

Role of Store Layout In Visual Merchandising

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Abstract- Visual merchandising refers to anything that can be seen by the customer inside and outside a store, including displays, decorations, signs and layout of space. The purpose of visual merchandising is to display the product in a way that is visually appealing to the prospective customer and inducing them to buy it. Visual merchandising includes how merchandise is presented as well as the store's total atmosphere. A store's layout is one of the key strategies in its success. Retailers use layout to influence customer's behavior by designing the store's flow, merchandise placement and ambiance. Layouts also help retailers understand how much revenue per square foot they are making.

Keywords- visual merchandising, store layout

I. INTRODUCTION

Visual merchandising refers to the aesthetic display of the merchandise to attract the potential buyers, prompt them to buy and eventually increase the sales of the store. In simpler words, visual merchandising is the art of displaying the products to influence the consumer's buying behaviour. Visual merchandising starts on the outside of the store or its exterior presentation and carries on to the interior presentation. It may involve the ability to create window displays in fashionable colors and patterns that make customers think the store has what they're looking for and the art of creating other types of displays or dressing mannequins.

A store layout is a plan designating the use of all space in the store, including aisles, fixtures; merchandise displays, and no selling areas. Store layout is a major aspect of retail design because of its powerful influence on customer traffic patterns and purchasing behavior. A successful layout guides customers through the store, strategically revealing various types of merchandise. Productivity, operational needs, and personnel, requirements also must be factored into layout decisions.

II. TYPES OF STORE LAYOUT

Straight store layout

Straight store layout makes optimum use of the walls, and utilizes the space in the most judicious manner. It creates spaces within the retail store for the customers to move and shop freely. It is one of the commonly implemented store designs. It is an excellent store layout for most any type of retail store. It makes use of the walls and fixtures to create small spaces within the retail store.

Angular Store Layout

The fixtures and walls are given a curved look to add to the style of the store. It gives a more sophisticated look to the store. Such layouts are often seen in high end stores. The curves and angles of fixtures and walls makes for a more expensive store design. However, the soft angles create better traffic flow throughout the retail store. This design has the lowest amount of available display space, so it is best for specialty stores who display edited inventories versus large selections.

Diagonal Store Layout

The shelves or racks are kept diagonal to each other for the owner or the store manager to have a watch on the customers. It works well in stores where customers have the liberty to walk in and pick up merchandise on their own. It offers excellent visibility for cashiers and customers. The diagonal floor plan invites movement and traffic flow to the retail store. This plan is more customer friendly. With a straight plan, the customer can feel like they are in a maze. With this floor plan, the customer has a more open traffic pattern.

Geometric Store Layout

The racks and fixtures are given a geometric shape in such a floor plan. The geometric floor plan gives a trendy and unique look to the store. It is a suitable store design for clothing and apparel shops. It uses racks and fixtures to create an interesting and out-of-the-ordinary type of store design without a high cost.

III. ROLE OF STORE LAYOUT IN VISUAL MERCHANDISING

Maximizes Sales

Effective retail design results in a space that is well laid out with products that can be easily found. It makes browsing enjoyable ensuring customers have a pleasant experience once they step inside. The layout can organize product categories together so that customers find different items they are looking for in one location. Equally as important is the layout's ability to keep complementary products or similar brands in proximity so that a customer will be more inclined to buy products connected to the one they are shopping for. The more comfortable the customer is and the more enjoyable their shopping experience is, the more time and money they will spend in the store.

Product Display

The right retail design can display the products in such a way as to visually merchandise them. When it comes to the layout of the space, care should be taken so that there is enough room to effectively highlight the products so that the customers can instantly observe them. Providing the customers with a logical path through and around the store to enhance their browsing experience and prevent them from having to navigate around rails and displays to find the product they are looking for. By doing this, we can display the appearance of the products, draw customers in and encourage them to purchase more.

Encourage Positive Attitudes

Most retailers want customers to feel at ease and comfortable when shopping so that they transfer the same sentiments to the items they are purchasing. The store layout design can determine what emotions are evoked in the shopping experience. Factors such as merchandise arrangements, fixture colors and aisle space affect whether a customer likes, and therefore frequents, a store. Tall fixtures that restrict visibility might cause anxiety in shoppers, as they are forced to navigate every aisle. In clothing stores, a congested or ill-designed layout where fixtures are too close together can create tension, rushing shoppers through their purchase. Open layouts where merchandise is visible can eliminate tension, making customers want to shop longer.

IV. CONCLUSION

A critical factor in successful retailing is making optimum use of available shop space. To achieve this requires

balancing the effects of the overall store design and atmosphere with the more direct impact of product layout and merchandising. Store layout and design must reflect local requirements, designed to highlight the impact of an open, bright store. However, it does not optimize the use of the available space and different fixtures would be necessary in a store where retailer want to maximize range and offer additional services. Store layout should attract customers to move around the store and buy products.

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