

Window Display Design of Thai Craft Product Affecting Perceptions of Thai and Foreign Tourists

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Abstract : A product's perceived value may increase purchase intention. Value perceptions may differ among cultures. Window displays can be used to increase products' information and value. This study aims to investigate the relationship between window display design elements and value perceptions of local products between two different cultures. The research methodology is based on survey research. Several window displays in favorite of tourist spots were selected as a unit of study. Also, 100 tourists (56 Thai tourists and 44 foreign tourists) were asked to complete a questionnaire. T-Tests were used to analyze the comparison. Then, the results were compared to Thai and foreign tourists. Finally, the results find that Thai and foreign tourists have different perception towards three design elements that are size of the window, props and colour lighting. The differences of their perceptions signify the different cultural values they adhere to.

Keywords : cross-culture, window display, Thai craft product, environmental perception

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