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## **WINDOW DISPLAYS AND THEIR INFLUENCES ON PROCUREMENT**

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### **Abstract**

Window displays are an important means whereby retailers communicate with consumers. A closer look at history has shown that the most innovative developments can be seen in the retail sector. The word 'retail' refers to the selling of products to an end user. It has become a discipline in its own right, containing elements of architecture, interior design, graphic design, product design and web design. As a result of the diversification in business and the expanding market demand, consumers' expectations of retailers have increased. Therefore, window displays are a communication vehicle for a store, and is a marketing method that sells in silence, encourages better decision making and improves the store's image. This research explores and analyses the use of window displays at the Bahrain City Center Mall (BCCM)<sup>1</sup> in correctly conveying product meaning, value and quality to consumers.

**Keywords:** Window display, design elements, retail, Bahrain City Center Mall (BCCM), visual merchandising

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