increasing economic growth and business opportunities.

Fast Fashion is described as cheap and affordable clothes which are the result of catwalk designs moving into stores in the fastest possible way in order to respond to the latest trends (Macmillan, 2014). In other words, fast fashion is fast-moving designed clothes that always come and go quickly by a certain period of time, seasons, festivals or themes, for brands example, H&M, Uniqlo, Zara, Mango, etc.

For fashion industry, we now see many international apparel brands coming to Asian countries and spreading all over the places. The outstanding thing that we can obviously see when walking pass most of the fast fashion stores is window display and visual merchandising inside the stores which attract the big traffic to the area. Visual display is dressing the store by theme, seasons or festival imposed, encouraging customers to enter into the shops and eventually decide to buy something before leaving the places. Therefore, visual merchandising or *VM* is the major factor of retailers, and whoever can make fantastic *VM* or visual display would get more traffics and gain more sales.

Fast fashion Retail is the business of buying clothes from manufacturers and selling them to customers is known as retail, selling ready-to-wear clothing products for consumers with affordable price and variety of assortments.

According to The Potential for Thailand to be ASEAN Fashion Hub, (Canvassco, 2014) in Thailand, the fashion industry accounts for approximately 2 percent of total GDP. There are more than 4,000 companies and more than one million people employed within the industry. With the aim of transforming Thailand

into Southeast Asia's fashion capital, the Textile Institute is investing \$9.7 million to develop the local textile and garment industry from 2012 to 2016.

“International brands in the luxury and fast-fashion categories continued to enter Thailand or increase the number of stores in major malls in Bangkok thanks to the strong retail market. They have entered the market in the form of owned stores, franchises and distribution deals.” (The Nation, 2013)

For Thailand, fashion is not only about runway or high-end flagship stores; in almost every corner of a city you can find small shops selling fashion clothes and accessories along the roadside. Small retail markets are located near high-rise office buildings where office girls go out for food and also shop for fashion items during lunch time. “Thailand is one of the most popular tourist destinations and as much as 50% of the earnings from Thailand's fashion houses come from tourists, who have been surprised by the Thai fashion industry with its abundance and small fashion shops all over the country.”

According to the review, the growth of fast fashion industry is increasing as global clothing stores and Thai brands are expanding and having more branches in the country, especially in Bangkok city center. Store location is one of the most important things, as usually many stores are clustering in shopping centers, located in CBD (Central Business District).

1.2 Objectives

1. To study and recognize visual merchandising and window display as one of the marketing tools for fast fashion retail business.
2. To explore and diagnose the impact of visual merchandising on consumer purchase behavior in fast fashion industry.
3. To suggest Thai fashion retailers to follow visual merchandising concept of international brands' strategy such as H&M.

1.3 Significance of the Study

Nowadays, foreign competitors are entering local markets, and responding to opportunities and threats of the global marketplace. Before, only giant foreign companies can go abroad, or cross borders, and SMEs companies actually stay in their

home markets. Today, most companies of all sizes from various industries and from many countries are actively competing in the world's market. Therefore, most of every enterprise is developing tools joining the red ocean competition. The study of fast fashion industry has remarkable points as listed below:

1. To study the impact of Visual Merchandising on customer purchase behavior.
2. To investigate the significance of factors influencing purchasing activities for fast fashion retail customers in Bangkok.
3. To explain and inform Thai retailers the significance and contribution of visual merchandising tools.

VM is a significant and inspirational gadget to fight in this war as promoting brand image and brand identity, because the aim of visual merchandising and window display is to impress consumers. "Today new growing opportunities in global market open up, multi-national companies are using global marketing strategies and global communications" (Johansson, 2009).

Since many fast fashion retailers are competing against each other, the researcher sees the problem of highly competition in apparel market among local and international brands, so the study is providing useful information for them to improve and reinforce their business, there will be creativity and productivity from visual merchandising, it would be great to see all the fabulous display clustering around us as choices will be more to choose. VM is utilized in fashion and designed products, not only clothing but can also be utilized in different product categories as well, such as jewelry, perfume, furniture or even automotive, etc.

1.4 Scope and Limitation of the Study

1.4.1 The Dependent and Independent Variables are the correlated key factors that can drive the consumer purchase behavior affected from fast fashion retailers and the elements of visual merchandising and store layout, leading to the perfect visual merchandising which a marketer has to be aware of.

1.4.2 The Scope of Population was selected the population living in Bangkok and spending time in shopping mall areas, specifically aiming in fast fashion retailers. Since Bangkok is considered one of the most fashionable fast-growing and outstanding from any other cities in Thailand.

1.4.3 The limitation of the study was drawn into four month. The timeline of starting date for research was from 23 August to 15 November, 2014. The study was focused on the current event of fast fashion business and didn't go too far to study the fashion history in the past.

1.5 Research Hypotheses

- H1 Demographic has different impact on consumer purchasing behavior.
- H2 Visual merchandising has impact on consumer purchasing behavior.
- H3 Store design has impact on consumer purchasing behavior.
- H4 Price and Signage has impact on consumer purchasing behavior.

1.6 Conceptual Framework

This study is focusing on the correlation between Visual Merchandising and Customer Purchasing Behavior. The 4 variables could affect customer purchase behavior since pre-entering the store, entering the store and could finally lead to close-sales inside the store.

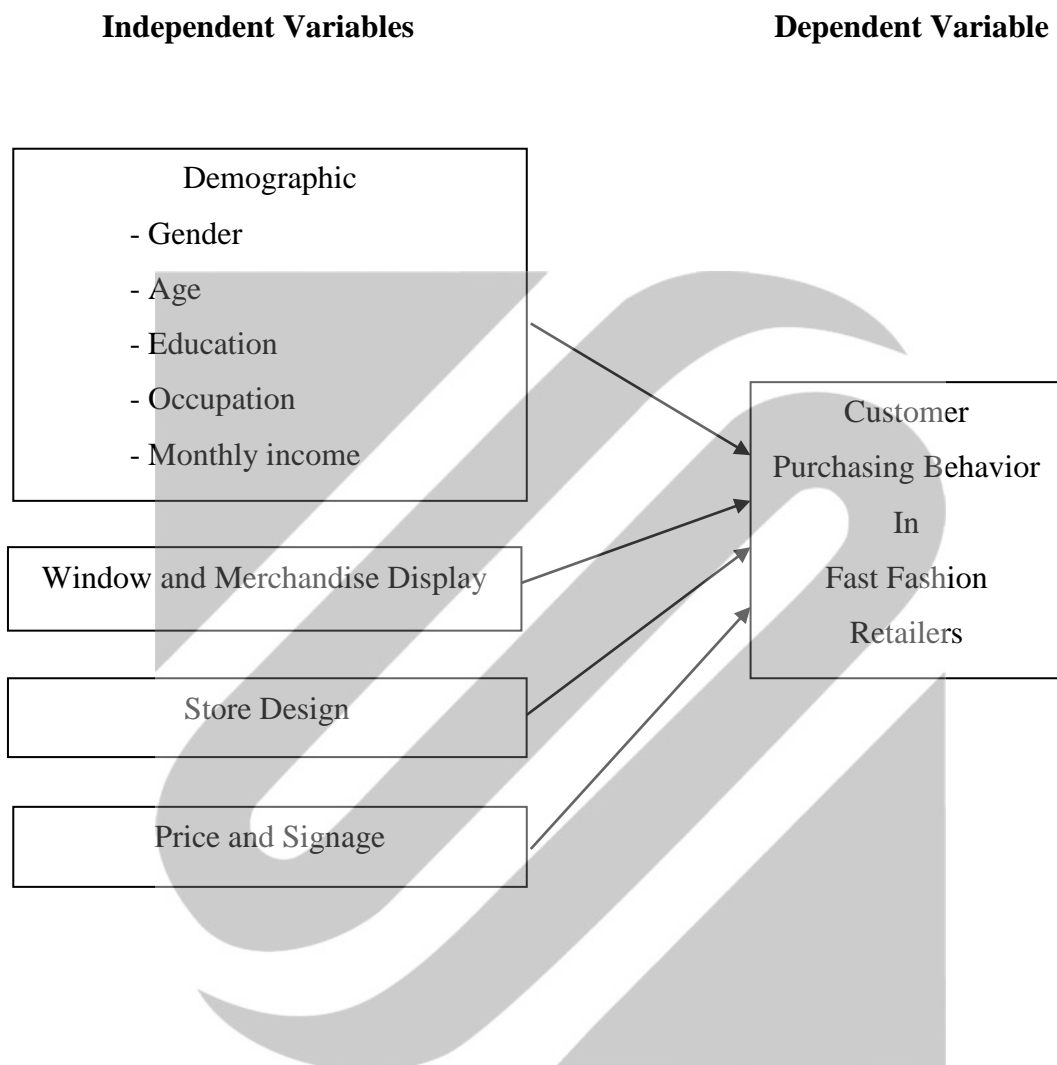


Figure 1.1 Conceptual Framework

CHAPTER 2

LITERATURE REVIEW

In this chapter, the researcher studies the related literatures and relevant research based on the impact of Visual Merchandising on customer purchase behavior. It initially attempts to understand the importance of Visual Merchandising for fast fashion retailers, and will be afterwards focusing on apparel business in the sequent chapter. This chapter reviews 3 essential subjects as following;

- 2.1 Visual Merchandising and Window Display
- 2.2 Store Layout and Design
- 2.3 Consumer Purchase Behavior

2.1 Visual Merchandising and Window Display

A. What is Visual Merchandising?

Visual merchandising (VM) is basically, the presentation of merchandise items and its store in order to attract customers to visit and eventually motivate them to buy. VM plays an important role in retailers of various businesses especially Apparel as a **Silent Salesman**. When seeing a creative display or mannequins wearing beautiful items in stores, customers can imagine themselves wearing or using those items, they can see, touch or decide to try on those things before making a purchase. This can create customer satisfaction for the retailers.

Farfan (2014) finding the definition of Visual merchandising utilized as the items represented from the whole store, making the overall image of the shop look “appealing, attractive, accessible, engaging, and enticing” to shoppers in a retail store. Visual merchandising applies displays, color, lighting, music, digital technology and interactive equipments to capture customers' attention and attract them to buy. Visual merchandising helps conduct the brand image and reflects the feature of the target markets that retail stores want to attract.

Moreover, when seeing visual merchandising on a spot with good lighting and beautiful props, it is like seeing a silent show on stage, whispering to all of us to browse around the store. Refer to Baker, S.B. (2014) who also explores Visual

merchandising as an entertainment, an experience of a live show representing the style of merchandise, and become a visual communication tool as well as a marketing opportunity. They also remarked that Visual merchandising is about selling product and brand to consumers, creating a connection with the audience triggering an emotive response, which will encourage them to buy that brand.

Taskiran (2012) just remarks that VM is a vital part of fashion stores. An effective visual merchandising can improve a store's brand image and increases sales volume. The role of Visual Communication Designers is essential in the retail sales industry. Their task is to increase sales by creating attractive merchandise displays. Pegler (2013) suggests that displays, as a tool of VM, can be played to introduce new products, fashion trends, or new ideas in addition to selling actual merchandise.

Visual Merchandising is used widely in Fast Fashion stores, where the items are turned quickly and provide assortment of products. These stores need display and different VM to refresh their atmosphere and shopping environment.

B. The Purpose of Visual Merchandising

Visual Merchandising is aimed to help retailers go to the point of closed sales, marketers use it as a tool to encourage brand image and acting as a silent salesman.

Researching on Emily White (2012), who claims that Visual Merchandising (VM) maintains store images through effective graphic design, attractive visual arts with the purpose to attract, to engage and to motivate the consumer to purchase.

There is also another finding from Weitz (2012) retaining that Visual communication in stores can provide necessary product information and suggests items or special purchase, and thereby help boosting retail sales. The visual merchandising department is now confronted with the challenge of making sales.

According to the research from UK Essays on Visual Merchandising on Customer Purchase Decision (2014) the Key Purposes of Visual Merchandising are:

1. Informing and educating consumers regarding the products or services.
2. Adding value to the store shopping environment.
3. Facilitate the customers for self-selecting.
4. Performing as a significant promotional tool.

5. Capturing attention of the customers enabling to make purchase decisions within shortest interval of time and thus increasing the selling process.
6. Communicating with the target customers much more easily.
7. Attracting customers during festivals and occasions.
8. Giving a distinct identity to a retail store vis-à-vis the competition.
9. Implementing the retailer's strategy.
10. Influencing customer buying behavior.

Outstanding visual merchandising and window display will make the passers-by stop, stare and step into the store ultimately. People will pay attention to something visually seen and attractive at the first glance, retailers need to use VM as their tool to lure customers getting inside the store and it will be easier afterward to drive sales from their visit. A stunning visual merchandising will catch public' eyes with its coordination of color; lighting; and music; signage and design, which will be reviewed on the next topic, these factors are the combination of ideal visual merchandising. However, all these things must be correlated in the same direction enforcing shopping enthusiasm.

C. Elements of Visual Merchandising

As browsing in stores, most of retailers have the similar principle of VM, some might have different themes and store design trying to differentiate with imported merchandise or creative design, but they somehow use the homologous formula to form an optimal visual merchandising.

The importance of shopping atmosphere, Taskiran (2012) finds that store image and shopping environment is an essential determination to spend time in the store and to spend more money than planned. Besides, store elements such as color, lighting or signage have an immediate effect on the buying decision making process. Store environment has a great impact on shoppers as they desire a comfortable shopping atmospheres, an inviting atmosphere brings people into the store and also keeps them there longer.

Displaying cost depends on retailers' size of business, as observing apparel stores, the researcher can distinguish the difference of window display and visual

merchandising between large apparel stores and smaller retailers, for instance; H&M, Uniqlo, Zara, Mango, are international retailers having great capital to invest in display as an essential tool of their sales strategy, comparing to local small retailers who has limited budget to contribute to visual merchandising elements, for example, size of the store, lighting and decorative props create fixed cost of outlay as displays have to be changed regarding the festive seasons or themes. Nevertheless, a creative visual merchandisers or designers can make splendid displays wisely with a controllable budget using color coordination and space organization. A smart VM designer will be able to use what he has in the store and create an inspirational work conforming to the store layout, as creativity leads to productivity.

From the study of Zeynep Taskiran (2012), the Key Elements of Visual Merchandising are:

Window Display

At the present moment, most of fast-fashion retailers are competing on the displays as their stores are grouping in the same area to attract the traffics, the passersby can see all the shop windows, each store tries to make fantastic window display showing the best items to impress the audience. Several stores' windows might look similar, or some shops use a lot of prop and creatively put many items in the window (Taskiran, 2012).



Figure 2.1 Chanel Window Display

Source: Retail Design Blog, 2012

Emily White (2012) suggests that if using window display effectively, this can bring retailers new customers, create customer loyalty, enhance the image and brand of the business, promote certain product lines and above all be a major selling tool in increasing sales.

Taskiran (2012) states that today, retailers are recognizing the importance of window display as the first point of contact between the store and the customer. The purpose of window display is to create a special aura to draw in customers and also attract media attention. Store design and its display windows are the most important communication channels for the fashion stores.

Opris & Bratucu (2013) states that window display does not only include the simple display of goods, nowadays it is a form of art. Window designer has to always think ahead trends, to have a sense of color, to know how to use light to attract customers in the store after only one glance at the window. The big store window displays are theatre scenes, with expensive backgrounds, special effects and high fashion mannequins.

Color

From the study, color can dominate customers as theme and festival color such as Christmas, Valentine or New Year etc. Selling color to consumers is important to the sales volume, as seeing some colors are sold out before the other colors, meaning they could make a decision on color at their first impression.

Taskiran (2012) asserts that color is accepted as the biggest motivation for shopping. People buy color before they buy size, fit or price.

Pegler (2013) claims that color psychology is very important in visual merchandising. Color can immediately create a mood. Each of us also has colors that can make us physically feel hotter or cooler. As an instance, orange, green and purple are the colors used in the window displays.

Moreover, colors using in visual merchandising have a dominant effect on consumers (Taskiran, 2012), for example:

Orange: is a friendly and sociable color, it is also luminous, sensational and full of liveliness, fitting on the day of happiness. (Taskiran, 2012)

Green: is a life color, giving a nature feeling, reminding seasons of spring and summer, trees, bushes and forest. (Taskiran, 2012)

Purple: is a color of taste, distinction and discretion. This is a high-fashion color that has to be sold. In some shade, it is a youthful and happy color, while in its deepest and richest form. (Taskiran, 2012)

Opris & Bratucu (2013) advises that color is the most powerful tool in window design, it creates the background and a window professionally designed transmits the right energy to appeal the shoppers. As seen in apparel stores, colorful cloths are displayed wisely and attractively.

Besides, there are other colors that are used in visual merchandising display such as basic colors like red, black, or white as a display background. From the researcher's observation, these classic colors can be used for forever-wear items, for instance black or white suit will give a look of dignified and professional working personality. Whereas red color could cheer up the mood and could give a dexterous feeling. Retailer should use colors wisely and pick the right choice of color for window display and merchandising.

Lighting

Lighting is one of the most important things for visual merchandising and window display. Good and smart lighting can help supporting visual display and save energy, no need to use too much lighting but use it on the right and potential spots to make notable display.

Taskiran (2012) points out that lighting is another element of visual merchandising. Lighting can create an ambiance and make atmosphere visually pleasant. The right utilization of light is very important for shopping environment. Low light levels may result in poor visibility and will also prevent the consumers from comparing and possibly buying the products. However, too much light can make shoppers uncomfortable to see the products and will waste money on energy that is not necessary.

Quartier, V. and Cleempoel, V. (2014), has proposed "Lighting in retail environments encourage people to stay longer in a store and could augment sales numbers. It can arouse positive or negative feelings in the perception of that space.

Taskiran, (2012) explores that lighting contributes greatly to the look of space. Using special lighting techniques should be one of the main tasks of visual merchandising designers. The objectives of lighting are explained as: to draw customer's attention; to invent an appropriate mood for the merchandise; to contribute to a positive visual image of the merchandise; and allow careful inspection of the merchandise.

Lighting can be used for both inside and outside store. Today, some stores are using LED lighting, which is resplendent and blazing especially at night time. It is showing the graphic display or changing background color to strike the eyes of the pedestrian. It is sometimes used in replacement of mannequins or as additional props. Using special lighting technique can enliven store environment and make the merchandise display outstanding.

Signage

Every retailer has signage to inform the consumers on different purposes; price, product information, promotion, or place of where the specific items are. Good signage can help shoppers finding things easier and faster.

Weitz, (2012) declare that signage and graphics help consumers locate specific products and departments, providing product information, and suggest items or special purchases. On the other hand, graphics, such as photo panels, can enhance the store environment and the store's image. Feature areas are within a store designed to get the shoppers' attention. They include freestanding displays, end caps, promotional aisles, windows, cash wraps or point-of-sale areas, and walls (Levy and Weitz, 2012).

Claus, J. and Claus, S. (2001), retailers must communicate with customers quickly and effectively by their products and services as signage is a business's basic link to customers. The purpose is to promote impulse "stop and shop", to create awareness for products and services and to influence purchasing decision. (Figure 2.2)



Figure 2.2 H&M Discount Signage

Source: The Sunday Times, 2013

Taskiran, (2012), Digital signage is one of the important tool in store design, in a form of electronic display showing information, advertising, and other messages concerning the brand. The aim is to convey a message or information to customers. The objectives of Signage are clarified as: to help customers in their flow across the stores; to lead customers in different or sections opened in the store; and to enhance customers' shopping experience. (Figure 2.3)



Figure 2.3 H&M Sales signage

Source: H&M, 2014

Good and clear signage should be done to inform customers and help them find the merchandise easily, which will be able to lead to sales point.

2.2 Store Layout and Design

Store Layout and Design now are playing significant role as part of visual merchandising tool. Design can differentiate the store concept and layout can allow customers to reach and find items they are looking for, or to motivate them to buy easier when browsing the shop.

“Some objectives for a store design are to (1) implement the retailer’s strategy, (2) influence customer buying behavior, (3) provide flexibility, (4) control design and maintenance costs, and (5) meet legal requirements. Typically, a store design cannot achieve all of these objectives, so managers make trade-offs among objectives, such as providing convenience versus encouraging exploration” (Weitz, 2012)

“**Space management** presents two decisions: (1) the allocation of store space to the merchandise categories and brands and (2) the location of departments or merchandise categories in the store. Some factors that retailers consider when deciding how much floor or shelf space to allocate to merchandise categories and brands are: the productivity of the allocated space; the merchandise’s inventory turnover; the impact on store sales, and; the display needs for the merchandise. When evaluating the productivity of retail space, retailers normally use sales per square foot or sales per linear foot” (Weitz, 2012)

Weitz (2012) also assert that the location of merchandise categories is always playing a role in how customers navigate through the store. By strategically placing impulse and demand or destination merchandise throughout the stores, retail stores can raise chances that customers will shop the entire store and their attention will be focused on the merchandise that the retailer is most willing to sell. In locating merchandise categories, retailers need to consider typical consumer shopping patterns.

“The basic elements in a design guiding shoppers through the store are the store layout, signage, and feature areas. A good store layout helps customers find and buy merchandise. Several types of layouts commonly used by retailers are the grid, racetrack, and free form. The grid design is the best for stores in which customers are expected to explore the entire store, such as grocery stores and drugstores. Racetrack designs are more common in large upscale stores like department stores. Free designs

are usually found in small specialty stores and within large stores' departments", (Weitz, 2012).

Waters, (2014) "A well-planned retail store layout will allow a retailer to maximize their sales for each square foot of the allocated selling space within their stores. Each floor plan and store layout will depend on the type of products sold, the building location and how much the business can afford to put into the overall store design, guiding basic store layouts as the followings".

Straight Floor Plan: is an excellent store layout for most of any type of retail stores. It makes use of walls and fixtures to create small spaces within the retail stores. The straight floor plan is one of the most economical store designs. (Waters,2014)

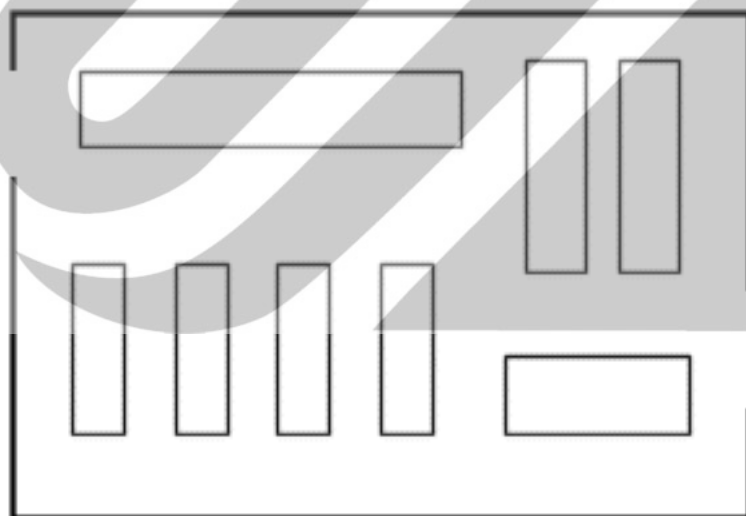


Figure 2.4 Straight Floor Plan

Source: Waters, 2014 : Online

Diagonal Floor Plan: is a good store layout for self-service types of retailer stores. It is offering an excellent visibility for cashiers and customers. The diagonal floor plan invites movement and traffic flow to the retail store. (Waters, 2014)

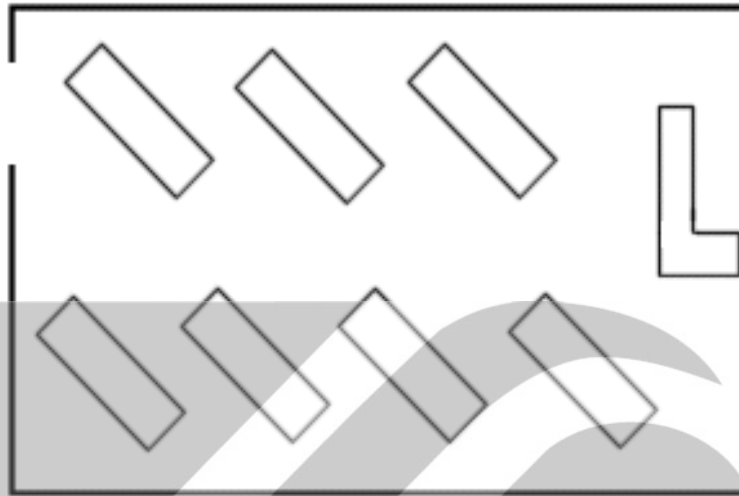


Figure 2.5 Diagonal Floor Plan

Source: Waters, 2014 : Online

Angular Floor Plan: is best used for high-end specialty stores. The curves and angles of fixtures and walls make for a more expensive store design. However, the soft angles create better traffic flow throughout the retail store. (Waters,2014)

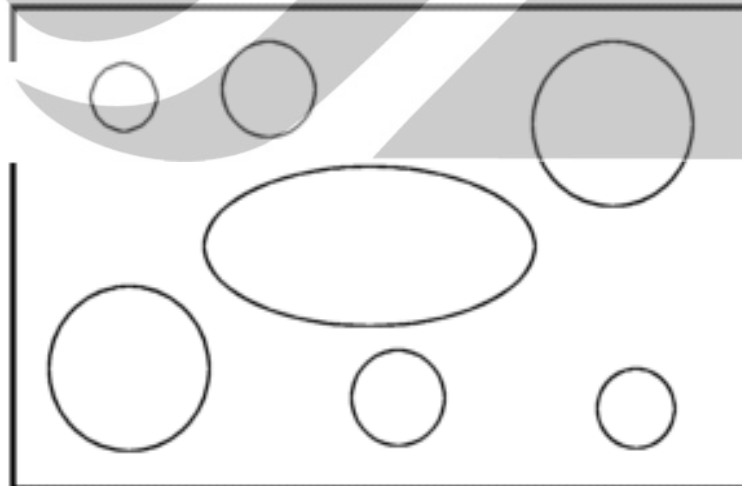


Figure 2.6 Angular Floor Plan

Source: Waters, 2014 : Online

Geometric Floor Plan: is a suitable store design for clothing and apparel shops. It uses racks and fixtures to create an interesting and out-of-the-ordinary type of store design without a high cost. (Waters, 2014)

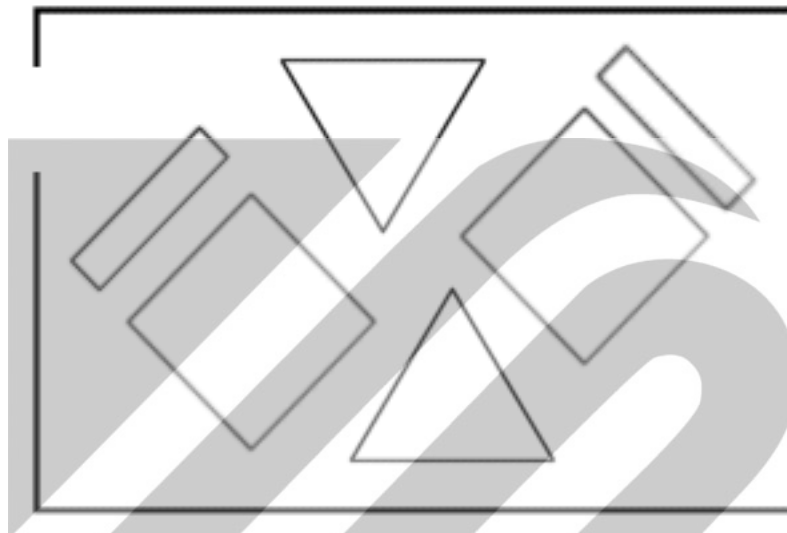


Figure 2.7 Geometric Floor Plan

Source: Waters, 2014 : Online

Mixed Floor Plan: incorporates the straight, diagonal and angular floor plans to create the most functional store design. The layout moves traffic towards the walls and back of the store. (Waters, 2014)

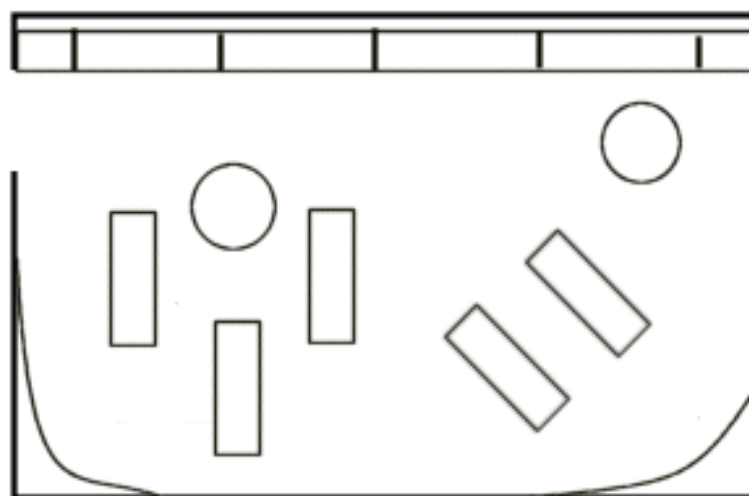


Figure 2.8 Mixed Floor Plan

Source: Waters, 2014 : Online

R.Evans, B. B. (2010) propose the Scrambled Merchandising, whereas the wheel of retailing focusing on Product Quality, Prices and Customer Service, Scrambled Merchandising suggests a retailer to increase the width of assortment (the number of different product lines carried). Scrambled Merchandising occurs when a retailer adds goods and services that may be unrelated to each other and to the firm's original business.

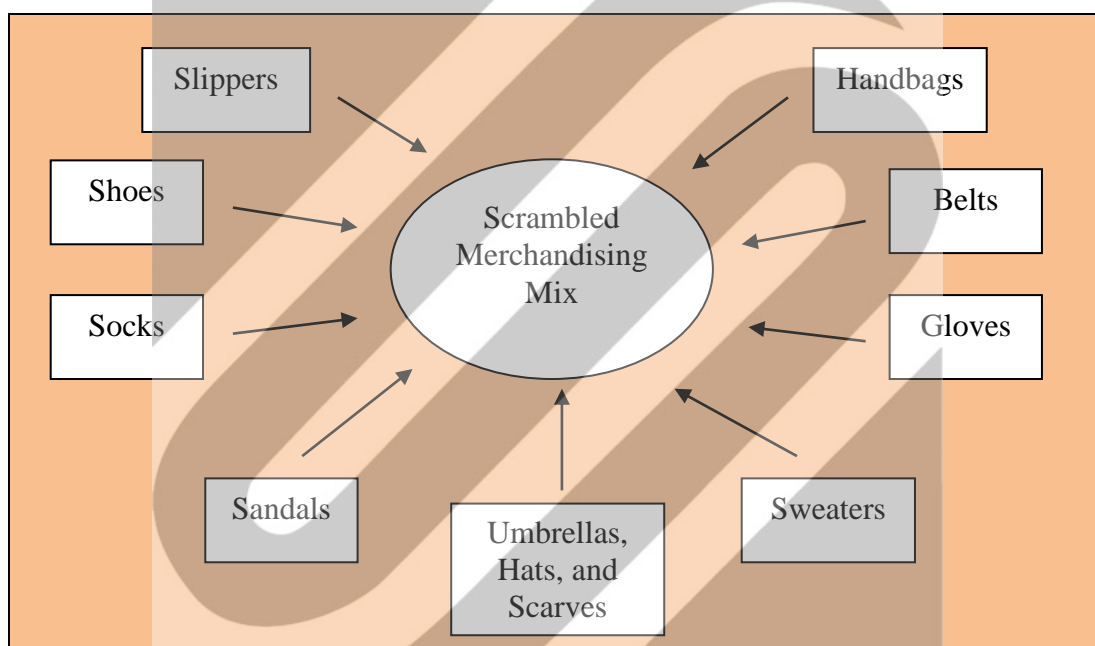


Figure 2.9 Scrambled Merchandising by R.Evans, B. B., 2010

Root, G. N. (2014), clarifies that layout of a retail clothing store generally assists customers to see products easily and makes browsing of the store more comfortable. It can also help retailers protect their inventory. A good retail layout can attract foot traffic and make it easy for first-time shoppers to find what they are looking for. Consider customers and retailers' profitability when designing the layout of their clothing shops.

According to the review, store layout and design can be customize and optimize to store sizes, type of merchandise and store location, to facilitate customer access flowing. Space management let consumers to walk through the store and move or walk around more conveniently. Stacking too many items can shrink your shop

image and make it look narrow. Spacing is very important, putting merchandise on shelves or tables properly is easier for shoppers to find and check the items.

2.3 Consumer Purchase Behavior

What is Consumer Purchase or Buying Behavior?

Consumer Purchase Behavior depends on different factors: personal preference, social cognition, demand of trends or fashion attribute. There are several studies on consumer buying behavior as marketer should perceive to understand the market and to develop strategic tool.

Grimsley (2014) taught that **Consumer buying behavior** is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.

Standard Behavioral Model

The standard model of consumer behavior consists of a methodical and structured process. Let's take a brief look at each step as below that Shawn Grimsley, (2014) has mentioned on:

Problem recognition: The first step is problem recognition. During this step, the consumer realizes that she has an unfulfilled need or want. For example, a consumer who has just been informed by her mechanic that fixing her car will cost more than it's worth. Our consumer realizes that she now has a transportation problem and wants to fulfill that need with the purchase of a car. For apparel products, this is when a shopper needs to buy something as she wants to fulfill her need or want. (Grimsley, 2014)

Information search: The next step is to gather information relevant to what customers need to solve the problem. For instance, a consumer may engage in research on the Internet to determine the types of vehicles available and their respective features that needed. For apparel, there is no need to search a heavy information, might find some details such as material, fabric and quality. (Grimsley, 2014)

Evaluation: After gathering the information, it is evaluated against a consumer's needs, wants, preferences, and financial resources available for purchase. For example, a consumer has decided to narrow her choices down to three cars based upon price, comfort and fuel efficiency. This case for clothing, customers can try on the products for evaluating. (Grimsley, 2014)

Purchase: At this stage, the consumer will make a purchasing decision. The ultimate decision may be based on factors such as price or availability. For example, a consumer has decided to purchase a particular model of car because its price was the best she could negotiate and the car was available immediately. For apparel, she can be purchasing the merchandise instantly. (Grimsley, 2014)

Post-purchase evaluation: At this stage, the consumer will decide whether the purchase actually satisfies her needs and wants. Is our car purchaser happy with her purchase? After using the merchandise for a while, she might be or might not be satisfied with the product. (Grimsley, 2014)

A consumer may not act in isolation in the purchase, but rather may be influenced by any of several people in various roles. The number of people involved in the purchasing decision increases with the level of involvement and complexity of the buying decision behaviour. (Tintin, 2014)

A consumer's buyer behaviour is influenced by four major factors:

Cultural factors include a consumer's culture, subculture and social class. These factors are often inherent in our values and decision processes. It could reflect what people's wear or clothing style and habit. (Tintin, 2014)

Social factors include groups (reference groups, aspiration groups and member groups), family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly. This factor can affect fashion trends and design of clothing reflecting in apparel wear of social classes. (Tintin, 2014)

Personal factors include such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self-concept. These could represent how people wear cloth and choose their accessories. (Tintin, 2014)

Psychological factors affecting our purchase decision include motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes. This is related to color and preference on design and clothing. (Tintin, 2014)

From the reviews, several factors rely on social aspect, as people see, hear and find other people doing or having things, human nature always intimate to have the similar traits. Association and social lifestyle bring the needs and wants up.

2.4 Apparel industry in Thailand

From Euromonitor (2013) it is reported that Apparel sees more intense competition, notably from international brands. International brands are gradually entering Thailand and the movement in terms of store expansion is aggressive. Uniqlo (Uniqlo Thailand Co Ltd), a Japanese brand, introduced its first flagship store in Central World in September 2011 and expanded to reach four locations in 2012. Swedish brand H&M (Hthai (Thailand) Co Ltd) saw the launch of its first store in Siam Paragon in October 2012 and plans to introduce a second and then more stores in the forecast period. The presence of new international brands is not only a

challenge to existing international brands such as Zara (RSH Thailand Co Ltd), MNG and Guess (both Peppo Fashion Group), but is also shaking the performance of local designer brands such as Jaspal (Jaspal Co Ltd), AIIZ (Reno (Thailand) Co Ltd) and Pena House (Pena House Co Ltd).

2.5 Visual Merchandising in Thailand

Visual merchandising and display are being used mostly in fast fashion retail industry, especially Apparel retailers. In Thailand, retailers always use VM and window display in their stores, but not very obvious and outstanding as global retailers do. However, due to intense competition and social factors, today VM is being more used than before, as it is one of the marketing tools to attract customers aiming to increase sales. Visual merchandising plays a huge role as a silent salesperson selling items in front of customers and telling them how they look like or how to wear the item creatively when wearing the items, without pushing or convincing customers. Global stores where are located in Bangkok CBD are using different techniques of VM and window display such as lighting, graphic, signage and color coordinator. H&M is a perfect example who has a great strategic visual merchandising in Bangkok and all of their global branches, they are using different store design and style of display but customers can recognize their brand and logo. In Bangkok, H&M is located in the heart of the city, with big several displayed windows and a few stunning Mannequin display inside their store, comprising with lighting, color coordination and proper signage. Other apparel retail stores are displaying their merchandise as well, looking very attractive for the passersby to enjoy shopping in the area.

As observing, visual merchandising plays stronger and competitive role in Thailand, especially in CBD Bangkok. Both global and local stores are clustering in the same zone using similar strategy such as elegant window display, big signage of sales and promotion at the store entrance, chic store design, etc. They also changed display and merchandise by season or festive theme to stimulate consumers to buy more, for instance, putting a sign “A must have item” on a section of “new arrival” or “exclusive item”.

Related Research

- Krishnakumar, (2014) explored the Role of Visual Merchandising in Apparel Purchase Decision.
- Nuskarn, (2013) studied the impact of store environment toward consumer purchasing behavior at Siam Paragon Department Store.
- Taskiran, (2012) examined on the elements of visual merchandising.

The studies have recognized the impulse of VM elements that can impress passersby, motivate and turn them into customers. The researches have also recaptured the essential subjects as a result of impact from visual merchandising and window display toward the customer purchase behavior.

Visual merchandising usually covers exterior and interior of the store display, which can catch the eyes of passers-by from the exterior window display and then distract them into the stores leading to the final step of closing sales. VM can be displayed by festive themes such as Christmas, Valentine, Mother's day, or seasons, for example, a Visual Merchandiser's job will have to change the atmosphere of the store, bring new items and make customers feel like entering new store every season, so they can explore new item, admire the store environment and enjoy the shopping experience, which will dominate them to eventually check out the items.

“Displays, both in windows and inside, put parts of the current in-store selection in focus and provide styling tips and inspiration. Global display guidelines are created in a large “test store” near the H&M Head Office in Stockholm. Displays are changed frequently and themed around an association or a feeling, but always keep the clothes in focus.” (H&M Official Website: Our Stores, 2014)

Visual merchandising and window display start to be widely and highly used in several industries, significantly in Fast Fashion or Apparel retailers. The advantage is aimed to attract shoppers to get in and convince them to buy, which is working well if being done excellently.

The next chapter will go through the methodology of the study, to find how VM has an impact on customer purchase behavior in fast fashion retails.

CHAPTER 3

METHODOLOGY

The research will be conducted by the questionnaires based on the consumer purchase behavior, as the researcher finds the sample size at shopping malls and fast fashion stores in Bangkok area, and will apply the statistical formula to measure the finding results. The research methodology is composed of Population and Sample Selection; Data Collecting Procedure; and Quantitative Data Analysis.

3.1 Population and Sample Selection

As per Quantitative research, and due to Taro Yamane (1967: Online), the survey is expected 5% margin of error and a 95% confidence level as default. Due to many apparel stores in Thailand, this research is pointed at Bangkok where big shopping malls and fast fashion stores are together located for choices of consumers. The survey will be conducted from 400 respondents who buy at fast fashion apparel stores and shopping malls, as there are clustering of stores that apply window display in the area. The survey will ask people both men and women, from age of 16 to 51+ year old, including Demographic Data and General Information, inquired Gender, Age, Education, Occupation and Personal Income, to see the difference among shoppers regarding the purchasing behavior as customers shopping in apparel stores. The research is to find out whether window display and visual merchandising can strategically attract them and dominate their purchase behavior.

According to a great number of fast fashion retail stores in Thailand, the survey of research will be focused only in Bangkok province, the sample size process is imposed by selecting Bangkok population with an approximation of 7,980,000 people, estimated on July 2014 (Mahidol University, 2014) : Population of Thailand)

The sample calculation formula is using Taro Yamane (Mahidol University: Taro Yamane, 1967)

$$n = \frac{N}{1 + N(e)^2}$$

When: n, is sample size

N, is population size

e, is allowable error

Bangkok population is $7,980,000 / 1 + (7,980,000) (0.05)^2$

The calculation result is shown 399.97. Therefore the amount of sample is at least 400 respondents. The four hundred people who actively live in Bangkok and have been to the fast fashion retail stores, are the focused group of sampling research.

3.2 Research Instrument

The researcher has chosen quantitative method to test the hypothesis and variables in the form of questionnaire survey. The experiment design is conducted quantitative method. As quantitative research utilizes deduction for the key hypothesis, the researcher normally gathers data to investigate the problem, and then uses the data to analyze the results, and finally prove the hypotheses accepted or rejected. (Quantitative Design, 2014)

Therefore, the researcher uses the Quantitative experiment to test the hypothesis computed by statistical means and calculation. And the questionnaires is designed in scale scoring to measure perception and awareness of shoppers toward visual merchandising that influences customer purchase behavior.

3.2.1 Questionnaire Design

Part 1 Demographic or Personal Data

This part has for 5 questions and is designed to collected data for compare the numbers between male and female who shop at the stores, to see the education level and occupation that are impacted by visual merchandising regarding their buying behavior.

From Part 2-4, the researcher measures Awareness and Perception on 3 hypothesis which are:

Part 2: Awareness and Perception on Visual Merchandising

Part 3: Awareness and Perception on Store Design and Layout

Part 4: Awareness and Perception on Price and Signage

The scales are rated in 5 levels to find the respondents' Awareness and Perception on Visual Merchandising; Store Design and Layout; Price and Signage. The questionnaire survey is designed in the form of closed-ended questions, to scope down the answers in the hypothesis's framework. The 5 level scales can measure how shoppers perceive the elements of Visual Merchandising and if the Visual Merchandising can get their attention and eventually can impact their buying behavior. (See Table 3.1 Scale Measurement)

Table 3.1 Scale Measurement

Scale	Level of Awareness and Perception
1 point	Strongly Disagree
2 points	Disagree
3 points	Neutral
4 points	Agree
5 points	Strongly Agree

3.2.2 Index of Consistency (IOC)

The questionnaires have been considered, diagnosed and instructed by 3 professional experts ahead of launching to the respondents according to IOC (Index of Consistency).

The 3 professional experts are as below:

1. Dr. Ake Choonhachatrachai, Marketing Professor of Stamford International University.
2. Dr. Chompunuch Jittithavorn, Hospitality and Tourism, Marketing and Research Professor of Stamford International University.
3. Mr. Pipittaporn Vongpradit, Marketing Division Manager at The Mall Group Co., Ltd.

The value of IOC is indicated by numbers of value as below:

0.9 – 1.0	=	Excellent
0.7 – 0.8	=	Good
0.5 – 0.6	=	Fair
0.0 – 0.4	=	Poor

All 3 judges' points were totally average scored at 0.8, which is resulted as good value for quality of survey instrument or questionnaire to measure the test valuation. The pre-test on Results of Reliability (N=50) computed by Cronbach's Alpha has an Average Total of **0.716**, which is acceptable internal consistency.

Table 3.2 Results of Reliability Test (N=50)

Variables	No. of Item	Cronbach's Alpha
Visual Merchandising	4	0.682
Store Design and Layout	4	0.719
Price and Signage	5	0.749
Average Total	13	0.716

3.3 Data Collecting Procedure

The instrument used for this survey is questionnaires. The researcher conducted the use of quantitative method, launching 415 questionnaires by walking-in in front of stores and online approaching, received 410 respondents with 10 of them have missing data. Therefore it remains 400 completed questionnaires. The questionnaires have been developed on the conceptual framework basis of the consumer behavior influenced by visual merchandising.

The questions and format of the survey have also been designed simply and clearly, with the cover of window display and visual merchandising on the front page of the questionnaire paper, for the respondents of different ages to understand and answer easily. Moreover, the researcher gave away some sweet-tooth as an incentive, to motivate the first 50 respondents (for pre-test) in purpose of encouraging a participation of the survey activity and to make reduction of faults. The respondents were quite attentive to the survey as getting back with comments and suggestion from the questionnaires.

The research procedures for collecting data are as follows:

1. Gathering data and categorized the respondents into groups from demography, as there are different genders, ages, educations, occupations and personal income factors.
2. Conducting questionnaires in shopping complex such as Siam Paragon, Central World, and other apparel retail stores in Bangkok.
3. Analyzing the collected data and testing hypotheses and variable related to the impact of visual merchandising on customer purchase behavior.
4. Concluding the data and finding results of statistical testing process.

3.4 Quantitative Data Analysis

As the research survey has been conducted the quantitative methodology, the researcher analyzed the data and variables by using SPSS program to calculate the results. The outcomes were presented in chapter 4 on research findings and results. The calculation indicated in Frequency tables and Descriptive results of variables.

The mean value and standard deviation were used to test the variables toward the impact of VM on consumer purchase behavior.

Descriptive statistics is to use frequency, percentage, mean and standard deviation (SD) statistics to computerize the results as shown as below: (William M.K, 2006 and Nuskarn, 2013)

$$\text{Percentage} = \frac{\text{Number of collected data} \times 100}{\text{Sampling size}}$$

$$\text{Mean} = \frac{\text{Sum number of collected data} \times 100}{\text{Sampling size}}$$

$$\frac{\sqrt{\sum(x - \bar{X})^2}}{(n - 1)}$$

where:

x = each score

\bar{X} = the mean or average

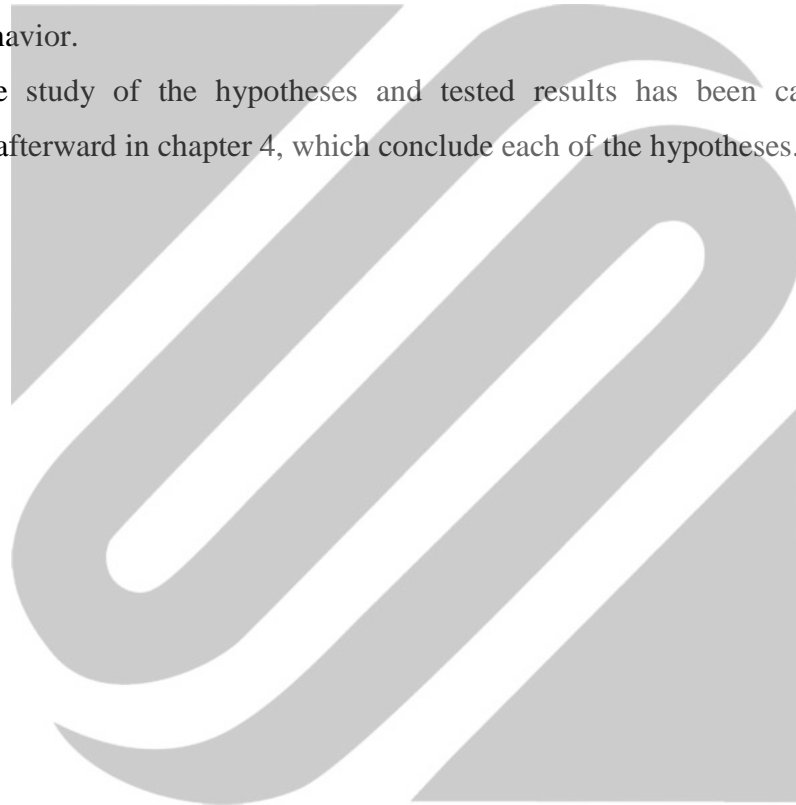
n = the number of values

\sum means we sum across the values

Standard Deviation is a measure of a set of data from its mean. The more spread apart the data, the higher the deviation. Standard deviation is calculated as the square root of variance. (Investopedia, 2014 and Social Research Method, 2006)

The adaption of quantitative methodology of 400 respondents at shopping mall and fast fashion stores in Bangkok, according to the test results there is a positive relationship between the visual merchandising and the consumer purchase behavior. The statistical testing process has analyzed the collected data and shown that consumers, as passersby, actively perceived the elements of visual merchandising comprised of store design, layout, ambience, price and signage, which influence their buying behavior.

The study of the hypotheses and tested results has been calculated and explained afterward in chapter 4, which conclude each of the hypotheses.



CHAPTER 4

RESEARCH FINDINGS

This chapter presents the findings of survey testing from the research of the Impact of Visual Merchandising on Customer Purchase Behavior in Fast Fashion Retailers. The survey data conducts the test on Demography, Awareness and Attitude including the elements of Visual Merchandising toward Customer Purchase Behavior in Fast Fashion Retailers.

4.1 Personal Data of Respondents

Part 1 is the Analysis of Demographic and Personal data of the respondents collected from questionnaires, inquired Gender, Age, Education, Occupation and Personal Income, to see the difference among shoppers regarding the purchasing behavior by using frequency, percentage, mean and standard deviation analysis.

Table 4.1 Frequency and percentage of respondents classified by Gender

Gender	Frequency	Percent
Male	108	27
Female	292	73
Total	400	100

From Table 4.1, the researcher gathered data from 400 respondents, consisted of 108 male respondents (27%) and another 292 female respondents (73%). So this can be assumed that there are obviously more female respondents or consumers than male, who has an impact from fast fashion retail industry.

Table 4.2 Frequency and percentage of respondents classified by Age

Age:	Frequency	Percent
16-20 years old	2	0.5
21-30 years old	205	51.2
31-40 years old	149	37.3
41-50 years old	21	5.3
51 years old or above	23	5.8
Total	400	100

From Table 4.2, found that most of respondents were between 21-40 years old. Of which, 205 respondents (51.2%) were 21-30 years old, and 149 respondents (37.3%) were 31-40 years old. In addition, there were 23 respondents (5.8%) which ages were higher than 50 years old; 21 respondents (5.3%) were between 41-50 years old; and only 2 respondents (0.5%) were 16-20 years old.

Table 4.3 Frequency and percentage of respondents classified by Education

Education	Frequency	Percent
Lower than Bachelor's degree	23	5.8
Bachelor's degree	220	55.0
Master's degree	154	38.5
Doctorate degree	3	0.8
Total	400	100

From the Table 4.3, found that respondents' education level, Bachelor's degree was the largest group comprising of 220 respondents or 55%, followed by Master's degree with 154 respondents or 38.5%, lower than Bachelor's degree with 23 respondents or 5.8%, and Doctorate degree with the rest 3 respondents or 0.8% respectively.

Table 4.4 Frequency and percentage of respondents classified by Occupation

Occupation	Frequency	Percent
Student	29	7.2
Business owner	32	8.0
Corporate employee	277	69.3
Government employee	19	4.8
Freelance	33	8.3
Other	10	2.5
Total	400	100

By occupation, there were 277 respondents (69.3%) who were working as corporate employee, 33 respondents (8.3%) who were working as freelance, 32 respondents (8%) who were working as business owner, 29 respondents (7.2%) who were studying, 19 respondents (4.8%) who were working as government employee, and 10 respondents (2.5%) who were working in other occupations.

Table 4.5 Frequency and percentage of respondents classified by Monthly Income

Monthly Income	Frequency	Percent
Below 10,000	17	4.3
10,000 - 20,000 baht	73	18.3
20,001 - 30,000 baht	81	20.3
30,001 - 40,000 baht	76	19.0
40,001 - 50,000 baht	59	14.8
More than 50,000 baht	94	23.5
Total	400	100

Based on respondents' personal income level, 17 of them (4.3%) earned below 10,000 baht/month; 73 respondents (18.3%) earned 10,000 – 20,000 baht/month; 81 respondents (20.3%) earned 20,001 – 30,000 baht/month; 76 respondents (19%) earned 30,001 – 40,000 baht/month; 59 respondents (14.8%) earned 40,001 – 50,000 baht/month; and 94 respondents (23.5%) earned more than 50,000 baht/month.

According to the survey results and the researcher's observation, the respondents who visit shopping malls or fast fashion stores are at different age, however most of them are at the working age and buying cloths for working and casual days. From the following tables, the data will be diagnosed in statistical forms with the percentage shown in the tables. In Part 1, the data analysis will focus on the demographic data of people living in Bangkok who have been shopping in fast fashion retail stores in which apply the elements of visual merchandising marketing tool.

4.2 Inferential Statistics

From part 2 to part 4, the respondents were asked to rate their opinion for the variables on Awareness and Perception toward visual merchandising, store design and layout, price and signage, and consumer purchase behavior. The test is resulted from the questions reflecting from the respondents' Buying Frequency, Money Spending, and Time Spending.

H1 Demographic has different impact on consumer purchase behavior.

H1.1) Gender and Consumer Purchase Behavior

Table 4.6 Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Buying Frequency	Male	108	1.48	.826	.079
	Female	292	1.92	1.213	.071
Money Spending	Male	108	2.15	1.214	.117
	Female	292	2.43	1.284	.075
Time Spending	Male	108	1.39	.667	.064
	Female	292	1.85	.951	.056

*Significant is at or below 0.05 level

Table 4.7 Independent Samples Test

	Levene's Test for Equality of Variance		T	Df	Sig. (2-tails)	Mean Difference	Std. Error Difference
	F	Sig.					
Buying Frequency	11.341	.001	-3.453	398	.001	-.436	.126
			-4.095	280.248	.000	-.436	.107
Money Spending	.028	.867	-1.988	398	.047	-.283	.143
			-2.040	201.209	.043	-.283	.139
Time Spending	5.159	.024	-4.625	398	.000	-.460	.100
			5.417	271.792	.000	-.460	.085

*Significant is at or below 0.05 level

From the testing of hypothesis 1.1 with independent samples test, the results indicated that there is a significant different in buying frequency (sig. value = 0.00), money spending (sig. value = 0.047), and time spending (sig. value = 0.00) between male and female.

Table 4.8 Represent the relationship between age and purchase frequency

		Sum of Squares	df	Mean Square	F	Sig.
Buying Frequency	Between Groups	16.487	4	4.122	3.259	.012
	Within Groups	499.513	395	1.265		
	Total	516.000	399			
Money Spending	Between Groups	40.672	4	10.168	6.662	.000*
	Within Groups	602.918	395	1.526		
	Total	643.590	399			
Time Spending	Between Groups	5.112	4	1.278	1.565	.183
	Within Groups	322.638	395	.817		
	Total	327.750	399			

*Significant is at or below 0.05 level

From the testing of hypothesis 1.2 with one-way ANOVA, the results indicated that there is a significant different in buying frequency (sig. value = 0.012), and money spending (sig. value = 0.000) between different age groups. However, there is no difference in time spending (sig. value = 0.183) between different age groups.

Table 4.9 Represent the relationship between education and purchase frequency

		Sum of Squares	df	Mean Square	F	Sig.
Buying Frequency	Between Groups	5.028	3	1.676	1.299	.247
	Within Groups	510.972	396	1.290		
	Total	516.000	399			
Money Spending	Between Groups	34.311	3	11.437	7.433	.000
	Within Groups	609.279	396	1.539		
	Total	643.590	399			
Time Spending	Between Groups	1.304	3	.435	.527	.664
	Within Groups	326.446	396	.824		
	Total	399				

*Significant is at or below 0.05 level

From the testing of hypothesis 1.3 with one-way ANOVA, the results indicated that there is a significant different in money spending (sig. value = 0.000) between different education levels. However, there is no difference in buying frequency (sig. value = 0.274), and time spending (sig. value = 0.664) between different education levels.

Table 4.10 Represent the relationship between occupation and purchase frequency

		Sum of Squares	df	Mean Square	F	Sig.
Buying Frequency	Between Groups	16.594	5	3.319	2.618	.024
	Within Groups	499.406	394	1.268		
	Total	516.000	399			
Money Spending	Between Groups	18.400	5	3.680	2.319	.043
	Within Groups	625.190	394	1.587		
	Total	643.590	399			
Time Spending	Between Groups	7.938	5	1.588	.956	.084
	Within Groups	319.812	394	.812		
	Total	327.750	399			

*Significant is at or below 0.05 level

From the testing of hypothesis 1.4 with one-way ANOVA, the results indicated that there is a significant different in buying frequency (sig. value = 0.024), and money spending (sig. value = 0.043) between different occupations. However, there is no difference in time spending (sig. value = 0.084) between different occupations.

Table 4.11 Represent the relationship between income and purchase frequency

		Sum of Squares	df	Mean Square	F	Sig.
Buying Frequency	Between Groups	8.646	5	1.729	1.343	.245
	Within Groups	507.354	394	1.288		
	Total	516.000	399			
Money Spending	Between Groups	80.096	5	16.019	11.201	.000
	Within Groups	543.494	394	1.430		
	Total	643.590	399			
Time Spending	Between Groups	6.232	5	1.246	1.527	.180
	Within Groups	321.518	394	.816		
	Total	327.750	399			

*Significant is at or below 0.05 level

From the testing of hypothesis 1.5 with one-way ANOVA, the results indicated that there is a significant difference in money spending (sig. value = 0.000) between different income levels. However, there is no difference in buying frequency (sig. value = 0.245), and time spending (sig. value = 0.180) between different income levels.

Table 4.12 Represent the Correlation between Visual Merchandising and Purchase Behavior

		Visual Merchandising	Buying Frequency	Money Spending	Time Spending
Visual Merchandising	Pearson Correlation	1.117	.200	.087	
	Sig. (2-tailed)	.019	.000	.083	
	N	400	400	400	400
Buying Frequency	Pearson Correlation	.117	1	.374	.299
	Sig. (2-tailed)	.019	.000	.000	
	N	400	400	400	400
Money Spending	Pearson Correlation	.200	.374	1	.233
	Sig. (2-tailed)	.000	.000	.000	
	N	400	400	400	400
Time Spending	Pearson Correlation	.087	.299	.233	1
	Sig. (2-tailed)	.083	.000	.000	
	N	400	400	400	400

*Significant is at or below 0.05 level

From the testing of hypothesis 2 with Pearson Correlation, the results indicated that there is a significant impact of visual merchandising toward consumer's buying frequency ($R=0.117$, sig. value = 0.019) and money spending ($R=0.200$, sig. value = 0.000). The impact of visual merchandising toward consumer's buying frequency and money spending are considered as positive but very weak relationship. Meanwhile, there is no impact of visual merchandising toward time spending in this study ($R=0.087$, sig. value = 0.083).

Table 4.13 Represent the Correlation between Store Design and Purchase Behavior

		Store Design	Buying Frequency	Money Spending	Time Spending
Store Design/Layout	Pearson Correlation	1	.020	.099	.053
	Sig. (2-tailed)		.686	.047	.295
	N	400	400	400	400
Buying Frequency	Pearson Correlation	.020	1	.374	.299
	Sig. (2-tailed)	.686000	.000		
	N	400	400	400	400
Money Spending	Pearson Correlation	.099.374		1	.233
	Sig. (2-tailed)	.047.000		.000	
	N	400	400	400	400
Time Spending	Pearson Correlation	.053	.299	.233	1
	Sig. (2-tailed)	.295.000	.000		
	N	400	400	400	400

*Significant is at or below 0.05 level

From the testing of hypothesis 3 with Pearson Correlation, the results indicated that there is a significant impact of store design and layout toward consumer's money spending ($R=0.099$, sig. value = 0.047). The impact of store design and layout toward consumer's money spending are considered as positive but very weak relationship. Meanwhile, there is no impact of store design and layout toward consumer's buying frequency ($R=0.02$, sig. value = 0.686).and time spending in this study ($R=0.053$, sig. value = 0.295).

Table 4.14 Represent the Correlation between Price and Signage and Purchase Behavior

		Store Design	Buying Frequency	Money Spending	Time Spending
Price and Signage	Pearson Correlation	1	.145	.129	.094
	Sig. (2-tailed)		.004	.010	.061
	N	400	400	400	400
Buying Frequency	Pearson Correlation	.145	1	.374	.299
	Sig. (2-tailed)	.004		.000	.000
	N	400	400	400	400
Money Spending	Pearson Correlation	.129	.374	1	.233
	Sig. (2-tailed)	.010	.000		.000
	N	400	400	400	400
Time Spending	Pearson Correlation	.094	.299	.233	1
	Sig. (2-tailed)	.061	.000	.000	
	N	400	400	400	400

*Significant is at or below 0.05 level

From the testing of hypothesis 4 with Pearson Correlation, the results indicated that there is a significant impact of price and signage toward consumer's buying frequency ($R=0.145$, sig. value = 0.004), and money spending ($R=0.129$, sig. value = 0.010). The impact of price and signage toward consumer's buying frequency and money spending are considered as positive but very weak relationship. Meanwhile, there is no impact of price and signage toward consumer's time spending in this study ($R=0.094$, sig. value = 0.061).

4.15 Table of Hypotheses Testing Results

	Hypotheses Statement	Test Result
H1	Demographic has different impact on Consumer Purchase Behavior	Accepted H1
H2	Visual Merchandising has impact on Consumer Purchase Behavior	Accepted H2
H3	Store Design has impact on Consumer Purchase Behavior	Accepted H3
H4	Price and Signage has impact on Consumer Purchase Behavior	Accepted H4

CHAPTER 5

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

The research will be conducted by the questionnaires based on the consumer purchase behavior, as the researcher finds the sample size at shopping malls and fast fashion stores in Bangkok area, and will apply the statistical formula to measure the finding results. The research methodology is composed of Population and Sample Selection; Data Collecting Procedure; and Quantitative Data Analysis.

5.1 Summary and Conclusions

The key purpose of the research is to study the factors of Visual Merchandising that effect on Customer Purchasing Behavior in Fast Fashion Industry. The researcher has found and reviewed the specific information from different sources: internet; news, social media; textbooks and field-observation. Thailand is one of the main hubs for apparel industry and its market is growing bigger successively. The entrepreneurs of Fast fashion retail stores could realize the market growth and the marketing strategy to obtain the market share and to compete with global brands from FDI as international businesses have been continuously entering the country's market. The researcher observes the visual merchandising in Bangkok and sees the importance of this as a tool to assist in capturing passersby's attention. This chapter states the conclusion and recommendation resulted from the overall research.

The study has reviewed the elements of visual merchandising factors that lead to consumer purchase behavior from different sources, the research has developed and crystallized the ideas of 4 main hypothesis toward the awareness and perception of consumer buying behavior. The survey has conducted quantitative study in questionnaire format asking people who buy at fast fashion stores, to collect personal data and had them rate the scale on awareness and perception regarding their buying behavior. The investigation came out as a result that visual merchandising has impact on consumer purchase behavior. All variables of 4 hypotheses are accepted.

Shoppers who buy at the fast fashion stores are perceive and aware of visual merchandising elements; store design and layout; price and signage.

Part 1 is generally on demographic data between male and female, years of age, education level, occupation and personal income, to see which type of individuals who go to shop at fast fashion stores in Bangkok.

The study has explored the consumers' aware and perception as received respondents rating on 5 scales on part 2, 3 and 4 in the questionnaires, and the results have found the mean value of each variables as below table.

Table 5.1 Summary of Variables

Variables	Mean	Level of Score
Visual Merchandising	3.79	High Score
Store Design and Layout	3.56	High Score
Price and Signage	4.02	High Score

5.2 Discussions

The study is related to buying behavior of fast fashion store shoppers influenced by visual merchandising and window display. According to visual merchandising theory and concept, consumers can make quick purchase decision for fast fashion clothing products, however visual merchandising can impulse the consumers to buy easier and more. The summary result of the study seems to be in the same direction as the related researches. After reviewing the previous research and looking at the VM elements, consumers are influenced by visual merchandising. As a result of the survey testing, respondents have high score of satisfaction on VM tools and elements, therefore the literature review and the research findings are agreeable, as consumers acknowledge the visual merchandising factors.

According to Taskiran, (2012) related research, international fast fashion retailers use visual merchandising elements, since there are so many fast fashion stores located in malls and complex around the city, including suburb area. People take a glance at visual merchandising's elements such as store design, lighting,

signage and window display before entering stores. From the study, obviously not only the global brands using VM element, but also local fast fashion stores are now using visual merchandising tools to create impulsive store ambiance and shopping environment which are quite important as customers will keep coming back to the stores where they are comfortable to shop. (Nuskarn, 2013) research also mentioned the impact of store environment toward consumer purchasing behavior at Department Store, which can encourage buying activities and comfortable atmosphere. This is related to the study of visual merchandising impact and the research goes to the same direction from the literature reviews. For (Krishnakumar, 2014) research that asserts on the Role of Visual Merchandising in Apparel Purchase Decision, the important key of apparel business is visual merchandising which play a major role in fast fashion retailing. And the researcher found that Krishnakumar is right, as seeing that visual merchandising strategy is a sales driver moving product faster.

In conclusion, the researcher found that the results are related to the literature reviews. The researches claim that visual merchandising has an influencing impact on customer purchase behavior and decision. Besides, that researcher also observes the traffics of retailers using visual merchandising that consistently get the business, whereas ones who use less visual merchandising, get less business. To suggest for the further study for fast fashion industry, researchers can study from H&M as a perfect user of visual merchandising. H&M uses it as their promotional tool and this works very well with the customers. Their products are highly moved and new products are always being launched every season or festive themes. When going to H&M stores, the products which are on the shelves today, they can be gone by tomorrow as H&M always pricing and promotional signage, VM elements, to inform their customers.

Retailer can rely on visual merchandising as well as quality and price, VM can promote their brand and image as seen in public window display. Local retailers can compete with global retailers by using visual merchandising wisely, with new ideas and creative design.

Moreover, as seeing successful retail stores, they are not only selling merchandise, but also selling services and shopping experience such as friendly and helpful staffs, nice music, benches or stools to sit and relax, all of these things make customers more comfortable and welcoming. Stores with full key elements of visual

merchandising can respond to consumers' need efficiently and create a number of regular customers. They recognize visual merchandising tools such as lighting, graphics, color coordination and type of merchandise. They also acknowledge the store design and layout that allow enough browsing and moving space for them, including music and store ambiance which impulse their shopping experience. Eventually, price and signage have impact on their buying decision

5.3 Limitations

There are several limitations for this study, which are (1) there are too many different sizes of fast fashion stores in Thailand, the researcher tried to scope down by focusing in Bangkok where numerous well-known fast fashion stores from both local and global brands are located in various shopping malls. (2) Time constraint as limited by the study period, the respondents are only in Bangkok and the research may be too specific, as now there are some shopping malls in other provinces in Thailand as well. The awareness and perception of people in different parts of the country may be dissimilar or diverse from respondents from Bangkok.

5.4 Recommendations

The research can be adapted by local retail entrepreneurs who are currently doing fast fashion business, or who opening up a store shortly as using store or space management and visual merchandising elements to introduce new customers, to promote their brands, to draw attention of passersby and to finally drive the sales volume, since there are more intense competitions, the retailers need to be aware of.

From the study, the research has found 3 significant categories of visual merchandising factors:

- **Window and Merchandising Display:** This factor is the most significant for fast fashion retailers as it is the sales point that can impress the passersby.
- **Price and Signage:** To inform customer what is going on in stores and to attract them, retailers need to have clear and convincing messages on their signage. Price can be very impulsive especially when sales and discount are happening, this can bring more shoppers in stores.

- **Store Layout and Design:** Space management is important and can increase customer satisfaction and shopping experience when moving and browsing in stores. This can also make the shops look attractive and provides physical ease.

For the local brand, retailers are recommended to apply the theory of visual merchandising as possible as they can, it does not mean that they need to invest a lot of money to create luxury display, however they can adapt the VM smartly such as using lighting suitably, managing store layout appropriately, displaying with color coordinating, putting new items outstandingly, having nice music and friendly staffs with the quality of service, etc. Every time customers walk into the stores, there are several things such as lighting, music, graphics, colorful display, signs, promotion that attract them to visit, browse and buy. So using VM is encouraging sales and promoting the stores' images and creating brand awareness.

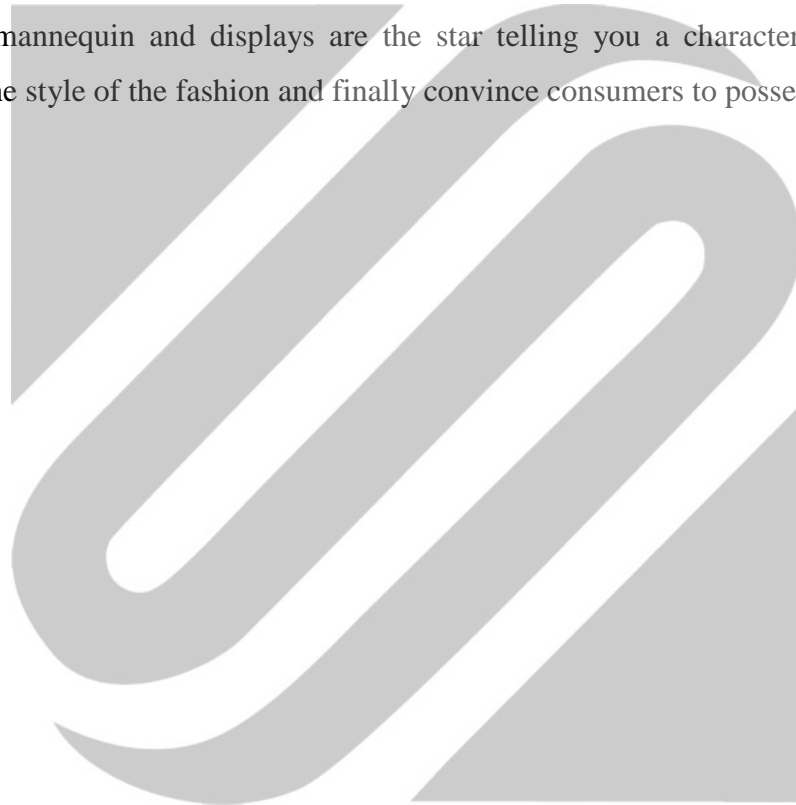
5.5 Future Research

According to the study, the stores who have full elements of visual merchandising will carry a competitive advantage, global brand stores are always more powerful than local brand stores in terms of financial and knowledge. Visual merchandising has been used in the fast fashion business for such a long time and is now more used by modern retailers. The consumers don't actually understand the word "visual merchandising", they don't realize that they have seen and appealed by this strategy all the time. Visual merchandising is important and is part of retailers' selling strategies.

Regarding visual merchandising and fast fashion retailing, things that can be focused for the future research and further study are:

- The study of using visual merchandising in other types of products, such as jewelry, cosmetics, home decorative items or automotive showroom, etc.
- Interactive Screen Display, which is now introduced to the fast fashion industry and will be widely adapted soon in the future.
- The study of global brands' strategies for fast fashion retailing, such as H&M uses visual merchandising as their promotional tool.

Today, most of the fast fashion brands have different assortments and beautiful display to convince shoppers to buy, and as a result, visual merchandising is important and playing significant role in fast fashion retailers. In the western countries, VM has been used and developed for long time and today are utilized all over the world as global brand names come in eastern and other parts of the world, this is a global communication tool that express brand identity. Fashion must be seen before got sold, mannequin and displays are the star telling you a character of clothing, showing the style of the fashion and finally convince consumers to possess the items.



REFERENCES

- Baack, K. E. (2010), *Integrated Advertising, Promotion and Marketing Communications*, Pearson Education, Inc., New Jersey.
- Baker, S. B. (2014), *Visual Merchandising For Fashion*, Bloomsbury Publishing Plc., London.
- Barkworth, H. (2014), *Six Trends That Will Shape Consumer Behavior This Year*, retrieved 10 September 2014, <http://www.forbes.com/sites/onmarketing/>
- Canvassco (2014), *The potential for Thailand to be ASEAN fashion hub*, retrieved 12 October 2014, <http://www.canvassco.com/#!/The-Potential-For-Thailand-To-Be-ASEAN-Fashion-Hub/c4yz/>
- Claus, J. and Claus, S. (2001), *The Importance of Signage for your business*, retrieved 9 October 2014, www.comptonduling.com/images/
- Emily, W. (2012), *Visual Merchandising and Window Display*, retrieved 15 October 2014, www.bristol.gov.uk
- Euromonitor. (2013), *Apparel in Thailand*, retrieved 9 September 2014, www.euromonitor.com/apparel-in-thailand/report
- Farfan, B. (2014), *Visual Merchandising*, retrieved 10 October 2014, <http://retailindustry.about.com/od/glossary/g/visualmerchandi.htm>
- G.Braticu, M. O. (2013). *Visual Merchandising Window Display*, Bulletin of the Transilvania University of Brasov, vol. 6, no.2 , p. 51-56.
- Gardiner, C. (2014), *Visual Merchandising Portfolio*, retrieved 8 November 2014, <https://www.behance.net/gallery/8876381/Visual-Merchandising-Portfolio>
- Goefft, M. (2012), *Branded Environments: 10 Interactive Ideas For Retailers*, retrieved 12 September 2014, <http://info.hoodbe.com/blog/bid/233051/Branded-Environments-10-Interactive-Ideas-For-Retailers>
- Grimsley, S. (n.d.). *Education Portal*, retrieved 29 September 2014, <http://education-portal.com/academy/lesson/what-is-consumer-buying-behavior-definition-types-quiz.html#lesson>
- H&M Official Website. (2014), *Our Stores*, retrieved 30 August 2014, <http://about.hm.com/en/About/facts-about-hm/idea-to-store/our-tores.html#cm>

REFERENCES (Cont.)


- H&M Official Website. (2014), Sales, retrived 30 August 2014,
<http://www.hm.com/us/department/sale>
- Hefer, M. C. (2014), *Visual Merchandising Displays Effect - or not - on Consumers: The predicament faced by Apparel Retailers*, Journal of Business and Retail Management Research, vol. 8 , p.95-99.
- Heizer, J. (2011), *Operation Management 10th Edition*. Pearson Education Limited, London.
- Investopedia. (2014), *Standard Deviation*, retrieved 14 November 2014,
<http://www.investopedia.com/terms/s/standarddeviation.asp>
- Johansson. (2009), *Global Marketing*, McGraw-Hill, New York.
- Keller, P. K. (2012), *Marketing Management*, Pearson Education Limited, London.
- Khan, H. (2014). *How To Create Retail Store Interiors That Get People To Purchase Your Products*, retrieved 10 September 2014, <http://www.shopify.com/blog/12927757-how-to-create-retail-store-interiors-that-get-people-to-purchase-your-products>
- Krishnakumar, M. (2014), *The Role of Visual Merchandising in Apparel Purchase Decision*, The IUP Journal of Management Research.
- Lee, Y.-K. S. (2013), *Understanding the Importance of Visual Merchandising on Store Image and Shopper Behaviours in Home Furnishings Retail Setting*, *European Journal of Business and Management*.
- Macmillan, P. (2014), *Definition of fast fashion*, retrieved 12 November 2014,
<http://www.macmillandictionary.com/open-dictionary/entries/fast-fashion.htm>
- Mahidol University. (2014), *Research Calculation formula of Taro Yamane (1967)*, retrieved 14 November 2014, <http://www1.si.mahidol.ac.th/km/node/824>
- Mahidol University. (2014), Population of Thailand, 2014, retrieved 14 November 2014, <http://www.ipsr.mahidol.ac.th/ipsrbeta/en/Gazette.aspx>
- Michael Solomon, G. B. (2006), *Consumer Behaviour*, Pearson Education Limited, New Jersey.

REFERENCES (Cont.)

- Nuskarn, D (2013), *The Impact of Store Environment toward Consumer Purchasing Behavior at Siam Paragon Department Store*, MBA, Stamford International University, Bangkok.
- Ohnfelt, J. H. (2010), *The Female Fashion Consumer Behaviour*, Bachelor Thesis.
- OPRIŞ and M.; BRĂTUCU. (2013), Visual Merchandising window display, retrieved 9 November 2014, <http://connection.ebscohost.com/articles/95565363/visual-merchandising-window-display>
- Pegler, M. (2013), Visual Merchandising and Display, retrieved 7 October 2014, <http://www.librarything.com/work/1956027/reviews/92958683>
- Quantitative Design*. (2014), retrieved 11 November 2014, https://www.bcps.org/offices/lis/researchcourse/develop_quantitative.html
- Quartier, V. and Cleempoel, V. (2014), Atmospheric lighting in supermarkets, retrieved 8 September 2014, www.academia.edu/ATMOSPHERIC_LIGHTING_IN_SUPERMARKETS
- Quidores, J. A. (2012), *77 Visual Merchandising Techniques And Ideas*, The Creative Window.
- R.Evans, B. B. (2010), *Retail Management*. New Jersey: Pearson Education, Inc.
- Rajagopal. (2011), *Consumer Culture and Purchase Intention toward Fashion Apparel in Mexico*, Database Marketing and Customer Strategy Management.
- Reinartz, V. a. (2006), *Customer Relationship Management, A Databased Approach*, Leyh Publishing Services, MA, U.S.A.
- Retail Design Blog. (2012), Window Display, retrieved 15 October 2014, <http://retaildesignblog.net/tag/window-display/page/3/>
- Robbins, S. P. (2012), *Management*, Pearson Education Limited, London.
- Root, G. N. (2014), *What to Consider when Designing a Clothing Store Layout*, retrieved 24 September 2014, <http://smallbusiness.chron.com/consider-designing-clothing-store-layout-11637.html>
- Secretariat, A. (2014), *ASEAN Economic Community*, retrieved 12 September 2014, <http://www.asean.org/communities/asean-economic-community>

REFERENCES (Cont.)

- Segel, R. (2012), *Top 12 Visual Merchandising Ideas for Retail*, retrieved 15 September 2014, <http://www.ricksegel.com/blog/bid/76042/Top-12-Visual-Merchandising-Ideas-for-Retail>
- Shuttleworth, M. (n.d.), *Quantitative Research Design*, retrieved 11 October 2014, <https://explorable.com/quantitative-research-design>
- Taskiran, Z. (2012), *The Elements of Visual Merchandising*, Graduation Thesis.
- The Nation. (2013), *World brands still moving into Thailand*, retrieved 7 November 2014, <http://www.nationmultimedia.com/business/World-brands-still-moving-into-Thailand-30220811.html>
- The Sunday Times. (2013), *Cash in on early summer sales*, retrieved 7 November 2014, www.thesundaytimes.co.uk/sto/business/money/Consumer
- Tintin, R. (n.d.), *Buying Behaviour*, retrieved 29 September 2014, <http://www.superprofesseur.com>: <http://www.superprofesseur.com/19.html>
- Waters, S. (n.d.), *About Money, Retailing, Store Design and Layout*, retrieved 24 September 2014, http://retail.about.com/od/storedesign/ss/store_layouts.htm
- Wheelen, T. J. (2012), *Strategic Management and Business Policy*, Pearson Education, Inc., New Jersey.
- Weitz, M. L. (2012), *Retailing Management*, McGraw-Hill Higher Education, Florida.
- William M.K. (2006), *Descriptive Statistics*, retrieved 29 September 2014, <http://www.socialresearchmethods.net/kb/statdesc.php>
- Wisker, G. (2007), *The Postgraduate Research Handbook*. Palgrave Macmillan.
- Young, R. (2014), *Thailand's Split Personality*, *The Business of Fashion*, retrieved 18 October 2014, <http://www.businessoffashion.com/2014/05/thailands-split-personality.html>



APPENDIX A
SURVEY QUESTIONNAIRE (ENGLISH VERSION)

Visual Merchandising & Window Display in Fast Fashion Retailers



QUESTIONNAIRE

“Impact of Visual Merchandising on Consumer Purchase Behavior”

This questionnaire has been developed by Stamford International University (MBA). All of the information will be treated with high confidentiality. Please complete all questions truthfully by checking or filling in the space given. The following questions are separated into 5 parts as following:

Part 1: Demographic or Personal Data

Part 2: Awareness and Perception on Visual Merchandising

Part 3: Awareness and Perception on Store Design and Layout

Part 4: Awareness and Perception on Price and Signage

Part 1: Personal Data

1. Gender

- Male Female

2. Age

- 16-20 21-30 31-40
 41-50 51+

3. Education

- High School /Vocational or Below
 Bachelor's Degree
 Master's Degree
 Doctorate
 Other

4. Occupation

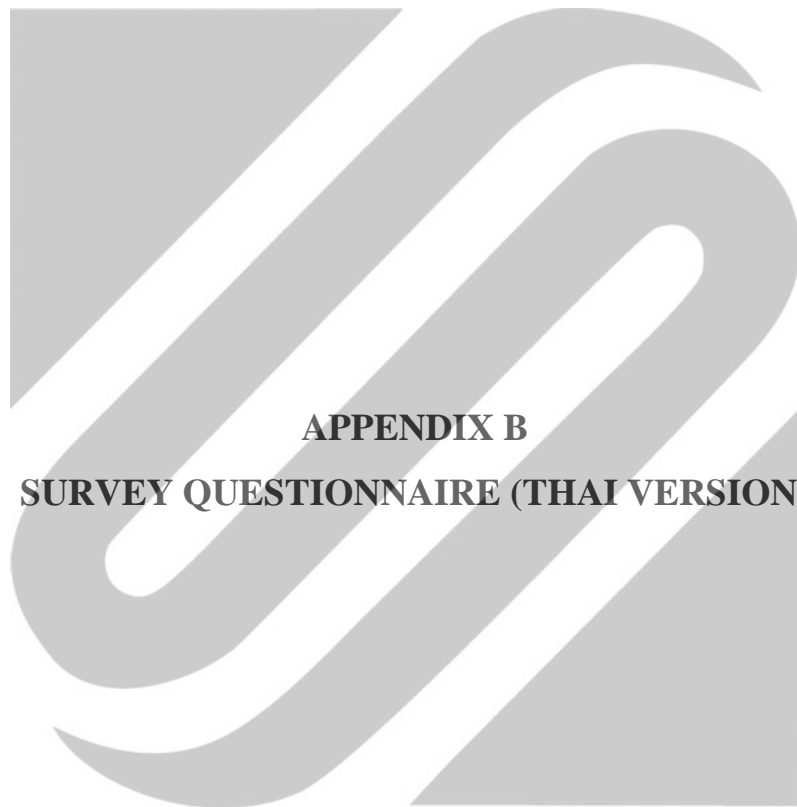
- Student Business Owner
 Corporate Employee Government/State Employee
 Freelance Other

5. Personal income per month (THB)

- Below 10,000
 10,001 – 20,000
 30,001 – 40,000
 50,001 +
- 20,001 - 30,000
 40,001 – 50,000

Part 2: Awareness and Perception on Visual Merchandising	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
6. You walk into a store because you see Mannequin & Window Display					
7. You walk into a store because you see Spot lighting & Graphics					
8. You walk into a store because you see Color coordination of merchandise					
9. You walk into a store because you see Type or Style of merchandise					

Part 3: Awareness and Perception on Store Design and Layout	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
10. You buy cloth or merchandise in store because of Store Layout and Design					
11. You buy cloth or merchandise in store because of Moving & Browsing Space					
12. You buy cloth or merchandise in store because you can find items easily					
13. You buy cloth or merchandise in store because of Music & Store Ambience					



APPENDIX B
SURVEY QUESTIONNAIRE (THAI VERSION)

Visual Merchandising & Window Display in Fast Fashion Retailers

การตกแต่งจัดวางสินค้าหน้าร้านและในร้านเสื้อผ้าแฟชั่นทันสมัย



แบบสอบถาม

“การตกแต่งจัดวางสินค้าหน้าร้านและในร้าน มีผลต่อพฤติกรรมการซื้อของผู้บริโภคอย่างไร”

แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยเรื่อง “การตกแต่งจัดวางสินค้าหน้าร้านและในร้านเสื้อผ้าแฟชั่นหมุนเร็ว (Visual Merchandising & Window Display in Fast Fashion Retailers) มีผลต่อพฤติกรรมการซื้อสินค้าของผู้บริโภคอย่างไร” โดยนักศึกษาระดับปริญญาโท มหาวิทยาลัยนานาชาติสแตมฟอร์ด

“Visual Merchandising” คือ การจัดวางสินค้าให้สวยงามและสร้างแรงจูงใจในการเลือกซื้อสินค้า **“Window Display”** คือ การตกแต่งจัดวางสินค้าหน้ากระจกหรือหน้าร้านเพื่อดึงดูดลูกค้า เข้ามาในร้านค้า

“Fast Fashion Retailers” คือ ร้านค้าเสื้อผ้าแฟชั่นหมุนเร็ว เช่น H&M, Zara, Mango, Uniqlo เป็นต้น

กรุณากรอกข้อมูลในแต่ละหัวข้อตามความเข้าใจและประสบการณ์ของท่าน โปรดตอบคำถามตามความเป็นจริง และขอกราบขอบพระคุณเป็นอย่างสูงในความร่วมมือครั้งนี้

ตอนที่ 1 ข้อมูลทั่วไป

1. เพศ

ชาย หญิง

2. อายุ

16-20 21-30 31-40
 41-50 51+

3. การศึกษา

- มัธยม ปวช /-ปวสหรือต่ำกว่า /
- ปริญญาตรี
- ปริญญาโท
- ปริญญาเอก

4. อาชีพ

- | | |
|--|---|
| <input type="checkbox"/> นักเรียน / นักศึกษา | <input type="checkbox"/> เจ้าของธุรกิจ |
| <input type="checkbox"/> อาชีพอิสระ | <input type="checkbox"/> ข้าราชการ / พนักงานรัฐวิสาหกิจ |
| <input type="checkbox"/> พนักงานบริษัท | <input type="checkbox"/> อื่น ๆ |

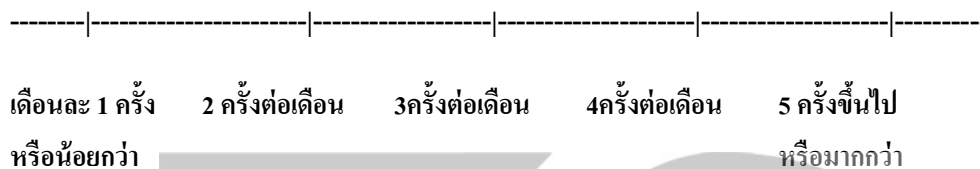
5. รายได้ส่วนตัวต่อเดือน (บาท)

- | | |
|--|--|
| <input type="checkbox"/> ต่ำกว่า10,000 | <input type="checkbox"/> 10,001 –20,000 |
| <input type="checkbox"/> 20,001 - 30,000 | <input type="checkbox"/> 30,001 – 40,000 |
| <input type="checkbox"/> 40,001 – 50,000 | <input type="checkbox"/> 50,001 ขึ้นไป |

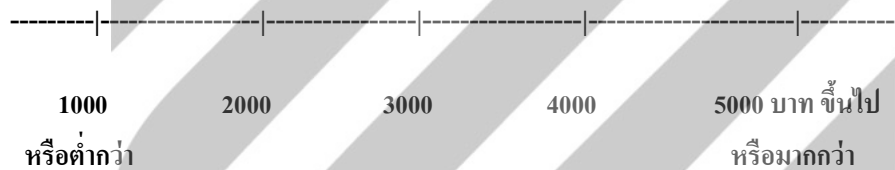
กรุณา เปิดหน้าต่อไป

ตอนที่ 2 การรับรู้ หรือทัศนคติ ต่อการตกแต่งและวางโชว์สินค้าหน้าร้าน ของร้านเสื้อผ้าแฟชั่นหมุนเร็ว	5 เห็น ด้วย อย่างยิ่ง	4 เห็นด้วย	3 ไม่แน่ใจ	2 ไม่ เห็นด้วย	1 ไม่เห็น ด้วยอย่าง ยิ่ง
6. คุณเดินเข้าร้านเสื้อผ้า เพราะเห็นหุ่นโชว์เสื้อผ้า และการ ตกแต่งที่สวยงามหน้าร้าน					
7. คุณเดินเข้าร้านเสื้อผ้า เพราะเห็นแสงไฟ Spot light และ ลูกเล่นต่าง ๆ ในร้าน					
8. คุณเดินเข้าร้านเสื้อผ้า เพราะเห็นเสื้อผ้าที่วางอย่างมีสีสัน สวยงามและเข้ากัน					
9. คุณเดินเข้าร้านเสื้อผ้า เพราะเห็นประเภท หรือ แนวของเสื้อผ้าและสินค้าในร้าน					
ตอนที่ 3 การรับรู้ หรือทัศนคติ ต่อการออกแบบร้านเสื้อผ้าแฟชั่นหมุนเร็ว (Store Design)	5 เห็น ด้วย อย่างยิ่ง	4 เห็นด้วย	3 ไม่แน่ใจ	2 ไม่ เห็นด้วย	1 ไม่เห็น ด้วยอย่าง ยิ่ง
10. คุณซื้อเสื้อผ้า หรือสินค้าในร้าน เพราะมีการวางผังร้านคิวง สินค้าได้เหมาะสม					
11. คุณซื้อเสื้อผ้า หรือสินค้าในร้าน เพราะร้านจัดทางเดินดู สินค้าได้สะดวก กว้างขวาง					
12. คุณซื้อเสื้อผ้า หรือสินค้าในร้าน เพราะวางสินค้าเด่นชัด ทำ ให้หาสินค้าเจอได้ง่าย					
13. ร้านเสื้อผ้าแฟชั่นที่มีเสียงเพลงดนตรี ช่วยสร้างบรรยากาศ และกระตุ้นการซื้อสินค้าของคุณ					
ตอนที่ 4 การรับรู้ หรือทัศนคติ ต่อราคาและป้ายโปรโมชั่นของร้านเสื้อผ้า แฟชั่นหมุนเร็ว(Price & Signage)	5 เห็น ด้วย อย่างยิ่ง	4 เห็นด้วย	3 ไม่แน่ใจ	2 ไม่ เห็นด้วย	1 ไม่เห็น ด้วยอย่าง ยิ่ง
14. คุณซื้อเสื้อผ้า หรือสินค้าในร้าน เพราะถูกใจราคา					
15. คุณซื้อเสื้อผ้า หรือสินค้าในร้าน เพราะคุณภาพดี					
16. คุณซื้อเสื้อผ้า หรือสินค้าในร้าน เพราะ โปร โหมชั่นต่าง ๆ					
17. คุณซื้อเสื้อผ้า หรือสินค้าในร้าน เพราะเห็น ป้ายลดราคา, แถบของ, แจกของ ที่เด่นชัด					
18. คุณซื้อเสื้อผ้า หรือสินค้าในร้าน เพราะเห็น ป้ายบอกหมวด หรือประเภทสินค้าชัดเจน					

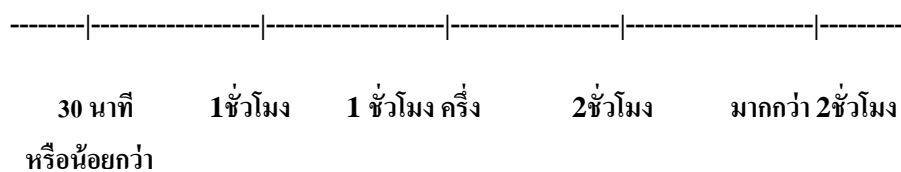
19. คุณซื้อเสื้อผ้าหรือสินค้าในร้านแฟชั่นหมุนเร็ว (Fast Fashion)กี่ครั้งต่อเดือน?



20. คุณใช้จ่ายเงินโดยเฉลี่ยต่อเดือนกี่พันบาท ในการซื้อเสื้อผ้าหรือสินค้าในร้านเสื้อผ้าแฟชั่นหมุนเร็ว?



21. คุณใช้เวลาอยู่ในร้านเสื้อผ้าแฟชั่นหมุนเร็ว นานเท่าไร?



ขอบพระคุณอย่างสูงสำหรับข้อมูล และความร่วมมือของท่าน



APPENDIX C
LIST OF EXPERTS

LIST OF EXPERTS

NAME		POSITION
1. Mr. Pipittaporn	Vongpradit,	Marketing Division Manager The Mall Group Co., Ltd.
2. Miss Nattavadee	Sangsirirattana	Senior Sales Manager Courtyard Marriott Pattaya
3. Miss Chachanee	Ngampaiboonsombat	Purchasing Manager Toppan (Thailand) Co., Ltd.

BIOGRAPHY

NAME Miss Pacharawipa Tarathammawong

EDUCATION

2014 Stamford International University
Master of Business Administration
International Business Management

2006 Thammasat University
Bachelor of Liberal Arts (French major)

NATIONALITY Thai

HOME ADDRESS 39/411 Sakaegnam 14 road, Samaedam, Bangkuntien,
Bangkok 10150

EMAIL ADDRESS patpatisserie20@gmail.com