Impact of Utilization of Mannequins on Society and Sales

1 Dr. Raja Irfan Sabir, 2 Ahmad Raza Farooqi, 3 Muhammad Shahnawaz,
1 Assistant Professor, Department of Management Sciences, COMSATS Institute of Information Technology, Sahiwal, Pakistan.
2 MS, Scholar, Department of Management Sciences, COMSATS Institute of Information Technology, Sahiwal, Pakistan
3 Independent Researcher, Pakistan.
Email: irfansabir@ciitsahiwal.edu.pk
Email: m.nawazg@gmail.com

ABSTRACT

The purpose of this study is to measure the utilization of visual marketing in this world and how it affects the sales and society also. In existing visual marketing the question arrived that which channel effective for visual marketing? Today's the most effective tool for visual marketing which is using by marketers is consider as mannequins. It is playing conciliatory role in each perspective. It helps to generate unprecedented revenue for firms side by side it has negative impact on society. Marketers don't know that what thing they are going to promote because where the mannequins become the reason to increase revenue while it leisurely impact on society. Because mannequins are a dummy or artificial body of human body which may be a man, woman and a child. These types of dummies use in garments shops and jewelers shops to display cloths and ornaments in front of the customer. Over the years consumer mind diverse to save time to perceive this type of attractive retailing methods and techniques. Mannequins are non personal communication to advertise products by a company. In Pakistan the use of mannequins intermittently increases day by day. Today's of the garments shops and jewelers shops mannequins has been seen. Mannequins are not an actual body of human but it look like an actual body of human which becoming the great violated practices for society. It creates the negative thinking in consumer minds especially in children it influences greatly. One of the main reasons of increasing of sexual harassment cases may be the effective reason is mannequins. It creates negative thoughts into a customer mind which can influence the whole society. Muslim society prohibits these types of advertisement.

Key words: visual marketing, society, mannequins, Muslim society

INTRODUCTION:

What are Mannequins?

It is artificially human body available in plastic and rubber which are using by a retail store to attract their customers. It has different shapes, colors and style. Today's mannequins are in each profession as garments shop, doctors training center, and mega tonic. It looks like a real body of a human in different haircuts, eye shapes and hair colors. Mannequins may be armless and headless. Mannequins wearing clothes, shoes, caps, watches and hanging the bags which represents a person that how he/she look.

Types of Mannequins

- Abstract Mannequins
- Headless Mannequins
- Realistic Mannequins
- Tailors Dummies
- Display Forms

Purpose of Mannequins

- Mannequins are used for uniquerange of garments in a vend store
- Mannequin's purpose is to compel their customers to buy their products.
- Mannequins help to produce revenues for a firm.
- Mannequins as non personal communication to communicate with customers.
- Mannequins save time for advertisement of a product.
Mannequins are also responsible for supreme selling at the vend store.

Mannequins helps customer to understand the product.

Mannequin’s background

There are shop mannequins which are derived from clothing forms old by fashion houses for clothes making. Usage of mannequins starts in the 15th century, when little “milliners’ mannequins” was used to reveal fashions for consumers. Full range wickerwork mannequins used in the mid of 18th century. In 1835 Wirework mannequins were pretended in Paris.

The outbreak of 1st World War sent millions of European men off to battle and left the women at home for man’s job. This revolution brougth about a revolt in women’s clothing. They discard their busters and crinolines and accepted a more runny line of clothes. Mannequins intermittently became more flexible and sensible to imitate these transitions but not at all could they be incorrect for the real thing. Not from the 1930 and Lester Gaba did pragmatism become everywhere.

Lester Gaba was a soap sculptor in New York and was asked by a huge branch bustos (2004) argues that retailers often

Basically, and merchandising showing off p54x98 Mills, Paul and Moorman (1995) defined visual merchandising as “the power of attraction in the manner in which a store/brand and its goods are used to produce congestion or delight in a store with the mean of pretty the shopping practice of the purchaser (Mathew, 2008). The Mannequins display procedure is often referred to as the “silent vendor” by given that the customers with information in the course of visual mediums in addition to by evocative selling (suggestions to add items to a customer’s original acquire) (Bhalla & Anuraag, 2010). Pegler (2010) critical out that by reason of the amount of super stores and department stores, they necessitate to be “warmed up” by means of the correct illumination and exhibittechniques. Mannequins display procedure is used to great outcome in retail outlets to execute different functions such as to hold sales, to hold the trade strategies, to be in touch with customers and to give a hand in communicate the fashion retailers’ brand image (Levi & Weitz, 2009 and Bell & Turnus, 2008).

In today’s dedicatedaggressivesurroundings store image and ambiance are familiar by retailers as important factors influencing consumers’ decision making processes (Hartman and Spiro, 1995). Basically, Mannequins can be describe as “all the customer sees, both external and internal, that create a constructive image of a business and outcome in interest, awareness, need and action on the part of the purchaser” (Bastow- Shoop et al., 1991, p.1). Known other scope affirmed by McGoldrick (2002) making up the store setting that affect urge buying, we will only focus on the illustrationfeature i.e. visual merchandising. Humor states play also an magnitude role that lead to impulse buying. Some people misplace themselves in desire purchase in order to eased disagreeable mood (Elliott, 1994) but also to cheer up themselves (Mick and DeMoss, 1990). Ebster and Garaus (2011, p.77) define Mannequins as “the art and science of presenting goods in the most visually interesting way”, emphasize on the statement with the clients through imagery and presentations.

Diamond & Diamond (2003) underline on the purpose of Mannequins in their effort to define the concept Mannequins. The authors state that Mannequins can be definite as the production of a store and its supply in behavior that aim to be a focus for the concentration of latent customers and prompt them to make purchase. Mannequins is therefore concerned with both how the creation and or brand are visually communicated to the purchaser and also whether this message is decode “correctly” (Wanninayake & Randiweela, 2007). Bustos (2004) argues that retailers often ignore their window appearance while convining their store. He also states that using mannequins, inventive flooring, fixtures and backdrops can improve the power of attraction of window displays (Cited in lqba et al., 2011).

Mills, Paul and Moorman (1995) defined visual merchandising as “the appearance of a store/brand and its goods to the customer through the cooperation of the store’s advertising, show, special events, stylebringing together, and merchandise departments in order to sell the commodities and services presented by the store/group”. Bhalla and Anurag
Diamond and Diamond (2007) attributed different conditions to signs and using suitable colors fixed the eyes of spectators which could frankly create a sympathetic force towards their purchase decisions. As Chebat and Morriss (2007) exposed from their learning, warm and cool tones used for shopping mall ornaments generating different outcomes. From the research outcome undertaken by Ti (2009) with a collection of college students, they illustrate the fact that "the circumstance setting of a window exhibit had a major effect on consumer's mental descriptions and stimulation reaction. Besides, as all windows are stage, mannequins are means of a group of actors to reveal goods. Having fashion display in full-size mannequins had a higher artistic comeback than the flat execution display (Fister, 2009). Sexual suggestiveness is commonly implemented by the use of suggestion, advertisement which use sexual objectification mostly offend a woman's listeners. (Vanden Berg & Katz 1998, 75-76).

In the world of illustration merchandise as we know it today, imaginative faculty play a major role in creating an ambiance that motivates shoppers to become consumers. Disparate the fine performer whose imagination is a declaration of approach, or yesterday's window trimmer whose aim was just to manufacture an attractive display, today's illustration merchant must generate a display with an eye on utility and creative appearance that eventually enlarging the store's productivity. In today's retail surroundings, the performance of absorbed a store's display funds on windows stuffed with pricey props and background is the exemption prettier than the statute. While several flagship stores such as Macy's Herald square in New York City and Neiman Marcus in Dallas rest aspect stimulating, lavish displays—specially at times like Christmas—their branch stores are often in windowless structure or building with little exhibit windows. In shopping malls, the main retail venues in the United States, the conventional windows have been replace with broad-open entryways all the way through which shopper can analyze a large segment of the major advertising. In these environments, the store itself is the show, and it must be efficiently improved to draw shoppers and inspire the sales. The magnitude of illustration merchandising is discussed in bright terms by Garvey (2010), in specifying that illustration merchandising is all about making the client feel how the dealer wants them to sense. Clark (2007) discusses that mannequin business is critical to any trade/visual merchandise. It has undergone radical changes with the mannequins being sensible before, theoretical then, headless afterward and now switching back to the sensibility perception, allied with the human touch.

A study conducted by Dawes (2008) particular the significance of illustration merchandising and essential principles that necessitate to be useful thus leaving anshock on customer's mind and awareness. Clothing is displayed on mannequins they grant us an proposal about how the costume will look if we put on it ourselves. They are displayed exterior the shops, they become very eye-infectious window exhibits give a lot of in sequence about the superiority of equipment that you provide. It should create a sense of principle it should also be able to show how the clothing will be used, similar to mannequins of a tennis player wearing sports clothing, a bride wearing a beautiful white dress, a kid wearing shorts and a t-shirt and playing with a football. They help the shopper in visualize on their possess in the clothes and also trimmings and decide what precisely is good for all of them. Mannequins must not block the enteré or exit points of the retail store. Their position and technique needs to be applicable to the substance these are modeling. These things along with elegant mannequins will help advance your sales competently. Clothing racks are very significant for you if you have a retail stock up. Clothing provisions require a lot of storage space but you also must to accumulate things in manner. Clothing masses should look tremendously pretty to draw in company. To do so, you require to discover the correct ways to amass the clothing substance in your store. The right racks can make your trade easy. To magnetize people, you require to sketch the storage exhibit correctly. The mannequins can assist the mainly in this casing. If you exercise mannequins to exhibit the best garments for your amass then they will have improved chance to be sell; citizens will find it easier to picture the garments on their bodies when examination the mannequins. It is already invertebrate how mannequins can help in civilianizing the income of your shop. However, it requires a watchful choice and proposition on how to get the best effect. These days, there are organizations who are committed to this ingredient, as an alternative of beating your minds on how to get the great outcome, let the professionals administer it for you. They will present you with all you require from start to end as they have an in-depth knowing of the retail shop market. Visual merchandising is a marketing instrument used by retail outlets in order to make their products striking and attractive. It has the aptitude to bend customers into trade a creation, making illustration merchandising a practical instrument in today's aggressive market. This learning examines the collision illustration merchandising has on the students of the University of New Hampshire. (Comyns, Bailey 2012).

Window displays give out not only the reason of transmission the kind and positioning of commodities to clientele, but they can also be damaged to persuade the strategies and metaphors of the industry itself. The store situation can affect the special types and levels of customer performance (Kotler, 1973). Window play exhibits a main part in the advertising strategies; it does not only contain the simple display of goods, these days it is a shape of art, also having the reason of supporting the brand image. This article needs to disclose the gear that are necessary in creating a wonderful window display. Being a window is not an nonsensical job, you have to always think in front trends, to have a sense of color, to know how to use light to attract customers in the store after only one glimpse at the window. The big store window displays are theatre scenes: with exclusive background, special belongings and high manner mannequins. The final role of
the displays is to encourage clients to enter the lay up and generate the purchasing act which is the final aim of the trademotion (Bulletin 2013).

The field of VM is growing very fast as the Indian retail is making its incidence felt in national and international stadium. Today's fierce rivalry and the resemblance of products force each section of the fashion industry to exploit visual merchandising to improve the appeal of goods. Retailers, particularly, place more significance on illustration merchandising to distinguish their contributions from others'. Retailers can help clients to find the right products through paying attention merchandising, intellectual store plan and present, and other illustration merchandising practices, such as product displays, wrapping, and signage. This study represents a involvement to a deeper considerate about the impact of illustration merchandising on customer buying performance in shopping provisions. The main idea of this paper is to revision the pressure of illustration merchandising, particularly the one related to the shop-windows, on customer buying performance according to store attributes most appreciated by consumers. (S Madhavi* and T S Leelavati2 October 2013).

**OBJECTIVE**

The aim of this learning is to measure the utilization of visual marketing in this world and how it affects greatly on sales and society.

**RESEARCH GAP**

In Pakistan, government is not serious to reduce this type of activities as it has negative impact on society. It is increasing day by day. Government should make some rules and regulation to deplete this kind of advertising. According to Islam this type of things are strictly prohibited.

**THEORETICAL FRAMEWORK**

This framework shows the direct relationship of mannequins with sales and society.

**HYPOTHESIS:**

It shows that mannequins influence negatively on society rather than has a positive impact on sales.

**H1:** there is positive relationship between mannequins and sales.

**H2:** there is positive relationship between mannequins and society.

**H3:** there is positive relationship between society and sales.

**METHODOLOGY:**

The positive approach was used because literature that have review, shows that this study have been conducted in different sector and in different context but yet has not been conducted quantitatively or qualitatively in Pakistan so quantitative method will be used to analyze the data.

Data will be collected from COMSATS University operating in Sahiwal.
FINDINGS/RESULTS:

Table 1

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a. Predictors: (Constant), Mannequins

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a. Predictors: (Constant), Mannequins
b. Dependent Variable: SalesSociety

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a. Dependent Variable: SalesSociety
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Table: 1

Shows that Cronbach's alpha tells us about reliability of our data. If it is between .50 to .80 it means data is reliable. Our cronbach's alpha is .542 for independent and .579 for dependant it shows that our data is reliable.

Table: 2

Shows the Descriptive statistics shows the mean, standard deviation and variance of variables. Mean of Independent variables is 16.8067 and standard deviation is 3.63557 and variance 13.217 is. Mean of Dependent variables is 18.3200 and Standard deviation is 3.88133 and variance is 15.065.

Table: 3

Shows the overall significance of the model. For this purpose the Analysis of Variance (ANOVA) or F-Test approach is used. The value of the F-Statistic is 43.076 significant at 1% level of Significance (and lower than 1% as shown as 0.000 in the table No. 4). So, using the Multiple Regression (with on intercept) is statistically significant.

Table: 4

Show that Coefficient of determination (R2) is .187 and Adjusted R2 is .179. It means that the 18% of variations in the Mannequins are explained with the help of Sales and Society i.e. this Multiple Linear Regression Model has high value of R2. And standard error of the estimate is 12190.51, while the value of Multiple Coefficient of Correlation is 0.432 (i.e. the re is 43% correlation between Mannequins and Sales and Society.

Table: 5

Discuss the regression coefficients of the model now. Table No. 5 shows the β Coefficients of the regression equation their respective level of significance and the standardized coefficients. All the coefficients are significant even at lower than 1% level of significance. The value of the β is .475 shows strong positive impact of Mannequins on the sales & society.

LIMITATION:

I have done my work along with my own effort in impact of Mannequins on sales and society but further we can expand our study on Effect on religious, financial performances and legal sectors that how can shows the affect of Mannequins from different ways to expand our knowledge. According to my knowledge there is no quantity study has been done by any other scholar on Mannequins.

CONCLUSION:

Data shows that there is negative impact of mannequins on society and positive impact on sales. People know about its negative and positive impact but still they think that it is the good way to time savings. Some people think that they don't have negative impact on society and they never notice that how mannequins are looking. Government is not serious regarding these types of issues. It enhances the destruction of children's mind greatly. In Pakistan these type of advertising are promoting by different organizations.

ACKNOWLEDGEMENT

All the praises and thanks to Almighty Allah, for bestow upon us the courage and talent to complete this task.

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