

Vol 4 Issue 8 May 2015

ISSN No : 2249-894X

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

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RNI MAHMUL/2011/38595

ISSN No.2249-894X

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

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VISUAL MERCHANDISING IMPOSE ON IN-STORE SALES



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ABSTRACT:

VM offers retail teams more time to concentrate on the right tasks ,implementing corporate policy rather than having to create their own. It allows the whole company to move forward with the same selling strategies, components and practice to maximize opportunities – delivering a consistent application of company policy in store, which improves the customer experience and maximizes sales opportunities Retail Teams benefit from greater clarity of direction, and from better information and training to help them perform role related tasks with an effective

integrated approach. Today, many retailers follow visual merchandising culture in their store to maintain good brand image using effective graphics and visual arts with the aim to increase per square foot traffic to the store and boost sales. This paper concepts to make sure that, what are all the elements impose the store sales.The color ,fixture and fitting, signage, window display, by this elements how to influencing the sales in store.

KEYWORDS

Visual Merchandising , effective graphics and visual arts .

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VISUAL MERCHANDISING IMPOSE ON IN-STORE SALES

INTRODUCTION:

Visual Merchandising means visual display of the store. When you enter the store, you'll most likely first get paying attention to visual displays at the store. This can include aspects like window displays, décor style, fixtures, and many others that gives a visual identity to the store. Today, many retailers follow visual merchandising culture in their store to maintain good brand image – using effective graphics and visual arts with the aim to increase per square foot traffic to the store and boost sales. But, there are both positive as well as negative ways in which your visual merchandising affects your in-store sales. Hence, as a retailer you need to choose the correct type of store layout to increase sales per square foot.

COLOR

Color is considered to be the key component of visual merchandising that can influence consumer's choices. Firstly, it will help your store attract attention and encourage consumers to quickly step into the store. For example, if your store wants to primarily attract customers, then using colors like red and orange at the entrance tend to stand out and draw the eye, while cool colors like blue and green will keep your store calm that can be used in the interiors.

FIXTURE AND FITTINGS

Another important aspect of visual merchandising that affects in-store sales, is the fixture and fittings. A level of elevation up or down in your fixture and fittings will create a bad effect on your sales per square foot. You may have multiple displays set in your store, but with inaccurate fixture and fittings may annoy your customers which in turn will directly affect sales.

SIGNAGE

A signage will act as a salesperson, hence being an advantage, it can open doors – bringing in more sales opportunity for your store. Infusing proper signage is crucial in your visual merchandising, as this will allow customers easily reach their desired destination or location by following the display given on it. By doing this your customers will not have to wait for a salesperson who may be busy attending other customers. And, making customers wait means you will automatically lose sales and reduce customer service.

LIGHTS

Lighting is the most important aspect of visual merchandising, if done correctly it will aid in selling the merchandize and if not it can create a negative impact, even if they are worth lakhs. You should maintain proper proportion of lights and shadow in your displays because excess in either of those may hide product details or may even change the color of the products. This will create a complete different appearance of your product and you lose sales.

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WINDOW DISPLAY

A store window is an ideal to bring in new customers as well as existing customers which allows you to display products that are newly arrived, best-selling products, promotional products, and even create a brand image. Ensure you focus more on this aspect of visual merchandising and frequently update them, if you want to increase traffic and sales for your store. The smart way is to create different themes for different windows, that portrays different stories based on whatever theme is inspirational at that time.

VM MATERIALISE PHYSICALLY INSTORE

Visual Merchandising is that, it provides 'silent service' for consumers, helping them to find products more easily, providing inspiration and solutions, advising on product information etc., and all without the help of a sales person. Therefore, successful VM involves developing all areas of store presentation to promote the brand and product range more effectively. It means getting range segmentation, store layouts and use of space, merchandising principles and techniques, window and instore displays right. And, it includes developing effective POS & POP solutions, seasonal events and promotions to stimulate shopping behaviour.

AFFECT CONSUMERS - DOES IT MAKE THEM BUY MORE

Successful VM and brand delivery is all about understanding and satisfying customer needs. So the more that a company understands its consumers, brand and competitors, the better it can define and refine its own VM practice to deliver better solutions instore to improve the customer experience. As they say, whilst the idea may not be 'rocket science', it does require real expertise in store design, space planning and presentation expertise and a real commitment to adopting a consumer led approach.

VISUAL MERCHANDISING INFLUENCE SALES

Shopping ease improves a customer's sales experience

Visual merchandising involves the presentation of goods and products in a retail selling environment that encourages customer purchases. It is a merger of art and science, involving an understanding of retail design and marketing that draws shoppers into and through a store. Successful visual merchandising puts a shopper at ease and makes him feel good about buying.

Shopping Ease

Customer-oriented, visual merchandising takes the stress out of shopping by helping the shopper to quickly see product options in a comprehensive way. This can be achieved by displaying merchandise in an appealing and orderly fashion by, for instance, maintaining similar items in close proximity. This reduces consumer confusion and makes it easier for shoppers to self-select and locate

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items.

New Ideas

Visual merchandising can give shoppers new ideas by presenting combinations and options. This is particularly effective in fashion merchandising where retail fixtures like mannequins are designed to present styling ideas. The shopper gains insights on how pieces can be matched or mixed to create a working outfit from available inventory.

Options

Visual merchandising can be used to communicate to customers that a variety of options are available for a particular item. For instance, when stacking folded garments, visual merchandising can easily play on color dominance. For a customer who is looking for a particular color top, this can be very effective because, it serves as a quick guide. People see and buy color. This helps a shopper to immediately locate the color she wants.

Price

Visual merchandising by price makes it easy for shoppers to identify bargain and sale merchandise. Volume stacking is a type of visual merchandising frequently used to highlight a sale product, and the savings is the dominate marketing message. This may be supported by banners or colorfully skirted tables. This type of visual merchandising is particularly attractive to bargain hunters.

Brand Names

Visual merchandising can feature brand names and designer labels as the dominant element in a retail space. This will draw the attention of customers seeking this type of merchandise. The visual merchandiser can create a mini-boutique or shop-within-a-shop feel to further promote this type of merchandise. Signage can also be used to highlight a featured designer or product line.

CONCLUSION

There are many more components of visual merchandising, hence retailers should research and plan well as the initial reaction of the customers to a store layout will be a deciding factor as to whether the company will gain more customers or lose customers, as a result. Retailers should pay close attention to the above factors as they are the most important ones that you should consider in your visual merchandising, if you want to boost sales for your store.

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