AN ABSTRACT OF THE THESIS OF

Sarah E. Fister for the degree of Master of Science in Design and Human Environment presented on February 6, 2009.

Title: Consumers' Shopping Value and their Responses to Visual Merchandise Displays in an In-store Retail Setting.

Abstract approved:

Leslie Davis Burns

The purposes of this study were to investigate consumers' responses (aesthetic response, approach response, and perceived risk) to two types of visual merchandise displays (full size mannequin and flat hanging display) in an in-store retail setting. An interest for this study arises from retailers' constant effort to differentiate themselves from other retailers and increase retention through in-store entertainment or "shopper-tainment".

Kotler (1973/74, p.50) defined atmospherics as "the conscious designing of space to create specific effects in buyers to enhance purchase likelihood". An aspect of effective atmospherics is known as visual merchandising – "how merchandise is visually communicated to the customer" by the retailer (Kerfoot et al., 2003, p. 143). Many retailers have specific visual merchandisers who strive to create the most attractive and beneficial type of window and in-store displays to attract customers and give information about products. In-store displays also provide customers with a mental image of how merchandise can be used or combined.

A model, based on the S-O-R model (introduced by Mehrabian and Russell in 1974), was proposed that a stimulus, in this case display type (flat hanging display, full size mannequin) can influence a behavioral response in a consumer, in this case approach response and perceived risk, which is mediated by that consumer's affective or cognitive response, which in this is case is aesthetic response. An additional component added to the traditional S-O-R model was shopping value as a moderator. Shopping value refers to a customer's orientation or goal while shopping, measured by hedonic score.

To test the proposed model, a convenience sample of 76 males and 76 females was employed. The independent variable for this study was display type (full size mannequin or flat hanging display) for each gender, which was performed twice due to stimulus sampling procedure. The moderator was shopping value; the dependent variables were aesthetic response, approach response and perceived risk. Cronbach's alpha was used to test internal consistency of each measure.

An ANOVA was used to compare participants' responses between the two experimental days; i.e., test to see if the styles of clothing in the displays affected the responses. A MANOVA analysis was used to examine relationships between the independent variable (display type) and dependent variables (aesthetic response, approach response and perceived risk). A second MANOVA was run to test the moderating relationship of shopping value (hedonic) on dependent variables (aesthetic response, approach response, perceived risk) caused by display type. Pearson's Correlation was utilized to examine the correlation relationships between the dependent variables (aesthetic response, approach response and perceived risk).

A post hoc ANOVA analysis was run between gender and shopping value to examine gender differences in hedonic shopping value scores.

Lastly, an exploratory analysis was conducted to provide the reader with ideas for future research in identifying specific demographic characteristics and their relationship to consumers' utilitarian shopping value.

The results of this study support the significance of visual merchandising in a retail environment. The results demonstrate that all individuals (regardless of their gender or shopping value) had a higher aesthetic response (which led to an increased approach response and decreased perceived risk) to the clothing displayed in a full size mannequin display than to the flat hanging display. Unexpectedly, male respondents had a preference for the full size mannequin as did female respondents. Expectedly, females had a higher score for hedonic shopping value than males did in this study. Hedonic shopping value did not play a role as a moderator, whereas all respondents had a higher aesthetic response leading to an increased approach response and decreased perceived risk associated with the full size mannequin.

This study offers further support for the S-O-R model introduced by Mehrabian and Russell (1974). The results of this study support the significance of visual merchandising by in a retail environment. This study suggests that a customer's mental imagery processing through viewing a retailers visual display can raise aesthetic response and therefore encourage approach response and reduce perceived risk associated with the products displayed. This study suggests that all consumers (regardless of gender or shopping value) prefer exciting, realistic and aesthetically pleasing visual displays, but require a full size mannequin display to raise their

aesthetic response, approach response and reduce perceived risk associated with the items displayed.

The limitations of this study include the use of convenience sampling which means the results of this study cannot be generalized beyond the product category (college licensed merchandise) and sample.

Consumers' Shopping Value and their Responses to Visual Merchandise Displays in an In-store Retail Setting

by
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Chair of the Department of Design and Human Environment

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Dean of the Graduate School

I understand that my thesis will become part of the permanent collection of Oregon State University libraries. My signature below authorizes release of my thesis to any reader upon request.

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Sarah E. Fister, Author

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TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

Page

TABLE OF CONTENTS (Continued)

LIST OF FIGURES

LIST OF TABLES

LIST OF APPENDICES

Consumers' Shopping Value and their Responses to Visual Merchandise Displays in an In-store Retail Setting

CHAPTER I. INTRODUCTION

Motivation for Study

Retailers have become interested in increasing retention -- retaining repeat customers. Retailers strive to increase retention by creating customer loyalty programs, rewards, and databases with personal information such as Nordstrom department store's "Personal Book" system which holds customer purchases, preferences, and personal information such as birthdays, etc. (Spector, 1995). Retailers are also in a constant effort to differentiate themselves from other retailers. Retailers differentiate themselves by creating a niche, such as Nordstrom's commitment to customer service, or Macy's department stores' famous clearance sales, where discounts can reach up to seventy-five percent off; or Target's use of prominent designers, to design clothing and accessories at a discount price.

Many retailers have also strived to increase the entertainment value for customers as a means of increasing retention. This in-store entertainment or "shopper-tainment" may be in the form of flat screen televisions, in-store promotions, engaging visual displays or the use of color for customer arousal. These are all examples of what is known as "atmospherics".

Kotler (1973/74, p.50) defined atmospherics as "the conscious designing of space to create specific effects in buyers to enhance purchase likelihood". Important store-related atmospheric factors for successful retailers include 1) creating the perfect

retail setting for the target customer and 2) effectively presenting their products for the target customer. This second aspect of effective atmospherics is known as visual merchandising – "how merchandise is visually communicated to the customer" by the retailer (Kerfoot et al., 2003, p.143). Many retailers have specific visual merchandisers who create the attractive and beneficial window and in-store displays to attract customers, give information about products and as a result, increase approach response and reduce perceived risk associated with the products displayed. Examples of successful visual merchandising include Tiffany jewelry store's use of a signature color to attract customers and differentiate themselves from competitors. Window displays at the jewelry store are often a big draw for customers, because of their creative use of forms and props. Macy's uses window displays to attract customers to their store, especially in the holiday season because of their Christmas displays. In-store displays also provide customers with a mental image of how merchandise can be used or combined.

The customer's mental imagery processing through viewing a retailers visual display can encourage customers' desire for the products displayed. Realism in a product display can encourage customers' visualization of the products end use. Realism can also enable customers to visualize a total look, visualize how items will look on themselves and understand the image of the store or brand.

Because customer's loyalty to a store stems from shopper satisfaction, different customers will be satisfied by different things, depending on their characteristics such as their gender and their shopping value. Therefore, it is important for retailers to

understand shopper characteristics and adapt their tactics, such as visual merchandising, to the needs of their target customer.

The purposes of this project were to investigate the effectiveness of in-store visual merchandise displays and to better understand the roles of consumers' shopping value on their responses to visual merchandise displays in an in-store retail setting. Specifically, this study looked at consumers (males, females, utilitarian and hedonic shopping value) and their responses (aesthetic response, approach response and perceived risk) to two types of visual displays (full size mannequin and flat hanging display).

In this study, I was interested in testing two types of visual displays (full size mannequins and flat hanging displays) to see how different types of consumers (hedonic, utilitarian, men and women) respond to the two types of displays. Full size mannequins are costly for retailers, but do maintain a level of realism that cannot be achieved by flat hanging displays. A basic full size women's mannequin (five feet ten inches tall), made of fiber glass, with a metal base will cost a retailer two hundred and seventy five dollars. A full size male mannequin (six feet one inch tall), made of fiber glass, with a metal base will cost a retailer two hundred and five dollars (Ameriglobe Imports, 2004). Keep in mind a retailer may be purchasing more than one mannequin per store. For a typical department store with eight to ten departments, if there were only two mannequins per department, in every department, they would have sixteen to twenty mannequins in the store and at around two hundred dollars per mannequin form; that department store would need to spend $3600-4000 for only one store location.

Mannequins also become outdated and must be updated every two to six years. Aside from the initial costs, a full size mannequin can also be time consuming. Changing the garments on a mannequin is more time consuming than a flat display, and training is necessary in order to understand how to remove limbs, etc., in order to remove and replace the garments displayed. Full size mannequins are known to be difficult to work with, heavy and awkward at times. However, the customer's ability to fantasize about the garments through the realism depicted in the display and the entertainment value provided may be reason enough to bring satisfied, repeat customers into the retail store, and may outweigh the costs endured by the retailer.

A full size mannequin is very realistic and can display a fully coordinated outfit, with accessories such as shoes, handbags, hats, and sunglasses. This may be extremely beneficial for some customers when attempting to visualize themselves utilizing the products displayed. However, this may be overwhelming and even distracting for other customers who are just shopping for a basic necessity.

For example Louis Vuitton uses full size mannequins and this company has found them to be beneficial to their customers, and their sales, for many reasons. The French design house prefers to spend more money on their visual displays because they feel their customers benefit and prefer it. An interview with a visual merchandiser for this retailer informed me of the reasons shoppers prefer a full size mannequin visual display. The customers prefer the full size mannequins to flat displays because of the realism of the mannequin. The clothing looks best displayed on a model form. The model displays an *outfit*, therefore increasing a shoppers mental imagery of themselves wearing the clothing and encourages multiple purchases (the customer

often purchases the entire outfit displayed), and the mannequin creates a more comfortable shopping experience because it gives the feeling of another body in an empty store (as upscale retailers are more intimidating to consumers because they seem empty and have a higher price point) (R. Bennett, personal communication, July 30, 2008).

For the most part, the same items that can be displayed on a mannequin can also be displayed on a flat hanging display through the use of staggering hangers (with the exception of accessories such as shoes and hats). This type of display is far less realistic; however it may have the same or better effect for some consumers. Displaying the outfit hanging flat may increase the friendliness or touch-ability of the garments, so the items may be more tangible or familiar to the customer. This type of display may also be less distracting for a goal oriented customer. From a retailers' perspective, a flat display is far less time consuming than a mannequin display. This type of display is also far less costly; the retailer would simply use the hangers they use to hang all of their clothing with and display one hanger on top of the next to show the fully coordinated outfit.

Since costs for full size mannequins are high, yet flat hanging displays are not near as realistic as a full size mannequin, this research will help retailers understand the effectiveness of the two types of displays for specific consumers (male, female, hedonic, utilitarian). This research will be helpful to retailers when deciding what type of visual display is most beneficial for their target customer.

Statement of Purpose

The purposes of the present study were to compare the effectiveness of two types of in-store visual merchandise displays (full size mannequin and flat hanging display) and to better understand the roles of consumers' shopping value on their responses to visual merchandise displays in an in-store retail setting. I adapted the S-O-R model introduced by Mehrabian and Russell (1974) for the present study, which explains that a stimulus can influence a behavioral response in a consumer mediated by that consumer's affective or cognitive response, with an added moderator (shopping value) to understand these relationships.

Objectives of Study

The objectives of this study were to:

- Evaluate the effectiveness of two types of visual merchandise displays (full size mannequin and flat hanging display).
- Evaluate consumers' aesthetic responses (attitudes toward), approach responses and perceived risk to the items displayed in the two types of merchandise displays.
- Investigate the roles of consumers' shopping value (utilitarian and hedonic) on their aesthetic responses, approach responses and perceived risk toward the items displayed in the two types of merchandise displays.
- Adapt the S-O-R model with an added moderator (shopping value).

Proposed Model

Kotler (1973/74, p.50) defined atmospherics as "the conscious designing of space to create specific effects in buyers". Using an atmospheric item, in this case visual merchandise display, a retailer is able to manipulate their product to evoke

certain behaviors in consumers. This would be used as my environmental stimuli in the S-O-R model. The model, introduced by Mehrabian and Russell (1974), explains that a stimulus, in this case display type (mannequin or flat hanging display) can influence a behavioral response in a consumer, in this case approach response and perceived risk, which is mediated by that consumer's affective or cognitive response, which in this is case is their aesthetic response. The S-O-R model has often been used in-store atmospheric studies (Arora, 1982; Buckley, 1991; Slama & Tashchian, 1987). (See Figure 1)

Stimulus

The in-store display served as the stimulus. The product presentation serves as a consumer's visual information about a product. Displaying complementary items helps to stimulate multiple purchases because it makes the products' end use more tangible to the customer. This type of visual display depicts a total look for the customer to picture him/her self wearing the displayed items (Beardsley, 1981; Bell et al., 1991). This display also depicts an image of the store or brand to the customer (Beardsley, 1981; Bell et al., 1991).

Organism

Consumer's aesthetic response served as the organism. Aesthetic response is a combination of affective and cognitive responses. The outfit displayed should elicit a positive emotion for the participant, which will increase his/her affective pleasure and should enhance the consumer's ability to visualize him/herself in the outfit displayed, and therefore increase his/her cognitive pleasure which will lead to an increased approach response and a decreased perceived risk associated with the items displayed.

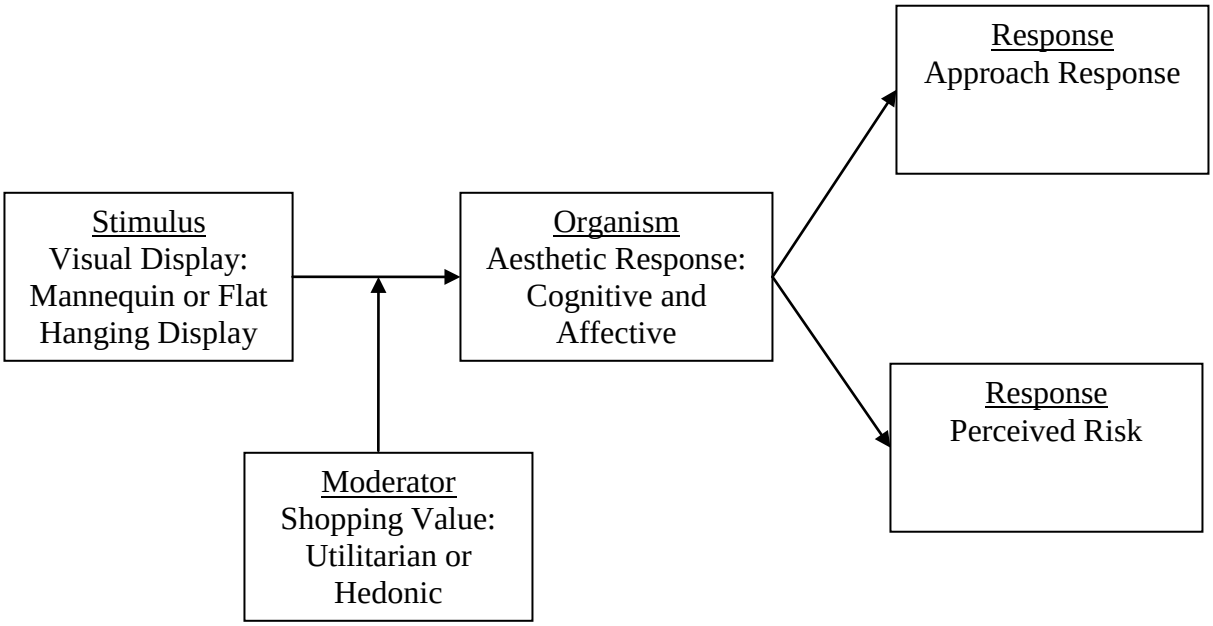
Response

Consumer's approach response and consumer's perceived risk served as two separate responses. When consumers feel comfortable and confident when judging items, their perceived risk is decreased and their approach response is increased. Coordinated displays reduce the amount of uncertainty perceived when contemplating the usefulness of a product and may result in an increased approach response (Szymanski & Hise, 2000).

Moderator

An additional component I added to the traditional S-O-R model was shopping value as a moderator. Shopping value refers to a customer's orientation or goal while shopping. There are two general categories of shopping values identified by previous researchers: utilitarian and hedonic. However, these categories are not on two ends of a continuum, and many consumers can have both utilitarian and hedonic shopping values. Utilitarian shoppers are task oriented while shopping and mainly focus on finding items in a rational and efficient way. Hedonic shoppers enjoy the process of shopping, and mainly focus on enhancing their enjoyment through the experience of exploring the shopping space while using sensorial excitement (Michon & Chebat, 2004).

Figure 1: Adapted S-O-R Model



Assumptions and Hypothesis

Assumptions

For the present study it assumed that different consumers have different levels of hedonic and utilitarian shopping values, and that these categories are not mutually exclusive, a consumer can embody various levels of both hedonic and utilitarian characteristics in their shopping orientation.

Hypothesis

H1: Type of visual display will elicit different aesthetic responses to the display.

When a customer is shopping in a retail setting the visual displays evoke the customer's mental imagery. A customer's mental imagery processing has a positive effect on their aesthetic response for the items displayed. Staats and Lohr (1979) discovered that images that create positive emotions will encourage approach

responses, which in turn create a strong emotional and sensory experience which will increase ones' desire for the product displayed.

H2: Aesthetic response to visual displays will be positively correlated with approach response to the items displayed.

If the display elicits a positive emotion in the consumer, the consumer should increase their approach response to the items displayed. Therefore, if a consumers aesthetic response is higher; their approach response will be higher as well.

H3: Aesthetic response to visual displays will be negatively correlated with perceived risk to the items displayed.

The display type, whether it enables or disables a consumer to visualize themselves using the items displayed, appears consistent with themselves, enjoyable, unified, attractive, fashionable, etc., will determine ones perception of risk. Therefore if the display elicits a positive emotion in the consumer the consumer should have a lower level of perceived risk to the items displayed.

H4: Shopping value will moderate the relationship between type of visual display and aesthetic response to the display.

a. Utilitarian shoppers will have a higher aesthetic response to the flat hanging display.

Because of utilitarian shoppers' task orientation, I believe the flat hanging display will facilitate and not distract their goal achievement.

b. Hedonic shoppers will have a higher aesthetic response to the full size mannequin display.

Because of hedonic shoppers' increased arousal for fantasizing about products' end use, I believe the full size mannequin will encourage customer involvement with the products because it is a more creative and realistic display.

Definition of Terms/Variables

Aesthetic response- the combination of affective responses and cognitive responses (Dijkstra et al., 2005), measured with "The model's clothing is…"offensive/enjoyable, poor looking/ nice looking, unattractive/attractive, and bad appearance/ good appearance (Lam & Mukerjee, 2005).

Affective responses- the consumer's evaluations and emotions related to the exposed stimuli, in this case coordinated outfits displayed by the model (Donovan & Rossiter, 1982).

Agenic goals- stress self assertion, self efficacy and mastery, generally pursued by males (Bakan, 1966; Carlson 1971, 1972).

Atmospherics- "is the conscious designing of space to create specific effects in buyers" (Kotler, 1973/74, p. 50), i.e., visual merchandise displays; a way to "affect approach responses toward the store and the product by enhancing sensory and/or affective pleasure (Fiore et al., 2000, p. 28).

Cognitive response- the consumer's knowledge and inferences related to the exposed stimuli (Dijkstra et al., 2005).

Communal goals- focus on social desires and relationships, generally pursued by females (Bakan, 1966; Carlson 1971, 1972).

Consumer- "any person who uses or consumes goods and services; a consumer need not be the purchaser of the item or service" (Rosenberg, 1995, p. 45).

Customer-"an individual or organization that makes a purchase" (Rosenberg, 1995, p. 55).

Full size mannequin- full size dummy in the shape of a person which normally includes all parts of the human body, including a head and feet (Deen, 2004).

Gender- "the behavioral, cultural, or psychological traits typically associated with one sex" (Mish, 2003, p.255).

Hedonic shopping value- shopping for recreation, fun and playfulness (Holbrook & Hirschman, 1982); reflects shopping's potential entertainment and emotional worth (Bellenger et al., 1976); increased arousal, heightened involvement, perceived freedom, fantasy fulfillment, and escapism (Bloch & Richins, 1983).

Perceived risk- uncertainty with the possibility of serious of outcome; measured with "I am uncertain I would use these items", "I am concerned the product's displayed might fail to perform to my satisfaction", "If I purchase the displayed items, I am afraid my friends or relatives will judge my purchase" and "The items displayed are not worth my money" (Ko et al., 2004).

Purchase intention- intent to purchase items in a retail environment (Lam & Mukerjee, 2005).

Approach response- One's pre-purchase intention for the items displayed; assed by questions: "I can picture myself wearing the items displayed", "I would recommend the displayed items to friends", "I would be interested in wearing the displayed items", "I would get good use out of the displayed items", and "I would like to wear the displayed items".

Shopping value- a customer's orientation or goal while shopping; hedonic, utilitarian and/or a continuum/combination of both (Jones et al., 2006).

S-O-R model- introduced by Mehrabian and Russell (1974) which explains that a stimulus can influence a behavioral response in a consumer, which is mediated by that consumer's affective or cognitive response.

Utilitarian shopping value- goal oriented shopping value; task-related, and rational (Engel et al., 1993); depends on whether the particular consumption need stimulating the shopping trip was accomplished; a product is purchased in a deliberant and efficient manner; shopping with a work mentality (Holbrook & Hirschman, 1982).

Visual merchandising- "how merchandise is visually communicated to the customer" (Kerfoot et al., 2003, p. 143); "coordinates effective merchandise selection with effective merchandise display" (Walters & White, 1987, p. 238); communicates an image through use of "merchandise displays, point of sale displays and architectural displays" (Kerfoot et al., 2003, p. 144).

Visual merchandise display- the "presentation of selected merchandise in a defined area that creates a mood, with intent to positively affect consumer's approach behavior" (Fiore et al., 2000, p. 29).

Summary

Motivation for the present study arose from an increasing interest from retailers to retain repeat customers and an increasing importance for retailers to differentiate themselves from other retailers. Because customer loyalty stems from shopper satisfaction, one way for retailers to retain repeat customers and differentiate themselves from other retailers is by way of effective atmospherics such as visual

merchandising techniques. Different customers will be satisfied by different things, depending on shopper characteristics such as gender or shopping value, therefore it is important for retailers to adapt their techniques to the needs of their target market.

The purpose of the present study was to investigate the moderating role of shopping value (hedonic and utilitarian) on a consumer's aesthetic response to two types of visual displays (full size mannequins and flat hanging displays) and their approach response and perceived risk associated with the items displayed. Comparing the effectiveness of the two types of visual displays will provide retailers with a better understanding of the effectiveness of each type of display for specific customers.

CHAPTER II. LITERATURE REVIEW

Visual Merchandising

Visual merchandising is "how merchandise is visually communicated to the customer" by the retailer (Kerfoot et al., 2003, p.143). It is an extremely important activity which "coordinates effective merchandise selection with effective merchandise display" (Walters & White, 1987, p. 238). The importance of visual merchandising has been recognized since 1897, when L. Frank Baum, an editor of "The Show Window" trade publication acknowledged the importance of displays and gave guidelines to create effective window displays to retailers (Kerfoot et al., 2003). From then on, the topic has been constantly discussed because of its effect on consumer decision making (Kerfoot et al., 2003). The importance of visual merchandising is to make the environment as "digestible" as possible (Kerfoot et al., 2003). Since approximately 90 percent of cues provided by an environment are digested through sight (Edwards & Shackley, 1992), it only makes sense that communicating a store or brand image through sight would influence shopping decisions. Visual merchandising communicates an image through use of "merchandise displays, point of sale displays and architectural displays" (Kerfoot et al., 2003, p. 144).

When a customer is shopping in a retail setting the visual displays evoke the customer's mental imagery. A customer's mental imagery processing has a positive effect on their approach response to the items displayed. Staats and Lohr (1979) discovered that images that create positive emotions will encourage approach responses, which in turn create a strong emotional and sensory experience which will increase ones' desire for the product displayed. Since the display of complementary

items are so visually tangible to the customer (they are right there for them to see), this display of an entire ensemble will portray a positive image of the items to the customer, which will elicit a strong sensory experience, increasing their approach response and desire for the products displayed.

Visual Merchandise Display

A visual merchandise display is the "presentation of merchandise in a distinct area that creates a mood within a consumer, with intent to positively affect that consumer's approach behavior" (Fiore et al., 2000, p.29). General claims have been made that a visual display of merchandise can attract customers' attention and can create a desire for the merchandise presented in the display (Fiore et al., 2000). Mind you, liking a display does not necessarily result in a purchase; but it is four times more likely to increase a customer's purchase intention (Kerfoot et al., 2003). Product displays have also been referred to as one of the factors that entice customers to make impulse purchases (Fiore et al., 2000).

In their research on the effects of product display and environmental fragrancing on consumer responses, Fiore et al. (2000) found product display had a significant effect on approach responses and pleasurable experiences, specifically, that placing a product in a display will enhance subjects' approach response toward the product (attitude, purchase intention, estimated price of the product and the price the consumer is willing to pay for the product). Fiore et al. (2000) also discussed that the quality of the display (quality of props such as mannequins, lighting, and music) increases ones' sensory pleasure and that the act of imagining one's self in the display is the most significant predictor of their attitude towards a product. Quality of the

display is also an important feature which leads to an increase in cognitive pleasure which then leads to approach responses. Bell et al. (1991) further conjectured that a display containing complementary products is evaluated by viewing the individual components, but is also evaluated by the total aesthetic value of the display and its social impression that is communicated to the shopper by the entire product grouping. The visual display actually creates an image not only about the clothing displayed, but also about the entire store.

Bell et al. (1991) recognized an “ensemble effect”, how product styles hang together as a combination. A mannequin or other hanging display creates an “ensemble effect”, which shows an entire outfit. This type of display shows complementary items (stimulating multiple purchase), depicts a total look (for the customer to picture him/her self wearing the items), and depicts an image (of the store or brand). Consumers look at the total collection of items in a display to decode meanings about them (Bell et al., 1991). If the display is congruent with the customers expected image (self, store/brand), then the customer will be satisfied with the display, and make conclusions about the store or brand. “Satisfaction with a given product is partly a function of its overall goodness of fit” (Mattila & Wirtz, 2002, p. 275).

When a customer is shopping for a specific product and complementary items are displayed with or around the target item, the visual stimulus evokes the customer’s mental imagery. MacInnis and Price (1987) reported that a customer’s mental imagery processing had a positive effect on their purchase intentions. They also reported that images that created positive emotions encouraged approach responses, which in turn created a strong emotional and sensory experience and increased ones’ desire for the

product displayed (MacInnis & Price, 1987). Since the display of complementary items are visually tangible to the customer (they are right there for them to see), a display of an entire ensemble will portray a positive image of the items to the customer, which will elicit a strong sensory experience and approach responses to the products displayed.

According to the unity in variety principle (Beardsley, 1981; Bell et al., 1991), complementary products may be evaluated in terms of their overall aesthetic, when displayed in an ensemble. Highly consistent complements of consumer goods share a perception of unity; they look like they belong together and there is a visual connection between products. In other words, displaying matching clothing items together may increase ones approach response and reduce ones perceived risk associated with the entire ensemble. This type of display shows complementary items (stimulating multiple purchase), depicts a total look (for the customer to picture him/her self wearing the items), and depicts an image (of the store or brand). As such, coordinating clothing items in a visual display is a common practice in apparel retailing (Berman & Evans, 1995).

In order for the customer to have a successful shopping experience, items displayed in the store must be coordinated in a realistic manner. If items are coordinated in a realistic manner, the shopper can get an accurate depiction of the way the items should be worn, and will be worn if the customer were to purchase the displayed items. Previous research suggests that consumption is related to an imagined reality, where we “vicariously ‘consume’ products we may or may not purchase, pretend we are other people in order to play out a desirable role, and imagine the

outcomes of events and even our own levels of future satisfaction" (Jones et al., 2006, p. 979; Holbrook & Hirschman, 1982; Shiv & Huber, 2000). Visualizing a product's end-use, reduces ones perceived risk associated with the products because the consumer is somewhat reassured that the products will be worn (therefore deeming it a worthy purchase).

The unity and coordination of items displayed together can stimulate a customers' evaluation of the products (Beardsley, 1981; Bell et al., 1991). Merchandise coordination positively affects customers' perception of unity and their aesthetic response. Coordination of two complementary clothing items (by color, style) has a positive effect on consumers' aesthetic response to them as a whole (Lam & Mukerjee, 2005). In this sense, certain product display may be more effective for different consumers. Ensuring that an outfit displayed is indeed coordinated is important for the customers' fluency processing. Consumers have higher fluency with matching items (Reber et al., 2004). If the outfit is coordinated, then it should be easier for the consumer to process, increasing the consumer's positive perception of the products (increase their likeness of the products).

It has been discovered that it may not be as important that the customer *likes* the visual display as one may imagine. Kerfoot et al. (2003) discover that liking is a good predictor to browsing; however, dislike does not necessarily lead to avoidance by the customer. When a customer liked a visual display it engendered browsing which then leads to purchasing. When a customer disliked a visual display, thirty-six percent of customers' still browsed and nineteen percent of the browsing customers purchased (Kerfoot et al., 2003). On a contrary point of view, Lam & Mukerjee (2005) found that

miscoordinations of items on a mannequin actually negatively affected ones feeling toward the display. Even though a poorly coordinated mannequin may negatively affect ones feelings toward a visual display, this does not imply that that customer will not continue to browse. Both articles agree that well coordinated, complementary products matched by color, style and design can actually enhance a store's image, attract customers' attention, enhance the customers' shopping experience, and affect purchase outcomes (Lam & Mukerjee, 2005).

Mannequins

In their exploratory research about visual merchandising techniques, Kerfoot et al. (2003) conducted interviews to evaluate the effectiveness of various visual merchandising techniques. Their findings support that mannequins are an effective form of visual display because they lead to positive consumer responses. Mannequins were said to be effective in enabling customers the ability to "see designs", "entire outfits", and "see what clothes will look like on". Respondents even made adverse comments to those displays that did not use mannequins. Prior research conducted by Kerfoot et al. (2003) confirmed that mannequins influence multiple purchases.

With the positive response from interviews in the Kerfoot et al. (2003) study, customers preferred seeing mannequins in a visual display because it enabled them to picture the garment on themselves (reducing perceived risk), which in turn stimulates browsing, and influences multiple purchases. Lam & Mukerjee (2005) confirmed the influence of mannequins on multiple purchases in that coordination of merchandise has a positive effect on consumers' aesthetic response to the complementary items displayed.

Despite its potential impact on consumer responses and purchasing behavior, visual merchandising has received limited attention by researchers. Within that realm, even less attention has been given to individual visual stimuli. To help address this limitation in the literature, I compared different types of consumers (male, female, utilitarian and hedonic) and their responses (aesthetic response, approach response and perceived risk) to two types of visual merchandise displays (full size mannequin and flat hanging display) in an in-store retail setting. The prevalence of mannequins in the retail industry, the positive response from customers and prior research conducted on the benefits of the use of mannequins (i.e. browsing, multiple purchases) make for an interesting and attractive topic for research.

Types of Mannequins

Recognizing the importance of displaying an entire look, several types of visual displays: a full size mannequin, a standing torso, a hanging torso, and a flat hanging display, can all display outfits with different levels of realism. The most realistic of displays is the full size mannequin, which is a full-size dummy in the shape of a person which normally includes all parts of the human body including a head and feet (Deen, 2004).

Full sized display mannequins are life-sized so the clothes fit well over them, as they would on a real life shopper. Full sized mannequins allow the retailer to create a full display, showing all components of an outfit, including accessories such as shoes, jewelry, hats, handbags, etc. The retailer can really portray a mood and create a visual scenario with this type of display. Full size mannequins take up the most room of all visual displays. My research will help retailers decide if the space allotment

needed for a full size mannequin is worthwhile, or if another type of visual display will suffice to create the same effect.

Another type of mannequin contains only a torso, which is displayed on a standing pole. This type of mannequin takes up slightly less space, but shoes and handbags cannot be displayed. A full outfit can be displayed, but the lack of all accessories creates a less complete image. The lack of arms and legs create a less lifelike display, but the intention of a life like display is still portrayed. Lingerie, such as bras and panties would be the best type of merchandise to display on this mannequin because those items do not require the use of arms or legs.

A newer type of display is where a torso form is hanging from a swivel hanger. The torso can be hung on the end of hanging bars, or flat against a wall to display how a shirt would fit a real life human. Proportions are still accurate depictions, however only items such as t-shirts, blouses, tops can be displayed. Pants can be hung behind the torso to create an outfit; however, they will be displayed flat.

The last and least realistic type of display would be to create an outfit using flat hangers. For this type of display, the pants hanger can be tucked into the shirt hanger, to display an outfit, sans accessories, displayed flat. This type of display takes up the least amount of room, and can be hung flat on a wall, on the end of any hanging rail, on dressing room doors, etc.

Display mannequins can be made of several different materials, including fiberglass, wood, or plaster. Currently, a trend in mannequins is the finish being applied. Many retail stores are following the “wet look”, to follow runway trends, showing metallic fabrics. The wet look has been described as “fluid, sinuous,

expansive, neither here nor there; it's ever changing and constantly moving. It's reflective and anamorphic. In these transitional times it appeals to our psychological subconscious" (Knoth, 2004). Metallic, glossy finishes, brightly painted, neon colors, are all trends in mannequin finishes that grab the customer's attention to the display and the attention moves away from the ethnicity or the position of the mannequin and moves the attention directly to the clothing being displayed.

In order to illicit a clear and accurate result, I focused on the differences between full size mannequin displays and flat hanging displays. I evaluated these two because they are the most visually different, and analyzing extremes will give me the best idea of the differences between the displays. The full size mannequin is the most visually realistic, which may attract hedonic shoppers due to the displays' higher level of excitement, involvement and physical attractiveness. The flat hanging display has the least amount of realism and may be beneficial to utilitarian shoppers because it may be most instrumental in task completion. My research compared consumer responses (aesthetic response, approach response and perceived risk) associated with each type of display. This research will enable retailers to find the best type of display to increase their target customers' aesthetic response and approach response and reduce perceived risk towards the items displayed.

Role of Shopping Value and Gender

Gender Differences

I conducted this study with both males and females. It is very important for retailers to know their audience, and research has shown that men and women are different types of shoppers, and therefore could react differently to product displays.

Shopping has been stereotypically identified as a female activity. The socialization theory states that men are more time-conscious than women (Kellaris & Mantel, 1994), and men are more achievement-oriented when shopping, they “shop to win”, and when this ability is halted, they become “bored and irritated” (Otnes & McGrath, 2001). Therefore displaying complementary products increases the efficiency of their shopping time.

Bakan (1966) and Carlson (1971, 1972) identified that males are guided by *agentic goals.* Agentic goals stress self-assertion, self-efficacy, and mastery. This being said, males tend to pursue goals having personal consequences. Females, on the other hand, are guided by *communal* concerns. Communal concerns focus on social desires and relationships. Therefore, the male role is found to be self-focused, whereas the female role involves sensitivity to oneself and others.

Males have a tendency to be highly focused on self whereas females consider self and others and enjoy social support. Females have also been found to be more persuadable than males (Meyers-Levy, 1988). In addition, females are found to pay more attention to detail and find information (perhaps visual cues in a shopping experience) to have greater significance (Meyers-Levy & Maheswaran, 1991). This reflects a tendency for females to shop in pairs, with family and friends, creating a social setting and a more hedonic experience. Male shoppers’ tendency to be focused on self, demonstrates a utilitarian shopping motive, to shop alone, for a shorter, more goal-oriented time period.

The agentic and communal preferences for males and females imply gender differences when evaluating shopping displays. Males have been shown to be

persuaded by agentic sentiments in messages and females have been persuaded by communal sentiments (Meyers-Levy, 1988). This may also explain the potential preference for a social, involved, realistic mannequin visual display for females, and a flat, less realistic but focused display for males.

Otnes and McGrath (2001) recognized that, historically, shopping has been primarily the role of the female, and that gender socialization affects the shopping behaviors of individuals. Campbell (1997) surveyed males and females to find that many men view shopping as a female activity, and that the males that do shop are actually shopping to fulfill a need, rather than shopping for recreation. Surveys show that the men who view shopping as unmasculine will most likely only shop to fill utilitarian goals. Chang et al. (2004) further demonstrated that the role of shopping value does indeed differ by gender. The evidence in their study showed that men and women have independent consumer behaviors while shopping in store. Based on this research, women should have hedonic shopping values whereas men should have utilitarian shopping values.

Males and females have been shown to have different shopping value, habits, goals and patterns (Campbell, 1997; Chang et al., 2004). Therefore, an exploration of gender differences in terms of aesthetic response to the displayed items will be examined. Since prior researchers have posited that males are generally more utilitarian in nature and tend to be goal-oriented when shopping, viewing items that are presented in the simplest way will not interfere with the male shopping goal. Since prior researchers have posited that females are generally more hedonic in nature and tend to shop for experience and pleasure, the full size mannequin may enable the

female shopper to fantasize herself using the product which may create involvement and excitement while shopping.

With shopping becoming more and more popular by men and women and gender roles constantly evolving, the relationship between hedonic=female, utilitarian=male will be analyzed to further confirm or advance this concept.

Retailers must connect with their customer through the use of realistic product display, which includes coordination of items in a unified, visually fluent, and realistic manner to trigger a customer's mental imagery and in turn, raise their aesthetic response, leading to an increased approach response and lower perceived risk for all items displayed.

Prior research suggests that a visual stimulus evokes a customer's mental imagery. A customers mental imagery processing has a positive effect on approach responses and evaluation of a brand image. Staats and Lohr (1979) discovered that images that create positive emotions will encourage approach responses, which in turn create a strong emotional and sensory experience which will increase ones' desire for the product displayed.

Since mannequins portray a visual image to a customer, if appropriately displayed, this display will portray a positive image of the items to the customer, eliciting approach responses and a strong sensory experience increasing their desire for the displayed products while reducing perceived risk associated with the products displayed.

As compared to other types of visual displays, I predicted a full sized mannequin would be the most effective type of visual display for females and hedonic

shoppers because of the realism and ability to accurately display a coordinated outfit. MacInnis and Price (1987) posit that elaborated imagery processing increases the likelihood of an event, and people who imagined themselves doing a task showed an increase in their evaluation of the product. Therefore, the increased imagery processing that a mannequin may evoke through the consumers' visualization of themselves actually wearing the coordinated outfit displayed, will increase their evaluation of the products displayed (reducing perceived risk and increasing approach response). Because of males and utilitarian shoppers task-oriented nature I predicted the full size mannequin to go unnoticed or even create a distraction in goal achievement therefore the flat hanging display would facilitate and not distract the male and utilitarian shopper.

Shopping Value

Research has identified consumers to have two general shopping values: hedonic and utilitarian. Generally men are identified as utilitarian shoppers and women are identified as hedonic shoppers. With male and female roles constantly changing and evolving, generalizing men as utilitarian shoppers and women as hedonic shoppers may no longer be valid. Babin, Darden & Griffin (1994) even created a value scale to measure consumers' hedonic or utilitarian levels because of their thought that the two categories are not mutually exclusive. This study will aim to support or disprove this general relationship.

Hedonic shoppers seek excitement and involvement while shopping; they tend to enjoy exploring a more interactive physical store environment. They are aroused by multi-sensory images which evoke fantasy (Holbrook & Hirschman, 1982). Hedonic

shoppers view shopping as a recreational, positive, pleasant experience (Bellenger & Korgaonkar, 1980). For hedonic shoppers, shopping is an experience for pleasure, an activity with no clear beginning or end, in which shopping enjoyment can be achieved through impulse purchases or without even purchasing a thing (Langrehr, 1991).

Hedonic shopping value is thought to be more subjective, playful and fun than utilitarian value. Hedonic shopping has more potential than utilitarian shopping for entertainment and emotional value. For hedonic shoppers a purchase is not necessarily a must, but may be incidental while shopping. “People buy so they can shop, not shop so they can buy” (Langrehr, 1991, p. 428).

Hedonic shoppers may feel they have had a valuable shopping experience when feeling various emotions while shopping such as arousal, fantasy, escapism, and heightened involvement. As previously mentioned, the realism and coordination in the displays provide a sense of vicarious consumption which can provide a customer with hedonic value by allowing the customer to enjoy the benefits of a product without actually purchasing (MacInnis & Price, 1987). However, because of the increased arousal caused by the imaginative and interactive process that realistic and coordinated in-store displays may cause, impulse purchases are often made by hedonic shoppers.

Utilitarian shoppers tend to be goal-oriented while shopping and visual displays should be instrumental in achieving their shopping goals. However, a multisensory physical store environment may be distracting or go unnoticed by utilitarian shoppers. Utilitarian shoppers often view shopping as a neutral or even negative experience (Bellenger & Korgaonkar, 1980). For utilitarian shoppers,

shopping is a planned, rational, efficient, necessary process which is part of a routine with a clear beginning and end (Engel et al., 1993).

Jones et al. (2006) found that for utilitarian shoppers, merchandise selection is a main concern for them and value is associated with a sense of accomplishment while shopping, most likely in the form of a purchase. Shoppers having a sense of accomplishing a shopping task at a retailer will remember this success and will think of this retailer when considering another visit.

Consumer Responses

Mental Imagery

A visual stimulus evokes a customer's mental imagery processing which has a positive effect on their response to the stimulus (Staats & Lohr, 1979). A display of complementary items makes for a display that is visually tangible to the customer. The entirety of the ensemble will portray a positive image of the items to the customer, which will elicit approach responses and a strong sensory experience increasing their desire for the products displayed (MacInnis & Price, 1987). Displaying ensembles enables consumers to better visualize how clothing styles will look on them and how the displayed items will look together (Klokis, 1986). Consumers will look to a product display to obtain informational cues that will allow them to infer the congruency of the display items with their own self-image (Klokis, 1986). This type of display technique which enables consumers to visualize themselves in the products displayed and collect informational cues about the items displayed, reduces perceived risk associated with the items because of the implied value of the items end-use.

Aesthetic Response

Merchandise coordination positively affects a consumer's perception of unity and their aesthetic response. Coordination of two complementary clothing items (by color, style) was found to have a positive effect on consumers' aesthetic response to the items as a whole (Lam & Mukerjee, 2005). Displayed items on a full size mannequin or in a flat hanging display will both show coordinated items; therefore aesthetic response should be positive in both situations, however the increased imagery processing due to the realism in the full size mannequin product display should contribute increased positive effects to aesthetic response. The unity in variety principle (Beardsley, 1981; Bell et al., 1991) states that complementary products are evaluated in terms of their overall aesthetic when displayed in an ensemble. Displaying matching clothing items together may stimulate one's approach response to the entire ensemble. A type of display that shows complementary items may stimulate multiple purchases, it depicts a total look for the customer to picture him/her self wearing the items (reducing perceived risk) and it depicts an image of the store or brand to the customer.

Cognitive responses are defined as the consumer's knowledge and inferences related to the exposed stimuli (Dijkstra et al., 2005). Cognitive responses are necessary to understand the information that is being presented and they often require the use of mental imagery. Affective responses are the consumer's evaluations and emotions related to the exposed stimuli (Donovan & Rossiter, 1982). Once the products are emotionally evaluated (affective response), if consumers can picture themselves using the products displayed this can lead to positive cognitive pleasure. The combination of both of these responses together creates ones' total aesthetic response.

Effect of Visual Merchandise Displays on Aesthetic Response

As previously noted, consumer's aesthetic response to a visual merchandise display can be categorized into two categories, affective responses and cognitive responses. Affective responses are the consumer's evaluations and emotions related to the exposed stimuli, in this case the coordinated outfit displayed (Dijkstra et al., 2005). An affective state can be represented by two dimensions, a) emotional pleasure and b) emotional arousal (Donovan & Rossiter, 1982). Baker et al. (1992) found that together, emotional pleasure and emotional arousal affect approach response through willingness to buy. Bellizzi and Hite (1992) also found that emotional pleasure is positively related to approach responses. If the display elicits a positive emotion in the consumer, they should have an increased approach response and decreased perceived risk associated with the items displayed. The coordination of the items displayed should result in a positive emotion for the respondent, which will lead them to an increased approach response and decreased perceived risk associated with the displayed items.

Bone and Ellen (1992) found that imagery did not influence purchase intention. However, a study conducted by Oliver et al. (1993) found that imagery enhanced a person's liking towards a product. The contradiction may be a result of the level of envisioning oneself versus envisioning others. Those who can envision themselves are more likely to change their behavior which could lead the mental imagery component of cognitive pleasure to affect a consumer's response (Fiore et al., 2000). The more realistic the visual display, the realism should enhance the consumer's ability to visualize themselves in the outfit, and therefore increase their

cognitive pleasure, which should lead to an increased approach response and decreased perceived risk associated with the items displayed.

Approach Response

A display of complementary items makes for a display that is visually tangible to the customer. The entirety of the ensemble will portray a positive image of the items to the customer, which will elicit a strong sensory experience increasing their approach responses and desire for the products displayed (MacInnis & Price, 1987). Therefore one's aesthetic response to the items displayed, depending on how the merchandise is displayed, will influence the consumers' approach response by way of an increased aesthetic response towards the items displayed. It has also been found that the use of atmospherics in a retail setting and the emotions elicited by them can cause greater affect and loyalty to a store (Chang et al., 2004). When a customer's approach response is increased this can lead to purchasing behavior. Approach response is identified by ones' intent for the displayed items, such as "I can picture myself wearing the items displayed", "I would recommend the displayed items to friends", "I would be interested in wearing the displayed items", "I would get good use out of the displayed items", and "I would like to wear the displayed items".

Perceived Risk

Perceived risk is an uncertainty with the prospect of serious of outcome (Ko et al., 2004). Perceived risk is identified by measuring ones' perception of the presence of an adverse attribute in a product. Extensive literature has been conducted on risk; however studies use different approaches and focus on different aspects of risk. A consensus has developed among researchers that there are different types of risk:

financial, performance, physical, psychological, social and time or convenience risk (Conchar et al., 2004). In this study, perceived risk is defined as the potential for performance failure, failure to use, and judgment from family and friends associated with the purchase of items.

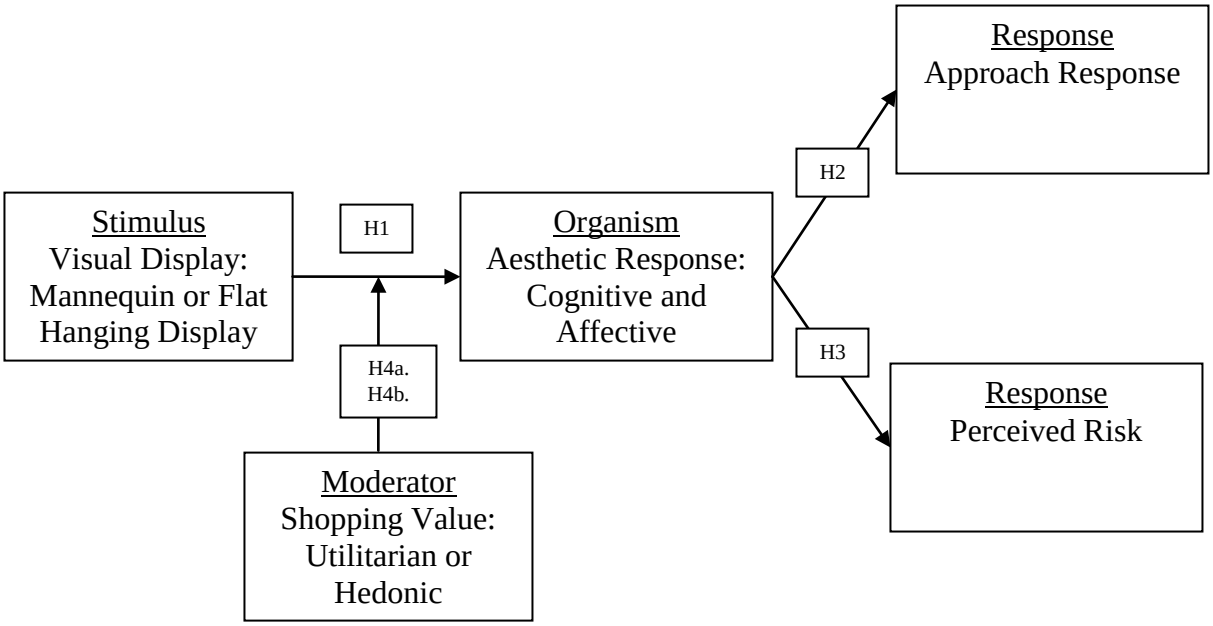
The presence of a perceived risk has the possibility of affecting ones satisfaction for items displayed as well as ones intention to purchase. Coordinated displays may increase ones affective response which may reduce the amount of uncertainty perceived when contemplating the usefulness of a product (Szymanski & Hise, 2000). “One way to reduce risk is to create an attractive visual product presentation that gives some sense of fit and other tactile experiences” (Park et al., 2005, p.696). The display type, whether it enables or disables a consumer to visualize themselves using the items displayed, appears consistent with themselves, enjoyable, unified, user-friendly, attractive, fashionable, etc., will determine ones aesthetic response to the items displayed which will influence their perception of risk associated with the displayed items.

Summary

By comparing the effectiveness of two types of in-store visual merchandise displays (full size mannequin and flat hanging display) this study will help to better understand the roles of consumers’ shopping value on their responses to visual merchandise displays, in the form of aesthetic response, approach response and perceived risk, in an in-store retail setting. The proposed adapted S-O-R model (Mehrabian & Russell, 1974) explains that a stimulus (full size mannequin, flat hanging display) can influence a behavioral response (approach response, perceived

risk) in a consumer mediated by that consumer's affective or cognitive response (aesthetic response), with an added moderator (shopping value) will be used to understand these relationships. (See Figure 2)

<u>Figure 2</u>: Adapted S-O-R Model with Hypothesis



CHAPTER III. METHOD

Instrument

To test my hypotheses and the proposed model, a questionnaire was employed to collect data. The instrument included an informed consent form and measures of shopping value, perceived unity of the display, appearance of outfit, appearance of the display, aesthetic response, approach response, perceived risk, purchase intention and demographic information. The informed consent included assurances of anonymity and confidentiality and a description of the study. The present research study was submitted and approved by the Institutional Review Board (IRB) of Oregon State University. The data were analyzed using Cronbach's alpha, ANOVA, MANOVA and Pearson's Correlation.

Design

The purposes of this research were to examine consumers' responses to two visual merchandise displays in an in-store retail setting and the role of consumers' shopping value on these responses. The present research study was a field experiment with the experimental site being the OSU Bookstore. I investigated two types of in-store visual displays (full size mannequin and flat hanging display), and consumers' aesthetic response, approach response, and perceived risk, considering the moderating role of shopping value (hedonic or utilitarian). This experiment employed a one factor, two level, between-subjects design.

To recruit subjects for the experiment, I made announcements to students in various classes, with permission of selected instructors. These announcements explained the purpose of the experiment and the approximation of how long the survey would take (See Appendix G). The announcement also instructed students who were

willing to participate to come to the OSU Bookstore on the announced date and time to participate. The remainder of the participants was simply shopping or passing through the OSU Bookstore during the time of the experiment.

On the day of the experiment, the time for each treatment (one of two displays being present at the Bookstore) was randomly selected. The time the respondents chose to show up decided which treatment they were assigned. Before the survey began, the informed consent forms were given out and the purposes of the study were explained along with roles and rights of participants. The participants then took the survey at the same time he/she was viewing the display. Because the survey posed minimal risks, participants who completed the survey indicated their consent to participate. No informed consent forms were signed by participants because a waiver of consent was approved by IRB.

The survey took approximately 3-5 minutes to complete. The surveys were completely anonymous and participants were asked to not include their names or any identifying information on the surveys. However, immediately following the experiment participants were offered the opportunity to enter their names into a drawing for a $25 gift card to the bookstore. Four names were drawn randomly and four $25 gift cards were awarded to participants.

Apparel was selected for this experiment because displaying coordinated apparel in a visual display is a common practice in retail stores (Berman & Evans, 1995). Also, previous research implies that consumers consider displayed products' aesthetic value when purchasing clothing (Bell et al., 1991). Two considerations helped to select the two outfits that would be used in the study; the outfit had to 1) be

something both males and females would consider appropriate 2) have the same number of products for each gender, in each condition. A manipulation check was included in the survey to determine if the items were considered complementary. To make sure the outfit was viewed as unified in all four conditions, a unity manipulation test was included in the survey.

The experiment was performed twice, in order to implement a stimulus sampling procedure. The purpose of the two experiments was to make sure that the type of display rather than the style of clothing shown in the display was the reason for any differences in participants' responses. The first experiment and the second experiment both used Oregon State University licensed clothing items, but different styles of clothing were used in each experiment. The two experiments were conducted exactly one week apart from each other to maintain consistency in the day and time of the experiments. Four conditions were created for each experimental day 1.) coordinated female outfit in a flat hanging display (viewed only by females), 2.) the same female coordinated outfit (viewed only by females) on a full size mannequin, 3.) coordinated male outfit in a flat hanging display (viewed only by males), 4.) same male coordinated outfit (viewed only by males) on a full size mannequin. The same conditions were implemented for the second experimental day, however the items displayed were different styles of Oregon State University licensed clothing.

The types of visual displays I compared were flat hanging displays and full size mannequins. Both displays showcased the same items; however they differed in techniques, function, appearance, realism and cost to employer. The flat hanging display consisted of two hangers attached to one another (a shirt hanger and a pants

hanger). The items were showcased in a two dimensional form, in a flat display. Items displayed on a mannequin showcased the items displayed in a more realistic manner, and the fit was showcased in the best possible way (on a models form).

The study was conducted at the Oregon State University Bookstore. The materials necessary to conduct the experiment were provided by the OSU Bookstore. These materials were: a male full size mannequin, a female full size mannequin, two flat hanging displays (two shirt hangers, two pant hangers), OSU licensed clothing items, a folding table, a raffle box and clipboards.

The mannequins used in the study were headless mannequins (which are comparable to the headless flat hanging display) that were white in color, completely updated and current in materials and design. The merchandise displayed was identical for males and females; an orange Oregon State University polo top and black pants for each gender (See Appendix B). For the second experiment the merchandise was grey Oregon State University sweat pants and an orange Oregon State University t-shirt (See Appendix B). In these two settings, the display exhibited OSU licensed clothing items, as to not interfere with the other products being sold. Materials not provided by the OSU Bookstore were pencils/pens that respondents took the survey with, two bins for the completed surveys (one for those who viewed the flat hanging display, one for those who viewed the full size mannequin), surveys, and raffle slips for the drawing.

A survey was used to measure the subject's aesthetic response, approach response, and perceived risk. The survey was given out at the bookstore, while subjects were simultaneously able to view the display; the subjects' answered the questionnaire as well. The subjects were instructed as to not take cost into

consideration, so to eliminate any influence of cost. They were also instructed to focus on evaluating and possibly purchasing the OSU licensed merchandise displayed. There was no time limit for how long the subjects had to take the survey. Whether the items were unified, appearance of the outfit, appearance of the model, aesthetic response, approach response, and perceived risk were assessed. Participants' shopping value and demographic information were also collected.

Sample

The sample consisted of individuals who were passing through or shopping in the Oregon State Bookstore on one of two Wednesday's of November 2008. The original sample consisted of 167 respondents, however all respondents with missing data were dropped from the study. The final sample consisted of 152 male and female respondents ranging from ages 18 to 74. 76 males participated and 76 females participated. The mean sample age was 24.19 years old (*SD* = 9.62). Approximately seventy-five percent of the surveyed population where White/Caucasian, eleven percent were Asian, five percent were Hispanic, two percent were Native American, less than two percent were Middle Eastern and four percent were of mixed ethnicities. (See Table 1)

Table 1: Demographic Characteristics of the Sample (*n*=152)

Variables	Descriptions	Frequency	Percent (%)
Sex	Female	76	50.0
	Male	76	50.0
Age	≤20	66	43.4
	21-25	54	35.5
	26-30	16	10.5
	31-35	2	1.3
	36-40	2	1.3
	41-45	2	1.3
	46-50	3	2.0
	51-55	4	2.6
	56-60	1	0.7
	61-65	1	0.7
	66-70	0	0.0
	71-75	1	0.7
Ethnicity	White/Caucasian	114	75.0
	Black/African Am.	3	2.0
	Asian	17	11.2
	Hispanic	7	4.6
	Native American	3	2.0
	Middle Eastern	2	1.3
	Mixed Ethnicity	6	3.9
Day	Day One	71	46.7
	Day Two	81	53.3
Display Type	Full Size Mannequin	77	50.7
	Flat Hanging Display	75	49.3

Variables

The *independent variable* for this study was the display type (full size mannequin or flat hanging display) for each gender, which was performed twice (stimulus sampling procedure). The *moderator* was shopping value which is a categorical variable based on a score each participant received based on their answers to the *shopping value* scale. Shopping value scales in the survey measured hedonic and utilitarian shopping value; the *dependent variables* were aesthetic response which was a continuous variable, perceived risk which was a continuous variable, and approach response which was a continuous variable. Cronbach's alpha was used to test reliability/internal consistency of each measure. The Cronbach's alpha for the five item utilitarian scale was too low for an accurate analysis, at 0.23, therefore only hedonic was used for analysis purposes, turning shopping value into a continuous variable (based on hedonic score).

An ANOVA was used to compare participants' responses on the two experimental days; i.e., test to see if the styles of clothing in the displays affected the responses. Multivariate analysis techniques were used to examine relationships between the independent variable (display type) and dependent variables (aesthetic response, approach response and perceived risk). Display type on aesthetic response, display type on approach response, and display type on perceived risk were analyzed with MANOVA. Another MANOVA was run to test the moderating relationship of gender and hedonic shopping value on dependent variables (aesthetic response, approach response, perceived risk) caused by display type. A post hoc ANOVA was run between gender and hedonic shopping value, to see if gender had an influence on hedonic shopping value responses. Lastly, an exploratory analysis was conducted to

examine the relationships among demographic variables and respondents' utilitarian shopping value (by five-item and one-item scales). Univariate analysis techniques were used to examine level of utilitarian shopping value by gender and ethnicity. Pearson's correlation examined the relationship between age and utilitarian shopping value.

CHAPTER IV. RESULTS

Pretest

Three pretests involving volunteer graduate students taking the survey was conducted prior to the actual experiment. For the first pretest, five volunteer students were brought to the OSU Bookstore and asked to view an in-store display and take the survey. The pretest was timed to see approximately how long the survey took, and volunteers averaged four minutes to complete the survey. After the timed pretest, an open discussion was conducted to discover any problems or confusion with the survey. A minor change was made, such as a clarification in question one, to change the scenario from “please reflect on your last shopping experience” to “please reflect on a typical retail clothing shopping experience”. This change clarified my intention to ask participants about their *typical* retail clothing shopping behavior, to identify the respondents’ shopping value. In the demographics ethnicity section, a change was made from identifying “white” as an option to elaborating the option to “White/Caucasian”.

The second pretest was conducted to see if the changes made from the previous pretest created any new questions or confusion. Four volunteer graduate students were brought to the OSU Bookstore and asked to view an in-store display and take the survey. Another change was made in wording from referring to the clothing displayed as an “outfit” to “the displayed clothing is…”. The term “outfit” does not translate in all languages and therefore was being identified as the *fit* of the outfit, rather than the entire entity displayed.

Next, changes were made from suggestions made by my committee members after my proposal meeting. Wording was changed in the scenario for question one

from “Please reflect on your last shopping experience” to “When I think about shopping for clothing for myself, I tend to…”. The scenario for question two changed to reduce a focus on purchase intention and to vary the response to an evaluation of the merchandise. The scenario for question two was changed from “You have been given $300 to purchase OSU licensed clothing for yourself; you come to the OSU Bookstore to purchase this merchandise. As you are walking through the store you notice the display in front of you” to “You have been asked to evaluate and possibly purchase OSU licensed merchandise. Please do NOT take into consideration the cost of the merchandise. You come to the OSU Bookstore to evaluate this merchandise. As you are walking through the store you notice the display in front of you”. Questions about perceived risk and approach response were also added to the survey.

The third pretest was conducted after the suggestions from my committee members’ changes were made. Four volunteer graduate students who had previously participated in one of the first two pretests were asked to evaluate the changes made in the survey and make comments based on these changes. All four participants thought the changes made were positive additions. Two minor changes were made based on feedback received. In the question that states “The display is…” anchored by intimating/user-friendly I had reversed the scale identifying one as user-friendly and five as intimidating. This scale was reversed to read one as intimating and five as user-friendly. Question two was reworded from “The display clothing is…” anchored by good appearance/bad appearance, to “The display clothing has…”, to read more clearly.

Scales

All the responses from the two experimental days were compared to determine if style of clothing (stimulus sampling) affected responses. Using ANOVA statistical method, the means were compared between the two experimental days for: *aesthetic response, approach response, perceived risk, unity, appearance of the outfit* and the *appearance of the display*. There were no statistical differences between experimental days for *approach response, perceived risk, unity, appearance of outfit* or *appearance of the display;* however there was a statistically significant difference in terms of *aesthetic response* between experimental days F (1,152) = 6.58, $r^2=0.04$, $p < .05$. (See Table 4)

Participants' responses to *unity of display* (a manipulation check) were compared between the two experimental days. The scale used two items with five-point semantic differential scales, consisting of "The model's clothing is…" poorly coordinated/well coordinated, inconsistent/consistent and answered on five-point scales (Lam & Mukerjee, 2005) (See Table 3). Scores for unity of display ranged from 4 to ten with a combined mean response of 8.01 and a standard deviation of 1.54. A test of display unity reliability/internal consistency was run (Cronbach's alpha = .67). Descriptive statistics showed a slight difference in means in terms of display unity by day, with the mean for day one at 8.25 with a standard deviation of 1.65 and for day two was 7.80 with a standard deviation of 1.42. A univariate analysis of variance was run by day to test for differences between experimental days. The differences between the two days in terms of unity were not statistically significant F (1, 152) = 3.28, $p>.05$. (See Table 4)

In addition, the appearance of the outfit and the appearance of the display were measured. They were measured to determine the difference between conditions in interpreting the display as attractive, fashionable, likeable and similar; and the outfit displayed as attractive and likeable, depending on the type of display. The scales were adapted from Cox & Cox (2002) and Kim & Lennon (2008). The scale used four items with five-point semantic differential scales, consisting of "The display's clothing is…" unattractive/attractive, unfashionable/very fashionable, not very similar to what I wear/very similar to what I wear, and not likable/likable. The display's appearance was measured by two items with a five point semantic differential scale consisting of "The display is…" unattractive/attractive and not likable/likable (See Table 3).

A test of reliability/internal consistency was run (Cronbach's alpha=0.85) for appearance of outfit. Scores for appearance of the outfit ranged from 5 to twenty-five with a combined mean response of 14.92 and a standard deviation of 4.41. A univariate analysis of variance was run by day to test for differences between experimental days. The differences between the two days in terms of appearance of the outfit were not statistically significant F (1, 152) = 0.54, p>.05. Descriptive statistics showed a very slight difference in means in terms of appearance of the outfit by day, with the mean for day one at 15.20 and a standard deviation of 4.07 and for day two mean of 14.68 and a standard deviation of 4.69. (See Table 4)

A test of reliability/internal consistency was run (Cronbach's alpha=0.78) for appearance of display. Scores for appearance of the display ranged from 8 to twenty-five with a combined mean response of 18.12 and a standard deviation of 3.43. A univariate analysis of variance was run by day to test for differences between

experimental days. The differences between the two days in terms of appearance of the outfit were not statistically significant F (1, 152) = 1.47, p>.05. Descriptive statistics showed a very slight difference in means in terms of appearance of the display by day, with the mean for day one at 18.48 and a standard deviation of 3.48 and for day two mean of 17.80 and a standard deviation of 3.39. (See Table 4)

Aesthetic response was measured for the total outfit. The scale used four items with five-point semantic differential scales, consisting of "The displayed clothing is…" offensive/enjoyable, poor looking/nice looking, unattractive/attractive, and bad appearance/good appearance (Lam & Mukerjee, 2005) (See Table 3). Scores for aesthetic response ranged from 4 to twenty with a combined mean response of 14.60 and a standard deviation of 3.32. A test of reliability/internal consistency was run (Cronbach's alpha= 0.88). Descriptive statistics showed a difference in means in terms of aesthetic response by day, with the mean for day one at 15.32 with a standard deviation of 2.76 and for day two mean of 13.96 with a standard deviation of 3.65. A univariate analysis of variance was run by day to test for differences between experimental days. The differences between the two days in terms of aesthetic response were statistically significant F (1, 152) = 6.58, p<.05. The style of clothing used for the first experimental day was perceived as more aesthetically positive than the style of clothing used for the second experimental day. (See Table 4)

Shopping value was measured for each individual surveyed via a ten item, five-point scale: five hedonic shopping questions and five utilitarian shopping questions (Babin et al., 1994). The subject was asked "When I think about shopping for clothing for myself, I tend to…" anchored by strongly disagree/strongly agree. Questions about

enjoyment, accomplishments, excitement, and task completion were asked to determine the individuals' type of shopping value (levels of hedonic and levels of utilitarian shopping value) (See Table 3). A test of reliability/internal consistency was run for the five item hedonic scale (Cronbach's alpha= 0.92). A Cronbach's alpha for the five item utilitarian scale was 0.23, therefore deeming the scale unreliable. Scores for hedonic shopping value ranged from 5 to twenty-five with a combined mean response of 15.43 with a standard deviation of 5.28. For subsequent analyses, shopping value was tested only by the hedonic value measurement. (See Table 4)

Approach response to the merchandise displayed was assessed via five question, five point scale anchored by strongly disagree/strongly agree. The subjects were asked "I can picture myself wearing the items displayed", "I would recommend the displayed items to friends", "I would be interested in wearing the displayed items", "I would get good use out of the displayed items", and "I would like to wear the displayed items" (See Table 3). A test of reliability/internal consistency was run (Cronbach's alpha=0.92) for approach response. Scores for approach response ranged from 5 to twenty-five with a combined mean response of 15.42 with a standard deviation of 4.77. A univariate analysis of variance was run by day to test for differences between experimental days. The differences between the two days in terms of approach response were not statistically significant F (1, 152) = 0.09, p>.05. Descriptive statistics showed a slight difference in means in terms of approach response by day, with the mean for day one at 15.30 and a standard deviation of 4.46 and for day two mean of 15.53 and a standard deviation of 5.05. (See Table 4)

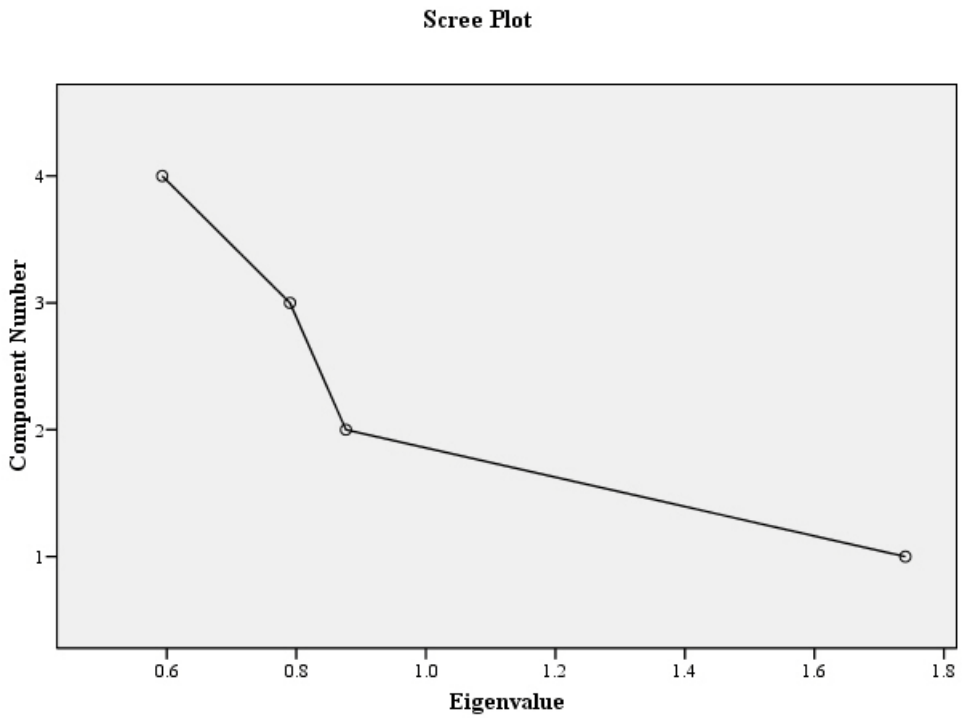
Perceived risk associated with the merchandise was assed via a four question, five point scale anchored by strongly disagree/strongly agree. The subjects were asked "I am uncertain I would use these items", "I am concerned the product's displayed might fail to perform to my satisfaction", "If I purchase the displayed items, I am afraid my friends or relatives will judge my purchase" and "The items displayed are not worth my money" (Ko et al., 2004) (See Table 3). A test of reliability/internal consistency was run. A Cronbach's alpha for the four item scale was low at 0.56. A factor analysis was run and a screeplot was analyzed to view factor loadings and Eigenvalues. The Variamax rotation revealed three of the factors loaded heavily on component one, and one of the factors loaded heavily on component two. A second reliability analysis was run with eliminating "I am uncertain I would use these items", therefore raising the Cronbach's alpha to 0.60 for the three time scale. (See Table 2, Figure 3, Table 4)

<u>Table 2:</u> Component Matrix for Perceived Risk (*n*=152)

Item	Factor		Cronbach's Alpha if item deleted
	1	2	
The items displayed are not worth my money	0.79	1.30	
If I purchase the displayed items, I am afraid my friends or relatives will judge my purchase	0.78	-0.40	
I am concerned the product's displayed might fail to perform to my satisfaction	0.58	0.29	
I am uncertain I would use these items	0.10	0.97	0.595

Note. Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

<u>Figure 3</u>: Scree Plot for Factor Analysis (Perceived Risk)



A test of reliability/internal consistency was run (Cronbach's alpha=0.60) for perceived risk. Scores for perceived risk ranged from 3 to fifteen with a combined mean response of 7.51 with a standard deviation of 2.26. A univariate analysis of variance was run by day to test for differences between experimental days. The differences between the two days in terms of perceived risk were not statistically significant F (1, 152) = .67, p>.05. Descriptive statistics showed a slight difference in means in terms of perceived risk by day, with the mean for day one at 7.35 and a standard deviation of 2.31 and for day two mean of 7.65 and a standard deviation of 2.23. (See Table 4)

There were no statistically significant differences between experimental days for *approach response, perceived risk, unity, and appearance of outfit* or *appearance of the display;* however there was a statistically significant difference in terms of

aesthetic response between experimental days. Although there was a statistically significant difference between experimental days in terms of aesthetic response, the data were combined for analysis purposes. The data were combined between experimental days because unity, appearance of the outfit and appearance of the display (which are directly influenced by the items displayed) had no statistically significant differences. The only variable that had statistically significant differences between experimental days (aesthetic response) was a dependent variable, not a manipulation check variable therefore it is not solely influenced by the items displayed. The differences between experimental days may have been affected by other things such as individuals surveyed that day, rather than the items displayed. (See Table 4)

Table 3: Scale Development

Variable	Items	Adapted from
Unity of the display	"The model's clothing is…" • poorly coordinated/well coordinated • inconsistent/consistent	Lam & Mukerjee (2005)
Appearance of the Outfit	"The display's clothing is…" • unattractive/attractive • unfashionable/very fashionable • not very similar to what I wear/ very similar to what I wear • not likable/likable	Cox & Cox (2002) Kim & Lennon (2008)
Appearance of the Display	"The display is…" • unattractive/attractive • not likable/likable	Cox & Cox (2002) Kim & Lennon (2008)
Aesthetic Response	"The displayed clothing is…" • offensive/enjoyable • poor looking/nice looking • unattractive/attractive • bad appearance/good appearance	Lam & Mukerjee (2005)
Hedonic Shopping Value	Anchored by "strongly agree/ strongly disagree • "enjoy shopping for its own sake, not just the items I may purchase" • "feel the excitement of the hunt" • "continue to shop, not because I have to but because I want to" • "feel shopping is truly a joy"	Babin et al. (1994)
Utilitarian Shopping Value	Anchored by "strongly agree/ strongly disagree • "feel I accomplish only what I want to" • "feel I can't buy only the items I really need" • "find only the item(s) I am looking for" • "feel really smart about the shopping trip" • "want the trip to be over quickly"	Babin et al. (1994)
Approach Response	Anchored by "strongly agree/ strongly disagree • "I can picture myself wearing the items displayed" • "I would recommend the displayed items to friends" • "I would be interested in wearing the displayed items" • "I would get good use out of the displayed items" • "I would like to wear the displayed items"	Not adapted from previous literature
Perceived Risk	Anchored by "strongly agree/ strongly disagree • "I am uncertain I would use these items" • "I am concerned the product's displayed might fail to perform to my satisfaction" • "If I purchase the displayed items, I am afraid my friends or relatives will judge my purchase" • "The items displayed are not worth my money"	Ko et al. (2005)

Table 4: ANOVA (*n*=152)

Var.	α	Actual Range	Mean	SD	Diff. btw. Exp. Days
Unity	.67	4-10	8.01	1.54	F (1, 152) = 3.28, p>.05
Aesthetic R.	.88	4-20	14.60	3.32	F (1, 152) = 6.58, p<.05
Hedonic	.92	5-25	15.43	5.28	-----
Utilitarian	.23	5-25	-----	-----	-----
Appear. Out.	.85	5-25	14.92	4.41	F (1, 152) = 0.54, p>.05
Appear. Disp.	.78	8-25	18.12	3.43	F (1, 152) = 1.47, p>.05
Approach R.	.92	5-25	15.42	4.77	F (1, 152) = 0.09, p>.05
P. Risk	.60	3-15	7.51	2.26	F (1, 152) = 0.67, p>.05

Note. Aesthetic R.= Aesthetic Response, Appear. Out.= Appearance of the outfit, Appear. Disp.= Appearance of the display, Approach R.= Approach Response, P. Risk= Perceived Risk

Data Analysis

A multivariate analysis of variance (MANOVA) was conducted to examine whether any of the dependent variables (aesthetic response, approach response, and perceived risk) were affected by the independent variable (type of visual display). MANOVA is used when there is more than one (correlated) dependent variable and where the dependent variables cannot be combined. MANOVA also identifies if changes in the independent variables have a significant effect on the dependent variables; that is, whether the full size mannequin or a flat hanging display conditions affected an individuals' aesthetic response and therefore their approach response and/or perceived risk associated with the items displayed. A MANOVA also identifies the interaction affect (level of hedonic, gender) among dependent variables (aesthetic response, approach response, perceived risk).

MANOVA showed no statistically significant interaction between display type and gender on any dependent variable (aesthetic response, approach response, or perceived risk). The multivariate tests showed insignificant results in the interaction between gender and display type on aesthetic response F (1, 152) = 2.42, r^2=.11, p>.05), approach response F (1, 152) = .003, r^2=.10, p>.05, or perceived risk F (1, 152) = .10, r^2=.05, p>.05. (See Table 5)

MANOVA showed no statistically significant interaction between hedonic and display type on any dependent variable (aesthetic response, approach response, or perceived risk). The multivariate tests showed insignificant results in the interaction between display type and hedonic on aesthetic response F (17, 152) = 1.63, r^2=.35, p>.05, approach response F (17, 152) = .68, r^2=.32 p>.05, or perceived risk F (17, 152) = .79, r^2=.26, p>.05. (See Table 5)

MANOVA revealed a statistically significant effect of display type on aesthetic response, approach response and perceived risk. Display type had a statistically significant effect on aesthetic response, F (1, 152) = 15.88, r^2= .10, p<.01. Descriptive statistics for this relationship show preferences for full size mannequin in terms of aesthetic response for all respondents. For the flat hanging display M=13.56 (SD=3.38). For the full size mannequin M=15.61 (SD=2.95). Thus, the full size mannequin was perceived as having greater aesthetic qualities. (See Table 5)

Display type also had a significant effect on approach response F (1, 152) = 13.74, r^2= .08, p<.01. Descriptive statistics for this relationship show a higher approach response for full size mannequin for all respondents. For the flat hanging display M=14.03 (SD=4.35). For the full size mannequin M=16.78 (SD=4.79). Thus,

the full size mannequin was perceived as having greater approach response qualities. (See Table 5)

Display type had a significant effect on perceived risk F (1, 152) = 5.97, r^2= .04, p<.05. Descriptive statistics for this relationship show preferences for full size mannequin in terms of less perceived risk associated with the display, for all respondents. For the flat hanging display M=7.96 (SD=2.17). For the full size mannequin M=7.08 (SD=2.28). Thus, the full size mannequin was perceived as having less risk associated with it. (See Table 5)

Table 5: MANOVA (*n*=152)

IV	DV	F	df	p	r^2
Display x Gender	AR	2.42	(1,152)	>.05	.11
	App. R	0.003	(1,152)	>.05	.10
	P.Risk	0.10	(1,152)	>.05	.05
Display x Hedonic	AR	1.63	(17,152)	>.05	.35
	App. R	0.68	(17,152)	>.05	.32
	P.Risk	0.79	(17,152)	>.05	.26
Display	AR	15.88	(1,152)	<.01	.10
	App. R	13.74	(1,152)	<.01	.08
	P. Risk	5.97	(1,152)	<.05	.04

Note. AR= Aesthetic Response, App. R= Approach Response, P.Risk= Perceived Risk

Post Hoc Analysis

An analysis was conducted to examine the relationship between gender and shopping value (hedonic score). An ANOVA was analyzed to test this relationship. (See Table 8)

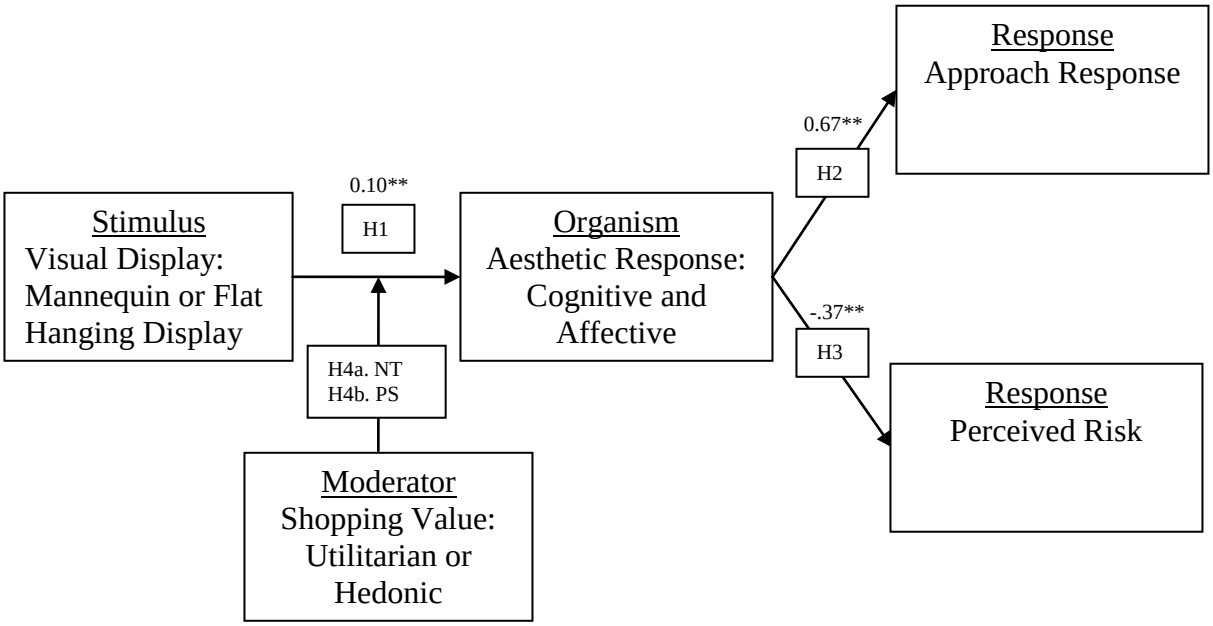
Exploratory Analysis

An exploratory analysis was conducted to provide the reader with ideas for future research by examining the relationships among demographic characteristics and respondents' utilitarian shopping value (by five item and one item scales). Univariate analysis techniques were used to examine level of utilitarian shopping value by gender and ethnicity. Pearson's correlation examined the relationship between age and utilitarian shopping value. (See Table 9, Table 10, Table 11 and Table 12)

Hypothesis Testing

Results of the MANOVA, ANOVA, Pearson's correlation, and descriptive statistics, were used to evaluate each hypothesis. (See Figure 4, Table 6 and Table 7)

Figure 4: Adapted S-O-R Model with Results



Note. NT= Not Tested, PS= Partially Supported
**p<0.01

Table 6: Hypothesis Testing

Hypothesis		Result
H1	The type of visual display will elicit different aesthetic responses to the display.	Supported
H2	Aesthetic response to visual displays will be positively correlated with approach response to the items displayed.	Supported
H3	Aesthetic response to visual displays will be negatively correlated with perceived risk to the items displayed.	Supported
H4a.	Utilitarian shoppers will have a higher aesthetic response to the flat hanging display.	Not Tested
H4b.	Hedonic shoppers will have a higher aesthetic response to the full size mannequin display.	Partially Supported

H1: The type of visual display will elicit different aesthetic responses to the display.

A MANOVA analysis of display type (independent) on aesthetic response, approach response and perceived risk (dependent) was run. MANOVA showed a statistically significant relationship between display type and aesthetic response. Display type had a significant effect on aesthetic response F (1, 152) = 15.88, r^2= .10, p<.01). Descriptive statistics revealed the mean aesthetic response for the full size mannequin was M=15.61, SD=2.95, and M=13.56, SD=3.38 for the flat hanging display. Therefore, individuals who viewed the full size mannequin had a higher aesthetic response to the display. Hypothesis 1 was supported. (See Table 5, Figure 4 and Table 6)

H2: Aesthetic response to visual displays will be positively correlated with approach response to the items displayed.

The results of Pearson's Correlation reveal a positively correlated relationship between aesthetic response and approach response. This relationship is statistically significant $r(150)$= .67, p < .01. When the respondents' aesthetic response was higher, their approach response was higher as well. Hypothesis two was supported. (See Figure 4, Table 6 and Table 7)

H3: Aesthetic response to visual displays will be negatively correlated with perceived risk to the items displayed.

The results of Pearson's Correlation reveal a negatively correlated relationship between aesthetic response and perceived risk. This relationship is statistically significant $r(150)$ = -.37, p < .01. When the respondents' aesthetic response was

higher, their perceived risk was lower. Hypothesis three was supported. (See Figure 4, Table 6 and Table 7)

H4: Shopping value will moderate the relationship between type of visual display and aesthetic response to the display.

The results of MANOVA showed no significant interaction between shopping value (level of hedonic) and display type on aesthetic response. The multivariate tests showed insignificant results in the interaction between display type and hedonic on aesthetic response F (17, 152) = 1.63, r^2=.35, p>.05. (See Table 5 and Figure 4)

a. Utilitarian shoppers will have a higher aesthetic response to the flat hanging display.

Hypothesis four (a) was not tested because of the unreliability of the utilitarian scale.

b. Hedonic shoppers will have a higher aesthetic response to the full size mannequin display.

This hypothesis was tested with a MANOVA for aesthetic response questions by display type because of a lack of a significant shopping value (level of hedonic) moderator. All respondents had a higher aesthetic response, F (1,152) = 15.88, $r^2=0.10$, $p < .01$ to the full size mannequin. Descriptive statistics revealed the mean aesthetic response for the full size mannequin was 15.61 (SD=2.95) and 13.56 (SD=3.38) for the flat hanging display. Hypothesis four (b) was partially supported. (See Table 5 and Figure 4)

Table 7: Pearson's Correlation between dependent variables (*n*=152)

Measure	1	2	3	
1. Perceived Risk	--	-.33**	-.37**	
2. Approach Response		-.33**	--	.67**
3. Aesthetic Response	-.37**	.67**	--	

Note. **p<0.01

Post Hoc Analysis:

An ANOVA was analyzed to compare the gender the respondent marked on the survey to their shopping value. Females were found statistically more hedonic than males. The descriptive statistics reveal that males have a lower mean of hedonic shopping value (M=12.57, SD=4.68) than females (M=18.30, SD=4.19), this relationship is statistically significant, F (1,152) = 63.23, r^2=0.30, p < .01. (See Table 8)

Table 8: ANOVA Gender x Hedonic (*n*=152)

IV	DV	F	df	p	r^2
Gender	Hedonic	63.23	(1, 152)	<0.01	.30

Exploratory Analysis:

Although the utilitarian scale was proven unreliable for the present experiment, additional exploratory analyses were run to discover other demographic influences on one's utilitarian shopping value, in an effort to identify ideas for future research.

Scores for the five-item utilitarian scale ranged from 9 to twenty-five with a combined mean response of 15.39 and a standard deviation of 2.76.

ANOVA revealed respondents' level of utilitarian shopping value was influenced by gender, F (1,146) = 12.17, r^2=.08, p < .01 (See Table 9). Descriptive statistics revealed males were found statistically more utilitarian than females; males (M=16.15, SD=2.82) and females (M=14.61, SD=2.49).

A Pearson's correlation analysis revealed no statistically significant correlation between age and level of utilitarian shopping value $r(146)$=.09, p>.05 (See Table 10).

A second ANOVA revealed ethnicity to have a statistically significant effect on utilitarian score F (1,146) = 2.21, r^2=.09, p < .05 (See Table 9); African Americans had the lowest mean on the utilitarian shopping value scale (M=13.67, SD=1.53) whereas respondents of Middle Eastern ethnicity had the highest mean on the utilitarian shopping value scale (M=19.00, SD=0.00). The ethnicity results should be considered with limited influence due to the fact that only 2% of the sample population was African American and 1.3% Middle Eastern (See Table 1). In comparing individuals of white/Caucasian ethnicity to those of non-white/Caucasian or mixed ethnicities, those of non-white/Caucasian or mixed ethnicities had a higher mean utilitarian shopping value score than those of white/Caucasian ethnicity; non-white/Caucasian or mixed (M=16.25, SD=2.17), white/Caucasian (M=15.23, SD=2.63).

Table 9: ANOVA Utilitarian (*n*=146)

IV	DV	F	df	p	r^2
Gender	Utilitarian	12.17	(1, 146)	<0.01	.08
Ethnicity	Utilitarian	2.21	(1, 146)	<0.05	.09

Table 10: Pearson's Correlation between age and utilitarian (*n*=146)

Measure	1	2
1. Age	--	.09
2. Utilitarian	.09	--

Note. NS

For utilitarian shoppers, shopping is a planned, rational, efficient, necessary process which is part of a routine with a clear beginning and end (Engel et al., 1993). Therefore, the survey question "When I think about shopping for clothing for myself, I tend to want the trip to be over quickly" may better represent ones' utilitarian shopping value for these discovery analysis' of demographic contributes. Scores for "When I think about shopping for clothing for myself, I tend to want the trip to be over quickly" ranged from 1 to five with a mean response of 2.90 and a standard deviation of 1.31.

Using this one-item measure to represent respondents' utilitarian shopping value, respondents' gender, age and ethnicity were all found to significantly influence this utilitarian score.

ANOVA results revealed gender to have a statistically significant effect on utilitarian shopping value F (1,152) = 44.50, $r^2=.23$, $p < .01$ (See Table 11), males had a higher mean of utilitarian shopping value than females; males (M=3.53, SD=1.13) and females (M=2.28, SD=1.81).

ANOVA results revealed ethnicity to have a statistically significant effect on utilitarian shopping value F (1,152) = 2.53, $r^2=.10$, $p < .05$ (See Table 11); Asians had the lowest utilitarian mean (M=2.06, SD=0.83) while respondents of Middle Eastern ethnicity had the highest utilitarian shopping value mean (M=4.50, SD=0.71). These results are limited to the present sample; approximately 11% of my sample population was Asian and 1.3% Middle Eastern (See Table 1). In comparing individuals of white/Caucasian ethnicity to those of non-white/Caucasian or mixed ethnicities, those of non-white/Caucasian or mixed ethnicities had a higher mean utilitarian shopping value than those of white/Caucasian ethnicity; non-white/Caucasian or mixed (M=3.29, SD=1.03), white/Caucasian (M=2.91, SD=1.34).

Pearson's Correlation results revealed a statistically significant relationship between age and utilitarian shopping value $r(152)$=.21, p<.05 (See Table 12); respondents thirty years of age and younger had a lower utilitarian mean (M=3.07, SD=1.35) than respondents thirty-one to seventy-four (M=3.62, SD=1.41).

Table 11: ANOVA One-item utilitarian (*n*=152)

IV	DV	F	df	p	r^2
Gender	Utilitarian	44.50	(1, 152)	<0.01	.23
Ethnicity	Utilitarian	2.53	(1, 152)	<0.05	.10

Table 12: Pearson's Correlation between age and one-item utilitarian (*n*=152)

Measure	1	2
1. Age	--	.21*
2. Utilitarian	.21*	--

Note. *p<.05

CHAPTER V. DISCUSSION AND CONCLUSIONS

This study addressed the relationship between display type (full size mannequin, flat hanging display) and consumers' aesthetic responses leading to approach response and perceived risk, considering a moderating relationship of shopping value. In this chapter, the results have been interpreted and conclusions are discussed. Theoretical implications of this study are also addressed in this chapter as well as implications of apparel retailers. In the final chapter the limitations of the study are discussed and recommendations for future research studies are provided.

Interpretation of Results

Since there were no statistically significant differences between manipulation check variables (unity, appearance of the outfit, appearance of the display) between experimental days, combining the information for an overall analysis is applicable.

There were no significant interaction effects with display type and shopping value between any dependent variable (aesthetic response, approach response or perceived risk). There were also no significant interaction effects with display type and gender between any dependent variable (aesthetic response, approach response, or perceived risk). Display type had a significant effect on aesthetic response. Descriptive statistics for this relationship show preferences for full size mannequin in terms of aesthetic response for both genders.

These results show that regardless of gender or level of hedonic shopping value, the full size mannequin display was the preferred display type. This may be because when consumers viewed the full size mannequin their mental imagery processing created positive emotions that raised their aesthetic response and therefore

raised their levels of approach response and lowered their perceived risk associated with the display and items displayed. Since the full size mannequin display was so visually tangible to the customer (due to its realism and attention) this display of an entire ensemble portrayed a positive image of the items to the customer, which elicited a strong sensory experience increasing their approach response for the products displayed for all respondents, regardless of hedonic shopping value or gender.

H1: The type of visual display will elicit different aesthetic responses to the display.

Visual display affected aesthetic response; the full size mannequin display increased aesthetic response to the displayed clothing. Since the full size mannequin is a more realistic, creative and cohesive visual display, the consumer is more attracted to the items displayed on it because it is more visually appealing to them, which led to increased positive cognitive pleasure. The clothing displayed on a true body form helped the respondent to see approximately how the items will look on their body, leading to higher affective pleasure. The combination of cognitive and affective responses enabled by the full sized mannequin led to an increased aesthetic response. This finding supports previous literature that found that imagining oneself in a display was the most significant predictor of their attitude towards a product (Fiore et al., 2000).

H2: Aesthetic response to visual displays will be positively correlated with approach response to the items displayed.

When the respondents' aesthetic response was higher, their approach response was higher as well. Approach response was assessed by the respondents pre-purchase intent for the items displayed, such as "I can picture myself wearing the items

displayed", "I would recommend the displayed items to friends", "I would be interested in wearing the displayed items", "I would get good use out of the displayed items", and "I would like to wear the displayed items".

The full size mannequin raised respondents' aesthetic response to the display and the clothing displayed which equated to an increased approach response to the display and the clothing displayed. Aesthetic response leading to approach response supports research that emotional pleasure is positively related to approach responses (Bellizzi & Hite, 1992). Therefore one's aesthetic response to the items displayed were increased when the display was a full size mannequin, this display affected the consumers approach response towards the items displayed. The increased imagery processing that the full size mannequin evoked through the consumers' visualization of him/her self wearing the coordinated outfit displayed, increased the evaluation of the products displayed. The results from this study support conclusions from previous literature.

H3: Aesthetic response to visual displays will be negatively correlated with perceived risk to the items displayed.

Aesthetic response had a statistically significant effect on perceived risk; the higher the aesthetic response toward the visual display, the lower the perception of risk. The full size mannequin increased ones aesthetic response to the display and also reduced the perceived risk associated with the items displayed. This type of display shows complementary items, depicts a total look for the customer to picture him/her self wearing the items (end-use) and it depicts an image of the store or brand to the customer.

The subjects were asked “I am uncertain I would use these items”, “I am concerned the product’s displayed might fail to perform to my satisfaction”, “If I purchase the displayed items, I am afraid my friends or relatives will judge my purchase” and “The items displayed are not worth my money”. Therefore, the full size mannequin display helps consumers to visualize the products end use before potentially purchasing which reduces the perceived risk associated with the items displayed because the consumer is somewhat reassured that the products will be worn. This result supports the notion that the display type that enables consumers to visualize how clothing styles will look on them and how the displayed items will look together will reduce perceived risk associated with the items displayed (Klokis, 1986). These results also support previous literature such that a way to reduce risk is by way of an attractive visual presentation that showcases tactile experiences such as fit (Park et al., 2005).

H4: Shopping value will moderate the relationship between type of visual display and aesthetic response to the display.

a. Utilitarian shoppers will have a higher aesthetic response to the flat hanging display

This hypothesis was not tested because the utilitarian scale was proven unreliable for this specific study. Although this scale was adapted from previous literature, the context in which the respondents’ were viewing this display may have interfered with the shopping value motive. As hypothesized, an expected result was to find that females were more hedonic in nature than males in terms of shopping value (this was supported). However, having shopping for athletic apparel as a shopping

motive, this may have affected the shopping value questions because males may prefer to shop for athletic apparel more than other types of apparel. If the experimental items chosen were formal wear for example, the results may have been different because a male may be more engaged and interested in shopping for something he enjoys (such as athletic apparel) than something he may not like as much (such as formal wear). In addition, shopping value results may have been affected by my sample.

b. Hedonic shoppers will have a higher aesthetic response to the full size mannequin display

All respondents had a higher aesthetic response leading to increased approach response and decreased perceived risk associated with the full size mannequin. As previously mentioned, this may be due to consumers mental imagery processing. When respondents viewed a full size mannequin display this created positive emotions which raised their aesthetic response and therefore increased approach response and decreased their perceived risk associated with the display and items displayed.

A possible limitation to my research, as well as an explanation for the reason all respondents had a higher aesthetic response for the full size mannequin may be due to the buying context in which the experiment was conducted. Since the buying context was Oregon State University licensed apparel (athletic in genre) this may have affected the shopping value results.

Post Hoc Analysis:

Females were found statistically more hedonic than males. Although roles are constantly changing and evolving between males and females, the mean female hedonic score was higher than the mean male hedonic score.

Hedonic shoppers view shopping as a recreational, positive, pleasant experience (Bellenger & Korgaonkar, 1980). Hedonic shoppers may feel they have had a valuable shopping experience when feeling emotions such as arousal, fantasy, escapism, and heightened involvement while shopping. The realism and coordination in the displays provided a sense of satisfaction which can provide a customer with hedonic value. In the same vein, females are found to pay more attention to detail and find information such as visual cues (visual displays) to have greater significance (Meyers-Levy & Maheswaran, 1991).

Women and hedonic shoppers tend to enjoy exploring a more interactive physical store environment. They are aroused by multi-sensory images which evoke fantasy (Holbrook & Hirschman, 1982). Chang et al. (2004) further demonstrated that the role of shopping value does indeed differ by gender. The evidence in their study showed that men and women have independent consumer behaviors while shopping in store. Previous research has shown that the attributes of hedonic shoppers and females are consistent with each other; therefore this connection is further proven in this study.

Exploratory Analysis:

It appears that demographics may contribute to one's shopping value. Although the five item utilitarian scale was proven unreliable for my specific experiment, additional analyses were conducted to discover other demographic influences on one's shopping value. Respondents' level of utilitarian shopping value was influenced by their gender; males were found statistically more utilitarian than females. This result does support previous literature such that the role of shopping value does indeed differ by gender (Chang et al., 2004).

An individual's age was not related to their utilitarian shopping value score. A Pearson's correlation revealed no statistically significant relationships between respondents' age and level of utilitarian shopping value. Although these results do not demonstrate a significant relationship between age and utilitarian shopping value the results may not be valid due to the unreliability of the utilitarian scale. Therefore future studies should examine the relationship between age and shopping value.

Ethnicity however, did have a significant effect on respondents' utilitarian shopping value score; African Americans had the lowest utilitarian mean whereas respondents of Middle Eastern ethnicity had the highest mean of utilitarian shopping value. As previously mentioned, the ethnicity results should be considered with limited influence due to the fact that only 2% of my sample population was African American and 1.3% Middle Eastern. In comparing individuals of white/Caucasian ethnicity to those of non-white/Caucasian or mixed ethnicities those of non-white/Caucasian or mixed ethnicities had a higher mean score of utilitarian shopping value than those of white/Caucasian ethnicity. The results of this study are limited to the sample.

For utilitarian shoppers, shopping is a planned, rational, efficient, necessary process which is part of a routine with a clear beginning and end (Engel et al., 1993). Therefore, the survey question "When I think about shopping for clothing for myself, I tend to want the trip to be over quickly" may better reflect a specific individual component of a respondents' utilitarian shopping value.

In this sense, gender, age and ethnicity were all found to significantly influence ones' utilitarian score. Ethnicity showed a statistically significant effect on utilitarian

shopping value and Asians had the lowest utilitarian shopping value mean whereas respondents of Middle Eastern ethnicity had the highest mean of utilitarian shopping value. As previously addressed the ethnicity results should be considered with caution due to the fact that only 11% of my sample population was Asian and 1.3% Middle Eastern. Therefore the results cannot be generalized beyond the sample. However, this relationship does suggest that a respondent's ethnicity and therefore their cultural norms and ideals associated with their ethnicity reflect their utilitarian shopping value. In other words, shopping value and its influence may change due to the cultural context and ethnicity of consumers. Therefore this result identifies a need for future research exploring the effect of ethnicity on shopping value.

Respondents 30 years of age and younger had a lower utilitarian mean than respondents 31-74 years of age. Therefore traditional shopping value roles, such that males=utilitarian shoppers may need to be reexamined for an evolving population. In the present context it seems as though older males held on to the traditional utilitarian shopping roles (wanting the shopping trip to be over quickly) whereas younger males did not feel as strongly about the statement. Younger males may not mind spending time shopping as much as older males, further supporting that idea that gender roles are changing and evolving and should be examined closer. Therefore this result identifies a need for future research exploring the effect of age on shopping value.

Additionally, males had a higher mean of utilitarian shopping value than females which supports prior research which states that male attributes and utilitarian attributes are consistent with each other (Kellaris & Mantel, 1994; Otnes & McGrath, 2001). In other words, shopping value and its influence may change due to the gender

of consumers. Therefore this result identifies a need for future research exploring the effect of gender on shopping value.

The conclusions from the exploratory analysis of various demographic characteristics (ethnicity, age, gender) and their influence on the utilitarian scale result in an opportunity for future research in the area of how demographics such as gender, age and ethnicity may affect ones shopping value. This analysis was exploratory and performed to identify ideas for future research.

Conclusions

The results of this study support the significance of visual merchandising in a retail environment. The results of this study further support the fact that the customer's mental imagery processing through viewing a retailers visual display can raise consumers aesthetic response and therefore encourage approach response and reduce perceived risk associated with the products displayed. Not only do females and hedonic customers (as hypothesized) require exciting, realistic and aesthetically pleasing visual displays, but all customers, require the full size mannequin to raise their aesthetic response, approach response and reduce perceived risk associated with the items displayed. It should be noted that the moderating role of shopping value was not statistically significant. This is due to the unreliability of the utilitarian scale for my experimental situation. The context of the shopping situation (shopping for OSU licensed apparel) is likely more of a hedonic scenario for males than habitual retail shopping. Regardless, females were still, overall, more hedonic than males, and all consumers' had a higher aesthetic response to the full size mannequin. Although the shopping situation may appear more favorable to the male respondents the females

still appeared to be more hedonic (in terms of shopping value) while shopping for the OSU licensed apparel.

The overall finding that the full size mannequin leads to a higher aesthetic response which leads to higher approach response and lower perceived risk is important not only for visual merchandising advances but because of the positive relationship between aesthetic response and approach response, and negative relationship between aesthetic response and perceived risk. Aesthetic response leading to approach response supports research that emotional pleasure is positively related to approach responses (Bellizzi & Hite, 1992). Lastly, the negative relationship between aesthetic response and perceived risk supports the notion that the display type that enables consumers to visualize how clothing styles will look on them and how the displayed items will look together will reduce perceived risk associated with the items displayed (Klokis, 1986). The results also support previous literature such that a way to reduce perceived risk is to create an attractive visual display that gives a sense of tactile experiences, such as fit, to the customer (Park et al., 2005). Therefore the display type that enables a consumer to visualize themselves using the items displayed, appears consistent with themselves, enjoyable, unified, attractive, fashionable, etc., enables a positive aesthetic response and reduces ones perception of risk.

Implications

These results have broader implications than just those present in the current study. The study provides the noted observed associations among variables (display type, aesthetic response, approach response and perceived risk) but also practical

retailing implications such as an importance for visual merchandising as well as the use mannequins in in-store displays.

Theoretical Implications

The theoretical implications for this study are minimal in terms of adding *new* concepts to the S-O-R model. The moderator (shopping value) was insignificant; therefore this moderator was not effective in adding an additional component to the previously existing S-O-R model. However, this study does further support the S-O-R model introduced by Mehrabian and Russell (1974), which explains that a stimulus can influence a behavioral response in a consumer mediated by that consumer's affective or cognitive response. In the present context, the stimulus (full size mannequin display) did influence a behavioral response (increased approach response and decreased perceived risk), mediated by that consumers affective/cognitive response (increased aesthetic response).

The overall finding that the full size mannequin increased ones' aesthetic response leading to an increased approach response and a decreased perceived risk is theoretically important because of the positive relationship between aesthetic response and approach response, and negative relationship between aesthetic response and perceived risk. Aesthetic response leading to approach response supports research that emotional pleasure is positively related to approach responses (Bellizzi & Hite, 1992). The negative relationship between aesthetic response and perceived risk supports the notion that the display type that enables consumers to visualize how clothing styles will look on them and how the displayed items will look together will reduce perceived risk associated with the items displayed (Klokis, 1986). The results also

support previous literature such that a way to reduce perceived risk is to create an attractive visual display that gives a sense of tactile experiences, such as fit, to the customer (Park et al., 2005).

Due to the unreliability of the utilitarian scale in the present study, the discovery allowed for an increased awareness of demographic characteristics that may be related to one's utilitarian shopping value. It also raised the implication that researchers may need to reexamine the traditional utilitarian scales for a changing population and possibly focus on a single attribute of a utilitarian shopper such as wanting the shopping trip to be over quickly. Findings suggest that utilitarian shopping value (measured by a single item: wanting the shopping trip to be over quickly) was influenced by gender, age and ethnicity. The finding that males were statistically more utilitarian than females supports previous literature such that the role of shopping value does indeed differ by gender (Chang et al., 2004). Ethnicity also exhibited a significant effect on utilitarian shopping value, therefore showcasing a need for further exploration in the cultural effects ethnicity has on shopping value. Age also had a significant influence on ones utilitarian shopping value, therefore traditional shopping value roles, such that males generally have utilitarian attributes while shopping, may need to be reexamined by age or generation for an evolving population (Otnes & McGrath, 2001; Campbell, 1997). Therefore, opportunities for future research include exploration of demographics, such as gender, age and ethnicity, and their effect on shopping value.

Applied Implications

For retailer's interested in improving the effectiveness of their in-store visual merchandise displays, efforts should be made to identify practical uses for visual displays and mannequins for their particular target market. Enabling customers to see the products displayed on a body form allows for an opportunity for mixed merchandising resulting in an opportunity for increased browsing, impulse purchases, visualization of products end-use, resulting in a higher aesthetic response, decreased perceived risk and an increased approach response towards the products displayed (Kerfoot et al., 2003). This technique also allows for a greater impact and visibility of store and brand image (Lam & Mukerjee, 2005).

Understandably not all retailers view visual merchandising as a priority because their specific target customer is concerned with other things such as low price, therefore the retailer must focus on delivering low prices by keeping overhead costs at a minimum. Retailers whose main concern is to keep a low overhead cost in order to keep prices low for their target customer (such as Wal-Mart or other discount retailers) may not be particularly interested in incorporating full size mannequin displays into their retail environment. Consequently, the conclusions of this study do not pertain to *all* retailers and should be considered based on the goals of the retailer and the needs of the retailers' target customers. The results do not concern retailers who are not interested in, do not have the resources for, nor appropriate target customer base to focus on improving the effectiveness of their in-store visual merchandise displays.

In addition, many retail stores have only a small amount of space and therefore feel they cannot sacrifice enough of their retail space for a full size mannequin display. However, the experimental location for this study was an on-campus bookstore, and

therefore has space constraints of its own. The bookstore managed to have two full size mannequins (one male and one female) in their minimal retail space and the experiment proved successful. Therefore, if retail space is the only concern inhibiting a retailer from incorporating a full size mannequin display, results from the present study show evidence of a full size mannequin's effectiveness in terms of an increased aesthetic response leading to an increased approach response and decreased perceived risk associated with the items displayed. The present study provides evidence for retailers to invest in and benefit from this type of visual display to showcase items that customers may have a more difficult time visualizing themselves in or items that truly represent the store/brand image trying to be portrayed.

The present results show experiential evidence for the effectiveness of the full size mannequin display. Therefore, for retailers who are interested in improving the effectiveness of their in-store visual merchandise displays and have the resources (time, money, and space) to do so, the results from the study provide support for the implication that these retailers should invest the time, cost and space allocation to incorporate full size mannequins into some aspect of their retail space. Upscale retailers such as designer boutiques and department stores may be particularly interested in the results of this study due to increasing competition among these types of retailers to retain satisfied, loyal customers. Although full size mannequins are costly for retailers and do take up more space than a flat hanging display, the current research provides empirical support for the effectiveness of the display.

CHAPTER VI. LIMITATIONS AND FUTURE RESEARCH

Limitations

After completing this study, some limitations were realized and ideas for future research have come to mind. First, the results of this study cannot be generalized beyond the sample. The data were gathered through convenience sampling design and the respondents were limited to individuals shopping or passing through the OSU Bookstore in Corvallis, Oregon. The findings cannot be generalized to other geographic locations or consumers groups.

Second, the study's results cannot be generalized beyond the product category (college licensed merchandise). According to previous researchers, shopping value and its influences may change due to shopping situation (Chang et al., 2004). For example the impact of shopping value will change when one is shopping for professional apparel vs. swim wear. Along with that, the consumers' motives also affect shopping value; although a shopping scenario was created, external influences (such as mood, etc.) could not be considered.

Third, the reliability with the utilitarian scale raised problems because the Cronbach's alpha was too for accurate analysis, therefore it was dropped for analysis and level of hedonic was analyzed. Because of a low reliability in the utilitarian scale, and a shopping context hedonic in nature, both shopping value scales provided limitations.

In addition, the exploratory analysis of the relationships between demographic characteristics (age, ethnicity, gender) and the utilitarian scale was problematic due to the unreliability of the five-item utilitarian shopping value scale.

The results of the second exploratory analysis of the relationship between demographic characteristics (age, ethnicity, gender) and a single item utilitarian scale (When I think about shopping for clothing for myself, I tend to want the trip to be over quickly) provided similar limitations.

Recommendations for Future Research

There are additional avenues for future research that have visibility emerged from the current study. First, exploring the study to a larger experimental group with a broad range of characteristics (such as careers, geographic location, age, ethnicity) may result in differing outcomes. Second, an idea for future studies would be to run the same experiment in a department store or boutique retail setting (rather than a university bookstore), changing the buying context (casual wear, formal wear, career wear) for men and women, because shopping context may change shopping value results.

Another idea may be to display accessories such as a shoes, handbags, hats, jewelry, etc., on both types of displays and see how the aesthetic response, approach response and perceived risk changes for these types of secondary items when displayed differently. The selling situation for this particular study featured questions regarding two items, a shirt/sweatshirt and pants, therefore limiting results to situations that feature apparel items displayed.

A fourth idea for future research may be to compare mannequins made of different materials, different levels of realism etc.; compare a headless full size mannequin to a full size mannequin with a head or compare a full size mannequin with

a mannequin with a standing torso, or full size mannequins with hanging torso. This study's results are limited to full size headless mannequins vs. flat hanging displays.

Fifth, a follow-up study could repeat the present study but follow the model one step further leading approach response and perceived risk to purchase intention. Although purchase intention is difficult to test because generally there are gaps between what one says he/she will purchase and what one actually purchases, this idea could be tested with actual store purchasing records or a reliable purchase intention scale. Examining purchase intention in this situation could add additional support for theories which posit that increased approach response leads to an increased purchase intention. A study conducted by Oliver et al. (1993) found that imagery enhanced a person's liking (approach response) and their purchase intention towards a product. Furthermore, Then and Delong (1999) suggest that an appealing, attractive, interesting display accelerates a customer's intention to purchase. It would be interesting to see if a full size mannequin could increase ones intention to purchase, and/or if purchase intention could be added onto the current S-O-R model as an additional response (increased approach response leading to an increased intention to purchase; decreased perceived risk leading to an increased intention to purchase).

Sixth, a follow-up study could repeat the present study but offer qualitative results to enhance the experimental study. A qualitative approach could give further insight into *why* individuals actually prefer a full size mannequin to a flat hanging display, *what* the display says about the retailer's store/brand image, etc. A qualitative analysis could also identify specific reasons the full size mannequin display is appealing to the customer. Is the appeal of the mannequin due to aspiration- such that

consumers look to mannequins the same way they look to models on a runway? Is the appeal of the mannequin due to the form in which the items are displayed- such that the items displayed in a three-dimensional form give customers an idea of the shapes of the garments? Is the appeal due to the perceived competency of the retailer- such that the formality of the full size mannequin display gives off a positive image of the retailer to the customer? In addition, looking at these qualitative results by gender would further examine gender differences in the identified areas.

Seventh, an increased awareness of additional components that may determine ones shopping value, such as demographics including gender, age and ethnicity may contribute to our understanding of a consumers' shopping value.

Eighth, examining relationships between demographic characteristics (such as gender, age, ethnicity) and each variable in the study (unity, appearance of the outfit, appearance of the display, aesthetic response, approach response, perceived risk) *separately* by display type (full size mannequin, flat hanging display) could give a better understanding of the role of individual differences in display type preferences.

Lastly, conducting the same experiment with a manipulation check on *congruity with self-image* in addition to *unity of display* may give clearer results for a *specific* target market. Asking individuals if the items displayed are congruent with their self image may identify individuals who are not the retailers target customer. For example, in my experimental situation of shopping for athletic apparel, a manipulation check of *congruity with self image* could focus on individuals who generally shop for OSU licensed merchandise, or at the OSU bookstore. Individuals' whose self images are not congruent with the items displayed would likely have a lower aesthetic

response to the items displayed. This lower aesthetic response may be due to the consumers disinterest in the type of apparel displayed, therefore leading to a skewed analysis of the display and the items displayed in terms of aesthetic response, approach response and perceived risk. Therefore, focusing on the responses of the individuals whose self image *is* congruent with the specific experimental locations' store/brand image may give results for the specific target market of the retailer.

Summary

Respondents who viewed a full size mannequin (as opposed to a flat hanging display) had a higher aesthetic response to the items displayed, which was related to increased approach response and lower perceived risk for the items displayed.

Females tended to be more hedonic in nature than males. However both males and females had a higher aesthetic response to the full size mannequin than the flat hanging display.

Unexpectedly, shopping value did not have a moderating effect on the adapted S-O-R model. All individuals regardless of gender or level of hedonic shopping value had a higher aesthetic response to the full size mannequin than the flat hanging display.

This study found that aesthetic response has a positive relationship with approach response and a negative relationship with perceived risk. This study supports current research linking mental imagery with aesthetic response (Staats & Lohr, 1979). This study supports research that emotional pleasure is positively related to approach responses (Bellizzi & Hite, 1992). This study also supports the notion that the display type that enables consumers to visualize how clothing styles will look on them and how the displayed items will look together will reduce perceived risk associated with

the items displayed (Klokis, 1986). This finding also supports research such that a way to reduce perceived risk is to create an attractive visual display that gives a sense of tactile experiences such as fit to the customer (Park et al., 2005).

This study also encourages retailers who are interested in increasing the effectiveness of their in-store displays' to understand the importance of visual merchandising and value it as a technique to increase approach responses, retain customers, provide in-store entertainment, encourage customers mental imagery processing, improve store/brand image, reduce perceived risk and increase customer loyalty (Fiore et al., 2000; Kerfoot et al., 2003; Lam & Mukerjee, 2005; MacInnis & Price, 1987).

This study also aims to provide ideas for future research in the area of visual merchandising as well as identifying potential influences of demographics on consumer shopping value.

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APPENDICIES

APPENDIX A:

QUESTIONNAIRE

1. When I think about shopping for clothing for myself, I tend to:

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
enjoy shopping for its own sake, not just for the items I may purchase					
feel the excitement of the hunt					
feel that shopping is truly an escape					
continue to shop, not because I have to, but because I want to					
feel shopping is truly a joy					
feel I accomplish only what I want to					
feel I can't buy only the items I really need					
find only the item(s) I am looking for					
feel really smart about the shopping trip					
want the trip to be over very quickly					

You have been asked to evaluate and possibly purchase OSU licensed merchandise. Please do NOT take into consideration the cost of the merchandise. You come to the OSU Bookstore to evaluate this merchandise. As you are walking through the store you notice the display in front of you.

2. Please circle the number that corresponds to your views of the display's clothing:

The display's clothing is…	Well Coordinated 5	4	3	2	Poorly Coordinated 1
The display's clothing is…	Consistent 5	4	3	2	Inconsistent 1
The display's clothing is…	Enjoyable 5	4	3	2	Offensive 1
The display's clothing is…	Nice Looking 5	4	3	2	Poor Looking 1
The display's clothing is…	Attractive 5	4	3	2	Unattractive 1
The display's clothing has…	Good Appearance 5	4	3	2	Bad Appearance 1

The likelihood I would buy the displayed pants	Almost sure to buy 5	4	3	2	Not likely to buy 1
The likelihood I would buy the displayed top	Almost sure to buy 5	4	3	2	Not likely to buy 1

The displayed clothing is…	Attractive 5	4	3	2	Unattractive 1
The displayed clothing is…	Very Fashionable 5	4	3	2	Unfashionable 1
The displayed clothing is…	Very similar to what I wear 5	4	3	2	Not similar to what I wear 1
The displayed clothing is…	Likeable 5	4	3	2	Not Likeable 1

The display is…	Attractive 5	4	3	2	Unattractive 1
The display is…	Likeable 5	4	3	2	Not Likeable 1
The display is…	Realistic 5	4	3	2	Unrealistic 1
The display is…	Expensive 5	4	3	2	Cheap 1
The display is…	User-friendly 5	4	3	2	Intimidating 1

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
I can picture myself wearing the items displayed					
I would recommend the displayed items to friends					
I would be interested in wearing the displayed items					
I would get good use out of the displayed items					
I would like to wear the displayed items					
I am uncertain I would use these items					
I am concerned the products displayed might fail to perform to my satisfaction					
If I purchase the displayed items, I am afraid my friends or relatives will judge my purchase					
The items displayed are not worth my money					

3. Please answer the following questions about yourself:

What is your gender? _____

What is your age? _____

What is your ethnicity? (Please circle all that apply):

African	White/Caucasian	Other
Asian	Middle Eastern	
Hispanic	Native American	

If other, please specify: _____

APPENDIX B:

PHOTOS FROM EXPERIMENTS

Experiment One, Female full size mannequin display

Experiment One, Male full size mannequin

Experiment One, Female flat hanging display

Experiment One, Male flat hanging display

Experiment Two, Female full size mannequin display

Experiment Two, Male full size mannequin display

Experiment Two, Female flat hanging display

Experiment Two, Male flat hanging display

APPENDIX C:

APPROVAL OF HUMAN SUBJECTS REVIEW (IRB)

INITIAL APPLICATION

Institutional Review Board ▪ Office of Sponsored Programs and Research Compliance
Oregon State University, 312 Kerr Administration Building, Corvallis, Oregon 97331-2140
Tel 541-737-4933 | Fax 541-737-3093 | http://oregonstate.edu/research/osprc/rc/humansubjects.htm
IRB@oregonstate.edu

TO: Leslie Davis Burns
Design and Human Environment

IRB #: 4110 – Consumers' shopping value and their responses to visual merchandise displays in an in-store retail setting (Student Researcher: Sarah Fister)

Level of Review: Exempt

Expiration Date: 10-25-09

Approved Number of Participants: 200

The referenced project was reviewed under the guidelines of Oregon State University's Institutional Review Board (IRB). The IRB has **approved** the:

(X) Initial Application ( ) Continuing Review ( ) Project Revision
with a (if applicable): (X) Waiver of documentation of Informed Consent
( ) Waiver of Consent

A copy of this information will be provided to the full IRB committee.

- **CONSENT FORM:** All participants must receive the IRB-stamped informed consent document. If the consent is in a format that could not have stamp placement (i.e. web site language, email language, etc), then the language must be **exactly** as the IRB approved it.
- **PROJECT REVISION REQUEST:** Any changes to the approved protocol (e.g. protocol, informed consent form(s), testing instrument(s), research staff, recruitment material, or increase in the number of participants) must be submitted for approval before implementation.
- **ADVERSE EVENTS:** Must be reported within three days of occurrence. This includes any outcome that is not expected, routine and that result in bodily injury and/or psychological, emotional, or physical harm or stress.
- **CONTINUING REVIEW:** A courtesy notice will be sent to remind researchers to complete the continuing review form to renew this project, however – it is the researcher's responsibility to ensure that continuing review occurs prior to the expiration date. Material must be submitted with adequate time for the office to process paperwork. If there is a lapse in approval, suspension of all activity including data analysis, will occur.
- **DEVIATION/EXCEPTIONS:** Any departure from the approved protocol must be reported within 10 business days of occurrence or when discovered.

Forms are available at: http://oregonstate.edu/research/osprc/rc/humansubjects.htm.

If you have any questions, please contact the IRB Human Protections Administrator at IRB@oregonstate.edu or by phone at (541) 737-8008.

Elisa Espinoza Fallows

Date: 10-26-08
Elisa Espinoza Fallows
IRB Human Protections Administrator

APPENDIX D:

APPROVAL OF HUMAN SUBJECTS REVIEW (IRB)

PROJECT REVISION

Institutional Review Board ▪ Office of Sponsored Programs and Research Compliance
Oregon State University, 312 Kerr Administration Building, Corvallis, Oregon 97331-2140
Tel 541-737-4933 | Fax 541-737-3093 | http://oregonstate.edu/research/osprc/rc/humansubjects.htm
IRB@oregonstate.edu

TO: Leslie Davis Burns
Design and Human Environment

IRB #: 4110 – Consumers' shopping value, gender, and their responses to visual merchandise displays in an in-store retail setting (Student Researcher: Sarah Fister)

Level of Review: Exempt

Expiration Date: 10-25-09

Approved Number of Participants: 200

The referenced project was reviewed under the guidelines of Oregon State University's Institutional Review Board (IRB). The IRB has **approved** the:

( ) Initial Application ( ) Continuing Review (X) Project Revision dated 10-27-08
with a (if applicable): ( ) Waiver of documentation of Informed Consent
( ) Waiver of Consent

A copy of this information will be provided to the full IRB committee.

- **CONSENT FORM:** All participants must receive the IRB-stamped informed consent document. If the consent is in a format that could not have stamp placement (i.e. web site language, email language, etc), then the language must be **exactly** as the IRB approved it.
- **PROJECT REVISION REQUEST:** Any changes to the approved protocol (e.g. protocol, informed consent form(s), testing instrument(s), research staff, recruitment material, or increase in the number of participants) must be submitted for approval before implementation.
- **ADVERSE EVENTS:** Must be reported within three days of occurrence. This includes any outcome that is not expected, routine and that result in bodily injury and/or psychological, emotional, or physical harm or stress.
- **CONTINUING REVIEW:** A courtesy notice will be sent to remind researchers to complete the continuing review form to renew this project, however – it is the researcher's responsibility to ensure that continuing review occurs prior to the expiration date. Material must be submitted with adequate time for the office to process paperwork. If there is a lapse in approval, suspension of all activity including data analysis, will occur.
- **DEVIATION/EXCEPTIONS:** Any departure from the approved protocol must be reported within 10 business days of occurrence or when discovered.

Forms are available at: http://oregonstate.edu/research/osprc/rc/humansubjects.htm.

If you have any questions, please contact the IRB Human Protections Administrator at IRB@oregonstate.edu or by phone at (541) 737-8008.

Elisa Espinoza Fallows

Date: 11-5-08
Elisa Espinoza Fallows
IRB Human Protections Administrator

APPENDIX E:

INFORMED CONSENT DOCUMENT (IRB)

Design and Human Environment
Oregon State University, 224 Milam Hall, Corvallis, Oregon 97331
Tel 541-737-3796 | Fax 541-737-0993 | http://www.hhs.oregonstate.edu/dhe

INFORMED CONSENT DOCUMENT

Project Title: **Shopping for OSU Licensed Apparel**

Principal Investigator: **Leslie Davis Burns, Design and Human Environment**
Co-Investigator: **Sarah Fister, Design and Human Environment**

WHAT IS THE PURPOSE OF THIS STUDY?

You are being invited to take part in this study of consumer behavior for OSU licensed apparel. This study is intended for research by the student researcher. I am specifically interested in factors that contribute to your shopping experience. I am studying this because findings from this study may be useful for enhancing retail environments and your in-store shopping experiences.

WHAT IS THE PURPOSE OF THIS FORM?

This consent form gives you the information you will need to help you decide whether or not to participate in the study. Please read the form carefully. You may ask any questions via email, telephone call or in person about the research, the possible risks and benefits, your rights as a volunteer, and anything else that is not clear. When all of your questions have been answered, you can decide if you want to participate in this study.

WHY AM I BEING INVITED TO TAKE PART IN THIS STUDY?

You are being invited to take part in this study because you are 18 years of age or older. **You must be 18 years of age or older to participate in this study.** Your participation in this study is entirely voluntary and you may refuse to answer any question or stop the survey at any time.

WHAT WILL HAPPEN DURING THIS STUDY AND HOW LONG WILL IT TAKE?

If you choose to participate in this study, you will view merchandise complete a short survey. This survey will present several questions. If you agree to take part in this study, your participation will take approximately 4-6 minutes.

Oregon State University • IRB Study #:4110 Approval Date: 10/26/08 Expiration Date: 10/25/09

WHAT ARE THE BENEFITS OF THIS STUDY?

You will not likely benefit from being in this study. In the future, I hope that other people might benefit from this study because the results will help consumers and retailers learn how to improve the in-store shopping experience. In addition, I hope you find the study interesting.

WILL I BE PAID FOR PARTICIPATING?

You will not be paid for participating. However, there is an opportunity to enter to win one of four $25 gift cards to the OSU Bookstore.

WHO WILL SEE THE INFORMATION I GIVE?

The information you provide during this research study will be kept confidential to the extent permitted by law. To help protect your confidentiality, all information collected converted to data and will be securely locked in a filing cabinet in a locked office at Oregon State University. If the results of this project are published, identities will not be published and results will be presented in an aggregate form so individual responses are not given.

DO I HAVE A CHOICE TO BE IN THE STUDY?

Participation in this study is completely voluntary. You can stop at any time during the study and still keep the benefits and rights you had before volunteering. You are free to skip any question you prefer not to answer. If you choose to withdraw from this project before it ends, the researchers may keep information collected from you and this information may be included in study reports.

WHAT IF I HAVE QUESTIONS?

If you have any questions about this research project, please contact: Dr. Leslie Burns at (541) 737-0983 or by email at leslie.burns@oregonstate.edu as well as Sarah Fister at (503) 481-8772 or by email at fisters@onid.orst.edu. If you have questions about your rights as a participant, please contact the Oregon State University Institutional Review Board (IRB) Human Protections Administrator, at (541) 737-4933 or by email at IRB@oregonstate.edu.

Oregon State University • IRB Study #:4110 Approval Date: 10/26/08 Expiration Date: 10/25/09

APPENDIX F:

PERMISSION LETTER FROM OSU BOOKSTORE

osu | bookstore inc

Memorandum

To: Sarah Fister
From: Steve Eckrich, General Manager & CEO
CC:
Date: 10/8/08
Subject: Visual Merchandising Experiment

Message:
Sarah,
This letter is to confirm that you have permission to conduct a visual merchandising experiment in the OSU Bookstore, Inc. campus store during regular business hours. We will assist you with mannequins and merchandise, and will work with you to coordinate space needs and scheduling. Your primary contact on our staff will be our apparel buyer, Sue Boedigheimer.
Best regards,
Steve Eckrich

APPENDIX G:

RECRUITMENT ANNOUNCEMENT

Attention:

Looking for students interested in participating in an in-store, retail setting survey. You are being invited to take part in this study because you are 18 years of age or older. You must be 18 years of age or older to participate in this study. Your participation in this study is entirely voluntary and you may refuse to answer any question or stop the survey at any time.

Purpose:
Enhancing consumer shopping experience for consumer behavior of OSU licensed apparel

Duration:
The survey will take approximately 3-5 minutes to complete.

In-store location:
OSU Bookstore

Confidentiality:
All information collected will be kept confidential.
The principal investigator and student researcher will be the only one who can access the results and we are not collecting names. Therefore, researchers cannot identify individuals who participate and their responses. Each participant will be asked to read an informed consent form before participating.

For Questions please contact:
Sarah Fister at (503) 481-8772 or by email at fisters@onid.orst.edu
Or
Dr. Leslie Davis Burns at (541) 737-3796 or by email at leslie.burns@oregonstate.edu
Thank you!