

THE SHOP WINDOW AS A TOOL FOR MARKETING COMMUNICATIONS

Rositsa Nakova¹

Abstract: *Every business organization's success depends on the satisfaction of the customers. The purpose of this article is to examine the communication and information role of the shop window, its impact on consumers and consumer satisfaction. For this purpose a marketing study was conducted among three Bulgarian stores.*

Keywords: *Customer satisfaction, the shop window, study, Bulgaria*

1 Rositsa Nakova, Technical University Sofia, rossynakova@abv.bg;