

IN STORE DISPLAY AND VISUAL MERCHANDISING

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ABSTRACT

Display of the store is directly related to customer's perception about the product and purchase intention. Window display attracts customer inside the store and attractive in store display close the sales. In store display triggers customers to do impulse buying. A good in-store display exposes customers to maximum amount of merchandise without creating a mess. Display inside the store is product grouping, allocation of shelf space and floor space, wall decorations and arrangements of products. When customer sees more products he is likely to buy more products. Attractive and clean displays attract customers to have a look at the display and product displayed. Visual merchandising creates store image and brand image. Props and fixtures are important for in-store display. Visual merchandising refers to silent selling of products by creating visual medium. It is making products to look attractive in the eyes of customer. Using proper fixtures for displaying the product increases sales per square foot. When customer decides the products to buy information is the key which helps them to select the products. A proper store display will serve the purpose.

Key words: Brand Image, Fixtures, In Store Display, Impulse Buying, Props, Visual Merchandising.

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1. INTRODUCTION

In-store display is an important visual merchandising technique. Display is presenting the product in a visual manner to target group of customers. Visual merchandising is presenting the entire business environment in a visually attractive manner to increase sales. Customer gets information from the display. Displays stimulate interest in the products. In-store display should provide same entertainment and information displayed in the windows. Shoppers like to purchase in a store which has good moving space, attractive display with easy access to

products, clear and informative signage. It creates traffic flow inside the store. It helps in enhancing the brand and store image. Displays help the customers to do planned purchase. By increasing the visibility of the products it helps the customer to do impulse purchase.

2. ELEMENTS OF STORE DISPLAY

2.1. Colour

Colour is an important element of display. Use of different colour in the display grabs customer attention. Colours affect the customers mind psychologically. Colours used in visual merchandising display affect customer's emotion in a positive manner. purple, green and blue are considered to be cool colours. Yellow, orange and red are warm colours. Cool colours in display create calmness. Warm colours in display reflect happiness, energy and enthusiasm.

2.2. Merchandise

Product itself is an important element of display. Products with good packaging and bright colours capture the eyes of the customers.

2.3. Props

Props are materials used to enhance the product. Props are supportive materials or merchandise which generally combines with original merchandise to make the product attractive. Props are used to tell the story about the product, brand or stores concept and helps in visibility of merchandise.

Three types of props are generally used

Functional props – It helps in physically supporting the merchandise (panels, screens, stands, mannequins)

Decorative props – It is helpful for attractive setting and creating mood for merchandise being sold (mirrors, flowers, Seashells)

Structural props- It supports both functional and structural props (boxes, rods, stands stairways)

2.4. Fixtures

Installation in the store for displaying merchandise is called fixture. Selecting appropriate fixture for the store is very important. Choosing a proper structure which holds the product is never been easy for the retailer. Fixtures are movable or permanent furniture setting to hold the display. Mid floor fixtures are generally used in large stores which are free standing and customers can shop from all angles. Gondola fixture is used in food and home store. Gondola fixtures are rectangular half shelves on four sides. Gondola fixtures are used to display themes and stories. Customers like to purchase in table which is familiar to them. Table displays are used to display crafted items or small merchandise. They are generally placed at the entrance of the store. some of the other fixtures used in store are dump table bins, four way racks, carousals (circular rack that turns), rounders, t-stand, waterfall.

2.5. End Caps

End caps are displays which are placed at the end of aisles. It is good location to place the products. Shoppers tend to look at other products before reaching the end caps. Display in end caps should be changed regularly. Signage can be used to promote items for drawing attention for particular product or offers.

2.6. Peg Boards

Peg boards are used to display small items. They have shelves bins and hooks around the merchandise. Peg boards are very flexible to use.

2.7. Shelf Space

Shelf space refers to space available to display goods for sale in the store. Increasing competition with large number of brands made shelf space crucial element in store display. Marketer wants their products to be displayed at the retail outlet and they even pay extra money to retailer for displaying their products in shelves. Shelf space helps to decrease the cost and increase the sales. Shelf space helps the customer to save time instead of loitering around for a particular product. It helps customers to trace the products easily. It helps retailers to reduce the operational cost and helps the retailers to easily identify the reducing stocks and refilling it.

3. TYPES OF DISPLAYS

There are generally five types of interior displays in the store

3.1. Closed Displays

In closed displays customers will be able to look at the display but not touch the product. They need assistance from sales people to access the product. Generally expensive items like jewellery, watches are kept in closed display.

3.2. Open Display

In open display customers can handle the merchandise without assistance from sales people. It is used mostly for clothing.

3.3. Point of Purchase Display

Point of purchase display is display found near checkout counter. It attracts mostly impulse purchase. It lures customers to buy more products. Pop displays are mostly colourful to attract customers and create interest while waiting in line. Items which are in pop display are dvd, cd, candy, cosmetics, cool drinks, magazines and battery.

3.4. Architectural Display

In architectural display there are model rooms which display products like furniture to show how it might look in their home.

3.5. Store Decorations

Decorations in the store for festive seasons like Christmas, Diwali, Valentine 's Day. They are displays like props, signs, banners used for evoking the mood of holidays or seasons.

4. CREATING EFFECTIVE INSTORE DISPLAY

Creating effective in store display is an art which is usually done by visual merchandising team in larger stores. Following tips can be followed to create an effective in-store display

- Complementary colours in the display attract customer's attention. Instead of making monochromatic display, display should be made colourful.
- Focal point is must to create effective display
- Lightings for the display should be brighter than stores normal lighting. Dramatic effects are created by colour lighting. Proper spot lights should be added to highlight the display.

- Products grouped together in the display attract customer's attention and even kindle their imagination.
- In-store displays should be changed frequently so that customers do not get bored. Frequent changing of in-store display creates excitement to the customers while shopping.
- Products customers want to purchase should not be highlighted in the display because customers will anyway buy the product. Show off the new, fancy and costly similar product in the display which induces demand.
- New and expensive product should be placed near the door so that it is highlighted.
- Unrelated products can be put together to create a prop which induces customers curiosity and compels them to look at the product.
- Signage is important inside the store. It is used to provide direction, information and reduces the work of sales team. Proper signage prevents customers from roaming around the store unnecessarily and saves their precious time. Bold signage attracts the customers. Graphics can be used in signage.

5. CONCLUSION

Interior display helps to show customers what's new in the store. Interior display gives customer reason to buy the product. Regular shoppers generally know where the products are displayed. If the in-store displays are not changed frequently customers gets bored easily and they lack interest to come to the store. In-store displays installed properly helps to change the customers mind in a positive direction leading to sales.

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