



## The Research and Development on Window Display for Global Warming Campaign in Department Stores

Suthaksa Boonchote

### Abstract

The Research and Development on Window Display for Global Warming Campaign in Department Stores aims to persuade people to conserve nature and environment, and realize the value of environment. The research was inspired by the king speech as to “nature and environment is destroyed by human, we have to protect and preserve nature and environment as the way they were in order to have the same future.” It was the beginning of the study. The study began with using the King’s speech as a guideline of design mixing with pattern resulting beauty on the theme of Global warming from present disaster, both inside and outside the country through window display exhibitions in order to persuade people to realize about global warming. Second, the researcher collected information through questionnaire concerning attitude and opinion on how to coordinate in preserving environment, reuse and recycle through reducing cost, product material, and waste burning which cause greenhouse effect and environmental disaster.

Questionnaire was administered and it was found that most of the respondents were 60% female; 40% married; 55.34% graduated with an undergraduate degree and 28% with master degree. The respondents’ perception varied. 26.67% of the respondents saw the window display creative and modern in design, 30% think it was attractive, product and arrival presentation 26.67%, attractive 30%, product and arrival presentation 26.67%, making more interest in global warming propaganda 62%, warming propaganda 62% whereas the most was 30%, display pattern according the global Warming as to love nature and do not destroy it. Environment 40.38% and global warming resulted by human 4.30%. The respondents were most satisfied the window display of the Paragon Department Store 3.91% and the Central 3.83 %, respectively.

In addition, it was found that window display pattern as global warming helped people realize the importance of nature. The product display also played important role on image of global warming in the department stores resulting in summer product sale. Window display acted as salesman to persuade customers to buy the products and, thus becomes success of the business department.

Marketing was a discipline related to customers need, and then window display could be utilized as a tool to develop environment. Communication arts was an art of communication idea to the audience aiming at arrival product presentation and innovative design through written medias and symbols or physical language whereas commercial art was making knowledge concerning on how to present beautiful foremost products. It was a mixed design of modern business in order to meet with business demand, sale circulation and business success as well.

Thus the researcher mixed marketing communication art and commercial art together as an advertising art and was inspired by nature through marking window display presentation as to global warming in the department stores.

**Keywords:** Form, Display, Campaign, Global Warming, Department Store.

## Introduction

The idea of window display pattern for global warming was to utilize for developing innovation of window display design which included three disciplines of marketing, communication art, and commercial art as advertising media's art for making customers in the department store receive useful advertising media in daily life and realizing about global warming. Finally, they could together preserve environment and the world. Anyway, the window display in the department store was interior design acting as salesman in order to attract customers with beautiful, outstanding, and stimulating purchase – decision which would directly result in good sale and the business success took a major role of image under the idea of the global warming in the department stores as well.

## Aims

1. To study information about product display such as window display, products arrangement in various sections with limited space and proportion, and sight attraction which persuades customers to select their goods.
2. To examine and try materials used in global warming campaign with various patterns.
3. To evaluate the development of various patterns to gain the best one as prototype.
4. To receive the most suitable and the best window display in the department stores.

## Material and Method

### 1. Population and sampling

1.1 The population included window display pattern in the department stores with beauty, utilization preservation, material choice, and art composition.

1.2 The subjects were customers satisfaction through evaluative survey including customers' process choice (budget and needed service) which were purposes of going to the department stores (business, recreation, meeting, goods purchasing or other services), date and time.

1.3 Duration (Monday – Friday = 10.30 am. – 10.00 pm. And weekends = 1.00 pm.–11.00 pm.). The customers were selected through questionnaire concerning the department store visitation and purchase by their taste, attitude, marketing convenience, happiness, and services as follow:

1. The customers included businessmen, male and female students, marketing personnel, advertisers, designers, etc. to buy goods and gain new ideas in the department stores.
2. The department store was a place with modern and brand-named goods from both inside and outside the country.

### 2. Instrument for data collection

The process of developing instrument for data collection was as follow:

- 2.1 Study information concerning window display pattern for global warming which includes theory and practices principle of design, interior design, light, color, circumstance, as well as space.
- 2.2 Marketing and sales promotion
- 2.3 Constructing questionnaire concerning (1) demographical data, (2) option and attitude, (3) satisfaction, and (4) open – ended questions.

## Results

1. The window display at the department store could be used as an advertising media for

people to realize and understand nature consciousness and preservation.

2. The window display for global warming was a useful innovative design on marketing in order to develop as much successful business as in design and marketing.

3. The window display for global warming was a sparking idea to marketing personnel.

4. This idea could be used for market in order to develop business success.

5. The window display for global warming was performed to provoke people to preserve nature and environment.

6. People realized the importance of the window display for global warming which could be used in the society and developed as ultimate usefulness for country competency contribution.

#### **The results revealed as follow:**

1. The study and development of the pattern of window display for global warming in the department stores illustrated abstract image of the situation presently emerged in order to make people alert and prevent global warming arising from disasters such as heavy rain, drought, floods and earthquakes through questionnaire observation.

2. The customers gained knowledge and understanding about global warming through glass windows and it was found that they were mostly

interested in the issue (30% and 62%, respectively).

3. Their opinion concerning the display form as beautiful (4.25), outstanding and attracting (4.14), modern design (4.90), (interesting design (4.09, creative (3.90), and image contributing (3.95).

4. Their attitude and ideas were that it was useful for environment preservation such as planting for fresh air, using cloth bag instead of plastic bag, economizing electricity and water usage, not throwing waste into river, not burning chemical substance, not destroying forest, using mass transportation, using both-side paper, reusing and recycling. The windows display for global warming gave the ideas about nature preservation (33.33%) and people went to the department stores to purchase daily life goods (55%).

#### **Utilization**

1. The window display for global warming in the department stores is useful for people to gain the present situation and realize about nature preservation.

2. People learn how to reuse and recycle in their daily life.

3. It provokes the development of design and industry for global warming campaign.

4. People plant trees in order to decrease global warming.

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