

CALL ME AND I'LL GO: THE EFFECT OF SHOP WINDOW DISPLAY ON BUYING BEHAVIOR OF BRAZILIAN CUSTOMERS IN FASHION RETAIL

ME CHAMA QUE EU VOU: O EFEITO DAS VITRINES NO COMPORTAMENTO DE COMPRA DO CONSUMIDOR BRASILEIRO NO VAREJO DE MODA

Submission: 20/06/2018

Accept: 02/05/2019

Fernanda Bueno Cardoso Scussel¹

Francisco Pujol Filho²

Martin de La Martinière Petroll³

Cláudio Damacena⁴

ABSTRACT

From a theoretical reference on consumer behavior in traditional retail, this article explores the role of window display as a predictor of store entry and purchase decision. The study carried out in a Brazilian capital is a replication of Sen, Block and Chandran's (2002) seminal research and had 364 participants. Data were analyzed by structural equation modeling. Results indicate fashion trend, price and sale information as the main drivers of the decision to enter the store, which is the most relevant factor for consumers when deciding to buy a product. These findings confirm not only the relationship between window display and decision making, but they reveal window display as an antecedent of consumer decision making in traditional retail. Additionally, our findings show the sensitivity of Brazilian consumer to novelty and fashion trends, as well as their predisposition to enter stores and purchase products when they are on sale or when payment alternatives are announced. Regarding academic contributions, this is a first step in understanding retail shopping experience, being window display the starting point. Thus, studies on store atmosphere, visual identity construction as well as price strategies can benefit from this content. Considering also the growth of e-commerce and the need to attract consumers to the physical stores, these results contribute to the studies on retail business strategies, suggesting the relationship between the effect provoked by window displays and business performance.

Keywords: consumer behavior; fashion retail; shop window display; decision making; buying experience.

1 Institution Federal University of Santa Catarina, Florianopolis, Santa Catarina. Brazil Master in Business. E-mail: fbcardoso@gmail.com
ORCID: <https://orcid.org/0000-0001-7953-6710>

2 Institution Federal University of Santa Catarina, country of origin Florianopolis – SC Brazil, Master in Business. E-mail: pujol@ufpr.br
ORCID: <https://orcid.org/0000-0001-8649-6542>

3 Institution Professor in the Graduate Program in Administration at the Federal University of Santa Catarina, country of origin Florianopolis – SC Brazil, PhD in Business. E-mail: martin.petroll@ufsc.br. ORCID: <https://orcid.org/0000-0001-7280-9202>

4 Institution Professor in the Graduate Program in Administration at the Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS) and Universidade de Santa Cruz do Sul (UNISC), country of origin Porto Alegre – RS Brazil, PhD in Business
E-mail: damacena.claudio@gmail.com. ORCID: <https://orcid.org/0000-0002-8331-9302>

RESUMO

Partindo de um referencial teórico sobre comportamento do consumidor no varejo tradicional, este artigo explora o papel das vitrines como preditor da entrada na loja e na decisão de compra. O estudo realizado em uma capital brasileira é uma replicação da seminal pesquisa de Sen, Block e Chandran (2002) e contou com 364 participantes, cujos dados foram analisados através de modelagem por equações estruturais. Os resultados indicaram informações relativas às tendências de moda, preço e promoções como os principais preditores da decisão de entrar na loja que, por sua vez, é o fator mais relevante ao consumidor ao decidir pela compra de uma mercadoria. Estes achados confirmam não só a relação entre as vitrines e a tomada de decisão, mas apontam as vitrines como um antecedente da tomada de decisão do consumidor no varejo. Ademais, revelam a sensibilidade do consumidor brasileiro às novidades e às tendências de moda, bem como sua predisposição a entrar nas lojas e adquirir produtos quando estes estão em promoção ou quando são anunciadas facilidades de pagamento. Sobre as contribuições acadêmicas, tem-se aqui um primeiro passo na compreensão da experiência de compra no varejo tradicional, cujo ponto de partida são as vitrines. Assim, estudos sobre atmosfera de loja, construção de identidade visual bem como estratégias de preço podem se beneficiar deste conteúdo. Considerando ainda o crescimento do e-commerce e a necessidade de atrair consumidores para as lojas físicas, os resultados contribuem com os estudos sobre estratégias empresariais no varejo, sugerindo a relação entre o efeito provocado pelas vitrines e o desempenho do setor.

Palavras-chave: comportamento do consumidor; varejo de moda; vitrines; tomada de decisão; experiência de compra.

1 INTRODUCTION

Fashion retail, segment composed by the industry of clothes, shoes, accessories and home textiles (PARRISH, 2010) configures one of the most competitive sector of the economy, in which several stores compete with similar products and services (OH; PETRIE, 2012). To this turbulent scenario, we add e-commerce growth and consumer shift from traditional retail to internet purchase (GREWAL; ROGGEVEEN; NORDFÄLT, 2017). Thus, physical stores survival is associated to retailers' capacity of attracting people, context in which studying consumer behavior in retail becomes relevant to the strategy formulation of companies in this sector.

Literature indicates the main challenge in fashion retail is to attract consumers, transforming them in loyal clients (SORENSEN, 2003; BELL; CORSTEN; KNOX, 2011; LANGE; ROSENGREN; BLOM, 2015). However, for this, it is necessary that, between many available options, consumer decide for a specific store. In this sense, Oh and Petrie (2012) explain that consumer entrance in a store depends on several factors such as store name, its atmosphere, its apparent popularity and the expectations about what is inside.

Kotler (1973) was the first one to talk about store atmosphere, defining it as an effort to create a shopping environment capable of producing emotional effects in consumers, enhancing purchase chances. Nevertheless, the work from Mehrabian and Russel (1974) was the one to demonstrate the impact of store atmosphere on people's information processes, launching a research tradition dedicated to investigate the influence of physical environment in consumer behavior.

Since then, several investigations were conducted (BAKER; PARASURAMAN; GREWAL; VOSS, 2002; ZORRILLA, 2002; TURLEY; CHEBAT, 2002; ESPINOZA; D'ANGELO; LIBERALI, 2005; KNY;

NIQUE, 2006; FEIJÓ; BOTELHO, 2012), with highlights to the work of Sen, Block and Chandran (2002). These authors revealed the role of shop window display as relevant information source for consumer decision making, where different elements are exposed in a planned form, including information about the store, the brand, the category of the product and the relation between products and consumer perception.

According to Somoon and Sahachaisaeree (2010), shop window display does not serve only to present products to the public, as they are also used to promote brand image, enabling a connection between inside the store and consumer perception. In the view of Ballantine, Parsons and Comeskey (2015), window shop display constitutes the first step of consumer experience. To Grewal et al. (2017), the role of shop window display is to position information to influence consumer decision making, calling their attention, turning attractive store entrance and purchasing.

Recently, Lange et al. (2015) indicated that, despite the academic interest in store atmosphere, little is explored about the effects of shop window display in buying behavior. Similarly, Grewal et al. (2017) point out there is a lot to investigate about the way consumer configures its decision making, particularly with the volume of information and product and service offers available. For these authors, window display, product offer and its influence in decision making processes constitute one of the main themes to be developed by marketing studies.

Here is the first academic contribution of this work: to present evidence that promote the knowledge about store atmosphere and, consequently, consumption experience, a topic of high interest in marketing academy (SCUSSEL, 2018; SCUSSEL; PETROLL, 2018). In this moment in which a great part of the studies is directed to consumer behavior in the online environment, putting attention into physical environment is fundamental, considering this move may have implications in the way traditional retail consumer conforms its buying decisions.

Furthermore, when discussing retail consumption in emergent countries, classification that includes Brazil, Barki, Botelho e Parente (2013) indicate that big populations, even those in the basis of the pyramid, have a significant impact in retail consumption, especially due to the growth in buying possibilities motivated by credit facilities. In this sense, Lourenço (2014) explains there are characteristics of the Brazilian culture that influence the way people relate to buying environment: purchase frequency and the lack of involvement with product create bonds with the stores; the possibility of payment division is determinant in buying decisions; Brazilians demonstrate conflict aversion and the need of affective bonds; and the fact that Brazilians perceive retail ambience as a acquaintanceship place.

Barki et al. (2013) defend that the retail environment these consumers are exposed to cannot be compared to the ones found in developed countries, since cultural, institutional, social and economic contexts impact consumer purchase behavior. Moreover, the new retail formats, including online environment; access to technology and social media; new products and the impact of this context in traditional retail demand investigations about customer behavior (PARENTE; BARKI, 2014). Finally, we must consider the relevance of this sector to the Brazilian economy: in 2017, retail presented expansion in relation to the year before, with highlights to fashion retail – textiles, clothes and shows (IBGE, 2017).

We must signalize that only a few marketing studies are dedicated to understand the impact of Brazilian culture in consumer behavior (LOURENÇO, 2014), especially concerning fashion retail (SCUSSEL; DEMO, 2016). Hence, this article also contributes with the studies about cultural consumption, helping the understanding of Brazilian population buying behavior, considering its particularities. We believe this knowledge can be extended to companies, in reference to business intelligence generation capable of satisfying the specific needs of the consumers; and to the population, who must acknowledge the environment of which they participate, having a base to decide that guides a more conscious consumer society.

Based on this, we considered contributive to replicate the study of Sen et al. (2002) in the Brazilian context, evaluating the way consumers conform their decision making when exposed to shop window displays. The research from these authors is seminal because up to its publication there was no work analyzing how, when or in which ways shop window displays impacted consumers' cognition and emotions, influencing its decision making. So far, we did not identify studies covering such purpose in Brazilian context. Therefore, the objective of this paper is to **analyze the influence of shop window display in the Brazilian consumer behavior**, regarding the decision of entrance in the store and product buying decision.

2 THEORETICAL BACKGROUND

In contemporary traditional retail scenario, in which physical stores dispute between them and with e-commerce, communication strategies that aim to attract consumers' attention must be carefully analyzed (PANTANO; MIGLIARESE, 2014; PANTANO, 2016; GREWAL et al., 2017). In this context, studying shop window displays becomes crucial since external environment is the first point of communication with consumers – and the opportunity to catch attention, build a positive impression and attract consumers inside, where other elements can participate (MOWER; KIM; CHILDS, 2012). According to Pantano (2016), in a short moment, shop windows displays can create visual impact, differentiate the store from other competitors and, especially, anticipate positive experiences inside the store.

Literature indicates that shop window displays are an antecedent of consumer choice (CORNELIUS; NATTER; FAURE, 2010), configuring a connection between store interior and consumer perception before entering the store (SOMOON; SAHACHAISAREE, 2010). Concerning perception about the external elements of the store – the shop window display, Oh and Petrie (2012) comment that perception formation happens very quickly, demanding shop window displays to be strategically designed. Conform Pantano (2016), the effectiveness of shop window display is in the visual stimulus capable of positively influencing consumer behavior. To the author, this stimulus covers: (i) lightening, saturation, color, intensity, forms, text style and product layout; (ii) product and product positioning; and (iii) window display style, comprehending content, season of the year and product.

According to Grewal et al. (2017), it is necessary to position in shop window display information that helps consumers' decision making, catching their attention, turning entering the store more attractive and closing the purchase. In this sense, Kahn (2017) argues it is paramount to facilitate consumer decision making through product mix presentation, the reduction of information intensity and confirming each item in the shop window display is related to store style.

Studies signalize the research conducted by Sen, Block and Chandran, in 2002, constitutes a milestone in retail literature, highlighting the role of shop window display as a predictor of the decision of entering the store and purchase decision (OH; PETRIE, 2012; LANGE et al., 2015). The mentioned article explored the nature of the relation between shop windows display and purchase decision, answering two fundamental questions: (i) consumer's decisions are related to the propensity of looking to the window display in a search for different kinds of information; and (ii) this relation depends on consumer knowledge about store merchandising – the set of techniques responsible for communicating the products in the point of sale.

The study of Sen et al. (2002) revealed shop window displays are capable of providing five types of information to consumers: (i) promotion information; (ii) product information; (iii) brand image information; (iv) fashion trends information; and (v) information related to product fit, in other words, information about the combination between the characteristics of the

product and consumers' style and self-image. Following the authors, this set of information are capable of calling consumer attention, contributing to the decision of entering in the store and influencing purchase decision. Lastly, the authors have indicated that purchase decision is also influenced by the knowledge about the product and consumer search behavior.

Based on the previous discussion, that has evidenced the relevance of shop window displays in traditional retail context, next stage discusses this work's hypothesis formulation.

2.1 Hypothesis Development

Sen et al. (2002) affirm shop window displays work as a source of information for consumers about available products, quality, brands, style and price. It works, also, as a way of promoting price promotions, discounts and sales. In Brazil, an important information about store promotion refers to payment conditions, especially concerning purchase payment division (PIANARO; MARCONDES, 2008; BARKI et al., 2013).

According to Abreu (1994), price acts as one of the main determinants of buying decision, being promotion a strategy to attract consumers to retail stores. For Botelho and Urdan (2005), Brazilian consumers are sensitive do price reduction, since one of the elements of consumer choice is the utilitarian aspect, when consumer calculates in his mind the benefits products provide in relation to its price. In this sense, the equation consumers make covers price, discount, product type, quality and brand familiarity, besides macroeconomic factors that may influence consumer interpretation about the promotional price (ABREU, 1994).

In fashion retail, specifically, consumers tend to find a balance between aesthetics, style and price, context in which consumer is willing to give up superior quality to buy more items (DELGADO, 2008). Based on this, price and payment conditions appear to be relevant aspects for consumer decision, the reason why we question the role of shop window display in communicating such factors to consumers. Hence, the first hypothesis of this study arises:

H1: There is a positive effect of the promotion in the shop window display on consumer decision of entering in the store.

Regarding information consumer obtains about the product, Sen et al. (2002) explain that shop window display reveals the type of product found inside the store in terms of quality, style, variety, available brands and stylists. For Espinoza and Hirano (2003), consumer decision making is influenced by the attributes of the product, tangible or symbolic, that will form consumer attitude towards the product and the brand. In the case of fashion products, consumers consider the physical attributes of the product; the consequences for consumer, in terms of functional and psychosocial satisfaction; and consumer values and how much they converge with a particular product (CARDOSO; DALROT; SILVA, 2016). Thus, we question if shop window displays are capable of influencing consumer perception about these aspects, motivating the entrance in the store. This question has generated the following hypothesis:

H2: There is a positive effect of the product in the window display on consumer decision of entering in the store.

For De Toni, Larentis, Mattia and Milan (2011), store image is formed by a set of representations, impressions and convictions in the memory of an individual, conforming one of the main drivers of consumer behavior. These authors, when investigating store image in retail, have identified this construct is constituted by store location, service, price, variety, quality, payment facility and ambience. Concerning the role of window display, literature reports they do not serve only to position the brand or present products to the public, but also to promote strategies and, mainly, the image of the brand or the store (SOMOON; SAHACHAISAREE, 2010). Oh and Petrie

(2012) reinforce that window displays play an important role in consumers' decision of entering in a store, besides influencing their perception about brand image. Hence, we have built the third hypothesis to be tested:

H3: There is a positive effect of store image on consumer decision of entering in the store.

Sen et al. (2002) argue that window display information affect store sales in two ways. The first one is related to the way specific types of information are exposed. In this case, shop window display has the power of increasing the access to such information, providing important elements for decision making. The second form is related to product fit. Based on the information from the window display, consumers analyze if those products fit, if they are in harmony with what consumer likes, his style and self-image. In this sense, consumer searches for adequate combinations, which elevate the chances of the consumer entering in the store and buying the product exposed in the shop window display. We must add, here, the role of mannequin, important elements in window display construction. Lindström, Berg, Nordfält, Roggeveen and Grewal (2016) suggest mannequins help product fit building, since they enable consumers to imagine the items in the body, facilitating the decision of entering or not in the store to try it. Based on this, we have elaborated the following hypothesis:

H4: There is a positive effect of the product fit, perceived through the shop window display, on consumer decision of entering in the store.

According to Sen et al. (2002), the objective of fashion retail is to offer what is most recent in the sector, resorting to product exposition in harmony with fashion trends in order to call consumers' attention. For Lang, Armstrong and Brannon (2013), consumers in this segment are sensitive to fashion trends, an important purchase driver for this product category. Moreover, they reveal the quantity of options and information consumers are exposed to make them more demanding in relation to the presence of fashion items available in the stores they go to.

Conforming Delgado (2008), the fashion consumer is sensitive to the unique aesthetic appeal, reason why brands and stores following global fashion and the trends it dictate attract more people. To Frings (2012), the search for fashion trends promotes consumer status: people resort to clothes to project an image of success and to build identity, being trends used to characterize update, stylish and in constant transformation people. In such a way, Lang et al. (2013) consider fashion retailers competitiveness is linked to the perceptions consumer have about the capacity of the store in follow fashion trends. Because of this, we have elaborated the fifth hypothesis of this article:

H5: There is a positive effect of fashion information exposed in the shop window display on consumer decision of entering in the store.

The study of Sen et al. (2002) found a strong relation between entering the store, motivated by shop windows display, and consumer purchase decision. To Mower et al. (2012), the role of shop window display is to catch consumers' attention to the interior of the store, where other strategies are used to influence the decision process. The recent work of Grewal et al. (2017) reinforces the mentioned propositions, affirming the information from the window display helps consumers to elaborate the decision of entering the store, a necessary stage to purchase decision. Thus, without the entrance in the store, there is no purchase. That said, we formulated the following hypothesis:

H6: There is a positive effect of consumer decision of entering in the store on the decision of buying the product.

Based on the relation between shop window display and the decision of entering in the store (SEN et al., 2002; MOWER et al., 2012; GREWAL et al., 2017) and the possible influence of entering in the store and the purchase decision, to be investigated by Hypothesis 6, we wonder

about the effects of shop window display on purchase decision. In such a way, we question if the action of looking at the shop window display has an effect on consumer decision of buying or not the products commercialized by the store. Considering the content of Cornelius et al. (2010), who classify window display as an antecedent of purchase decision, we have elaborated the next hypothesis to be tested:

H7: There is a positive effect of consumer looking at the shop window display on product purchase decision.

Knowledge, in consumer studies field, refers to the amount of information about a product in consumers' memory (ENGEL; BLACKWELL; MINIARD, 1990). This knowledge can be analyzed under three perspectives: (i) subjective knowledge, in reference to what consumer thinks about a product; (ii) objective knowledge, regarding the real knowledge of the consumer, based on defined criteria; and (iii) experiential knowledge, regarding previous experiences with a product or a brand (BRUCKS, 1985). In this subject, literature signalizes that knowledge about the product impacts product evaluation (RAO; MONROE, 1988), purchase decision (LIN; CHEN, 2006), attitude towards the brand (LI; DAUGHERTY; BIOCCA, 2013) and purchase intention (LI et al., 2013; LEE, 2016).

According to Sen et al. (2002), consumer knowledge about fashion products, along with window display information, influences consumer decision making. Similarly, O'Casey (2004) reveals that fashion consumer has a distinct behavior comparing to other product categories, since knowledge about fashion trends and the involvement with fashion enables consumer to arrive at the shop window display with an image about the products he may find. The scholar argues the knowledge about fashion product makes consumer feel more confident, affecting his decision making. Based on this, we have constructed the following hypothesis:

H8: There is a positive effect of knowledge about the product on product purchase decision.

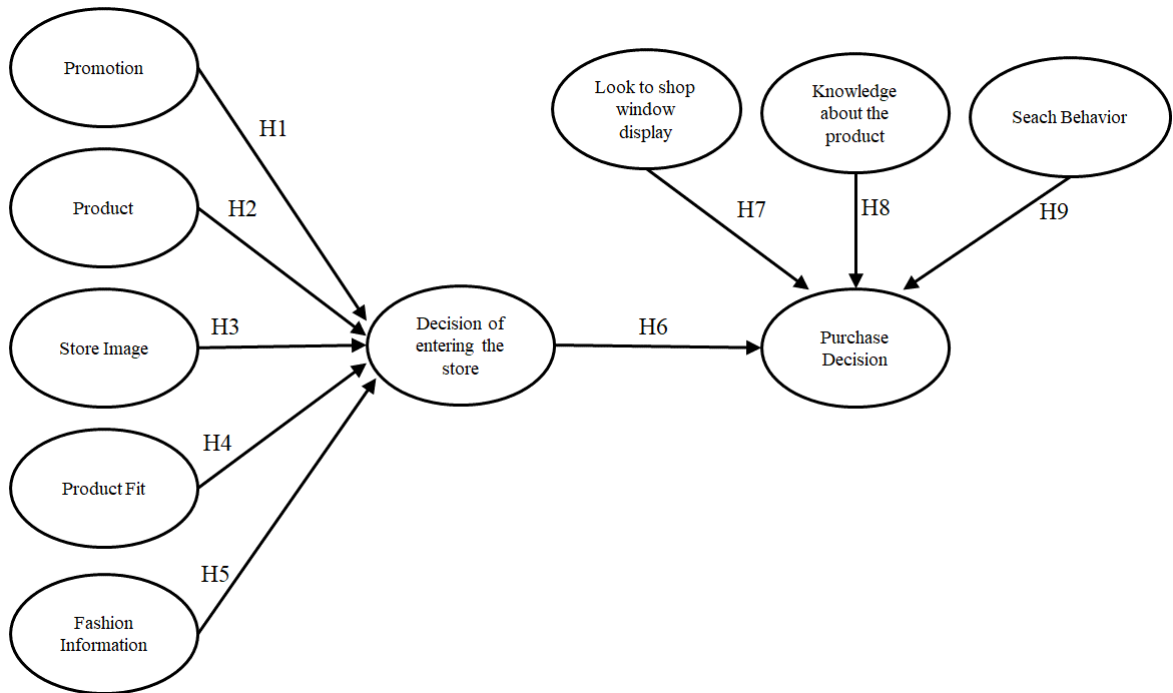
Conforming Oliveira-Castro (2003), buying behavior is frequently preceded by search behavior, moment in which consumers seek information about products, brands, price, quality and payment conditions. Decision making regarding clothing products depends of a process initiated with the acknowledgement of a problem, followed by information search, evaluation of alternatives, decision making and decision results (VAN STADEN; VAN AARDT, 2011).

According to Oliveira-Castro (2003), search behavior can be quick when products, brands and prices are constant in long periods. In fashion retail, characterized by the need of constant update regarding fashion trends, search behavior is longer, since information is periodically updated, demanding from consumer more attention before making decisions (SEN et al., 2002). From this, there is the last hypothesis to be tested:

H9: There is a positive effect of search behavior of a product information on the purchase decision of the same product.

The elaboration of the hypothesis has made clear not only the relevance of shop window display as a point of communication between fashion retailers and consumers, but also as dimensions to which window displays relate: from them, consumers calculate tangible and intangible benefits – is that product adequate to the body? How much is he willing to pay? What image he wants to show? From the moment consumer looks to the shop window display, several decisions start to be elaborated in his mind, reason why this paper is developed. Figure 1 presents the hypothesis developed to investigate this context, conforming the conceptual model of this article.

Figure 1 – Research Conceptual Model



3 METHODOLOGICAL PROCEDURES

This article reports a quantitative and descriptive research, using an adaptation for the Brazilian context of the research instrument developed by Sen et al. (2002), whose original version is in English. For the application in Brazil, we adopted Brislin’s (1970) recommendations concerning back translation. To the author, back translation requires the translation of the original instrument to the language of the context of application; stage performed by a linguistics PhD professor who lives in the United States. Next, we must perform the translation to English, stage performed by a Master student from Quebec University (Canada) fluent in North American and Canadian English, as well as in Brazilian Portuguese. Lastly, we compared the three versions – the original and the two versions, one in Portuguese and the other in English – looking for the semantic equivalence of the questionnaire items. The final version was sent to the mentioned committee for questionnaire legitimation.

Beaton, Bombardier, Guillemin and Ferraz (2000) add the need of a pre-test to verify psychometric characteristics. In this sense, a pilot instrument, outcome of the back translation stage, was submitted to a pre-test with 20 participants, with the objective of identifying adjustments in the final questionnaire (a few changes were made in income and marriage status, besides language corrections). Therefore, the application version of the instrument had 56 questions: 4 about social and economic profile of the participant – gender, age, individual monthly income and marriage status, 1 about annual expenses with clothes and shoes and 51 items about the 10 constructs analyzed in the research model (promotion, product, store image, product fit, fashion information, decision of entering the store, knowledge about the product, search behavior and purchase decision). Chart 1 presents the items composing the questionnaire, along with the constructs they represent.

Chart 1 – Questionnaire Items

Construct	Item
Promotion	I use shop window displays to find out if a store is in sale.
	I usually look at shop window displays to check if the store is having special deals.
	I usually look at shop window displays to see if there is any sales advertisement.
	I usually look at shop window displays to check if there is any special offer.
	In general, I look at shop window displays to check if any of the products exposed is on sale.
Product	I usually look at shop window displays to check if the store is showing the new styles of this season.
	I usually look at shop window displays to check which brands the store offers.
	I usually look at shop window displays to find out if the store works with any of my favorite designers.
	I use shop window displays to obtain an idea about price and variety of the products commercialized by the store.
	I usually look at shop window displays to check if the products are accessible in the store.
	I usually look at shop window displays to find out if the products are in my price range.
Store Image	I use shop window displays to obtain a general impression of the store.
	I usually look at shop window displays to obtain a general feeling about the store.
	I usually look at shop window displays to feel what the store prototypes to the consumer.
	I use shop window displays to find out if the store is for me.
	I use shop window displays to find out the global image of the store.
	I usually look at shop window displays to have an idea about the type of person that shop in that store.
Product Fit	Look at shop Windows displays makes it easier to me to decide if I would like in me the exposed styles.
	I think shop window displays useful to view how the clothes would fit me.
	I usually look at shop window displays to imagine how the clothes would fit me.
	I think it is easier to view how the clothes would fit me.
Fashion Information	I usually look at shop window displays to check what is in fashion for this season.
	I usually look at shop window displays to verify what is new in fashion scene.
	I usually look at shop window displays to know more about the latest fashion trends.
	I usually look at shop window displays to know more about the latest launches in clothes and shoes.
	I usually look at shop window displays to find out what is new in different periods.
Look shop window display	For me, looking at the shop window display is an important part of shopping experience.
	If I am passing by a store, I use this opportunity to look at its shop window display.
	I usually look at interesting shop window displays.
	I usually stop at a store and stare for a while the products in the shop window display.
	Before entering a store, I usually look at the shop window display.

Decision of entering the store	Many times, I enter a store motivated by the shop window display.
	I will enter a store that I would never enter before only because of what I see in the shop window display.
	Many times, I find myself entering a store because of its shop window display.
	My decision of entering a store often depends on its shop window display.
	Shop window displays are an important factor in my decision of entering a store.
	Many times, I enter a store only because of what I see in the shop window display.
Purchase Decision	Shop window displays frequently play an important role in my buying decisions.
	I often base my purchases on what is shown in shop window displays.
	What I buy in a store often depends of its shop window displays.
	What I see in shop window displays is often what I buy in the store.
Knowledge about the product	I consider myself a shopping specialist.
	I know more than other students about fashion trends.
	I am well informed about the latest fashion and style.
	I consider myself well informed about the different stores with which I identify myself.
	I usually have one or more shoes or clothes of the latest fashion.
	I am a better shopper of clothes and shoes than most of the students.
Search Behavior	In a typical month, how often do you visit clothing or department stores, just to look around or to get information instead of making a specific purchase?
	In a typical month, how many catalogs or clothing promotions do you look at?
	In a typical month, do you regularly read clothing/shoe related magazines/blogs?
	In a typical month, do you talk to friends and acquaintances for information or advice on clothing and shoe styles?

Source: adapted from Sen et al. (2002)

Data collection was performed face to face in classrooms of Psychology, Accounting and Business Management in universities in Curitiba/PR. A non-probabilistic and by convenience sample was composed by the participation of students from the mentioned courses. The decision of conducting an investigation with graduate students was based in the tendency this public has in buying more clothing items than other segments of the population (LEE; VRANA, 1995; SEN et al., 2002). To these authors, this is a public with higher interest in this type of product, besides engaging in the search for information about this product category. Furthermore, Hambleton and Kanjee (1993) consider university populations are indicated for the replication of studies in different cultures.

Considering convenience, data collection was performed in the city of Curitiba, Paraná, in three universities known as reference in teaching the mentioned courses, being a public institution and two private universities. The decision regarding the courses is justified by the authorization received by the courses' coordinators to the conduction of the research. Finally, the student population of such universities is 3171, according official information from the institutions in with the research was conducted.

Data was transferred to the software R (version 3.3.1) and analyzed through structural equation modeling (SEM), a technique that analyzes the structure of inter-relations expressed in a series of equations, combining multiple linear regression and factor analysis (HAIR et al., 2009; KLINE, 2011). Moreover, Kline (2011) assures there are benefits in testing hypothesis via SEM,

since this technique enables accessing a more accurate statistical fit, having the researcher more confidence to accept or reject hypothesis.

Concerning the adequacy of sample size to the chosen technique, Kline (2011) highlights the need for big samples, being 200 subjects the minimum sample to use SEM. We must consider that, being the relationship between this research variables measured by multiple linear regression (TABACHNICK; FIDELL, 2013), and the fact that regression composed SEM, Cohen (1992) suggests a sample with statistical power superior to 80%, with statistical significance of 5%. Considering our research model, in which the model that receives the most direct arrows receives five arrows, the minimum sample would be 91 subjects. Increasing this criterion and considering a statistical power of 95%, the minimum sample is now 138 participants. We have collected 364 questionnaires (11% of the population), satisfying literature criteria regarding sample size.

Data treatment initiated with an analysis of frequency distribution (mean, standard deviation, variance, maximum and minimum), with the objective of confirming the precision of data transcription. Next, we performed the analysis of missing values, in which no questionnaire was eliminated. Concerning the presence of outliers, the Mahalanobis method was applied, following the guidelines of Hair et al. (2009) and Tabachnick and Fidell (2013). With respect to this criterion, we have found 32 (9.34%) atypical individuals. Considering these observations as valid cases in the population, and if they were eliminated they could limit the generality of multivariate analysis, even if it could improve results, we decided to keep all of those cases (HAIR et al., 2009).

We have also verified data normality and linearity, multivariate analysis assumptions, according to Hair et al. (2009). Nevertheless, the data set of this research did not present normal distribution. For this reason, to perform the SEM, we resorted to the Partial Least Square (PLS) approach, since it provides higher flexibility in data modeling once it is not necessary to satisfy multivariate data normality. Finally, linearity was tested by Bartlett test, revealing p-values lower than 0.05 for all constructs, conforming significant evidence of data linearity.

4 RESULTS

The first analysis refers to sample profile. These findings revealed that most respondents were men (62%), average age over 24, single (80%) with an individual income up to R\$2.500,00 (45%) and used to spend up to R\$500 annually in clothes and shoes.

In the following, with the purpose of answering the hypothesis, the relation between variables was tested using path analysis through structural equation modeling. According to Hair et al. (2009) and Kline (2011), structural equation modeling is formed by two components, being (1) the measurement model, that enables the confirmatory check of the variables' measurement model; and (2) the structural model, that consists in a path that connects dependent and independent variables.

As stated by Hair et al. (2009), the measurement model is the first step of a complete analysis of a structural model, revealing the way variables are represented. In this sense, they suggest the exam of convergent validity, discriminant validity and reliability of the items that compose the research variables. Table 1 presents the result of the analysis performed in order to attest convergent validity, discriminant validity and reliability of the variables in the measurement model.

Table 1 – Correlation between constructs and statistics of convergent and discriminant validity

Construct	Me- dia	C.C.	α	1	2	3	4	5	6	7	8	9	10
Promotion (1)	3,1	0,94	0,93	0,88									
Product (2)	3,02	0,88	0,83	0,7	0,74								

Image (3)	3,14	0,93	0,9	0,57	0,65	0,82							
Fit (4)	2,64	0,93	0,9	0,47	0,54	0,45	0,88						
Fashion (5)	2,51	0,97	0,96	0,49	0,61	0,47	0,52	0,93					
Entering the store (6)	2,9	0,94	0,93	0,48	0,6	0,56	0,52	0,52	0,86				
Look window display (7)	3,15	0,93	0,91	0,69	0,72	0,61	0,55	0,56	0,72	0,85			
Knowledge about product (8)	2,17	0,95	0,93	0,35	0,42	0,35	0,4	0,55	0,45	0,43	0,86		
Search behavior (9)	2,17	0,91	0,86	0,39	0,46	0,38	0,48	0,62	0,51	0,46	0,72	0,84	
Purchase (10)	2,59	0,94	0,91	0,48	0,54	0,47	0,52	0,54	0,69	0,58	0,52	0,52	0,89

Note: C.C.=compound reliability. The diagonal values in bold indicate the square root of the extracted mean variance.

Convergent validity indicates the degree of agreement between the measures of a single construct, in other words, between the items that represent a variable (Hair et al., 2009). To Fornell and Larcker (1981), the verification of convergent validity is associated with the values of average variance extracted (AVE), which must be superior to 50%. Based on the results from Table 1, we have the first evidence of convergent validity.

In order to access reliability, the consistency of the measure in measuring a variable, Hair et al. (2009) recommend the use of Cronbach's Alpha and compound reliability, and both must have values over 0.7 so reliability can be tested. Using Table 1 as reference, we can confirm the reliability of the variables in this research.

Furthermore, Hair et al. (2009) affirm that reliability over 0.7 is another evidence of convergent validity. They also explain about a third sign of convergent validity: the factor loadings of the items that compose the variables. Hair et al. (2009) attest that items with factor loadings inferior to 0.7 must be eliminated. Since they do not contribute to form the latent variable, they undermine the achievement of basic assumptions of validity and quality of the index created to represent the concept of interest.

In the individual analysis of each item of the research instrument, all the items had factor loadings superior to 0.7. Only one item presented loading slightly below this recommendation (construct Product-P3- I usually look at shop window displays to find out if the store works with any of my favorite designers: 0.6), but it did not compromise the minimum value of the average variance extracted of the construct, and no item exclusion was necessary.

Discriminant validity, for its turn, analyzes how different variables are, confirming that a particular variable is unique and captures a phenomena that other measures are not capable of measuring (HAIR et al., 2009). To access discriminant validity, we used the Fornell and Larcker (1981) criteria, which guarantees the discriminant validity when the variance extracted (AVE) of a construct is higher than the shared variance of these constructs with others. According to Table 1, all the constructs achieved discriminant validity since the maximum shared variances were lower than the respective AVEs.

Therefore, we confirm the reliability of the variables, as well as the convergent validity and discriminant validity. These results enable us to follow with the analysis of the structural model that will allow the hypothesis test.

In agreement with Kline (2011), the structure model, or path model, illustrates the relation between variables, indicating the effects they cause each other, by arrows representing these effects. In the construction of the structural model, Hair et al. (2009) recommend the definition

of endogenous and exogenous constructs. Endogenous constructs are equivalent to dependent variable and, in terms of a path model, they are the variables receiving the arrows. Exogenous constructs, for their turn, are equivalent to independent variables, that is, those factors outside the model that have effects on endogenous or dependent variables.

For the purposes of this research, we consider endogenous constructs the variables “decision of entering the store” and “purchase decision”. As exogenous constructs, we have the variables “promotion”, “product”, “store image”, “product fit”, “fashion information”, “entering the store”, “look to shop window”, “knowledge about the product” and “search behavior”.

Kline (2011) recommends that the statistical results obtained by SEM should be interpreted through regression coefficients, namely, coefficient of determination (R^2) and standardized coefficient (β), or beta coefficient. The coefficient of determination is the most appropriate parameter to interpret the results from a regression, since it establishes the measure of the proportion of variance of the dependent variable around its mean, which is explained by the independent variables (HAIR et al., 2009).

Hair et al. (2009) explain the standardized coefficient (β) represents the magnitude and the direction of the relation between variables in a model, showing which variables are more important than the other in predicting the construct. Thus, it enables the comparison between coefficients and its relative power in explaining the dependent variable. To these authors, the beta coefficient ranges between 0 and 1, and the closer results are to 1, the higher the predictive power between variables.

From this, it is possible to analyze the structural model obtained in this research (Table 2).

Table 2 – Hypothesis Test Results

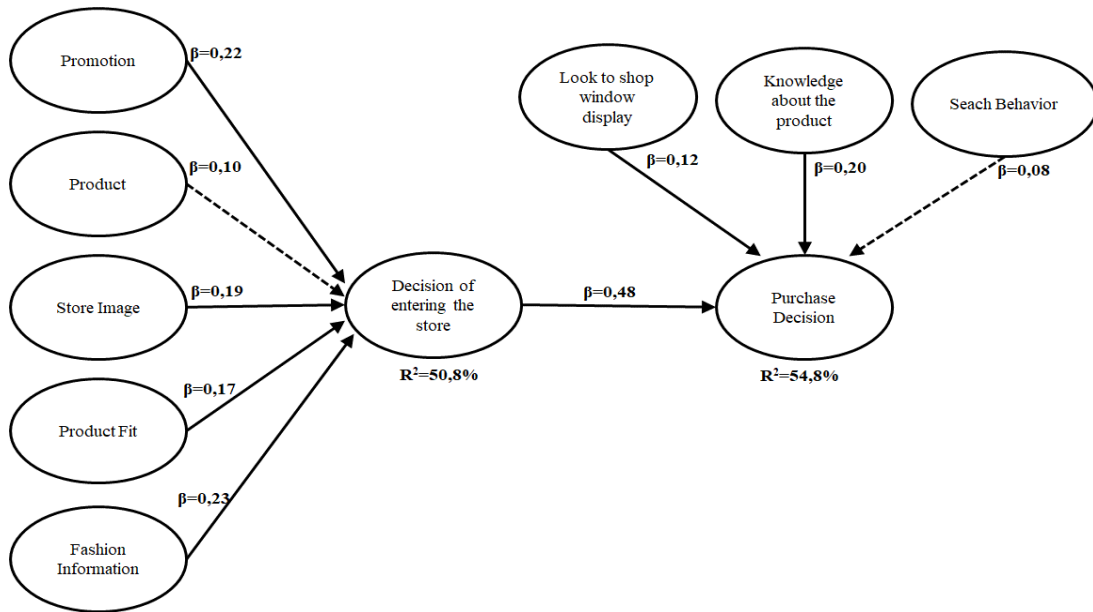
Tested Relations	β	t	Sig.	R^2	Q^2	f^2	q^2
Promotion → Entering the store	0,22	3,89	0,000				
Product → Entering the store	0,10	1,34	0,091				
Image → Entering the store	0,19	3,20	0,000	50,8%	37,3%		
Fit → Entering the store	0,17	3,26	0,000				
Fashion → Entering the store	0,23	4,53	0,000				
Entering the store → Purchase decision	0,48	6,54	0,000			0,14	0,10
Look window display → Purchase decision	0,12	1,73	0,027				
Knowledge about product → Purchase decision	0,20	3,70	0,000	54,8%	41,6%		
Search behavior → Purchase decision	0,08	1,26	0,104				

Note: R^2 =coefficient of determination, exogenous constructs explaining the endogenous construct.

Q^2 =predictive relevance of the model for the construct. f^2 and q^2 indicate size effect.

Figure 2 presents a graphic illustration of the structural model obtained, revealing the effect of window shop displays in Brazilian consumer buying behavior in fashion retail, achieving the main objective of this work.

Figure 2 – Research Structural Model



Regarding the **decision of entering the store**, results indicate that the variable *fashion information* is the main driver of consumer decision of entering the store ($\beta=0.23$), leading us to confirm Hypothesis 5 of this article. Since the beginning of the 2000's, the field of Brazilian fashion gained a new direction, especially in face of the fashion events such as São Paulo Fashion Week and Fashion Rio, as well as the opening to multi-brands stores outside the hub Rio-São Paulo, democratizing fashion for Brazilian population (LEITÃO, 2007).

Furthermore, we must consider the role of social media in the diffusion of fashion and trends information (PRECIOSA; AVELAR, 2010), turning fashion information an important element to be developed in retail shop window displays. Thus, a public sensitive to fashion trends appeal, whose purchase decision is associated to the fashion market news, as well as creativity found in window displays, is responsible for communicating consumer about the latest fashion trends (LANGE et al., 2013).

The variable *promotion* has proved to be an important predictor of the decision of entering the store as well ($\beta=0.22$), confirming Hypothesis 1 and the affirmation about a positive effect of promotion in window display on consumer decision of entering the store. This is a relevant result in the Brazilian fashion retail context, revealing the more information about price reduction is available, the higher is the possibility of the consumer entering the store. Besides, this result finds literature support when Botelho and Urdan (2005) alert to Brazilian consumer sensibility to price reduction. According to Vieira and Matos (2012), this is a public receptive to different prices and payment options, due to the perception of saving that makes the purchase possible.

Literature signalizes that price strategies development is an essential factor to companies' competitiveness and a significant factor to be considered by marketing strategies in retail (VIEIRA; MATTOS, 2012). In this sense, attention to price strategy is fundamental in Brazilian retail context, since the evidences here found, supported by literature, show that price promotions and their adequate exposition in shop window displays are capable of influencing consumer decision of entering the store.

Store image also presented an expressive standardized coefficient ($\beta=0.19$), confirming literature about the influence of store image in consumer behavior (SOMOON; SAHACHAISAREE, 2010; DE TONI et al., 2011). Additionally, this result corroborates the findings from Oh and Petrie (2012)

that affirm the information obtained from shop window displays interact with consumer cognitive processes, generating his perception about a commercial establishment. Hence, we confirm the influence of store image in consumer decision of entering the store, accepting Hypothesis 3.

In the following, the variable *product fit* indicated a satisfactory result ($\beta=0.17$), similarly to the findings from Sen et al. (2002). According to the original study, information from shop window display enables consumer to analyze if the products commercialized by a store are in harmony with his style, taste and self-image. For the authors, product fit indicates consumer search for an adequate combination, influencing his decision of entering the store. Based on this, we confirm Hypothesis 4.

Lastly, the variable *product* was the factor with the lowest impact in consumer decision of entering a store or not ($\beta=0.10$), leading us to reject Hypothesis 2. This result can be interpreted considering the indexes obtained with other variables, especially fashion information and promotion and their expressive beta coefficients. Thus, we admit that the Brazilian fashion consumer is more sensitive to the newness factor and to fashion trends than to tangible aspects of the product, give the influence of promotions on consumer decision of entering the store.

Concerning **purchase decision**, we identified the variable *entering the store* as the main predictor of consumer decision of buying a product ($\beta=0.48$), confirming Hypothesis 6. According to Table 2, this is the most expressive result of the study, revealing the importance of attracting consumer inside the store and, furthermore, confirming the idea that shop window displays configure the first step in consumer decision making regarding purchase (CORNELIUS et al., 2010; MOWER et al., 2012). This finding reinforces that the visual impact created by shop window displays is an important predictor of consumer preference, since without consumer entering the store, there is no purchase experience (PANTANO, 2016).

Given the result obtained, it is possible to say that the variables fashion information, promotion, store image, product fit and product conform important antecedents of entering the store that, for its turn, engenders an important predictor of purchase decision. This interpretation is in line with Kahn (2017) when the author affirms the elaboration of shop window display must be part of the sales strategy in fashion retail, since it catches consumer attention, arouses his willing to buy and conduct him to make the purchase.

Product knowledge also presented a satisfactory result ($\beta=0.20$). Literature signalizes that consumer level of knowledge in relation to a product influences his decision making, since previous experiences impact consumer evaluation of a product (RAO; MONROE, 1988; ENGEL et al., 1990; LI et al., 2016). About fashion products knowledge, O' Cass (2004) evaluate the necessity of considering the involvement consumers have with fashion, a relevant predictor of clothing items buying behavior. Besides, conforming Leitão (2007), knowledge about fashion trends feeds the desire for this type of product, influencing consumer decision making regarding clothes, shoes and accessories. For this reason, we confirm Hypothesis 8.

In the following, the influence of the variable look to shop window display on purchase decision ($\beta=0.12$) leads to the confirmation of Hypothesis 7, since this relation finds support in the visited literature (SEN et al., 2002; MOWER et al., 2012; GREWAL et al., 2017). Additionally, the results obtained with the variables fashion information, promotion, store image and product fit – all related to shop window display – about the decision of entering the store, that has a robust influence on purchase decision, help us to support the idea that look to the shop window display has an impact in consumer final decision about buying or not a particular product.

Finally, the variable search behavior ($\beta=0.08$) was the weakest predictor of purchase decision, conducting us to the rejection of Hypothesis 9. This result diverges from consumer behavior literature, since, according to Oliveira-Castro (2003), search behavior precedes buying be-

havior. This makes us believe that, in fashion products category, search behavior is not significant due to the presence of other elements, especially the factor newness and fashion trends (LEITÃO, 2007). As stated by Van Staden and Van Aardt (2011), the decision of buying clothing product passes through search information. In this sense, our results confirm that search behavior is an element of purchase decision, even though other products are predominant over it. Moreover, we verify that the impact of information exhibited in shop window display is superior to consumer previous deliberations, reinforcing the notion that visual impact is crucial to decision making in fashion retail, finding support in Kahn (2017).

Based on this discussion, Chart 2 reviews the hypothesis elaborated to this study and the results obtained.

Chart 2 – Hypothesis Test Results

	Hypothesis	Result
H1	There is a positive effect of the promotion in the shop window display on consumer decision of entering in the store	Confirmed
H2	There is a positive effect of the product in the window display on consumer decision of entering in the store	Not confirmed
H3	There is a positive effect of store image on consumer decision of entering in the store	Confirmed
H4	These is a positive effect of the product fit, perceived through the shop window display, on consumer decision on entering in the store	Confirmed
H5	There is a positive effect of fashion information exposed in the shop window display on consumer decision of entering in the store	Confirmed
H6	There is a positive effect of consumer decision of entering in the store on the decision of buying the product	Confirmed
H7	There is a positive effect of consumer looking at the shop window display on product purchase decision	Confirmed
H8	There is a positive effect of knowledge about the product on product purchase decision.	Confirmed
H9	There is a positive effect of product information search behavior on the same product purchase decision	Not confirmed

In Figure 2, it is possible to observe variance quantity of the dependent variables decision of entering the store, which is explicated by the independent variables together (R^2), in this case, the information from the shop window display (fashion information, promotion, store image, product fit and product). Next, there is the variance quantity of the dependent variable purchase decision, explicated by the independent variables (R^2), namely, decision of entering the store and consumers' elaborations (look to shop window display, knowledge about the product and search behavior).

From the results, it turns out that the set of information obtained from the shop window display explain together 50.8% of consumer decision of entering the store. Thus, the replication of the study of Sen et al. (2002) in fashion retail context in Brazil reveals that shop window displays are an important source of information for Brazilian consumers, context in which elements related to the store, product category and fashion trends are combined in a planned way to influence decision making.

In addition, we observe that the decision of entering the store, along with consumers' elaboration, is responsible for explaining 54.8% of consumer purchase decision. Regarding effect size, results from Table 2 (f^2 and q^2 : 0.14 and 0.10, respectively) indicate a medium effect. These

findings demonstrate that shop window display effect, together with knowledge about the product and search behavior, attract consumer to the store interior, where other elements of store atmosphere start acting, conducting consumer to purchase decision making.

Literature supports these evidences. To Mower et al. (2012), the relevance of studying store exterior, particularly shop window displays, lies on the fact that external environment conforms the first point of communication with consumers, in other words, it is the opportunity of catching attention, building a positive impression and attracting consumer to the store interior, where other elements play their part. Similarly, Feijó and Botelho (2012) attest that the presentation of store ambiance and product exposition has a significant effect in attracting retail public, being the starting point of consumer decision making.

Finally, considering the objective of replicating the study from Sen et al. (2002) in Brazil, the discussed results demonstrate there is a relation between shop window displays and consumer decision making in the context of Brazilian fashion retail. These findings constitute a first step in identifying the antecedents of Brazilian consumers' decision making processes, revealing the sensibility of this consumer to fashion trends and the effects of price promotions. Additionally, it is possible to say that when consumer enters the store, the propensity of buying a product is high, and it is the role of managers to plan their sales strategies to the information in the window display, providing consumer a consistent message and, this way, increasing the possibilities of purchase.

5 FINAL CONSIDERATIONS

The objective of this article was to investigate the influence of shop window displays on the behavior of Brazilian consumers in fashion retail, regarding their decision of entering the store and purchasing. We elaborated a research model composed by nine hypotheses, confirming seven of them, enabling us to say the mentioned objective was achieved. As the main results, fashion information and promotion exhibition in shop window displays are the main predictors of consumer decision of entering the store. In relation to purchase decision, entering the store is the element of higher influence in consumer decision, followed by knowledge about the product.

Concerning the academic contributions of this paper, marketing literature on retail environment has demanded studies dedicated to understand Brazilian retail (BARKI et al., 2013; LOURENÇO, 2014; PARENTE; BARKI, 2014). That said, our results advance the comprehension about consumer behavior in retail, exploring the formative elements of decision making and the role of shop window displays as a relevant antecedent of purchase experience. This understanding is fundamental due to the growth of e-commerce and the investigations on this emergent topic.

Therefore, comprehending consumer behavior in this scenario – between physical and virtual stores – is crucial. Although the evidences of this work are more indicative than conclusive, they configure a first effort in this sense. We must consider that this discussion helps the comprehension of other marketing variables such as branding, shopping experience, impulse buying and behavioral finances.

With reference to managerial contributions, the findings reported here contribute to retail business strategy studies, suggesting the relation between the effect of shop window display and sector performance. Besides, this is a first diagnostic of consumer behavior towards shop window displays, enabling fashion retail managers to elaborate creative window displays, with special attention to fashion trends, in an attempt of creating a positive store image and arise consumer curiosity to continue the consumption experience inside the store. We also indicate the development of price strategies capable of offering promotions to consumers, once they are sensitive to special offers and to payment facilities, which should be highlighted in shop window displays.

With regard to the limitations of this paper, there is sample size and the population under investigation, composed by graduate students. Thus, we understand the necessity of broadening the sample, covering subjects from different parts of the country and with different profiles, in order to approximate the results to generalization, when it will be possible to comprehend Brazilian culture consumption in fashion retail. Another limitation lies on the transversal character of the research. In this sense, we suggest further investigations to cover different periods of the year, considering fashion trends calendar and the seasons of the year.

REFERENCES

- ABREU, C. B. O comportamento do consumidor diante da promoção de vendas: um estudo da relação preço-qualidade percebida. *Revista de Administração de Empresas*, v. 34, n. 4, p. 64-73, 1994.
- BAKER, J.; PARASURAMAN, A.; GREWAL, D.; VOSS, V.B. The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing*, v. 66, n. 2, p. 120-141, 2002.
- BALLANTINE, P. W.; PARSONS, A.; COMESKEY, K. A conceptual model of the holistic effects of atmospheric cues in fashion retailing. *International Journal of Retail & Distribution Management*, v. 43, n. 6, p. 503-517, 2015.
- BARKI, E.; BOTELHO, D.; PARENTE, J. Varejo: desafios e oportunidades em mercados emergentes. *Revista de Administração de Empresas*, v. 53, n. 6, p. 534-538, 2013.
- BELL, D. R.; CORSTEN, D.; KNOX, G. From point of purchase to path to purchase: How preshopping factors drive unplanned buying. *Journal of Marketing*, v. 75, n. 1, p. 31-45, 2011.
- BOTELHO, D.; URDAN, A. T. Lealdade à marca e sensibilidade ao preço: um estudo da escolha da marca pelo consumidor. *Revista de Administração Contemporânea*, v. 9, n. 4, p. 163-180, 2005.
- BRUCKS, M. The effects of product class knowledge on information search behavior. *Journal of Consumer Research*, p. 1-16, 1985.
- CARDOSO, M.; DAROLT, E.; SILVA, P. E. M. O Comportamento Do Consumidor Nas Plataformas Digitais: A Pesquisa Por Informação No Segmento Da Moda. *Razón y Palabra*, n. 93, p. 46, 2016.
- CORNELIUS, B.; NATTER, M.; FAURE, C. How storefront displays influence retail store image. *Journal of Retailing and Consumer Services*, v. 17, n. 2, p. 143-151, 2010.
- DE TONI, D.; LARENTIS, F.; MATTIA, A. A.; MILAN, G. S. A imagem do comércio varejista e a satisfação dos consumidores: um estudo exploratório ambientado em uma cidade da Serra Gaúcha. *Revista Base (Administração e Contabilidade) da UNISINOS*, v. 8, n. 1, 2011.
- DELGADO, Daniela. Fast fashion: estratégia para conquista do mercado globalizado. *Moda Palavra e-periódico*, v. 1, n. 2, 2008.
- ENGEL, J. F.; BLACKWELL, R. D.; MINIARD, P. W. *Customer behavior*. Hinsdale, IL: Dryden, 1990.

- ESPINOZA, F. S.; D'ANGELO, A. C.; LIBERALI, G. A influência da atmosfera de varejo sobre os consumidores. *Revista de Administração-RAUSP*, v. 40, n. 2, 2005.
- ESPINOZA, F. S.; HIRANO, A. S. As dimensões de avaliação dos atributos importantes na compra de condicionadores de ar: um estudo aplicado. *Revista de Administração Contemporânea*, v. 7, n. 4, p. 97-117, 2003.
- FEIJÓ, F. R.; BOTELHO, D. Effect of factors related to merchandising on retail sales. *Revista de Administração de Empresas*, v. 52, n. 6, p. 628-642, 2012.
- FRINGS, G. S. *Moda: do conceito ao consumidor*. Bookman Editora, 2012.
- GREWAL, D.; ROGGEVEEN, A. L.; NORDFÄLT, J. The future of retailing. *Journal of Retailing*, v. 93, n. 1, p. 1-6, 2017.
- HAMBLETON, R. K.; KANJEE, A. Enhancing the validity of cross-cultural studies: Improvements in instrument translation methods. *Anais do American Educational Research Association*, Atlanta, 1993.
- KAHN, B. E. Using visual design to improve customer perceptions of online assortments. *Journal of Retailing*, v. 93, n. 1, p. 29-42, 2017.
- KOTLER, P. Atmospherics as a marketing tool. *Journal of Retailing*, v. 49, n. 4, p. 48-64, 1973.
- LANG, C.; ARMSTRONG, C. M.; BRANNON, L. A. Drivers of clothing disposal in the US: An exploration of the role of personal attributes and behaviours in frequent disposal. *International Journal of Consumer Studies*, v. 37, n. 6, p. 706-714, 2013.
- LANGE, F.; ROSENGREN, S.; BLOM, A. Store-window creativity's impact on shopper behavior. *Journal of Business Research*, v. 69, n. 3, p. 1014-1021, 2016.
- LEE, E. J. How perceived cognitive needs fulfillment affect consumer attitudes toward the customized product: The moderating role of consumer knowledge. *Computers in Human Behavior*, v. 64, p. 152-162, 2016.
- LEITÃO, D. K. Nós, os outros: construção do exótico e consumo de moda brasileira na França. *Horizontes Antropológicos*, v. 13, n. 28, p. 203-230, 2007.
- LI, H.; DAUGHERTY, T.; BIOCCHA, F. Impact of 3-D advertising on product knowledge, brand attitude, and purchase intention: The mediating role of presence. *Journal of Advertising*, v. 31, n. 3, p. 43-57, 2002.
- LIN, L. Y.; CHEN, C. S. The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, v. 23, n. 5, p. 248-265, 2006.
- LINDSTRÖM, A.; BERG, H.; NORDFÄLT, J. ROGGEVEEN, A. L.; GREWAL, D. Does the presence of a mannequin head change shopping behavior?. *Journal of Business Research*, v. 69, n. 2, p. 517-524, 2016.
- LOURENÇO, C. D. S. Cultura brasileira e marketing de relacionamento: um estudo etnográfico no varejo. *Revista Brasileira de Marketing*, v. 13, n. 5, 2014.

- MEHRABIAN, A.; RUSSELL, J. A. The basic emotional impact of environments. *Perceptual and Motor Skills*, v. 38, n. 1, p. 283-301, 1974.
- MOWER, J. M.; KIM, M.; CHILDS, M. L. Exterior atmospherics and consumer behavior: influence of landscaping and window display. *Journal of Fashion Marketing and Management: An International Journal*, v. 16, n. 4, p. 442-453, 2012.
- O'CASS, A. Fashion clothing consumption: antecedents and consequences of fashion clothing involvement. *European Journal of Marketing*, v. 38, n. 7, p. 869-882, 2004.
- OH, H.; PETRIE, J. How do storefront window displays influence entering decisions of clothing stores?. *Journal of Retailing and Consumer Services*, v. 19, n. 1, p. 27-35, 2012.
- OLIVEIRA-CASTRO, J. M. Effects of base price upon search behavior of consumers in a supermarket: An operant analysis. *Journal of Economic Psychology*, v. 24, n. 5, p. 637-652, 2003.
- PANTANO, E. Engaging consumer through the storefront: Evidences from integrating interactive technologies. *Journal of Retailing and Consumer Services*, v. 28, p. 149-154, 2016.
- PANTANO, E.; MIGLIARESE, P. Exploiting consumer–employee–retailer interactions in technology-enriched retail environments through a relational lens. *Journal of Retailing and Consumer Services*, v. 21, n. 6, p. 958-965, 2014.
- PARRISH, E. Retailers' use of niche marketing in product development. *Journal of Fashion Marketing and Management*, v. 14, n. 4, p. 546-561, 2010.
- PIANARO, L.; MARCONDES, R. C. Estratégias de marketing no mercado de roupas e acessórios de luxo. *Revista de Administração FACES*, v. 7, n. 1, 2008.
- PRECIOSA, R.; AVELAR, S. Moda sob a ótica da disciplina e do controle: algumas considerações. *Ciência e Cultura*, v. 62, n. 2, p. 26-28, 2010.
- RAO, A. R.; MONROE, K. B. The moderating effect of prior knowledge on cue utilization in product evaluations. *Journal of Consumer Research*, v. 15, n. 2, p. 253-264, 1988.
- SCUSSEL, F. B. C. Is consumer experience the next best thing? A review and research agenda proposition. *Anais do VIII Encontro de Marketing da ANPAD - EMA*, Porto Alegre, 2018.
- SCUSSEL, F. B. C.; DEMO, G. Diga-me Quem És e Direi se me Relacionarei com Você: a Influência da Personalidade de Marca no Relacionamento com Clientes no Mercado de Moda Feminina de Luxo. *Anais do XIX SemeAd – Seminários de Administração FEA-USP*, São Paulo, 2016.
- SCUSSEL, F. B. C.; PETROLL, M. M. A conceptual framework to explain consumption experience process: building theory from a systematic review. *Anais do XLII Encontro da ANPAD - EnANPAD 2018*, Curitiba, 2018.
- SEN, S.; BLOCK, L. G.; CHANDRAN, S. Window displays and consumer shopping decisions. *Journal of Retailing and Consumer Services*, v. 9, n. 5, p. 277-290, 2002.
- SOMOON, K.; SAHACHAISAREE, N. Factors determining window display conveying merchandise's Positioning and style: a case of shopping mall clothing display targeting undergraduate students. *Procedia-Social and Behavioral Sciences*, v. 5, p. 1236-1240, 2010.

SORENSEN, H. The science of shopping. *Marketing Research*, v. 15, n. 3, p. 30-30, 2003.

TURLEY, L. W.; CHEBAT, J. C. Linking retail strategy, atmospheric design and shopping behaviour. *Journal of Marketing Management*, v. 18, n. 1-2, p. 125-144, 2002.

VAN STADEN, J.; VAN AARDT, A. M. Information seeking by female apparel consumers in South Africa during the fashion decision-making process. *International Journal of Consumer Studies*, v. 35, n. 1, p. 35-49, 2011.

VIEIRA, V. A.; MATOS, C. A. A influência da apresentação do preço sobre as avaliações dos clientes. *Revista de Administração Contemporânea*, v. 16, n. 4, 2012.

ZORRILLA, P. Nuevas tendencias en merchandising Generar experiencias para conquistar emociones y fidelizar clientes. *Distribución y Consumo*, n. 65, p. 13-20, 2002.

Contribution of authors

Contribution	[Author 1]	[Author 2]	[Author 3]	[Author 4]
1. Definition of research problem	√	√	√	
2. Development of hypotheses or research questions (empirical studies)	√	√	√	
3. Development of theoretical propositions (theoretical work)	√	√		
4. Theoretical foundation / Literature review	√			
5. Definition of methodological procedures	√		√	√
6. Data collection		√		
7. Statistical analysis			√	√
8. Analysis and interpretation of data	√	√	√	
9. Critical revision of the manuscript	√			
10. Manuscript writing	√			
11. Other (please specify)				