

The latest in a series of stories from retail science professor Christine Nerad addresses the hows and whys of displays and their impact on your customers.

RETAIL 101:

Arranging the Display

Writer, Christine Nerad
Designed by Kathy Haglöf



Sometimes a manufacturer can help retailers craft effective displays for their products.

ONE OF THE FIRST, crucial steps toward purchase is the fantasy. Fantasizing oneself successfully using the product or wearing the merchandise is the first step in the consumer decision-making process.

Properly arranged merchandise can evoke feelings of fantasy. Generosity in display induces a feeling of wellness and consumer confidence.

IT'S SHOWTIME FOR YOUR PRODUCTS

Eye Appeal

Display content or features of the merchandise itself usually dictate the best display arrangement for eye appeal. Any characteristic of the merchandise – such as its function, size, color, pattern or texture – is essential and can differentiate it from the mass of merchandise offerings you may have on hand.

First, think about how the customer is going to use or wear the merchandise. Remind customers that they need something else while they are shopping your store.

Find the ordinary functional features of the merchandise, and emphasize those. Find the unique features of the merchandise, and emphasize those.

Use an arrangement pattern that focuses on this feature. Use signage and/or spot lighting to point it out to the customer.

Create a display arrangement that allows the customer to imagine or fantasize using the merchandise. This encourages multi-unit sales by coordinating

Display arrangements seen out of the corner of your eye move you in that direction. Aesthetically pleasing display allures and charms.

Much that is appealing about store display comes to us through our senses. Eye appeal is foremost among them.

varying pieces of merchandise for the customer.

Seeing things “go together” inspires multi-item purchasing. Cross-merchandise and arrange a display of apparel in the tack area or a display of tack in the home accessories and furnishings area.

Place a new saddle on a sofa; drape a pair of jeans on a chair. Break the monotony.

Because merchandise offerings must compete with one another in an oftentimes sensually overwhelming maze of products, arrangement patterns must be carefully determined to help the customer focus. To do this, first find the customers' point of approach and their eye level.

Customer Point of Approach. To find the customer's point of approach, walk it yourself. Ask yourself when and where the customers first spot the merchandise, and see what they see.

They may be coming around a corner, through a door, off an elevator