Image in Retail

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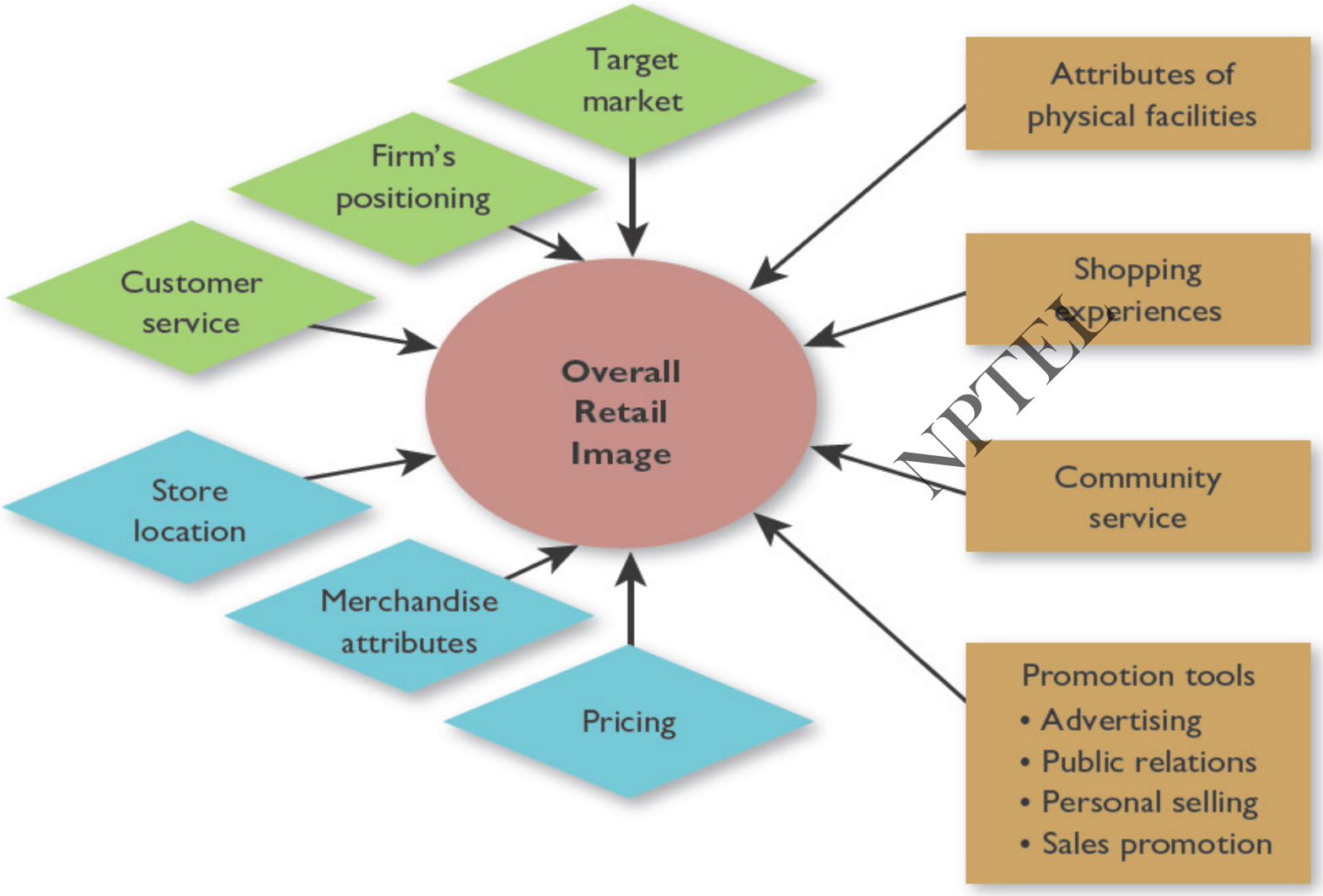
VGSOM, IITKGP

Retail Image and Positioning

- Image refers to how a retailer is perceived by customers and others.
- Positioning refers to how a firm devises its strategy so as to project an image relative to its retail category and its competitors.

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Elements of a Retail Image



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Atmosphere

- The psychological feeling a customer gets when visiting a retailer
  - **Store retailer**: Atmosphere refers to store's physical characteristics that project an image and draw customers
  - **Non store retailer**: Atmosphere refers to the physical characteristics of catalogs, vending machines, Web sites, etc.

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Visual Merchandising

A proactive, integrated atmospherics approach aimed to create a certain look, properly display products, stimulate shopping behavior, and enhance physical behavior

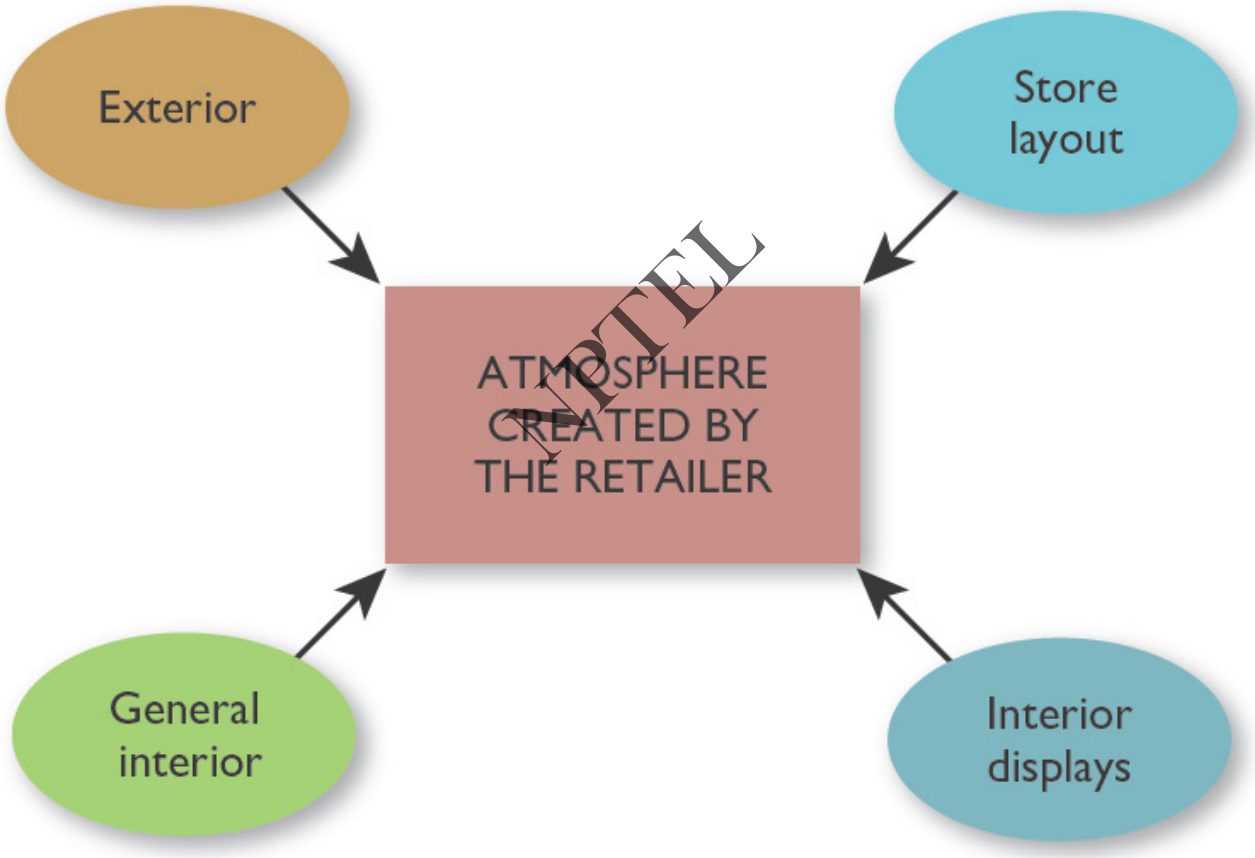
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A Warehouse Store Image



The Elements of Atmosphere

- Storefront
- Marquee
- Store entrances
- Display windows
- Exterior building height
- Surrounding stores and area
- Parking facilities



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Store Entrances

- How many entrances are needed?
- What type of entrance is best?
- How should the walkway be designed?

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General Interior

- Flooring
- Colors
- Lighting
- Scents
- Sounds
- Store fixtures
- Wall textures
- Temperature
- Aisle space
- Dressing facilities
- In-store transportation (elevator, escalator, stairs)
- Dead areas
- Personnel
- Merchandise
- Price levels
- Displays
- Technology
- Store cleanliness

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Store Layout: Allocation of Floor Space

- Selling space
- Merchandise space
- Personnel space
- Customer space

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Product Grouping Types

- Functional product groupings
- Purchase motivation product groupings
- Market segment product groupings
- Storability product groupings

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Straight Traffic Pattern

Advantages

- An efficient atmosphere is created
- More floor space is devoted to product displays
- People can shop quickly
- Inventory control and security are simplified
- Self-service is easy, thereby reducing labor costs

Disadvantages

- Impersonal atmosphere
- More limited browsing by customers
- Rushed shopping behavior

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How a Supermarket Uses a Straight (Gridiron) Traffic Pattern



Curving Traffic Pattern

Advantages

- A friendly atmosphere
- Shoppers do not feel rushed
- People are encouraged to walk through in any direction
- Impulse or unplanned purchases are increased

Disadvantages

- Possible customer confusion
- Wasted floor space
- Difficulties in inventory control
- Higher labor intensity
- Potential loitering
- Displays may cost more

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Interior (Point-of-Purchase) Displays

- Assortment display
- Theme-setting display
- Ensemble display
- Rack display
- Case display
- Cut case
- Dump bin

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Online Store Considerations

Advantages

- Unlimited space to present assortments, displays, and information
- Can be customized to the individual customer
- Can be modified frequently
- Can promote cross-merchandising and impulse purchasing
- Enables a consumer to shop in quickly

Disadvantages

- Can be slow for dialup shoppers
- Can be too complex
- Cannot adequately display three-dimensional aspects of products
- Requires constant updating
- More likely to be exited without purchase

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Increasing Shopping Time In-Store

- Increasing amount of time a shopper spends in a store (excluding waiting in a line)
- Experiential merchandising
- Solutions selling
- Co-branding
- Enhanced shopping experience
- Wish list program

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Supermarket Layout - Psychology

Please click URL to view:

https://youtu.be/ThNeIT7aceI

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Community-Oriented Actions

- Make stores barrier-free for disabled shoppers
- Show a concern for the environment
- Support charities
- Participate in anti-drug programs
- Employ area residents
- Run sales for senior citizens and other groups
- Sponsor Little League and other youth activities
- Cooperate with neighborhood planning groups
- Donate money/equipment to schools
- Check IDs for purchases with age minimums

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Thank You

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