

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON FASHION WINDOW
DISPLAYS IN MALAYSIA AND ITS
INFLUENCE ON CONSUMERS
SHOPPING DECISION**

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ABSTRACT

Communication in retail is a vital process for consumers to understand the message intended by retailers. Based upon this argument, the research aim is to explore how retailers can communicate better message using visual elements. In Malaysia retail industry, some shopping malls started to face deficit and failing numbers of mall tenants due to the inability to attract consumers because of unappealing shopping environments. The government's aim is to make Malaysia as famous shopping destinations and it should be utilized by all parties especially retailers, marketers and designers to attract more customers. This study uses social semiotic as the basis to examine signs utilized within window displays configurations and its effect on influence consumer's shopping decision. Analysis of data was based on semiotic analysis as their suitability on analyze visual and aids the audience to read the imbued meaning. Interviews with consumers were conducted at Suria KLCC and Pavilion KL shopping mall to find out consumer's opinions about window display designs. The results revealed that window displays in Kuala Lumpur major shopping malls applied signs effectively to create meaningful message for consumers to understand the product through pragmatic meaning, emotive meaning and functional meaning. This study also provides insights for retailers about types of window display presentation techniques that influenced consumer's shopping decision making. This study provides information why window display should be considered as important visual medium based on the findings found how window display shapes consumer's desire identity and shopping decision. Understanding the language on visual will help to reduce subjective decision making and thus improve meaning transfer between designer and consumer. It will improve level of communication skills in terms of visual literacy among society.

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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

The research is about the study on the signification of fashion window display. It is structured to focus on the signs as visual cues applied on window display and its influence on consumers shopping decision which are related to fashion stores in the shopping malls.

This chapter introduces the background of research, problem statement, research objectives, research question, scope of research, research significance, research limitation and arrangement of chapters.

1.1 BACKGROUND OF RESEARCH

In recent years, Malaysia retail industry faced deficit and failing numbers of mall tenants. The issue was highlighted since the problem occurs when shopping malls unable to attract more consumers due to overgrown numbers of shopping malls (Nadaraj, 2015). The issue was admitted by HC Chan, the president of Malaysia Shopping Malls Association because the situations have upsetting the developers and mall owners. The issue has affects lower occupied space, higher risk business and lower profit margin (Nadaraj, 2015). According to a report by City Hall of Kuala Lumpur, there is a phenomenon of unsuccessful shopping complexes in Kuala Lumpur (Malaysia, Kuala Lumpur City Hall, n.d.). Among failure factors for some complexes are due to poor accessibility and unattractive design. The news reported in 2015, one shopping mall nearly closed due to less welcoming retail environment and no interesting outlets operated which gave bad impact to businesses (Sinar Harian dated 23rd February, 2015).

Looking at this situation, creating interesting and inviting retail environment retail stores in Malaysia is important to stay current and relevant. Lots of researches have been done in other countries that retailers nowadays should see beyond the products, prices, promotions and place for their business to grow especially in highly