

The role of shop fittings in creating memorable customer experiences

Visual elements have an impact on how consumers react to products, which is why creating a beautifully displayed retail environment for the products is important for retail success, as lighting, colour and ambience can alter the consumer's buying behaviour.



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This in-store impression begins and ends with shop fittings - the juncture where art and science come together. In a dream store, form follows function in the most aesthetically pleasing way to create a lasting impression on clients.

Adam Dembovsky, Innovation Factory's MD, explains, "Your storefront is an invitation for prospective customers to enter and it should be alluring, enticing and visually appealing in order to create an emotive response. Once inside, shop fittings need to speak to both practicality and intricacy to create an intense and memorable sensory experience. Visual elements affect consumer behaviour. Lighting and colours are essential in establishing an ambience and time and effort must be taken to ensure that your store encapsulates the desired mood.

"The layout of the store and materials used seeks to encourage movement and take consumers on a journey, leading them on a predetermined, purposeful flow. Therefore, shop fittings need to be laid out with a clear strategy in mind. Every element of the shopper's journey through the store determines whether they have a great customer experience. This is a precision-oriented endeavour and attention to detail is key. There is a very delicate balance between displaying unique concepts and latest trends and emulating a classic aesthetic that will stand the test of time."

A case study

A case in point is the Asics store in Mall of Africa. A clean, bright shop front, with a clear view of the products inside, entices consumers to come in and explore further. The brand's primary selling item, its versatile range of shoes, are found at the back of the store, forcing consumers to navigate the shop in order to reach them. Hero products are illuminated to draw attention.



Simplicity is key in this store's fittings; all display elements are clean, minimal and non-invasive to not distract the consumer from the products, allowing them to speak for themselves. White is primarily used throughout the store in order to make the colourful clothing items pop.

"Creating a beautifully displayed retail environment for the products you sell is vital for retail success. Your offering needs to stand out from the crowd. Take time to carefully consider the layout, lighting and finishes of your store and you will reap the rewards of a loyal and inspired consumer base," concludes Dembovsky.

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