

Louise-Marie Kuijpers The Effect of Personalized Digital Screens in Storefront Windows on Customer Intentions

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Despite the growth of online retailing (Grewal *et al.*, 2023), physical stores remain the dominant retail channel, generating more than 73% of global retail sales (Statista, 2025). To remain competitive, physical stores must deliver experiences that online competitors cannot easily replicate, which requires investment in, among others, technology and personalization (Grewal *et al.*, 2023; Breugelmans *et al.*, 2023). Against this backdrop, smart retailing technologies (SRTs) emerge as a particularly promising resource. An SRT is defined as “an interactive retail system that delivers retail services to customers through a network of smart or intelligent objects or services” (Roy *et al.*, 2018; p. 147). This study focuses specifically on personalized digital screens in shopping windows as a form of SRT within the travel agency context, thereby addressing the scarcity of research on exterior atmospheric variables in brick-and-mortar retail settings (Lecointre-Erickson *et al.*, 2018; Lecointre-Erickson *et al.*, 2024; Sample *et al.*, 2025) and on SRT (Riegger *et al.*, 2021). The overall aim of this research project is to gain deeper insights into the effects of personalized digital storefront displays on customer responses. In particular, our academic contribution is threefold (Whetten, 1989), addressing the following research questions: (1) *‘what’*: we investigate the effect of personalized digital storefront displays on customer outcomes, distinguishing between behavioral intentions (e.g. purchase intention, WOM intention) and actual behavior (e.g. attention to the store window, engagement, observed store entry, and sales), (2) *‘why’*: we explore underlying mechanisms of effectiveness (e.g., perceived content congruence, message value, and customer experience), and (3) *‘when’*: we identify boundary conditions that may moderate these effects (e.g., content type, privacy concerns). To address these research objectives, two experimental studies will be conducted. Study 1 will employ a 2 (no personalization vs. personalization) x 2 (content type: deal-oriented vs. inspirational) x 2 (privacy concerns: low vs. high) between-subjects scenario-based quasi-experimental design, with data collection scheduled the end of March 2026. Study 1 will examine whether content type moderates the effects of personalized digital storefront displays on perceived content congruence, message value, customer experience, and behavioral intentions. We will further test a moderated mediation model in which personalization influences behavioral intentions indirectly through content congruence, message value, and experience, conditional on content type and privacy concerns. Study 2 will employ a 2 (no personalization vs. personalization) x 2 (content type: deal-oriented vs. inspirational) between-subjects field experiment, with data collection scheduled for late April 2026. The study aims to replicate the key findings of Study 1 in a real-world context by examining the effects of personalized digital storefront displays on actual behavioral outcomes. Additionally, we will test whether content type moderates these behavioral effects. The results on how customers interact with personalized storefront window technologies will be discussed during the conference.