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# THE IMPACT OF WINDOW DISPLAYS ON CONSUMER BUYING BEHAVIOUR



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | This book aims to investigate the impact of window displays on consumer buying behaviour in the fast fashion industry. Visual merchandising is a powerful tool that invokes certain feelings and desires in the minds&apos; of the consumers. These feelings in turn impact and influence consumers&apos; actions and decisions. The objectives of this research are to study how different window displays affect different people, how they affect males and females, whether the contents of..

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