Research on Visual Merchandising Window Display Design for Fast Fashion Brands Based on Consumer Purchasing Intention

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Abstract: In the context of a gradually improving real economy, fast fashion brands actively pursue innovative visual merchandising strategies. As the most direct and influential visual merchandising tool in stores, window display design requires continuous innovation to increase customers' attention and purchase intent. This paper explores the impact of visual merchandising window display（VMWD）design on shopping behavior from the perspective of consumers based on the visual merchandising literature. A total of 366 consumers were surveyed online and offline about their shopping experience at fast fashion store chains both domestically and abroad to determine whether they were satisfied with the different VMWD design elements and whether these design elements affected their purchasing decisions. Based on previous research, this study summarizes and proposes a model to investigate the factors that influence consumer satisfaction and purchasing intentions in relation to the window display design of fast fashion brands. After survey data were collected, the model was optimized through exploratory factor analysis. Subsequently, an importance-performance analysis（IPA）quadrant analysis was conducted to assess the importance and performance of various design elements. By analyzing the survey data, this study found that fast fashion brands' VMWD designs must balance visual appeal and brand consistency while considering the emotional and information needs of consumers. The study provides fast fashion brands with a practical reference regarding window display design and visual merchandising strategies.

Keywords: Visual merchandising window display; Fast fashion brands; Consumer satisfaction; Consumer purchasing intention; IPA analysis

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Introduction

In today's fast-paced consumer society, fast fashion brands are renowned for their ability to respond swiftly to market trends and demands [1]. With the gradual return of the physical economy, offline retail environments are regaining importance in the market. Fast fashion brands with numerous physical stores urgently need to seize the opportunity to address consumers' purchasing needs through offline shopping environments. As consumers pursue fashion, the demand for new fashion products and constantly changing styles is increasing [2]. The ability of fast fashion brands to rapidly transform the latest fashion trends into affordable apparel meets consumers' demands for instant fashion [3]. This "instant" fashion leads consumers to develop a consumption pattern characterized by frequent

purchases and a desire for novelty. However, it also makes consumers more concerned with brand image and the shopping experience, not just the product itself. In this context, window display design plays a crucial role as the first point of visual contact between the brand and consumers.

In the link between trends and consumer demands, window displays are the starting point for fast fashion brands. As Bell and Ternus noted, window display design not only reflects a brand's image and style but also directly influences consumers' purchasing decisions [4]. Although the impact of window displays on consumers is important from a brand perspective, there is currently little research on window design factors from the perspective of consumer purchase intentions. It is necessary to maximize the effectiveness of window design in purchase decision-making to formulate more targeted and effective window display strategies for fast fashion brands. Given the importance of window display design in stimulating consumers' purchasing behavior, this study aims to explore consumers' satisfaction with the window display design elements of fast fashion brands both domestically and internationally and their impact on consumers' purchase intentions. This study uses semi-open questionnaires and IPA model visualization to analyze consumers' satisfaction and perceptions of various window design elements to provide an empirical basis for visual merchandising in the fast fashion industry with the hope of offering a direction for the future optimization of window display design in the fast fashion sector.

Literature Review

Window Display of Visual Merchandising Design

In the 19th century, Marshall Field & Co. transitioned from wholesale to retail by using window displays to attract consumers, which marked the inception of visual merchandising. Numerous studies have demonstrated that window displays play a crucial role in visual merchandising. Over time, window displays have evolved into an art form [5]. Many retailers use window displays as a key tool in their marketing strategy. Window display design represents an attractive way to communicate with customers and distinguish a brand from its competitors.

During the economic recession faced by American department stores in the 1970s, the concept of visual merchandising design (VMD) gained attention and was introduced as a differentiation strategy for market positioning. In the 1990s, VMD was specifically defined in Japan as "activities to create and maintain customers or generate demand in the distribution market, or to produce and manage visual elements based on visual merchandising." Window displays included representative elements of VMD and increased customers' desire to purchase by providing product information, guiding customers into stores, and converting these visits into actual sales [6]. Lea-Greenwood defined VMD as "the integration of display functions, which are also part of overall design, to enhance the image of stores and products, create a pleasant shopping atmosphere, effectively organize stores, improve sales performance, and implement differentiation strategies as a visual communication tool" [7]. In later research, he also stated that window displays are the

initial means by which stores attract consumer attention [8]. Therefore, when exploring VMD, it is necessary to conduct research on visual merchandising window display (VMWD) design. VMWD is a tool that can convey and represent a clear brand image. Hence, as one of the most direct visual merchandising tools for stores, window displays play a crucial role in attracting consumers, and their design deserves deeper exploration.

Visual Merchandising Window Display for Fast Fashion Brands

The fast fashion industry is renowned for its rapid response to market trends, high-efficiency production, and diverse product offerings. By leveraging global supply chains and large-scale production, fast fashion brands can produce and sell clothing at lower costs to attract price-sensitive consumers [9]. Joy et al. noted that through effective marketing and brand building, fast fashion brands can establish strong brand connections with young, fashionable consumers [10]. Additionally, the high turnover rate of merchandise in fast fashion stores means that inventory is frequently updated, which encourages customers to revisit and make purchases. Fast fashion is a business strategy designed to shorten the buying cycle and reduce the time involved in bringing new fashion products to stores to meet consumer demand at its peak [11]. Clothing window displays belong to the external shopping environment of offline stores and are a key component of various visual stimuli in the offline shopping process [12]. Bhardwaj and Fairhurst emphasized that fast fashion brands need to adopt innovative strategies in window design to continually attract and maintain consumer interest [13].

Therefore, this study posits that window displays are crucial communication tools in the visual merchandising process of fast fashion brands. Window displays can attract target or potential consumers by creating showcases related to their needs. Previous research has explored the role of window displays in the consumer decision-making process. For example, studies have shown that increasing the number of product displays may enhance customers' sense of choice, but an excessive number of product displays may reduce the attractiveness of the window and the perceived quality of the products [14]. Additionally, some research utilizing fuzzy set qualitative comparative analysis has explored how visual merchandising elements influence consumer purchase intentions. The results indicate that different combinations of visual merchandising have diverse and complex impacts on consumer purchase intentions [15]. However, in-depth research is required on the impact of different types of window designs on purchase intentions.

Window Displays and Consumers

It has been noted that "the main features of window displays are visual appeal, relevance, and interest value" [16]. Previous research has emphasized the importance of window design elements such as color, layout, and lighting in attracting consumers. By using appealing colors, creative layouts, and unique display methods, window design can not only capture consumers' attention but also evoke emotional responses, thereby increasing the likelihood of consumers entering the store. When a window display successfully captures consumers' attention and shapes a positive attitude toward a brand or product, it can influence consumers' purchase intentions in subsequent stages. During the information search and attention

guidance stages, an attractive window display can pique consumers' interest and draw their attention. Kotler noted in his environmental psychology theory that consumers' purchasing decisions are significantly influenced by their surrounding environment, including the visual and sensory elements of retail space [17].

In alignment with Kotler's findings, Keller emphasized the role of visual identity in building brand image in his brand equity management theory [18]. Window displays serve two main purposes: identifying the store and its products (such as promotions, merchandise, and fashion) and inducing consumers' shopping intentions [19]. A window display is an integrated visual art form that conveys overall information through elements such as color and lighting effects and acts as a medium to express a brand's image and attract consumers. Through this medium, a company's brand image is perceived, and this perception determines the brand's sales trends. From the consumer's perspective, window displays provide various types of information and create an overall image of the store by showcasing representative products.

Some scholars have studied another extended function of window design: an effective window design that attracts consumers into the store also generates a positive visual effect that influences consumers' interest, preference, and trust in the brand and products, thereby stimulating the desire and motivation to purchase these products [20]. Furthermore, designs that are consistent with the brand can enhance consumers' loyalty and purchase intentions [21]. As part of a store's display, window design must align with the brand's core values to enhance brand recognition and appeal. Constructing and conveying brand image is a critical strategy for retailers. Through effective window displays, brands can communicate their core messages, such as fashion trends, brand tradition, or innovative ideas, to establish a unique brand image in consumers' minds.

In today's market where consumer preferences have shifted from a rational focus on product performance and price to a greater emphasis on mental and emotional satisfaction, breaking the monotony of visual language and integrating emotional elements into design has become increasingly important. As the first point of contact between a brand and consumers, a powerful window display design can attract potential customers to enter the store while also bearing the important responsibility of conveying the brand's values and stories [22]. For products such as clothing that attract consumers' senses through aesthetic elements, visual and emotional appeal often lead to purchasing decisions even before consumers consider the practicality and comfort of fashion products [23]. Thus, by addressing customers' emotional needs through products, it is possible not only to convey corporate culture and brand values but also to guide consumers' psychological resonance and to fulfill their emotional needs [24]. Some studies suggest that after designers complete the overall planning of a window display, they should consider including emotional elements, storytelling content, or emotional experiences related to the target audience to evoke emotional responses and increase customers' emotional connection with the product or brand [25].

With the development of digital technology, innovations in window display design are continuously advancing. Interactivity can enhance engagement and positively influence consumers' attitudes, emotional involvement, and other emotional and cognitive responses

Volume 2, Issue 4, December 2024

Research on Visual Merchandising Window Display Design for
Fast Fashion Brands Based on Consumer Purchasing Intention

[26]. Window displays that incorporate interactive technologies such as touch screens and augmented reality (AR) experiences further enhance consumers' sense of participation and willingness to purchase [27]. Numerous studies have shown that interactive technology increases consumers' engagement and connection with the brand. Some consumers are attracted by the novelty of interactive displays and are drawn into the store. This type of window design can create a unique shopping experience, deepen consumers' impressions of the brand, and increase their satisfaction and loyalty.

For fast fashion stores, window displays must keep up with fashion trends and use designs consistent with the overall style of the store; otherwise, the windows will be disconnected from the store's overall image and lose their original appeal [28]. The principles that fast fashion stores need to follow for window designs are, first, highlighting the theme and emphasizing individuality through the use of eye-catching colors, lighting, composition, and visual elements to attract the attention of passersby and guide them to stop and look at the products or scenes inside and, second, being consistent with the store's style to reflect the brand's characteristics, style, and core values so that customers easily associate the products or scenes displayed in the window with the brand. Additionally, window designs should complement the store's marketing activities.

Research Methods and Process

Research Hypothesis

This study explores and evaluates the key design factors of window displays for fast fashion brands that influence consumers' purchase intentions. First, through a review and summary of the literature, potential design factors of window displays are identified that may affect consumers' purchase decisions. These factors are categorized into five dimensions: visual appeal, emotional resonance, brand relevance, messaging and interactivity. On the basis of these dimensions, a preliminary model illustrating the impact of VMWD design on consumers' satisfaction and purchase intentions in relation to fast fashion brands is established, as shown in **Figure 1**.
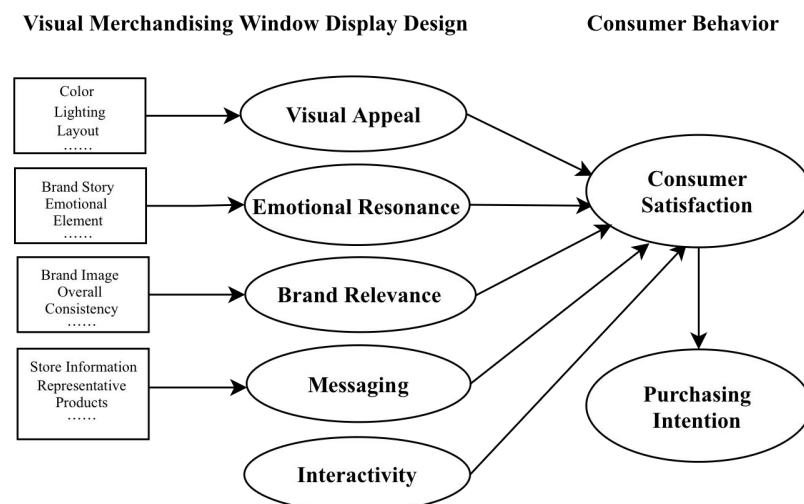

Figure 1. Visual Merchandising Window Display Model Hypothesis Based on Consumer Satisfaction.

（Drawn by the author, Jiaqi Chen）

Next, exploratory factor analysis is conducted on the questionnaire data, followed by a revision of the satisfaction model for VMWD design for fast fashion brand consumers. Descriptive statistical analysis and the importance-performance analysis（IPA）method are used to analyze the importance of and consumers' satisfaction with each factor. This enables the identification of differences in satisfaction with window display design factors and the importance of various influencing factors among consumers of fast fashion brands. Previous research has derived general conclusions from the perspective of retail stores, but few studies have focused specifically on fast fashion brands. This study distributed questionnaires online and randomly to passersby at the entrances of offline fast fashion stores. Using a five-point Likert scale, the questionnaire assessed consumer satisfaction and the importance of fast fashion window display design factors as well as the impact of these factors on purchase intentions. Additionally, open-ended questions were included to gather additional opinions or viewpoints from consumers.

Questionnaire Design and Processing

This study collected data through a questionnaire survey. A total of 400 questionnaires were distributed both offline and online with 366 valid responses, resulting in a response rate of 91%. The survey was conducted in November 2023. Offline distribution took place in a popular commercial area in Zhuhai, Guangdong Province, China. This area hosts multiple fast fashion brand stores and experiences high foot traffic, making it a representative area for collecting data from potential consumers of fast fashion brands.

The questionnaire consisted of four parts. The first part collected basic demographic information, including gender, age, education level, and monthly income, along with consumers' awareness of fast fashion brand window display designs. This ensured that respondents had an understanding of the subsequent questionnaire content. The second part assessed respondents' satisfaction with and perceived importance of design elements in fast fashion window displays using a 5-point Likert scale. Satisfaction levels were rated from 1 to 5, where 1 represented "very dissatisfied" and 5 represented "very satisfied." Importance levels were also rated from 1 to 5, where 1 represented "very unimportant" and 5 represented "very important." The third part evaluated the impact of fast fashion window display design on consumers' purchase intentions using the same 5-point Likert scale. The five dimensions were assessed with ratings from 1 to 5, where 1 represented "strongly disagree" and 5 represented "strongly agree." The final part included open-ended questions that allowed the respondents to freely express their opinions or suggestions regarding fast fashion brand window display designs to provide further insights beyond the closed-ended Likert scale questions.

The questionnaire sample included 190 male and 176 female respondents with a gender ratio of 51% male and 48% female. The largest age group was 20-30 years old, accounting for 29.78% of the respondents, followed by 31-40 years old（22.4%）and over 40 years old（24%）. The questionnaire also collected data on education levels and income, as shown in the table below（**Table 1**）.

Volume 2, Issue 4, December 2024

Research on Visual Merchandising Window Display Design for
Fast Fashion Brands Based on Consumer Purchasing Intention

Table 1. *Questionnaire respondent data (drawn by author Jiaqi Chen)*

Item	Options	Frequency	Percent(%)
1.Do you pay attention to fast fashion brand windows?	Yes	366	100.00
	No	83	22.68
2. Have you bought clothes from fast fashion brands?	Yes	283	77.32
3. What is your gender?	Female	176	48.09
	Male	190	51.91
	18-20	46	12.57
	21-30	109	29.78
4. What is your age?	31-40	82	22.40
	41-50	88	24.04
	51 and older	41	11.20
	Junior high school and below	16	4.37
	High school/technical secondary school	78	21.31
5. What is your educational level?	Junior college	89	24.32
	Undergraduate course	145	39.62
	Master's	35	9.56
	Learned scholar	3	0.82
	2000 yuan and blow	46	12.57
	2001-4000 yuan	156	42.62
6. What is your monthly income?	4001-6000 yuan	70	19.13
	6000 yuan and above	94	25.68
Total		366	100.0

The reliability of the survey The reliability of the survey data was analyzed via SPSS, which yielded a Cronbach's alpha coefficient greater than 0.9, indicating high reliability and suitability for exploratory factor analysis to refine the model. After refinement, the average importance and satisfaction scores for each dimension were calculated to create the importance-performance analysis (IPA) model, which was used to identify differences in consumers' perceptions and perform descriptive analysis. The IPA model was used to measure the importance of and consumers' satisfaction with specific service or product attributes and to provide a systematic framework to evaluate the effectiveness of window display design elements. By comparing the importance of and satisfaction with window design elements, consumers' perceptions were identified and elements that needed improvement or that should be maintained were highlighted.

Research Results

Revision of the Model for Consumer Satisfaction with Window Display Factors

SPSS 21.0 was used for validity analysis. The results revealed a KMO value and Bartlett's sphericity test value greater than 0.9 with a p value less than 0.001. This finding indicated that the research data were suitable for information extraction and suggested good validity. Through principal component analysis and subsequent rotation, four dimensions were identified with a cumulative contribution rate of 72.793%. Further orthogonal rotation revealed that the factor loadings for the interaction of the indicators of consumers' technology engagement and pleasure were both less than 0.5 and that the brand's emotional transmission indicators were less than 0.4 and lacked clear dimensions. Therefore, these factors were deleted. The remaining factors were subjected to another round of exploratory factor analysis and orthogonal rotation, resulting in a factor loading matrix where all factor loadings were greater than 0.5. On this basis, the remaining dimensions and factors were reordered and renamed into four categories: brand recognition, information transmission, visual appeal, and brand display (**Figure 2**).
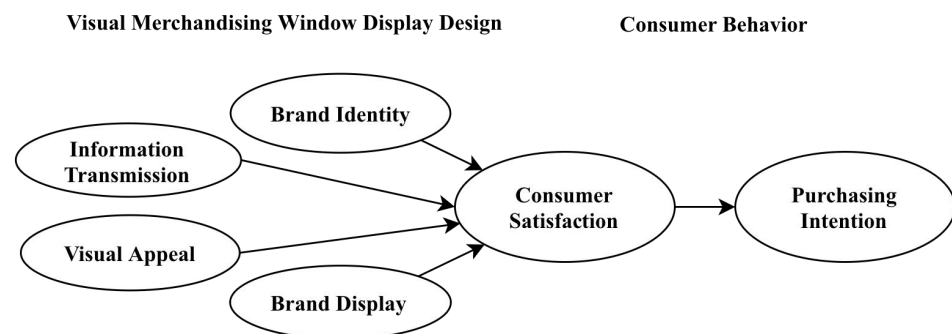

Figure 2. *Fast Fashion Brand Visual Merchandising Window Display Model Revision (Drawn by the author Jiaqi Chen)*

Visual appeal focuses on how window design attracts consumers through visual elements, including joint actions that stimulate customers' interest. Brand recognition reflects the impact of window displays on consumers' brand recognition, including emotional resonance and the influence of brand consistency on consumers' brand loyalty. Information transmission centers on how windows effectively convey product and promotional information, including the window layout and promotional activities. Brand display includes the use of brand color, storytelling, and brand image presentation to enhance brand recognition and deepen consumers' understanding. The revised model underwent reliability and validity testing, resulting in a total alpha value of 0.911. The KMO value and Bartlett's sphericity test value were 0.928 with a p value less than 0.001, indicating good validity for the model.

Volume 2, Issue 4, December 2024

Research on Visual Merchandising Window Display Design for
Fast Fashion Brands Based on Consumer Purchasing Intention

Descriptive Statistical Analysis

According to the responses from consumers on fast fashion brand window display designs in the questionnaire, 100% of the respondents noticed the window displays of fast fashion brands, and 77% had purchased clothing from these brands. This finding indicates that fast fashion brands hold a significant market share and popularity among the study subjects and suggests that window display design influences consumers' purchase intentions. The questionnaire collected and analyzed data across the four revised dimensions of window display design: visual appeal, brand recognition, information transmission, and brand display.

In past studies, color, lighting, and layout have been identified as three important visual factors in window displays. From the perspective of fast fashion brand consumers, the combined proportions of those who were "satisfied" and "very satisfied" with these three factors were 65.8%, 35%, and 37.16%, respectively. There is therefore still room for improvement in the lighting design and window layout of fast fashion brand displays. Moreover, most consumers believe that the current window displays of fast fashion brands are not sufficiently attractive to draw their attention and stimulate the desire to purchase.

With respect to interactive elements, the results showed relatively low satisfaction levels. Only 30% of the respondents chose "somewhat satisfied," and none chose "very satisfied." Although fast fashion brands have attempted to incorporate various interactive elements, such as touch screens and virtual try-ons, to increase consumer engagement and attract attention, many respondents indicated that these elements did not significantly enhance their shopping experience or purchase intentions. In fact, some consumers felt that too many interactive elements could be distracting and could detract from their focus on the products.

In terms of core product displays, most consumers expressed high levels of satisfaction; 60% of the respondents chose "very satisfied" or "somewhat satisfied," indicating that fast fashion brands are relatively successful in promoting their core representative products clearly and attractively. However, with regard to brand recognition, the respondents felt that the current window display elements were insufficient to establish an emotional connection and resonance with consumers, although many believed that the emotional resonance of window displays would positively impact their purchase intentions. With respect to brand consistency, most survey respondents were neutral and felt that this factor was not related to their consumption decisions. This area requires further research. However, one-third of the respondents had a positive attitude toward the notion that brand storytelling in window displays enhances brand value and recognition, suggesting that this design factor has a positive impact but still has room for improvement.

From the perspective of consumer satisfaction, all factors related to information transmission were considered highly important by consumers. However, the current designs did not fully meet their expectations. Additionally, some respondents mentioned that they preferred traditional, straightforward window designs and believed that these designs helped them quickly obtain product information and make purchasing decisions.

Table 2. *The Importance, Satisfaction and IPA Index of Fast Fashion Brand Visual Merchandising Window Display Factors (Drawn by the author Jiaqi Chen)*

Item	Importance		Satisfaction		IPA index
	average	sequence	average	sequence	
Lighting design	3.58	3	2.89	10	19.273
Activity information	3.48	6	3.1	9	10.919
interaction elements	3.57	4	3.2	7	10.364
Layout design	3.44	9	3.13	8	9.011
Brand consistency	3.69	1	3.44	4	6.775
Brand image	3.47	7	3.32	6	4.322
Brand story	3.56	5	3.41	5	4.213
Brand color	3.65	2	3.61	1	1.095
Emotional resonance	3.45	8	3.5	3	-1.449
Core products	3.35	10	3.52	2	-5.0754

IPA Index Analysis

In each dimension, the average importance of window display design factors was above 3, indicating that these factors were somewhat important to consumers. Consumers rated brand color and brand consistency as particularly important and had high expectations for these design elements. In terms of satisfaction, with the exception of lighting design, which had an average score below 3 indicating dissatisfaction, the other factors had average scores of approximately 3, indicating that consumers generally had a neutral attitude toward their satisfaction with these elements of window display design.

The mean importance and satisfaction scores for each factor were calculated and ranked. The IPA index was calculated using the formula (Importance - Performance)/Importance * 100. The results are shown in the table below (**Table 2**).

The IPA index is divided into five levels: $(-\infty, 5]$, $(5, 10]$, $(10, 20]$, $(20, 30]$, and $(30, +\infty)$, representing levels ranging from very satisfied to very dissatisfied. It is evident that consumer satisfaction with the dimensions of core product display and emotional resonance was high even though their perceived importance may be low. Weighted average calculations of the collected data revealed that among the four main dimensions - visual appeal, brand recognition, information transmission, and brand display - the mean importance scores for visual appeal and information transmission were 3.50 and 3.46, respectively, while their satisfaction scores were 3.19 and 3.12, respectively. This finding indicates that designs in these two dimensions did not fully meet consumers' needs. In contrast, brand recognition and brand display had higher satisfaction scores, with means of 3.47 and 3.45, respectively. Companies should focus on improving visual appeal and information transmission while continuing to optimize brand recognition and brand display to comprehensively enhance consumer satisfaction and brand loyalty.
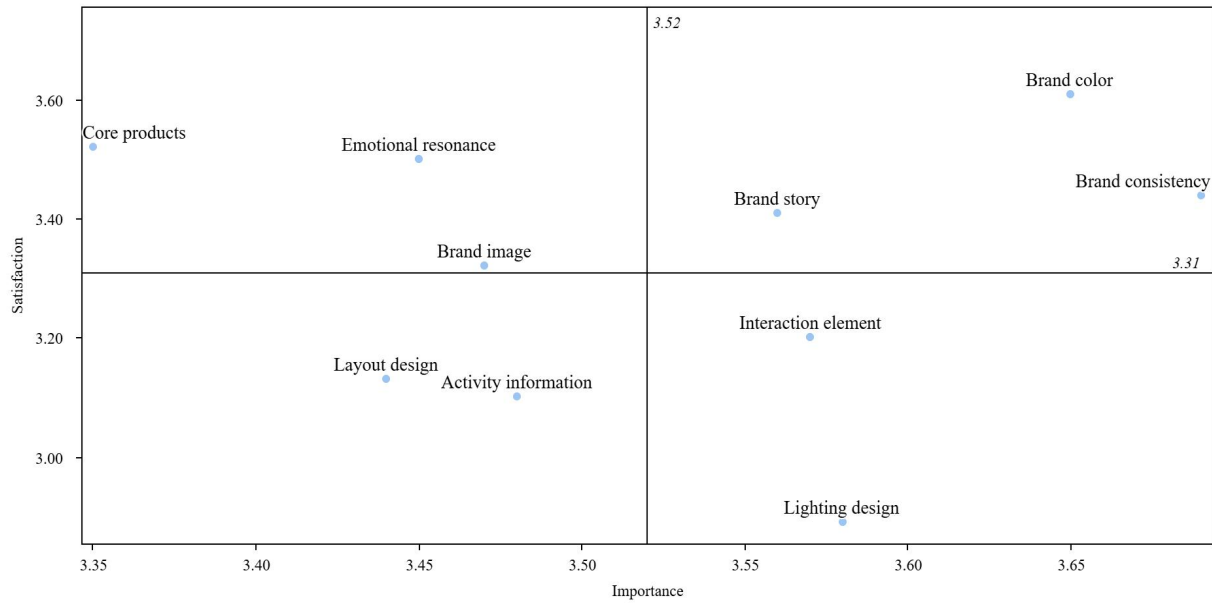
Volume 2, Issue 4, December 2024

Research on Visual Merchandising Window Display Design for
Fast Fashion Brands Based on Consumer Purchasing Intention

Figure 3. *IPA Quadrant Analysis (Drawn by the author Jiaqi Chen)*

IPA Quadrant Analysis

The IPA quadrant chart is constructed by plotting satisfaction on the X-axis and importance on the Y-axis, with the average values of importance and satisfaction for each factor as the intersection points (**Figure 3**).

This scatter plot visually represents the differences in importance and satisfaction between the various factors. The first quadrant is the dominant area, with high importance and high satisfaction that should be maintained and enhanced. The second quadrant is low importance but high satisfaction and is the maintenance area where development should be sustained. The third quadrant is an opportunity area of low importance and satisfaction, which can be prioritized for development. The fourth quadrant is an improvement area of high importance and low satisfaction that requires focus.

In the area that requires urgent improvement, lighting design scored 3.58 in importance but only 2.89 in satisfaction with an IPA index of 19.273, indicating a significant need for improvement. Similarly, interactive elements scored 3.57 in importance and 3.2 in satisfaction with an IPA index of 10.364, showing that interactive design has not met consumers' expectations in practice. Although some consumers mentioned that interactive designs might distract them from gathering information before shopping, their role in attracting consumer attention cannot be denied. For the brand recognition dimension, brand consistency had the highest importance score (3.69) and a satisfaction score of 3.44, indicating that consumers pay close attention to the consistency of window displays with brand identity. Emotional resonance, another factor in this dimension, fell into the first quadrant, indicating that it should be maintained and enhanced. In the brand display dimension, brand color scored 3.65 in importance and 3.61 in satisfaction, indicating that it effectively enhances brand recognition. However, core product display scored relatively

low in importance (3.35) but high in satisfaction (3.52) with an IPA index of - 4.775. This may suggest that core product display has met or exceeded consumer expectations but might have a limited effect in attracting new customers. Overall, there is significant room for improvement in the visual appeal, brand recognition, and information transmission dimensions of fast fashion brand window displays. Future designs should focus on enhancing satisfaction with these key elements to achieve greater market effectiveness.

Discussion

Although fast fashion brand window designs play a crucial role in attracting consumers, there is still room for improvement in stimulating purchase intentions. The study finds that design elements within the visual appeal dimension not only capture consumers' attention but also play a key role in shaping brand image and enhancing product appeal. However, some data suggest that excessive visual elements may distract consumers and affect their purchasing decisions. Data on satisfaction with lighting and layout design indicate that these areas need improvement. Furthermore, satisfaction with interactive elements is relatively low. Although some brands have introduced interactive designs such as touch screens and virtual try-ons, the respondents indicated that these elements did not significantly enhance their shopping experience or purchase intentions and might even distract them from focusing on the products.
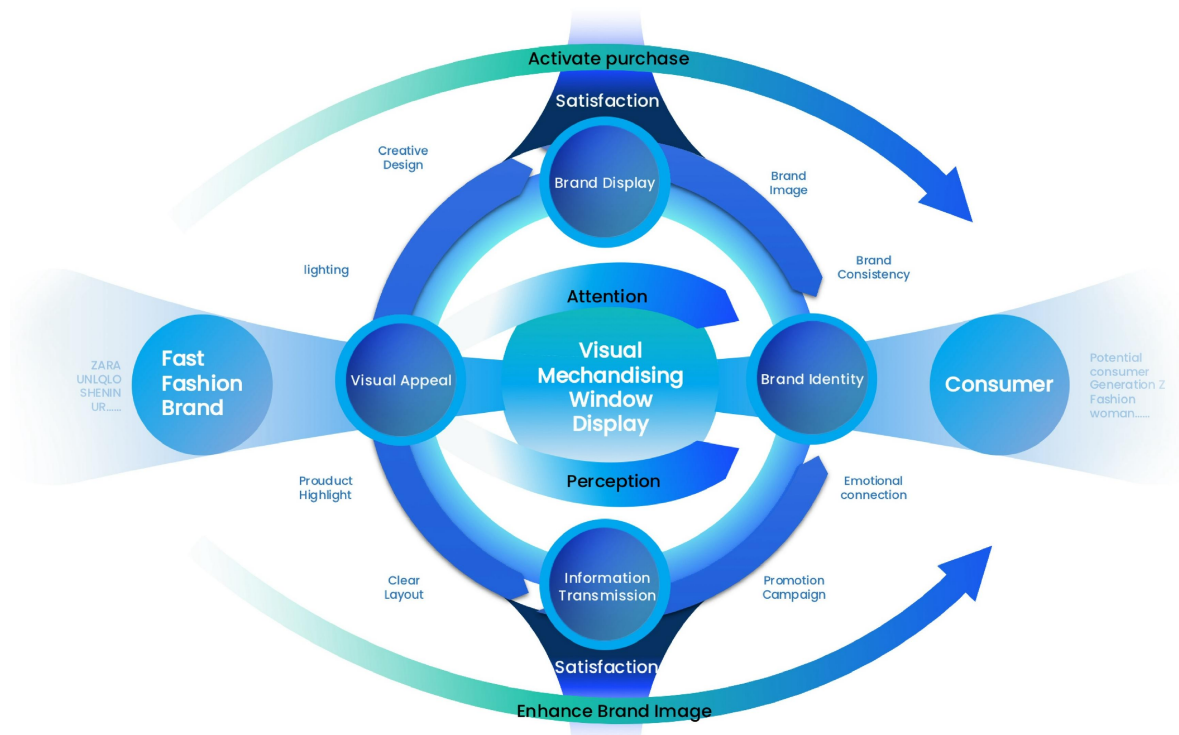

Figure 4. *The Visual Merchandising Window Display Design for Fast Fashion Brands Based on Consumers (Drawn by the author Jiaqi Chen)*

Volume 2, Issue 4, December 2024

Research on Visual Merchandising Window Display Design for
Fast Fashion Brands Based on Consumer Purchasing Intention

Additionally, consumers tend to favor window designs that evoke emotional resonance and provide clear information. Most consumers believe that if a window display can evoke emotional resonance, it will positively impact their purchase intentions. Some respondents expressed a preference for traditional, simple window designs and considered them an effective way of quickly obtaining product information and making purchasing decisions. However, data from the information transmission dimension suggest a need for improvement in the communication of store activities and layout design. While showcasing core products is an important marketing strategy in retail, its application in fast fashion brand VMWD may involve presenting the brand's overall image. This does not mean that consumer needs can be ignored; rather, more detailed consideration of consumers' actual feelings and preferences is needed.

The final model of this study is shown below (**Figure 4**). The model clearly explains the relationships among visual appeal, brand presentation, messaging, and brand identity and how they collectively affect consumer satisfaction and purchase intent. This model serves as a comprehensive framework for the interaction of various factors and provides potentially feasible insights for optimizing window display design in the fast fashion industry.

Conclusion

This study examined the impact of fast fashion brand window display designs on consumers' purchase intentions. Using questionnaire data collected from key fast fashion brand areas and online, a consumer satisfaction-based VMWD design model for fast fashion brands was established. The study utilized the IPA method to evaluate the importance of and consumers' satisfaction with various dimensions of window display design, including visual appeal, brand recognition, brand display, and information transmission. The research indicates that fast fashion brand window displays must balance visual appeal with informational needs while considering consumer brand perception to enhance consumers' perception of brand image.

This study addresses gaps in previous research but also has several limitations. First, the study did not focus on specific fast fashion brands, resulting in generalized findings that do not accurately capture brand-specific characteristics and differences. Second, the research sample was broad and did not analyze differences among various consumer groups, which limits the applicability of the results.

Future research should focus on specific brands to capture unique characteristics and differences. Furthermore, consumer groups should be segmented to analyze how different demographics influence perceptions and behaviors. This approach would lead to more precise conclusions and practical recommendations to enhance window display design strategies.

Volume 2, Issue 4, December 2024

Research on Visual Merchandising Window Display Design for
Fast Fashion Brands Based on Consumer Purchasing Intention

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Volume 2, Issue 4, December 2024

Research on Visual Merchandising Window Display Design for
Fast Fashion Brands Based on Consumer Purchasing Intention

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