

[Field Research]

Visual Merchandising of the Korean Traditional Fabric Stores in the Traditional Market: Based on Busanjin Market

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Abstract

Purpose - The objective of the paper is to examine display techniques and tools at traditional clothing stores to improve the traditional market. Since most research has been done theoretical and model based approaches, changing business environments requires more holistic and detailed facts to apply or develop a retail business strategy.

Research design / data / methodology - The study employs qualitative research such as direct observation as well as direct interview and telephone interview from May 7 to Jun 2, 2012. The paper examines lighting, various display techniques and tools. The analysis of 80 store pictures for them had been done three examiners with agreement.

Results - Sample garments are displayed on the walls; the racks of hangers are attached on the upper part of the walls; there is indirect lighting only. Furthermore, the merchandises are displayed, without any consistency, on various sizes and shapes of hangers, only on the owners' arbitrariness. When considering that the Korean traditional fabrics (Juddan) have a little pattern and colors as their important elements for displaying.

Conclusions - The findings of this study show that the retailers in the traditional market need to have lessons on colors and to learn how to use the specific lighting and to display merchandise.

Keywords : Visual Merchandising, Korean Traditional Fabric Store-(Juddan), Color, Traditional Market.

JEL Classifications : D12, E21, L61, L81, M31.

1. Introduction

As traditional markets play a very important role in the common folks' lives, the revitalizing of the traditional markets have their significance in that it can not only secure the living and employment of the small-scale traders but stir up the local small-medium business. But as the times change, traditional markets are getting hard times. Kim(1980), mentioning the traditional markets being at odds, points out that the markets are getting into more and more difficult situations because of the enhanced use of large-scale discount retail

store, internet, and mobile market. In the traditional market, products like general apparel and sundries are slipping back into low-priced stores, and the consumer group for these products is getting older. For the remedy of the problems and the improvement of the situations, the studies and projects have been performed under the full support of the government and the local governments. The structure of traditional market have been refurbished for better looks; the education for the merchants has been actively provided. According to Kang and Lim(2010), the improvement of traditional market had better been approached on the value-oriented satisfaction rather than on the price-oriented one because consumers do not perceive the traditional market's products lower-priced than those in discount stores.

Especially, as Korean consumers tend to prefer Western styles, the markets for Korean traditional clothing are losing place; it is very hard to find retail stores for traditional Korean clothing or fabrics in department stores as well as discount stores. Korean Traditional clothing stores, mostly tailoring customs-made, are opened individually by traditional clothing specialists or retail stores are clustered in an area of the traditional market as seen in Namdaemoon Market in Seoul and Jin Market in Busan. These retail stores keep rich assortment of traditional clothing and traditional fabric with various prices, for children as well as adults. They also receive for tailor custom-made Korean clothing. Silk fabric and garment stores, also tailoring the custom-made clothes, may provide consumers with products which are designed for the consumers' body style and preferences. These Korean traditional fabric stores can secure its competent place in the traditional markets, especially with their ability to provide consumers with value-oriented satisfaction for their special purchase occasions such as engagement, wedding ceremonies or anniversaries like a 60th birthday. As stores with similar products are clustered together, the differentiation among traditional fabric stores is one of the important strategies.

This study therefore has tried to find its significance in investigating visual merchandising and display materials as the differentiated strategies for the silk goods and garment stores selling garments for wedding as well as tailoring Korean clothes.

2. Traditional Market

Traditional markets, as an axis of local economy, have the distributional function in the circle of production and consumption of national economy. Oh(2010) stated that satisfaction of clothing shopping in traditional markets influenced positively on the national im-

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age and revisit intention. According to Park and Noh(2007), since the locally made products are sold in traditional markets, they have important places as local people's income sources and give practical contribution to the local economy. Among the various studies on the traditional markets, Kim(1980) shows that more than half of traders think that being a trader in the traditional markets is an easy job for living because they can start with small capital. He also points out that female consumers tend to complain about the unfair prices and the unpleasant environment in the traditional markets. On the historical view of traditional markets, scientifically examining the courses of changes and developments of traditional markets in terms of distribution science, offers the enhancement of distribution market and the problems of traditional markets(Lee, 1992).

Hyoung(2007) has examined 4 image elements of traditional markets. Hong and Jung(2007) have compared the consumers' store selection between the traditional markets and discount stores and reported that the traditional markets have the disadvantage in convenience and accessibility.

Kang and Lim(2007) points out that marketing and service in the traditional markets is not so well organized to compete with the new distribution system. They also reports that, in case of Korean clothing store, many retailers has kept their businesses in one place for more than 30 years in order to earn a living and that they are too old to collect information and to adapt to the outside information. According to Park(2010), the assortment of products in the traditional markets vary depending on the formation of market, and the majority of the products in the nationwide traditional market are clothes and shoes. In their study on traditional markets for clothing, Lee, et al.(2006) report that the traders need to have lessons on consumer management, sales technique, and merchandise presentation, among which they are not much aware of the importance of merchandising presentation.

3. Visual Merchandising of Korean Clothing Stores

Kotler(1973) held that sales environmental atmosphere affects the consumers' purchase behavior. Visual merchandising can transform a shopper into a buyer. An effective presentation of merchandise provided fashion direction to consumers and educate consumers how and when and even where to wear fashion items(Bell & Ternus, 2006).

Kerfoot, et al(2003) suggested an excellent interior to induce consumer interests and to be low consumers of physiological defense to purchase products. The basic strategy of retailing includes the planning, execution, and management to provide consumers with what they want, whether it is a merchandise or service, at a proper price in a convenient place. It means the effective visualization of merchandises to the consumers in the store. Park and Jun(2012) indicated that consumers and retailers perceived the importance of VMD. In the times of high competition, the visualized strategy of store effectively enhances the image of the brand as well as the store itself. This strategy, which can realize the differentiation strategy of merchandises, is actually a means for the sales promotion. Therefore, the store's visual atmosphere and environment deserves intensive and extensive study in order to get better results for the sales promotion (Newman

and Patel, 2004; Scarpi, 2006).

Scarpi(2006) held that the atmosphere of fahion-specialty store induced shoppers to take different actions. In the similar context, Park and Jun(2012) stated that the presentation of merchandise helped or affected the sale, the suggestion of new product, the consumer visit, and the purchase. Their study had focused on the visual merchandising in departments, discount stores, or specialty retail stores.

Even though Park, et al.(2007) had made a study on the visual merchandising in the traditional markets, it had dealt with a macroscopic market. Lee(2010) had also made a case study on the elements of visual merchandising in women's clothing stores. The above studies had inclusively examined the components of store's visual environments from a macroscopic view rather than a detailed view on the stores in traditional markets and had suggested plans for improvement. Lee and Kim(2011) had made a profound analysis of show window images of high-quality-brand Korean clothing store in Seoul. Also, Lee(2012) suggested to change merchandise presentation(MP) and thus to increase store sales at four traditional clothes stores.

Since most stores in traditional markets are small, they do not have enough room for show windows, and their various merchandises are displayed in narrow space. Therefore, in order to get visualization more efficient, they use the walls which take the role of VP, PP, and even IP at the same time.

3.1. Lighting

Lighting is important to define and strengthen a store's brand characteristics. It determines the merchandise quality, store mood, and the nature of color and contributes to the overall atmosphere store and feel of its environment.

There are two types of lighting; general(floodlight) and specific(spotlight) one the other suggests primary lighting and secondary lighting(Kenneth et al., 1995). A combination of two types of lighting give merchandises flexibility to vary visual presentations. Especially, specific lighting accents merchandise on the wall presentations. Spot lighting, called accent lighting, allows specific areas on the walls and sales floor to stand out from the rest of the general illumination. When used properly, it can control traffic flow through a space(Bell & Ternus, 2006). The use of fluorescent strip lighting in the fashion store context is viewed negatively(Kerfoot, 2003). Although both consumers and salespersons in department stores consider that lighting is not an important element of VMD (Park, et al, 2012). In the case of narrow stores, however, the lighting do have an important role. The walls are lined not with interior decorations but with a full of merchandises so it is one of the strategies for focusing on the trendy merchandise to attract the consumer.

3.2. Wall Presentations

Walls in the retail store are the largest selling tool and one of the most important fixtures in the overall selling strategy. First of all, they capture shoppers' attention. Wall is useful to support store image by strategic use of a variety of interesting wall surfaces and display merchandise. When a wall section is set up, balance is critical in the

arrangement of merchandise and fixtures for creating a pleasing composition and a natural sense of order as well as offering sense of selection to shoppers.

According to guidelines of wall setups for garments(Bell & Ternus, 2006), firstly, put tops above bottoms. This is how garments are worn so a top-above-bottom presentation appears natural to the shopper.

Secondly, feature coordinated tops and bottoms on every wall section. Thirdly, hang garments with similar sleeve lengths together on garment rods to get results of a cleaner and more appealing presentation. Finally, present just one style and one color of an item per face-out to get clean, easy-to-shop presentation.

When merchandises are selected for display, there are several ways of coordinating outfits by end use, fabrication, style, color, patterned pieces, and trend.

3.2.1. Merchandises

Displaying merchandises has various methods. According to Lee(2001), the basics of facing are: the face-outs which show the front of the merchandise; the sleeve-outs which show the side of the merchandise; the folded as T-shirts are folded; the face-folded-out which shows the front of the folded merchandise. The combinations of these are also possible.

Kim and Lee(2010), with the criteria of structural composition and facing, categorize the displaying methods into the vertical display, horizontal display, scrambled display, grouping display, arrangement in size, face-out display, sleeve-out display, and folded display. If the product to highlight on the wall is available in colors from several different color groups, choose only one color group per wall selection.

The above mentioned studies are not for the store dealing with traditional fabric materials and order-made clothing but for the Western style clothing.

3.2.2. Fixtures

Fixtures are important tools to display merchandise on the wall. Round garment rods and flat metal crossbars are basic fixtures used to show large quantities of merchandise on hangers on the walls. Garment rods and crossbar are secured to walls by inserting them into wall standards.

Waterfall fixtures as wall system accessories can display products on a wall so that the full front of the garment is visual. There are two styles of waterfalls, square tubing and rectangular tubing, with fitting for wall standards. This fixture has 5 to 12 functional knobs or stops to space garments on hangers evenly. This waterfall usually is used for displaying tops, jackets, suits or dresses(Bell & Ternus, 2006).

3.2.3. Hangers

Most retail stores have their own style of hangers for displaying coordinated tops and bottoms together as one unit. As a mannequin alternative, the hanger is dressed as if it were a human torso. Display hangers are sometimes used as "solo" presentations in wall displays and are often featured as the front items on waterfall and straight-arm fixtures (Bell & Ternus, 2006). The hanger should always focus on

the items features on that particular wall section or fixture. Hanging is viewed as the most attractive presentation method and help to visualize outfit and to mix and match garments(Bell & Ternus, 2006).

Since most people are right-handed, hangers should be hung so that they can be removed from the right or lifted toward the shopper (Bell & Ternus, 2006).

4. Methods of Data Collection

There had been so few preceding study(Lee, 2012) done on the display tools of the Korean fabric stores in the traditional market, but we cannot find research materials for the study. So, this study has made an inquiry into the Jin Market which accommodates the traditional fabric and also order-made garment stores in Busan. Located in Busanjin-gu, the market has been famous for its history and tradition since it was opened in 1913. It is now a large scale, local-centered market which mainly deals with the items for newly-weds, garment, and clothes. Busanjin Market is the biggest traditional fashion market in Busan and KungNam Province.

The purpose of this study is to make an investigation the display situation of Korean traditional fabric stores and tailoring stores for traditional clothes on the Jin Market's first floor where the stores are concentrated.

According to Eriksson & Kovalaine(2008), qualitative research is concerned with interpretation and a holistic understanding of the issued studies, and tends to be exploratory and flexible because of unstructured problems. So, several research methods were adopted. First of all, Video camera was used for taking pictures passing the stores of two main roads at the first floor where Korean traditional clothing stores were concentrated in the main building. Some of the owners did not allow to take some pictures so 80 pictures were selected among store pictures. All pictures are taken to understand displaying situations. Also, three interviews for store owner were conducted between 10 A.M. and 12 P.M. on May 7, 2012 at the first floor in Busanjin Market. Two of them have been in the same business for more than 30 years; one of them for more than 20 years; Two were women, and one for men. The questions were the reason of displaying traditional clothing instead of fabrics, the method of the wall presentations, and the way of display merchandise, fixture, and hanger. Next direct interview in Busanjin market was held in the traditional market between 4 P.M to 5P.M on May 30, 2012. The second interview was done for new inquiries such as the reason for lighting consistency, the displaying the traditional clothing catalogue in front of the store and asked previous questions again to make internal consistency in this research. Two store owners were interviewed. They have been in the same business for more than 30 years; all are women.

Finally, three phone calls were made to the stores in the traditional market to ask further detailed questions related to the study areas between 2 P.M. to 3 P.M. June 2, 2012. The length of phone calls was not long and just less than ten minutes because they tended not to answer kindly. All of receivers were female who own the fabric store. At that time, I firstly explained the reason for calling and

started to ask questions and to make sure the my analysis of the study. The analysis of these pictures had been done by three examiners who were one professor and two researchers for providing the reliability of the study. Jeon and Park (2005) showed the elements of VMD were CI, BI, color, interior, display, technique, POP, lighting and employee. There were neither POP nor CI in the traditional stores at the research period. Also, there was the same of all the store's BI except the name at the traditional market. As a result, the type of lighting in the store, merchandises, fixtures and hangers were examined in this research. In checking the shape and color of hangers, the type and the color of hangers are counted instead of counting all hangers and their color in each store.

<Table 1> Descriptions of Interviewer

Method	Date	Interviewer	Gender	Business Period
Direct Interview	May 7	1	Female	more than 30 yrs
		2	Female	more than 20 yrs
		3	Male	more than 30 yrs
	May 30	4	Female	about 30 yrs
		5	Female	about 30yrs
Telephone Interview	June 2	6	Female	n.s
		7	Female	n.s
		8	Female	n.s

5. Results

5.1. Lighting

All the stores that are examined have indirect lighting; they do not have any direct lighting to accentuate their priority items. The scrambled arrangement of garments for the sample of Hanbok(Kroean traditional costume) and various Korean fabrics above them give crowded looks, which makes the priority items less accentuated. Therefore, the direct lighting is necessary to introduce new merchandises to the consumers. Besides, lighting in all stores is a pendent style hanging on the ceiling <Figure 1>. The reason for the same style of pendent lighting is that there has been too complicate to install extra lighting for the store's owners.



<Figure 1> Lighting

“The organization and system in the traditional market are under the control of BunYoung Association, a private association of the store owners to flourish the current market. Lighting is not exception. To install some extra lighting, you must report it and then approved by them. Then you install it and pay for an additional charge. You see, if I start with new installation of lighting, too much hassle... I have to reorganize merchandise, and it looks complicate for doing business... Who will do that? That's why we have the same style of-pendant lighting.”(Interviewer 4)

Horizontal lighting in the store is more likely to provide general light for a practical reason rather than to focus on merchandises. It seems that they do not much consider the importance of lighting for focusing trendy merchandise to catch consumer's eyes.

5.2. Wall Presentations

Walls in the small stores are the largest selling tool and one of the most important fixtures in the traditional market. Over all, they capture shoppers' attention due to having the large proportion of space. Wall presentations support store image by strategic displaying of distinctive merchandise.

According to guidelines for wall setups(Bell & Ternus, 2006), in the case of the top-and-bottom displaying, the basic rule is that both tops and bottom are displayed coordinated. But because of the bulky size of Korean traditional clothing, it is very hard to put all the items coordinated. So, various catalogues for custom-tailoring are usually placed in front of the store <Figure2>. However, one store displays sets of top-and bottom suit on the white wall, putting the garments piled beneath them <Figure 3>. Hanging garments with grouping vests or tops on garment racks to get results of a cleaner and more appealing presentation. Present various styles in the vest for the sample of traditional clothing and many colors of the item per face-outs so as to get as many as wall presentations possible.

“We don't have specific wall presentations. We have shown our own style of displaying merchandise because of limited space of the store. Generally, we put the top, the sample of order-made clothing, above Korean traditional fabrics.”(Interviewer 1, 2)

As the interview of this, Bell and Ternus's guidelines for wall setups(2006) is not always adoptable for the small Korean traditional fabric store for displaying the samples of them.

5.2.1. Merchandises

Even though displaying merchandises is various, most of traditional fabrics are rolled and positioned below various Hanbok samples. All of the Hanboks in this study are displayed the face-outs which show the front of the merchandise. And several different color groups are presented per

wall selection since the traditional garment has so many colors and patterns.

“The reason for displaying Hanbok, the ready-made clothing, in the fabric stores is that just displaying fabrics are too simple, and adding Hanbok is good for the consumer’s attraction.”(Interviewer 1, 2)

“Young female consumers are not used to put Hanbok on often, so they tend to have no idea how to wear, coordinate with items, and order for Hanbok at the special day. Catalogues show only the image of dress, but it is not enough for them. Contrary to old consumers, they must see and touch the real one. They don't know well how to choose them. After reviewing catalogues, they choose a certain style of it. And then I show the related fabrics with a sample of the top I suggests.”(Interviewer 4, 8)

“As you see, we don't have any mannequin. It is necessary for matching the fabric with the sample of the vest or the top and catalogues together.”(Interviewer 5)

As a result of interviewing, when consumers order a certain type of traditional clothing, displaying Hanbok samples in the store assists them with imaging the finished one. Most stores in the market are too small to put even one mannequin so that various Hanbok samples with clothing merchandises are shown as many as possible. As already mentioned by Lee(2012), the store tends to be very small, there is no room to present Visual Merchandise(VP). In this situation, many clothing merchandises tend to be hidden by Hanbok samples. The seller in the store has to memorize the location of each of them and to pick and show one of them quickly when the consumers want to look at. Generally, traditional silk clothing, for example, is rolled tightly and wrapped by a plastic sheet to prevent its dirtiness. Width of them are various in terms of a weaving style of clothing. Textiles weaved with distinctive traditional patterns or colored yarns tend to have narrow. Besides, there are different types of merchandises with traditional clothing: some are embroidered with hands or machines. It is important to show consumers the trend of clothing in the store.



<Figure 2> Catalogue Display



<Figure 3> Top-bottom Suit Display



<Figure 4> Horizontal Display



<Figure 5> Horizontal-vertical Composition

Many samples of Hanbok are hanged on the horizontal cross bar or waterfall fixture. 84 percent of Korean traditional fabric stores use the mostly used display method, the horizontal composition which shows the front of the clothes on the hangers lining the wall <Figure 4>. The next mostly used display method is the combination of horizontal and vertical display method, which was used by 16 percent of the stores. In this method, clothing are put on the hangers lining the wall or clothing are arranged vertically on the wall<Figure 5>. This mixed method of vertical and horizontal compositions hang clothing vertically one after another with partial overlapping <Figure 6>.

The items are so many and various that clothing or fabrics are crowded on the walls or floor counters and that the sample items for custom-tailoring are displayed overlapped on the fabrics. The display case storing fabrics fits width-wisely on the wall. In the case of the floor display case or counter well sized for the fabric storage, consumers are able to see the packed fabrics in it or see them unfolded over it.

Most of the stores display the fabrics on the wall and the small-size vests overlapped on them. The next favored method displays the tops alone or tops and skirts together. The items on the counters are neatly put; fixtures are not visible. There are so many fabrics on the wall and other items in the store that gives no room for effective arrangement. This store uses the grouping display method in which the Korean traditional vests of the sample for ordering merchandises are displayed separated from sets of top-bottom suit <Figure 7> or sets of top-bottom suit <Figure 3>.



<Figure 6> Horizontal-vertical Composition with Waterfall Fixture



<Figure 7> Vest Grouping Display

“We hang sets and vests separately. We hang them this way to get pretty looks.”(Interviewer 2)

The owner of the store(Interviewer 2) seems not to recognize the way of displaying merchandise, and she just does she like, and she doesn't care much about it.

When examining the direction of arrangement, 52 percent of the stores display the items front face out and are not overlapped. 26 percent of the stores arrange the items overlapped and left lopsided<Figure 8>. 19 percent of the stores put the items overlapped right lopsided <Figure 9>. 4 percent of the stores do not have any consistent direction of arrangement. Since most merchandises are not touched by the consumer, they are displayed for the convenience of owner, not for the consumer.



<Figure 8> Left-lopsided Overlapped Arrangement



<Figure 9> Right-lopsided Overlapped Arrangement

As pointed out in the study of Lee(2010), the merchandises in this store are arranged for the convenience of the owner. Usually in many stores, consumers can freely see the stores' merchandises, but in the garment stores, if the owners do not show their merchandises to the consumers, the consumer cannot check out the merchandises they want. This means that the owners or traders keep their old habits.

“We have owned this business here over 30 years. For the display of fabric(Juddan) or clothing(Hanbok), we do not have any special...(the owner) We do as we think... making them pretty or attractive to the consumers. That is, making them buy...”(Interviewer 3)

“It depends on my taste of color. That's it. Since I have been in here more than 30 years, the style of displaying at the store is not bad, I guess.”(Interviewer 4)

Color is very important to attract the consumer's attention. It is also an important means to create the style and mood in a store. So the basic theory of the color tone can be applied to create various atmosphere. Usually the same types of clothes are arranged according to the rainbow color system (Colborne, 1996), but these owners of the stores in the traditional markets display the merchandises on their own subjective, arbitrary color system. And they classify the merchandises on the very simple criteria, for example, attention-getting color and bright or dark color<Figure 10>. They said that they even put dark-colored items among the bright-colored items <Figure 11>.



<Figure 10> Color Arrangement I



<Figure 11> Color Arrangement II

“We don't have any special way. We try to match colors a little bit. If bright items are so many, we put a dark thing among them.”(Interviewer 2)

“Ah, we display our merchandises to get consumers' attention. This is a traditional fabric(Juddan) store, so consumers use the catalogues. we just arrange them on our own preference.”(Interviewer 5, 7)

5.2.2. Fixtures

For the store's narrowness, the inside is so simple without many fixtures or tools. Racks and hangers are the only display tools. Racks are located on the very upper part of the entire front wall. So this arrangement makes the garments on the bottom part of the wall visible even when the long items like skirts are suspended on the racks. And so many tops can be put on the racks. In some cases, there are shelves of wall case below hangers so the ends of the shelves can be used to hang many items horizontally. The color of rods are mainly brown, which are 95 percent, and white or black rod are 5 percent. The reason that there are so many brown-colored rods is that the color gives the feel of unity in matching with the wooden counters. And stainless steel rods are vertically placed in the corners or on the face of wall for the vertical arrangement <Figure 12>.



<Figure 12> Vertical Rack

"Hangers are placed on the very top on the wall. As you see, we hang the merchandises up there so that you can see the garments and, beneath them, I can display traditional Korean traditional purses, pendent trinkets, or ornaments. Like other stores, I use the bottom part of wall to display many items." (Interviewer 2)

"The reason that I fixed the vertical racks on the walls is that I want to hang more items. Some stores place the vertical racks in the corners, and other stores fix them on the face of wall. We just do as we like." (Interviewer 6)

The use of rack is seen as unattractive. Sometimes red as a fixturing color also tends to generate a negative perception of merchandise quality because the red rack is too distinctive to harmonize various color of traditional clothing merchandises.

5.2.3. Hangers

Since displayed merchandises are arranged the face outs, the shape and color of hangers appear visible. 49 percent of hangers for Western style suits are mainly used <Figure 13>. The interviews with the owners are as follows:

"I use the hangers for Western style suit... that is why we can buy in any market. What is it something special?" (Interviewer 2)

The next mostly used type of hanger is one for knits which is 29 percent <Figure 14>. According to the interview, she uses this type of hanger because she does not want the flat-line-designed Korean

traditional clothing droop down.

"There is no special hanger for Korean traditional clothing, so I use the common hangers for Western style suits. I also use the hangers for knits because garments do not droop on them." (Interviewer 3, 7)

Next to the knit hanger, wire hangers are widely used as 19 percent. She uses them because Korean traditional clothing is not so heavy, because it is very easy to get them, and because the color is not loud compared to the generally used hangers. <Figure 15>

"I don't care much about hangers for Korean traditional clothing. Korean traditional clothing is flat and the tops are not heavy. So I even use the wire hangers for recycling." (Interviewer 4, 8)

The least widely used hanger is the clipped hanger which was used to hang the fabrics or the skirts which is only 3 percent since skirts are too bulky to display. Also most Korean traditional fabrics do not have many patterns but one color is common, so it does not necessary to display all of them. When the pattern in the fabrics are distinctive just use the clipped hanger to display <Figure 16>. When the fabrics is just displayed, consumers may not image well the merchandises ordered and made.

As Bell and Ternus'(2006) mentioned, all materials used in wall presentations should be consistent, even in display hangers. In this study it has been found that there are more stores which use various hangers(62%) than the stores which use only one type of hanger (38%). The reason for this is that the owners are not aware of the importance of display hangers, so they buy or get them without any concern of using them. The problem is that there is no special hanger for Korean traditional fabric and clothing. Therefore, it is necessary to develop the hangers for the traditional fabric and the tops and bottoms of Korean traditional clothing.



<Figure 13> Suit Hanger



<Figure 14> Knit Hanger



<Figure 15> Wire Hanger



<Figure 16> Clipped Hanger

“There are no more choice for hangers in the market. Besides Korean traditional clothing for the sample should not be displayed on mannequins in our small store. Of course, a large Korean traditional clothing store has the space enough to displaying with mannequins. So I am using common hangers, but it does not look so good. It’s weird. It doesn’t bring out the taste of traditions.” (Interviewer 6)

Given these findings, four types of the hanger appear in the traditional fabric stores: suit hanger, knit hanger, wire hanger and clipped hanger. There is no consistency of hangers used in the stores.

The color of the most widely used hangers is white(56%) and transparent(32%). Black hangers(21%), brown ones(9%) and gray ones(2%) are also used. Red hangers or light purple knit hangers(1%) are sometimes seen. The reason for adopting monochromatic colors such as white and transparent hangers is that colors of merchandises are bright and vivid. Although only one type of hanger is used, the color of the hangers is various. The owners hang the merchandises as they think fit without any concern about the basic rules: dark items on bright hangers; dark tops on bright hangers; dark tops on dark hangers. Hanbok has generally various and bright color so that it would be better to have consistent color of hangers.

6. Conclusions

The traditional market’s stores which sell fabrics and tailor the customized Korean clothing have been examined. The results of the study show that it is important to arrange the merchandises efficiently rather than to display them by using the fixtures and tools because the stores are very small and narrow for the quantity of merchandises. Although lighting is especially important, only indirect lighting is used, which makes the priority or special items less attractive or accentuated. The retailers should install some accent lighting to emphasis trendy merchandises.

The fabrics for Korean traditional clothing are displayed crowded together on the face of wall and everywhere in the stores. Interestingly, there are many samples of Hanbok to show the consumer to buy fabrics with more or less specific idea. In this kind of arrangement, there is no or limited room for the display of the sample of the Korean traditional clothing. In addition, there is not enough space for displaying mannequins and even props. Hanger racks fixed on the upper part of wall, much higher than the eye level, make the garment below them visible. As a result, it is difficult to examine them so it would be better to put them the same or below the eye level of the consumer. Since there are many merchandises on the walls, merchandises should be reduced efficient ways for differentiating itself. The colors of racks or hangers are mostly matched with the counter case. The merchandise arrangement of color depends on the owner’s preference and subjectivity. The arrangement of color should be made under the rule of color theory and techniques. For example, a rainbow display technique would be helpful to show them efficiently. In the case of wall display, above the fabrics the grouped vests or tops are displayed overlapped. In many stores, there are so many merchandises in the narrow space that it is necessary to display them overlapped. Displaying too many merchandises in the store is not always good for the consumer who may be confused, so the retailer should has the plan how many display them on the wall. There is no consistency in using hangers; they are too various to bring out the unity of shape and color. Merchandises are so colorful that it would be better if the colors of hangers are consistent as white and transparent.

This study would be significant in that it has examined the display in the stores selling the Korean traditional fabrics(Juddan) for order made clothing(Hanbok) based on lighting, merchandise arrangement and tools. It points out weaknesses of merchandise display that the stores should consider for the future: it should be necessary to develop and produce display tools for the Korean traditional fabric as well as clothing stores. It also should be educated people concerning traditional apparels’ retailers to get some basic knowledge of color for that reason Korean traditional fabrics(Juddan) and the style of Hanbok have various colors, and the owners arrange and change merchandises by themselves frequently in terms of fashion and seasons.

The limits of this study is that only one major traditional market in Busan and Kungnam province area was investigated so it is necessary to study the other traditional market to understand the detailed problems in the future.

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