

THE IMPORTANCE OF THE SALES FLOOR ATMOSPHERE

The atmosphere of the sales floor is important because it can influence customers and their behaviour. A well-planned and attractive atmosphere can attract customers, give them a positive impression of the shop and products, and encourage them to buy. The atmosphere can also affect the overall mood of visitors and create a comfortable experience for them, which in turn can increase the likelihood of them visiting the shop again [1].

Using the example of LC Waikiki shop, let's highlight the main criteria of the atmosphere of the sales area.

It is important that customers feel comfortable and can enjoy the shopping experience: the bright, modern interior in white and blue colours encourages customers to stay in the shop for long periods of time.

The sales area is divided into 3 departments (women's, men's, children's), smoothly flowing into each other, which facilitates convenient movement and search for goods. Properly selected retail equipment in the shop increases the level of service and maintenance: used racks, hangers, rails and displays increase the efficiency of staff work.

An important criterion is lighting — in LC Waikiki it is cool, intense, accent lighting, which makes the room brighter and emphasises the advantages of the goods.

The main criterion of emotional influence on the customer is music, in the shop in question it is calm and relaxing, creating a cosy and pleasant atmosphere, which contributes to a longer stay of customers in the shop and an increase in the average cheque [2].

Having highlighted the main criteria of LC Waikiki shop, we can conclude that the importance of the atmosphere of the sales area is that it creates the first impression of the shop, affects the emotional state of customers and can influence their decision to make a purchase. Therefore, the creation of a pleasant and attractive atmosphere in the sales area is an important aspect of the successful operation of any retail enterprise.

References

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2. Компоненты атмосферы торгового зала [Электронный ресурс] // ProductGuide. — Режим доступа: <http://www.productguide.ru/products-7308-1.html>. — Дата доступа: 29.11.2018.