

Mannequins Supporting Social Distancing

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Abstract

Mannequins are the human shaped, human sized dolls to showcase the garments. And to style those apparels on it. This is found in almost all the garment stores. These mannequins in the chosen value fashion brandbrand are rarely seen for styling ideas. So this research proposes, using those mannequins as a element to provide social distancing in any fashion retail store. For which, various researches were done using, questionnaire and the chosen location was the chosen value fashion brandbrand's five outlets in Coimbatore, Tamilnadu, India. For a basic study, whole Tamilnadu population was taken and random sampling was done to find the importance of mannequin in the region

Keywords: Fashion retail stores, Mannequin, Social Distancing, Value fashion brand

Introduction

Visual merchandising is one of the main aspect to attract customers into the store. It is all about the visual aesthetics that will treat the customers and will make them to attempt the buying. Every organised and un organised retail sector depends on visual merchandiser, who is responsible for the instore experience, experienced by the every customer who walks in the store.

One of the important elements in visual merchandising is mannequin. A mannequin is a doll used by artists, tailors, dressmakers, window-dressers and others especially to display or fit clothing. It gives 3d view of a product. The research is done to study which VM feature really affects the people of Tamilnadu. The main study is all about, how mannequin can *aid in this pandemic situation*.

Research Methodology

Identification of the Company

The chosen value fashion brandbrand was selected for the Visual Merchandising study and project in same field, considering factors including reputation of the firm, industry location, etc.

The Project

The project deals with visual merchandising, its display techniques and selling strategies adapted by the chosen value fashion brandbrand, also deals with the purpose of mannequins during this pandemic (corona spread).

Problem (Research) Identified

- A mannequin is adoll used by artists, tailors, dressmakers, window-dressers and others especially to display or fit clothing.
- It gives 3d view of a product.
- The research is done to study which VM feature really affects the people of Tamilnadu.
- The main study is all about, how can a mannequin aid in this pandemic situation
- This research is specifically done, since the season is hit by Corona virus, which creates airborne deadly disease.

Objectives of the Study

- To study how mannequin actually affects the psychology of fashion retail customers of Tamilnadu region.
- To know how mannequin alters the buying behaviour of customers of the chosen value fashion brandbrand stores across Coimbatore.
- To find how mannequin will help us in this pandemic situation.

Proposed Methodology

Conclusive Research:

Conclusive Research will be used to complete this project.

Test 1: To examine what is the relationship between customer and the store mannequin in Tamilnadu. And to know the image of mannequin in the minds of those subject to find the average psychology of TN people. A *questionnaire* was prepared and *snowball sampling* was done to collect the data. A minimum of *300 samples* was used to collect the data and the *populations was from Tamilnadu region*.

Test 2: To examine specific relationship between customer buying behaviour and mannequin styling of the chosen value fashion brandbrand's stores in Coimbatore District. Ultimately finding the psychology of the buyers of that brand. A *questionnaire* will be prepared and *judgement sampling* will be done to collect the data. A *minimum of 100 samples per store across Coimbatore district* was used to fill the survey and the *population was immediate shoppers of that brand, Coimbatore, Tamilnadu*.

PROBABLE OUTCOMES

- How the mannequin transfers the customers to become consumers.
- How it can be used for present situation.
- The result will not affect the brand's policy.

Data Analysis And Interpretation

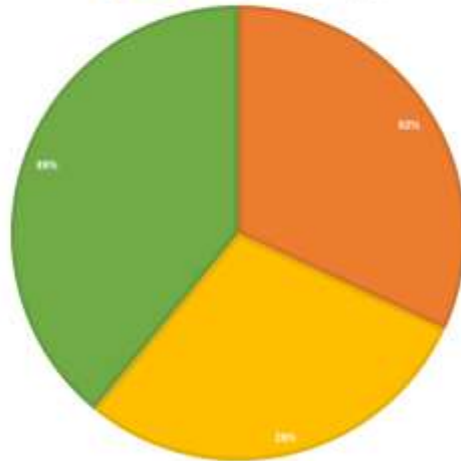
Survey Data And Interpretation

To Study How Mannequin Actually Affects The Psychology Of Fashion Retail Customers Of Tamilnadu Region.

This survey was done among the people of Tamilnadu, majorly got from Chennai, Coimbatore, Pondicherry, Trichy and Tuticorin.

HAVE YOU EVER BEEN TO WINDOW SHOPPING AND BOUGHT NEW CLOTHING OR ACCESSORIES?

yes- no- never go to window shopping



WHY DO YOU DO SHOPPING, WHEN YOU GO FOR WINDOW SHOPPING?

The design and style will be good. Due to the offer the store has.
I tend to buy by seeing the placements of the products. By seeing mannequin styling.
Others

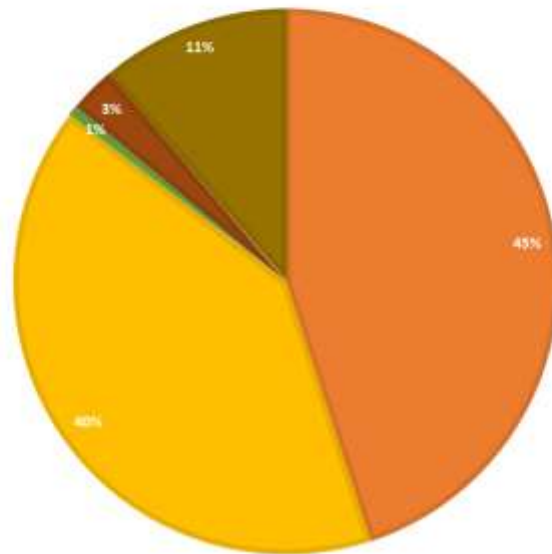


Fig. 1 – pie chart 1

Fig. 2 – pie chart 2

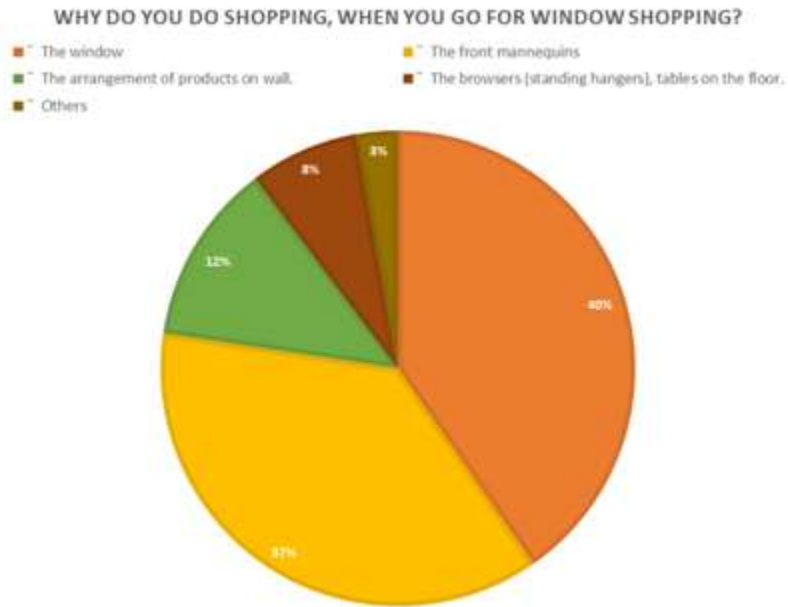


Fig. 3 – pie chart 3

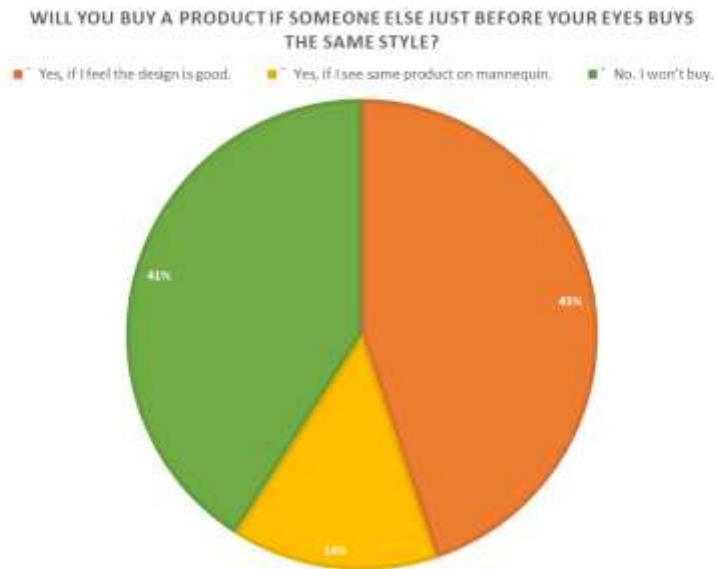


Fig. 4 – pie chart 4

How do you choose a pair for your mix and match styled garments?

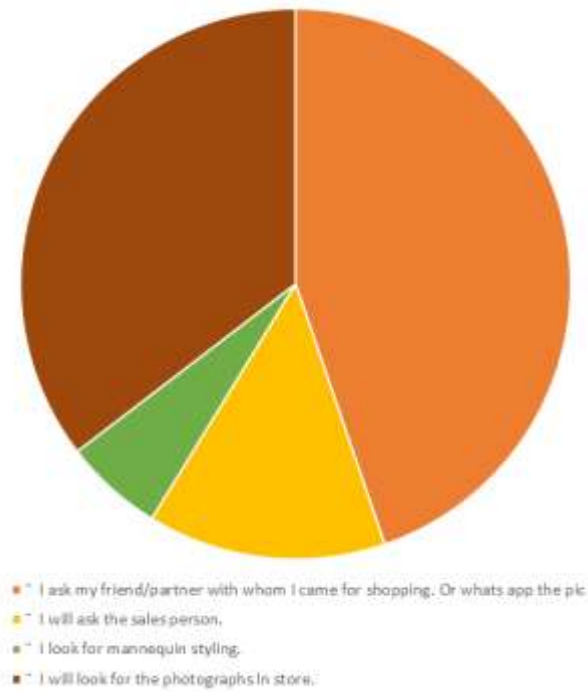


Fig. 5 – pie chart 5

HOW WILL YOU FEEL THE PRODUCT WHICH IS ON MANNEQUIN?
(ACCORDING TO THE COST)

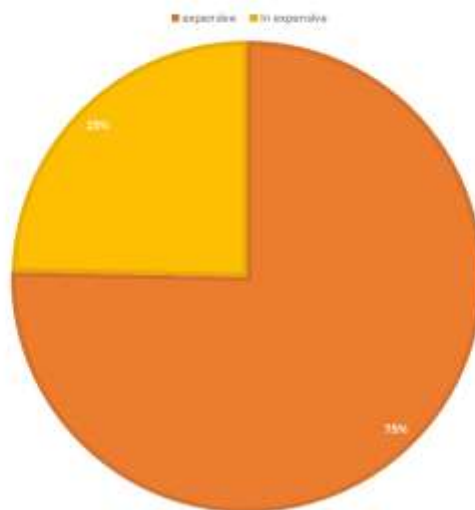


Fig. 6 – pie chart 6

HOW WILL YOU FEEL THE PRODUCT WHICH IS ON MANNEQUIN? (ACCORDING TO POPULARITY)

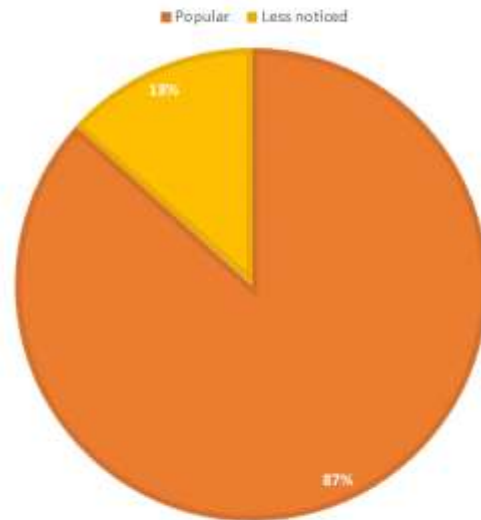


Fig. 7 – pie chart 7

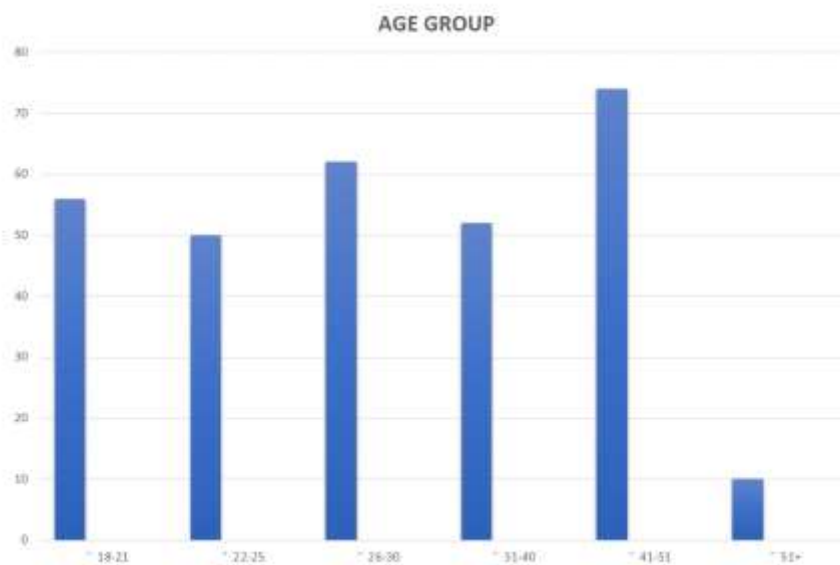


Fig. 8 – Bar chart 1

- Going for window shopping and making purchase is just 30% in TN.
- During window shopping, purchase is majorly made(45%) only due to design of the product not by seeing mannequin.
- More than 70% says that the front mannequin cluster and window display is the major attraction in any retail store.
- Less than 15% of population tend to buy by seeing the mannequin.

- Even for style checking, very less number of population seek for mannequin.
- More than 75% of population feel that the product on mannequin is expensive and popular.

To Know How Mannequin Alters The Buying Behaviour Of Customers Of Value Fashion Brand’s Stores Across Coimbatore, Tamilnadu

The chosen brand has 5 stores in 5 different locations in Coimbatore

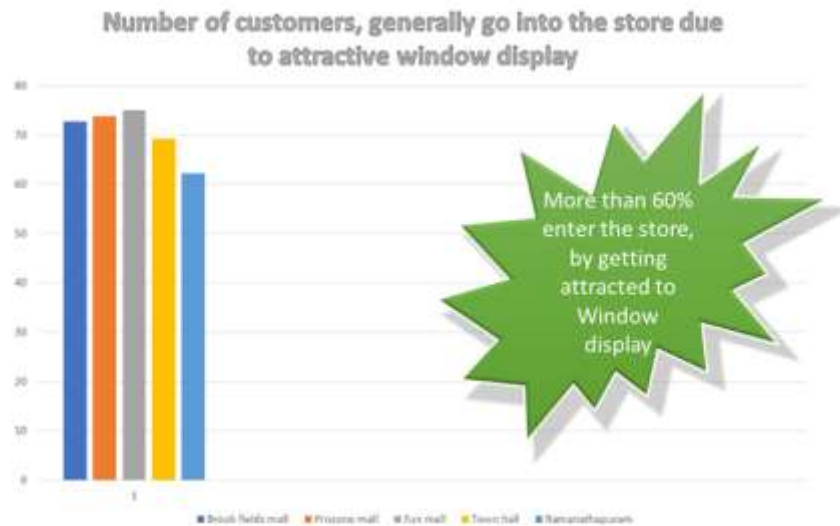


Fig 9- Bar chart 2



Fig 10- Bar chart 3

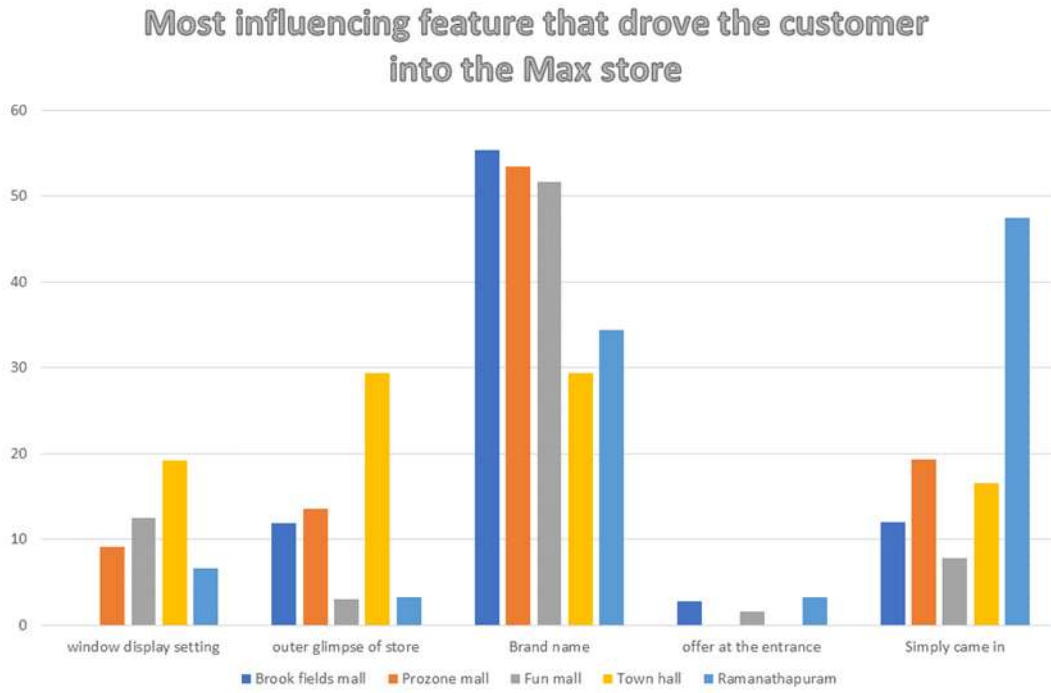


Fig 11- Bar chart 4

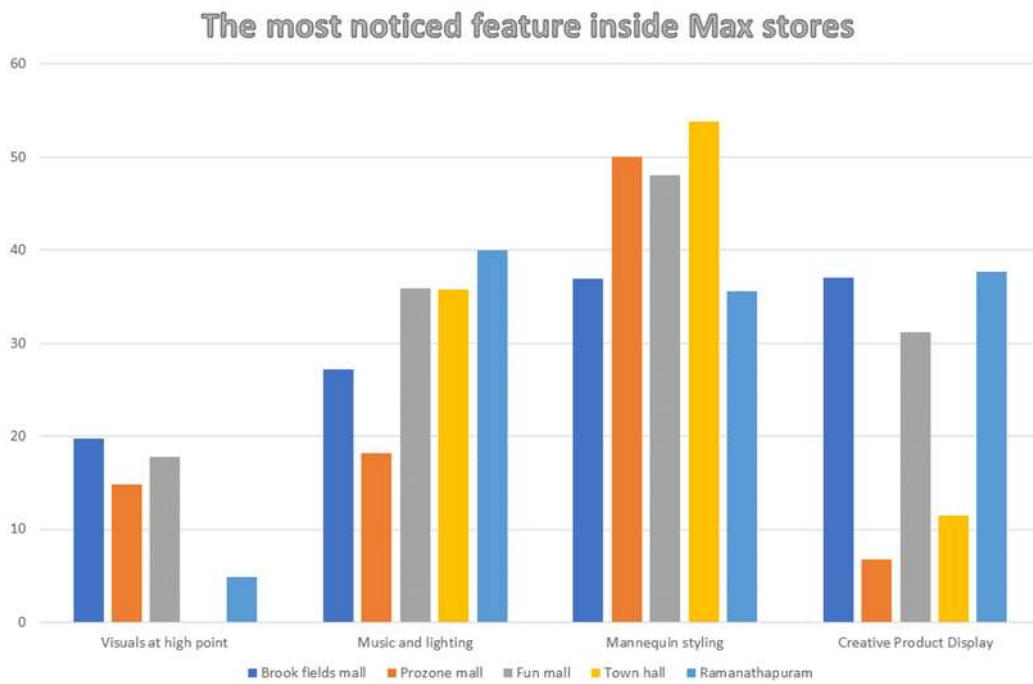


Fig 12- Bar chart 5

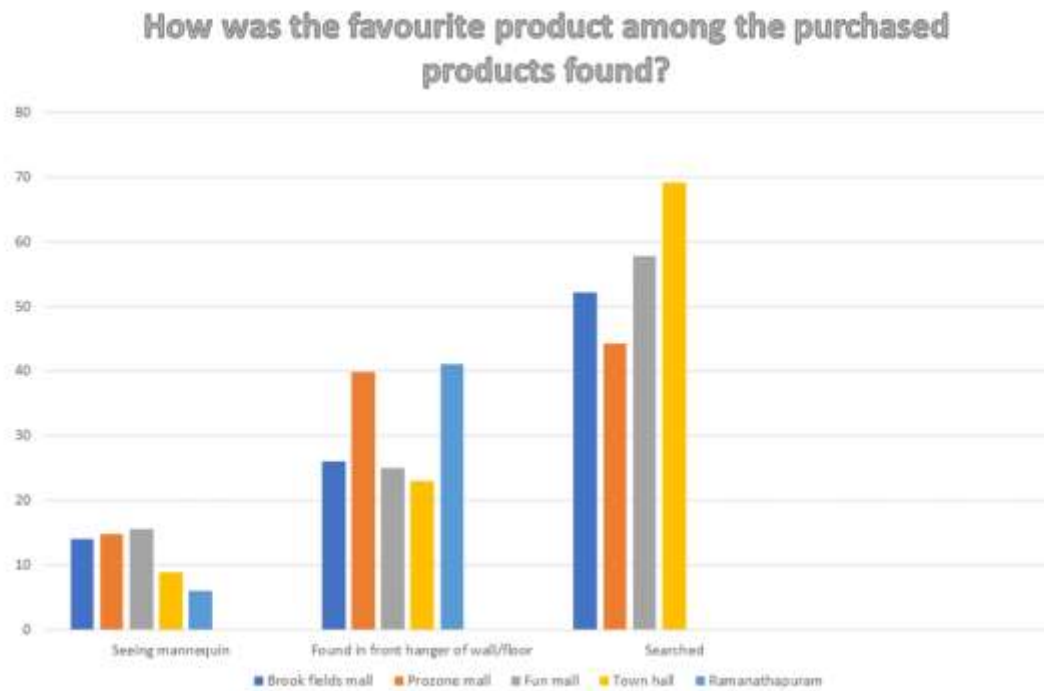


Fig 13- Bar chart 6

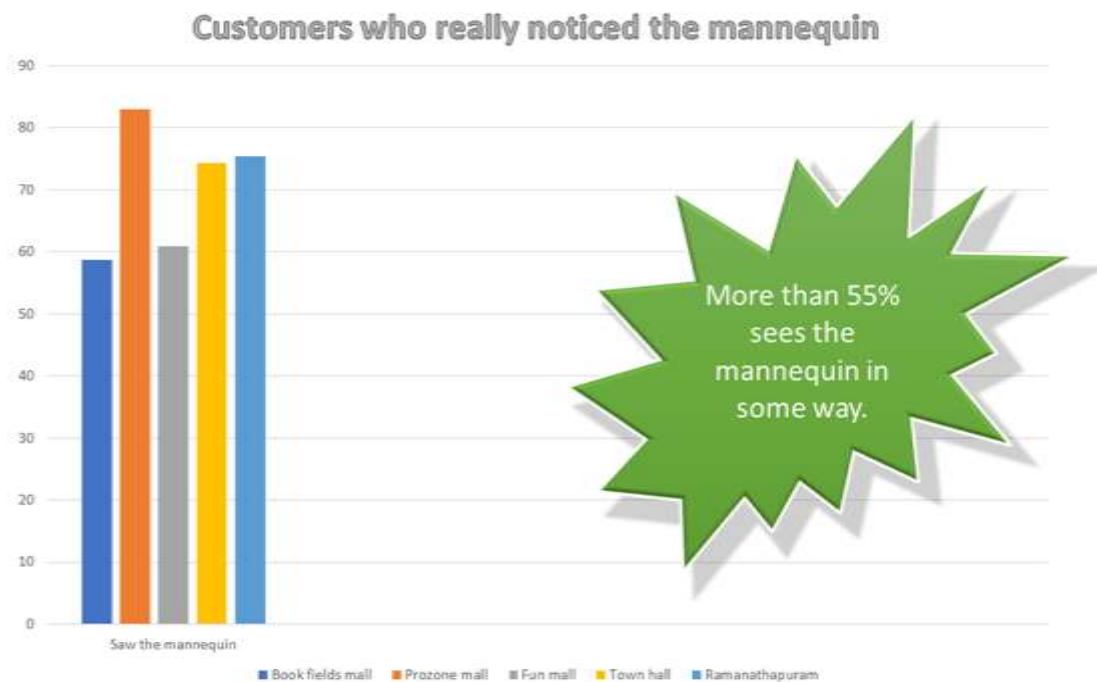


Fig 14- Bar chart 7

- More than 60% enter the store, by getting attracted to window display and says mannequin promotes impulse buying.
- Without doubts, chosen brand has very good brand image. But it is really high than any other brand aspects.
- Than any other VM elements, mannequin styling is most noticed in the store.
- Only thing is mannequin doesn't much affect the purchase behaviour.

Findings and Suggestions

- More than 50% of the chosen value fashion brand customers do get attracted to mannequins and window display, but it brings very less change in purchase behaviour of the customer, it doesn't make them to do impulse buying.
- The sales of each product on mannequin, after a week doesn't raise above 40% only at rare cases the percentage increases above 65%
- As the season is hit by Covid 19 virus, the stores must develop new floor layout, that can't be too congested. Here to keep up the distancing, mannequins in high point visual areas, can be brought down to the floor, with extra tables and props like podium, it can be arranged.

Limitations

- In visual display, the store concept cannot change due to centrally designed planogram, but effective solutions that to be given to enhance communication was a major limitation.

Conclusion

Mannequins are an effective aspect of visual merchandising. Though initially fewer importance were given, it is now an effective aspect for product and brand communication. The research was initiated since there was a need in increasing the number of mannequin in The chosen value fashion brand to increase its visual attention. Consumer's intention and perception towards store mannequin and its placement was analysed which can be derived to a specific conclusion.

The chosen brand has good awareness among the consumers. Implementing more Visual display concepts will always create more attention towards the product concept. It can be done even more efficiently without increasing the number of mannequin, but by creating stories and using little props that can enhance the present mannequin. By this method, the brand can create spacious layout which can aid social distancing.

Appendices

An attempt to know how mannequin affects buying behaviour of customers of The chosen value fashion brand, Coimbatore

1. The most influencing feature that drove you inside this store:

- Window Display Setting
- Outer Glimpse of Store
- Kind of products on display
- I came as it is the (chosen brand name)
- Offer at the entrance
- Simply came in

2. The most noticed feature inside store display:

- visuals at high point
- Music and Lighting
- Mannequin Styling

Creative Product Display

3. You choose to enter in a store because of Attractive Mannequin and Window display!



4. In store Merchandise displayed on Mannequin promotes impulsive buying!



5. How did you attempt this purchase?

- By seeing mannequin
- By seeing this merchandise I bought in front of the hanger
- I searched for this type

6. Did you actually see any mannequin?

- Yes
- No

Gender

- Male
- Female
- Blessed

How mannequin affects customer to become consumer?

(Only to the customers of the branded stores and age above 18)

*please don't tick more than one option.

1. Have you ever been to window shopping and bought new clothing or accessories?

- Yes I have.
- No I never do that. If I don't plan before, I will not buy.
- I never go to window shopping.

2. Why do you do shopping, when you go for window shopping?

- The design and style will be good.
- Due to the offer the store has.
- I tend to buy by seeing the placements of the products.
- By seeing mannequin styling.
- Others

3. What is the best part you get attracted to, in a store?
- The window
 - The front mannequins
 - The arrangement of products on wall.
 - The browsers (standing hangers), tables on the floor.
 - Others
4. Will you buy a product if someone else just before your eyes buys the same style?
- Yes, if I feel the design is good.
 - Yes, if I see same product on mannequin.
 - No. I won't buy.
5. How do you choose a pair for your mix and match styled garments?
- I ask my friend/partner with whom I came for shopping. Or whats app the pic
 - I will ask the sales person.
 - I look for mannequin styling.
 - I will look for the photographs in store.
6. How will you feel the product which is on mannequin? (according to the cost)
- Its costly
 - It will be less expensive
7. How will you feel the product which is on mannequin? (according to popularity)
- It is the most popular in the store.
 - It is less popular. That is why it is been highlighted.
8. Shopping without sales person.
- I always do self-service. I visit only to the stores that has signages to show the places of products.
 - I always wanted a sales person.
 - It is according to the store type. I might need little help from the sales person to locate the product.
9. Where do you like to see mannequin?
- Eye level
 - Below eye level
 - Above eye level
10. What do you feel to be communicated in trail rooms?
-
11. Age
- 18-21

22-25

26-30

31-40

41-51

51+

12. Occupation

Working

Studying

Home maker

Searching for job/ preparation

for higher studies.

13. To which brand you have been to before?

The chosen value fashion brandbrand

Reliance – Trends

Pantaloons

Westside

Lifestyle

Easy buy

Others

14. Gender

Male

Female

Blessed

15. Did you like the survey?

It is good

Need to improve

I don't care. Its waste of time.

Boring

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Mrs. V.A.Rinsey Antony is the Head of the Department with more than 10 years of teaching in the field of fashion. An expert in sketching, designing and processing. Education qualification includes M.SC., M. Phil., Dcad and (PhD). Also had published around 20 papers in reputed journals on the concepts of eco-friendly fabric, recent trends,

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