The impact of using optical illusions in display window design on the consumer behavior
(an analatical study)

Hanan Atef Kamal Al-Din
Advertising department, faculty of applied Arts, Helwan University, Hananelkady2006@gmail.com

Professor Atiat Baiomy Al Gabry
Professor of design, Advertising department, faculty of applied Arts, Helwan University

Professor Reem Ragaa Al Asfoury
Professor of design, Advertising department, faculty of applied Arts, Helwan University

Abstract:
International brands and local stores are competing to design a better viewing windows display for every occasion, and seek the assistance of specialized design firms that charge wealth to create new ideas. Now window display is an important means to attract people into the store, which plays a major role in moving the passion among consumers, and will reflect either positively or negatively on the product. Design concept is the configuration and the innovation process, it’s about how to use a collection of natural elements and put them in a specific way to give it function or meaning. Windows display design is the art of using space and all design elements as aesthetic helps to attract attention. Also it is a “planning and innovation based on specific data and the output of this planning into existence and then implements it in all places and spaces by using different materials and colors in appropriate cost’’. The window display plays a key role in guiding the consumer behavior, as the consumer behavior is the ultimate goal of marketing communications, this role show in each stage of the procurement process effect. Where he works in the first phase on raising needs, to make consumers think of buying products they would not have to think of before, and in the second phase offers an information about the product, and in the third phase helps the consumer to identify the characteristics of the product and in the fourth stage of the purchase impact on participants in the buying decision process which represents an indirect effect on the consumer in the process of making a purchase decision. This research aims to develop design criteria for the use of optical illusion in window display, through the analysis of some models selected, to find out the strengths and weaknesses and the impact of the use of optical illusion as a new strategy on the consumer. It also includes research questionnaire on the sample of 100 multinational individual, ranging from male and female, and the majority are aged between 20-40 years. The research is based on assessing the impact of the use of optical illusion on the following criteria: (1) measure of awareness: measures the degree of individual attention to the window display, and focus on the ideas presented in the advertising message. (2) Scale of Knowledge: It measures the ability of the window display to provide consumers with the necessary information about the goods. (3) Attention: measures the level of attention that the consumer has devoted to the content of the window display, which reflects the understanding of the consumer and the absorption of the Declaration. (4) The desire scale: can identify the expected behavior of the consumer through the direction of his purchase. (5) Reaction (behavior): that measures the response and the clear behavioral by the window display.

Keywords: window display, optical illusion, consumer behavior, closed display windows, open display window.

Paper received 5th July 2016, accepted 7th August 2016, published 15th of October 2016

This work is licensed under a Creative Commons Attribution 4.0 International License