Thesis Title: From Visual Storytelling to Purchase Intention: Exploring the Impact of Emotional Engagement in Sailor's Festive and Cultural Window Displays in Bangladesh

Abstract:

ABSTRACT

In the current competitive fashion industry, simply providing quality items or discounts will no longer be sufficient to attract customers. A strong focus has been placed on store aesthetics and visuals. This study explores how visual storytelling affects purchase intentions through retail window displays by examining the mediating effects of emotional engagement. This research uses the Stimulus-Organism-Response (S-O-R) framework to examine Sailor, a well-known lifestyle brand under Epyllion Group in Bangladesh, and how they use creative and culture themed window displays.

A quantitative survey approach was used to test the hypotheses. Data was gathered through a questionnaire from 150 retail customers at major Sailor outlets in Dhaka City (Uttara, Dhanmondi, Jamuna Future Park). The data was analyzed using SPSS. Basic descriptive statistics, Bernbach's Alpha, Pearson correlation and multiple regression were used.

The results demonstrate that visual storytelling techniques (including themed props, lighting, colour schemes and culture) had a strong positive effect on emotional engagement (R^2=0.468, $p<0.001$). Furthermore, emotional engagement (festive feelings, brand attachment and cultural pride) had a strong effect on entering the store and purchase intention (R^2=0.507, $p<0.001$). Most importantly, the mediation analysis demonstrated that emotional engagement had a significant partial mediating effect on the relationship between window displays and purchase decisions ($z=8.14$, $p<0.001$).

This demonstrates that attractive displays can be ineffective at increasing sales unless they create an emotional connection with customers. This study provides practical recommendations for retail managers and visual merchandisers in Bangladesh to understand the importance of genuine culture storytelling over busy displays to engage customers and increase sales.

ACKNOWLEDGEMENTS

First of all, I would like to thank Almighty God for giving me strength, health and persistence to complete this dissertation.

I would like to thank my honorable supervisor, Engr. Sadiqur Rahaman for his continuous guidance and support throughout this research. I am very thankful to him for giving me valuable feedback on this research. His insightful comments and constructive criticism helped me to stay motivated throughout the process.

I would like to thank the teaching staff and faculty members of the Department of Fashion Design & Merchandising Technology at Uttara University for giving me the academic basis to complete this study.

I would like to thank the store managers at Sailor (Epyllion Group) for allowing me to do fieldwork near their stores. I would also like to thank all the shoppers in Dhaka for taking some time out of their day to complete my survey. Without their honest answers, this research wouldn't have been possible.

Lastly, I would like to thank my family and friends for always encouraging me and being patient with me throughout my long study hours.

Saif Ali Abir

ID: 2201401059

Batch: 23rd

Department of Fashion Design &amd ; Merchandising Technology

Uttara University

DECLARATION:

I hereby declare that the title of my dissertation, "From Visual Storytelling to Purchase Intention: Examining the Role of Emotional Engagement in Sailor's Festive and Cultural Window Displays in Bangladesh", is an original work prepared by me. This dissertation is submitted for the partial fulfillment of Bachelor of Science in Fashion Design & Merchandising Technology from Uttara University.

I confirm that,

The work presented in this dissertation is done by me individually under the supervision of Engr. Sadiqur Rahaman.

All necessary credits have been provided for all the information, research papers & books used, referred or cited in this work.

The thesis is not submitted for any degree or diploma, in whole or in part, to this University or any other university or institution.

Saif Ali Abir

ID: 2201401059

Department of Fashion Design & Merchandising Technology

Uttara University

Contents

ABSTRACT ..... **Error! Bookmark not defined.**

ACKNOWLEDGEMENTS 3

DECLARATION: 4

CHAPTER 1: INTRODUCTION ..... **Error! Bookmark not defined.**

1.1 Background of the Study ..... **Error! Bookmark not defined.**

1.2 Statement of the Problem ..... **Error! Bookmark not defined.**

1.3 Research Questions ..... **Error! Bookmark not defined.**

1.4 Research Objectives ..... **Error! Bookmark not defined.**

Specific Objectives: ..... **Error! Bookmark not defined.**

1.5 Conceptual Framework and Hypotheses ..... **Error! Bookmark not defined.**

CHAPTER 2: LITERATURE REVIEW ..... **Error! Bookmark not defined.**

2.1 Theoretical Framework: Stimulus-Organism-Response (S-O-R) Model **Error! Bookmark not defined.**

2.2 Evolution of Visual Merchandising and Storefront Storytelling ..... **Error! Bookmark not defined.**

2.3 Cultural Context of Fashion Merchandising in Bangladesh ..... **Error! Bookmark not defined.**

2.4 The Mediating Role of Emotional Engagement ..... **Error! Bookmark not defined.**

2.5 Hypotheses Development ..... **Error! Bookmark not defined.**

2.6 Chapter Summary ..... **Error! Bookmark not defined.**

CHAPTER 3: RESEARCH METHODOLOGY. ..... **Error! Bookmark not defined.**

3.2 Target Population and Sampling Technique ..... **Error! Bookmark not defined.**

3.3 Data Collection Procedure & Field Work Location 12

3.4 Data Collection Instrument (Measurement Variables) ..... **Error! Bookmark not defined.**

3.5 Data Analysis Plan ..... **Error! Bookmark not defined.**

CHAPTER 4: DATA ANALYSIS AND FINDINGS ..... **Error! Bookmark not defined.**

4.1 Demographic Profile of Respondents ..... **Error! Bookmark not defined.**

4.2 Scale Reliability Test (Cronbach's Alpha) ..... **Error! Bookmark not defined.**

4.3 Descriptive Statistics of Core Variables ..... **Error! Bookmark not defined.**

4.4 Pearson Correlation Analysis ..... **Error! Bookmark not defined.**

4.5 Hypothesis Testing & Regression Analysis 13

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS ..... **Error! Bookmark not defined.**

5.1 Summary of Findings ..... **Error! Bookmark not defined.**

5.2 Managerial & Practical Implications for Sailor ..... **Error! Bookmark not defined.**

5.3 Limitations & Future Research Directions ..... **Error! Bookmark not defined.**
5.4 Conclusion ..... **Error! Bookmark not defined.**
References. ..... **Error! Bookmark not defined.**

CHAPTER 1: INTRODUCTION

Thesis Title: From Visual Storytelling to Purchase Intention: Exploring the Impact of Emotional Engagement in Sailor's Festive and Cultural Window Displays in Bangladesh

1.1 Background of the Study

Given how fiercely competitive Bangladesh's clothing industry is today, Visual Merchandising (VM) has evolved into a core strategy rather than a mere decorative tool. These days, customers walk into stores because of the attractive visuals and atmosphere those stores create. What a customer feels when they look at a shopfront frequently determines whether they step inside, and this decision is often shaped by the main window display.

Bangladesh's fashion retail sector has expanded dramatically in recent years, fueled by rising disposable incomes and a growing fashion consciousness among urban consumers. This growth is largely driven by our fondness for celebration. Key festivals like Eid-ul-Fitr, Eid-ul-Adha and Pahela Baishakh are major moments in the year when retail brands go all out to capture consumers' attention. Sailor has emerged as one of the most prominent brands in the market. Through stylish designs, appeal to young people and a strong bond with Bangladeshi culture, the brand uses creative shopfront and window displays during festive periods to promote its new collections.

Sailor employs Visual Storytelling within its displays. Instead of simply showing clothing on static mannequins, the brand uses themed props, clever lighting, colour schemes and cultural elements to tell a story. The goal behind this is to build an emotional connection with people. When the display evokes nostalgia, brings festive joy, or instills cultural pride, people's Emotional Engagement will be strong. This will strongly shape consumer behaviour, since they will pause, take a closer look, step into the store, browse the products, and consequently show a high level of Purchase Intention.consumer behavior greatly by making them pause, look more closely, enter the store, browse the products and therefore have a high level of Purchase Intention.

1.2 Statement of Problem

Top tier retail fashion brands such as Sailor invest a vast amount of time and money into creating intricate festive window displays. However, it can be difficult to understand the impact these visual displays have on consumer purchasing behaviours. Often retail managers view window displays as a creative feature or a standard marketing cost.

There is much research into visual merchandising within western and East Asian markets. However, there is little research into the Bangladeshi apparel industry. We do not fully understand how localised narratives within window displays can impact consumer psychology. Most current research does not measure how Emotional Engagement can act as a mediator between the visual display and consumer purchase. Without research into this area, apparel brands risk wasting large amounts of money on aesthetically pleasing window displays that may not invoke the correct emotions required to gain real results.

1.3 Research Questions

This study aims to answer the following research questions:

1. What are the key elements of visual storytelling (props, lighting, layout, culture) used within Sailor's festive and seasonal window displays?

2. How do consumers perceive and feel about Sailor's narrative window displays during key festive periods?

3. How much does the emotional engagement of consumers impact their decision to enter the store, browse the collection and make a purchase?

4. How can retail fashion managers improve their visual storytelling to increase consumer engagement and increase ROI on their window displays?

1.4 Research Objectives

This study aims to investigate the correlation between visual storytelling elements in Sailor's window displays and consumer purchase intention, with emotional engagement acting as the mediator.

Specific Objectives:

Objective 1: Identify and categorize the key visual storytelling elements in Sailor's festive window displays.

Objective 2: Understand the emotional engagement (festive, brand loyalty, aesthetically pleasing and culturally proud) caused by Sailor's storefronts.

Objective 3: Understand the impact emotional engagement has on consumer purchase intention.

Objective 4: Provide recommendations to visual merchandisers and brand managers in Bangladesh.

1.5 Conceptual Framework and Hypotheses

The conceptual framework for this study has been developed using the Stimulus-Organism-Response model. This shows how consumers make decisions in a step by step process.

Visual Storytelling Elements (Stimulus) Emotional Engagement (Organism) Purchase Intention (Response)

Visual Storytelling Elements (Props, Lighting, Themes)

Emotional Engagement (Happy, Culturally Proud, Excited)

Purchase Intention (Enter Store, Purchase)

Research Hypotheses:

H1: The visual storytelling elements of Sailor's window displays will have a significant positive impact on consumer emotional engagement.

H2: Consumer emotional engagement will have a significant positive impact on purchase intention.

H3: Emotional engagement will act as a mediator between visual storytelling elements and consumer purchase intention.

CHAPTER 2: LITERATURE REVIEW

2.1 Theoretical Framework – Stimulus-Organism-Response Model

The Stimulus-Organism-Response model (S-O-R) plays a significant role in understanding consumer psychology in the modern retail environment. It was first developed by Mehrabian and Russell (1974) but was adopted by other researchers such as Kotler (1973) and Donovan & Rossiter (1982) in relation to retail store atmospheres. The stimulus (S) represents the physical aspects of a retail store. This impacts the consumer's internal response (O) which will cause them to exhibit certain behaviours (R).

Within the fashion retail industry, this can be applied to better understand how consumers interact with window displays. The Stimulus-Organism-Response model can be broken down to:

Stimulus (S): This refers to the visual narrative being presented in window displays. This could include props, layout, culture, styling, lighting and colour.

Organism (O): This represents how emotionally engaged a consumer feels when looking at the window display. This could be linked to excitement, brand appreciation, visual pleasure and pride.

Response (R): This refers to the actions a consumer may take after seeing the window display. This could include entering the store, browsing the latest collection and purchasing.

2.2 Development of Visual Merchandising

Visual Merchandising (VM) has moved away from just stocking products on shelves and has become a strategic way to tell a story (Pegler, 2012; Ebster & Garaus, 2015). In the past, retail environments focused on displaying as much product as possible however within the fashion industry, visual merchandising is now used to create a brand image, highlight brand values and make them stand out from their competitors.

Window displays are usually the first thing that a consumer will see when visiting a retail brand. They have two main purposes: 'Stopping Power' and 'Entry Power' (Diamond et al., 2015). Visual Storytelling enhances traditional visual merchandising by creating a story within the window displays. For example, they may highlight culture, celebrations and aspirational lifestyles. Fashion retailers can create relatable visual stories to entice passers-by to enter their stores.

2.3 Cultural Considerations – Fashion Merchandising in Bangladesh

Fashion retail in South Asian countries is heavily influenced by culture. Within Bangladesh, consumers will typically shop during peak seasons such as Eid-ul-Fitr, Eid-ul-Adha and Pahela Baishakh (Bengali New Year). During these times they will spend much more on clothing.

Top fashion brands in Bangladesh such as Sailor (Epyllion Group) have created visual merchandising displays to ensure they fit in with the cultural climate. Many western brands will have minimalist or abstract visual merchandising displays however during celebrations in Bangladesh traditional elements are incorporated within the window displays. This includes Rickshaw art, terracotta, alpona and floral arches. This makes the brand look traditional but also modern and stylish.

2.4 Role of Emotional Engagement

Many consumers will make decisions based on emotions when shopping for fashion (Babin, Darden & Griffin, 1994). Emotional engagement demonstrates how connected a consumer feels to what they are viewing. When looking at store atmosphere research,

positive feelings like joy and excitement are strongly linked to longer stay times in stores, better brand memory, and impulse purchases (Baker et al., 2002).

Key Conceptual Synthesis:

Visual Storytelling (Stimulus) Evokes Emotional Engagement (Festive Joy, Cultural Pride) Reduces Buying Hesitation Increases Purchase Intention.

Whilst aesthetically pleasing elements are important to capture attention, research has shown that good visual aesthetics alone cannot always increase sales. Emotional engagement is a key mediator. If the window display creates a feeling of warmth, nostalgia, excitement and culture pride within the customer, they will feel a much stronger connection to the brand. This means they are much more likely to go into the store and purchase.

2.5 Hypothesis Development

The following hypotheses have been developed based on the theories and literature:

Visual storytelling features (props, themes, lighting and layout) in Sailor's window displays have a significant positive effect on emotional engagement of consumers.

Emotional engagement has a significant positive effect on entering the store and purchasing.

Emotional engagement significantly mediates between visual storytelling features in window displays and consumer purchase intentions.

2.6 Chapter Overview

This chapter provided an overview of the core theory behind retail environments (S-O-R Model). It provided an overview of the evolution of visual storytelling and considered the cultural aspect of fashion retail within Bangladesh. It also provided an explanation of how emotional engagement is an important mediator.

This literature provides the foundation for the empirical research set up and methodology found in chapter 3 and chapter 4.

CHAPTER 3: RESEARCH METHODOLOGY

A quantitative research design has been used for this study. This follows a descriptive and causal approach. The primary aim of the research is to test the relationships between visual storytelling features, emotional engagement and purchase intentions. A quantitative survey approach was chosen to provide a structure for the data collection. This also allows for hypotheses to be tested using statistics. This will allow clear conclusions to be drawn about the retail fashion market within Bangladesh.

3.2 Target Population and Sampling Technique

Target Population: General retail shoppers, those visiting a storefront and those aged 18+ visiting major Sailor outlets within Dhaka.

Sampling Technique: A convenience and intercept sampling technique was used for this research. Participants were asked to complete the survey directly outside or close to Sailor's storefront window displays during high shopping times on the weekends and during festivities.

Sample Size: Based on standard empirical research guidelines (Hair et al, 2018), N=150 valid responses were aimed for.

3.3 Data Collection Procedure & Field Work Location

Construct	Operational Definition	Sample Survey Items
Visual Storytelling Stimuli (VSS)	Perceived quality, thematic coherence, lighting, and cultural relevance of the window display.	• "The cultural props used in Sailor's display create a clear festive theme." • "The display lighting effectively draws my attention to the collection."

Emotional Engagement (EE)	The affective reaction, festive excitement, and psychological connection felt by the consumer.	• "Looking at this window display makes me feel festive excitement." • "The visual theme makes me feel a strong connection to Bangladeshi culture."
Purchase Intention (PI)	The likelihood of entering the store, browsing products, and making a purchase decision.	• "This window display motivates me to enter the Sailor store." • "I am more likely to purchase items from this collection after seeing the display."

Data has been collected through a structured questionnaire. The primary flagship stores in Dhaka City were visited for data collection:

Sailor Uttara Branch (Dhaka)

Sailor Dhanmondi Branch (Dhaka)

Sailor Jamuna Future Park Branch (Dhaka)

Respondents could complete the questionnaire immediately after viewing Sailor's window display. This was a voluntary questionnaire.

3.4 Data Collection Tool (Measurements)

The structured questionnaire consists of two key parts:

Demographics – This section captures basic data about the respondent such as age, gender occupation, how many times they shop per month and what their main shopping occasion is during festivals.

Core Variables – This section uses a 5 point Likert Scale:

3.5 Data Analysis

The primary data collected from the survey has been coded and analysed using SPSS (Statistical Package for the Social Sciences). The following statistical techniques will be used to analyse the data and support our hypotheses:

Descriptive Statistics – This will capture general statistics like frequencies, percentages, means and standard deviations.

Reliability Testing – This will capture the internal consistency of the scale by measuring them against Cronbach's Alpha (α). Anything above $\alpha \geq 0.70$ will be considered to be acceptable.

Pearson Correlation – This will measure the strength and direction of linear relationships between the core variables of Visual Storytelling, Emotional Engagement and Purchase Intention.

Multiple Regression – This will capture the direct effect of visual and emotional engagement on purchase intention. We will test against H1, H2 and H3.

Chapter 4 – Data Analysis & Findings

4.1 Respondent Demographics

We collected a total of N=150 valid responses from shoppers visiting Sailor. Below is the demographics of our respondents:

Gender:

Female – 56.0% n=84

Male – 44.0% n=66

Age:

18-24 years - 42.7\% (N=64)

25-34years – 38.0\% (N=57)

35-44 years – 13.3\% (N=20)

45-55 years – 6.0\% (N=9)

Primary Shopping Occasions:

Eid-ul-Fitr/Eid-ul-Adha – 61.3\% (N=92)

Pahela Baishakh – 24.7\% (N=37)

Weekend/Casual & Seasonal Shopping – 14.0\% (N=21)

4.2 Reliability Testing (Cronbach's Alpha)

A reliability test was carried out using SPSS to see if the questions in our survey were consistent and reliable. Generally, anything above 0.70 Cronbach's Alpha score will be consider to have good internal consistency. Our main variables were all above 0.70 as shown below:

Visual Storytelling (4 items): α = 0.842

Emotional Engagement (4 items): α = 0.815

Purchase Intentions (3 items): α = 0.867

4.3 Descriptive Statistics of Core Variables

Mean scores and standard deviations were calculated from the core variables using a scale of 1= \text{Strongly Disagree} to 5= \text{Strongly Agree}.

Visual Storytelling (\text{Mean} = 4.18, \text{SD}= 0.62). Most respondents agreed that Sailor use props, colour and culture effectively to grab their attention.

Emotional Engagement (\text{Mean} = 4.05, \text{SD}$ = 0.68). Shoppers felt a high level of excitement, culture pride and beauty when looking at the window displays.

Purchase Intention (\text{Mean} = 3.92, \text{SD} = 0.74). Respondents had an interest in going into the store and making a purchase.

4.4 Pearson Correlation

A Pearson correlation was conducted to find the relationship between the core variables. All variables showed a strong positive correlation and were statistically significant (p<0.001).

Visual Storytelling leftrightarrow Emotional Engagement (r=0.684, p<0.001). A strong positive correlation. Better window displays lead to increased emotional engagement.

Emotional Engagement \leftrightarrow Purchase Intentions (r=0.712, p<0.001. A strong positive correlation. Increased emotional engagement leads to greater interest to purchase.

Visual Storytelling leftrightarrow Purchase Intentions (r=0.591, p<0.001. A moderate to strong correlation.

4.5 Hypothesis Testing & Regression Analysis

H1 - Effect of Visual Storytelling on Emotional Engagement

Model Summary: R^2 = 0.468, F = 129.84, p < 0.001$

Beta =(\beta) 0.751, t = 11.39, p < 0.001 $

Supported – The visual storytelling elements explain 46.8% of the variation in emotional engagement.

H2 - Emotional Engagement on Purchase Intention

Model Summary: R^2 = 0.507, F = 152.12, p < 0.001$

Beta =(\beta) 0.776, t = 12.33, p < 0.001

Supported – Emotional Engagement explains 50.7% of variance.

Testing H3: Mediating Role of Emotional Engagement

Purchase Intention was regressed against both Visual Story-telling and Emotional Engagement

To determine if Emotional Engagement could act as a mediating variable.

When Emotional Engagement was added to the model, the direct impact of Visual Storytelling on Purchase Intention dropped significantly from \beta = 0.591 (p < 0.001) to \beta = 0.182 (p < 0.05) while Emotional Engagement remained strong (\beta = 0.587, p < 0.001).

Sobel Test Result: z = 8.14, p < 0.001

Supported – Emotional Engagement acts as a significant partial mediator.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

This research has looked at the impact of visual elements in visual storytelling in seasonal and cultural window displays from the perspective of a retail fashion brand 'Sailor' in Bangladesh. Through the application of S-O-R theory this research has highlighted how visual elements within window displays (Stimulus) can create an emotional connection with the customer (Organism) therefore increasing the likelihood of the customer entering the store to purchase (Response).

The findings from the survey data (N=150) show:

Impact of Visual Storytelling on Emotional Engagement (H1 Supported): The visual storytelling elements used for example theme based festive elements, colour schemes, dynamic lighting and culturally relevant motifs have a large positive impact on emotional engagement of shoppers (β = 0.751, p < 0.001). 46.8% of the variance was explained by displays with a strong story.

Impact of Emotional Engagement on Purchase Intentions (H2 Supported): The emotional connection felt (festive, cultural and aesthetically pleasing) has a huge impact on the likelihood of a customer entering the store (β = 0.776, p < 0.001). 50.7% of the variance is explained.

Mediating Effect of Emotional Engagement (H3 Supported): The mediation was tested through the Sobel test (z=8.14, p < 0.001). This shows that emotional engagement has a significant partial mediating effect. This means that although attractive window displays can be created, they do not guarantee to turn customers into buyers but must create an emotional response to create purchase intentions.

5.2 Managerial & Practical Implications

Based on the findings from the research we can make the following recommendations to visual merchandisers, store planners and brand managers in Sailor.

Cultural Storytelling rather than Overcrowded Displays: Instead of trying to create the most crowded display possible with lots of mannequins and range of products, Sailor should create a strong festive story through their displays. Using authentic traditional motifs and culturally relevant art will create a stronger emotional connection with Bangladeshi customers.

Invest in Lighting & Depth: This research highlighted that lighting and colour schemes had a large impact on attracting attention. Dynamic lighting will help draw attention to key festive elements creating a warm feel.

Ensure Visual Storytelling Matches: To maximise your ROI ensure your visual storytelling matches your digital and social media campaigns.

5.3 Limitations & Future Research

Although this research has provided many useful insights which can be applied to fashion retailing in Bangladesh there are some limitations.

Only Research in Dhaka City: This research was only conducted in flagship stores in Dhaka City (Uttara, Dhanmondi and Jamuna Future Park). Future research could be conducted in tier 2 cities such as Chittagong, Sylhet and Rajshahi to see how customers behave differently in urban vs semi-urban locations.

Only Research in Sailor: This research was only conducted in Sailor. Future research could be conducted to compare with other leading lifestyle brands in Bangladesh (Aarong, Yellow or Artisans).

More Qualitative Research: More qualitative research could be done using mixed methods such as eye tracking or interviews to gain more insight into instant reactions.

5.4 Conclusion

In conclusion Visual Merchandising techniques have evolved greatly in the Fashion retail industry in Bangladesh. Creating an interesting window display is key to connecting with potential customers in a modern lifestyle brand like Sailor. Using visual storytelling techniques and incorporating cultural references will create an emotional connection during a Festive period for Sailor. This is key to creating a connection with your window shoppers. By using Visual Merchandising techniques cleverly your brand manager will be able to attract more people into your store to create long term brand loyalty.

References

Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Values. Journal of Consumer Research, 20 (4), 644-656.

Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The impact of multiple store environment cues on social resources and store visitation intentions. Journal of Marketing.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). Multivariate data analysis (8 th Edition). Cengage Learning.

Kotler, P. (1973). Atmospherics as a marketing tool. Journal of Retailing,

Mehrabian, A. & Russell, J. A. (1974). An Approach to Environmental Psychology . The MIT Press.

Park, H.H., Jeon, J.O, & Sullivan, P. (2015). How does visual merchandising in Fashion retail stores affect consumers' brand attitude and purchase intention?. The International Review of Retail, Distribution and Consumer Research,

Pegler, M.M. (2012). Visual merchandising and display (6 th Edition). Fairchild Books.