RETAIL MARKETING

Instructor:
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Power points: conceptual framework
PART 2
MERCHANDISING

M.1. Communication methods
M.2. Retail image
M.3. Design of a store
M.4. Physical environment
M.5. Customer service

Atmospherics
- Exterior
- General interior
- Store layout
- Interior displays
BEFORE ENTERING THE STORE

- Advertising
- Store Location
- Exterior Design
- Logo and Signs
- Word of Mouth
- Previous Visits
- Approach factors (*cars in parking lot*)
- Windows

Factors Influencing store Image?
A “mental map” is an internal representation of an external geographical reality.

Consumers do not have exact mental maps in their heads but they use elements such as pathways and areas to find their way about and to form an idea of the location.
<table>
<thead>
<tr>
<th>RUTA 1: LUCES SOBRE PIEDRAS</th>
<th>Búsqueda de COMERCIOS</th>
<th>LA GUÍA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RUTA 1: LUCES SOBRE PIEDRAS</strong></td>
<td>CATEGORÍAS</td>
<td>¿Por qué de la guía?</td>
</tr>
<tr>
<td>Punto de salida: POSTIGUET</td>
<td>Zonas</td>
<td>¿Cómo se ha hecho?</td>
</tr>
<tr>
<td>Punto de llegada: CONCATEDRAL DE SAN NICOLÁS DE BARI</td>
<td>HERRAMIENTA</td>
<td></td>
</tr>
</tbody>
</table>

**LUGARES DE INTERÉS**
- POSTIGUET
- PLAZA DEL TOPETE
- PASEO RAMIRO
- PLAZA DEL MAR
- IGLESIA DE SANTAMARÍA
- HUERTA DEL VALLEJO AVO
- AYUNTAMIENTO DE ALICANTE
- PLAZA SANTIAGO FAZ
- CALLE MAYOR
- PORTAL DE ELICE
- RAMILLO HUÉLLAZ
- TEATRO PRINCIPAL
- MUSEO DE LAS MOLINERAS
- CALLE LABRADOROR
- PALACIO DE NÁJON
- CONCATEDRAL DE SAN NICOLÁS DE BARI

**Objetivos del lugar**
- Alimentación y bebidas
- Feria de espaguetis
- Cafeterías y tabernas
- Comercios con novedades
- Equipamientos del lugar
- Estilos e interiores

**Para ver**
- Ver fotos
- Ver todos los comercios
Shops with special or distinguishing architectures are used as reference points in consumer’s mental maps, both for traditional shopping streets and modern shopping centres.
EXTERIOR: characteristics

Total physical outside of the store itself

Storefront
- Marquee
- Entrances
- Trees
- Fountains
- Benches
- Display windows
- Lighting
- Construction materials

Uniqueness
Surrounding: stores & area
Parking
Congestion
Height of Building
Size of Building
Visibility
EXTERIOR

A firm should not underestimate the significance of the storefront as a determinant of IMAGE

Specially for new customers

When passing through an unfamiliar business district or shopping center .....
STOREFRONT

Includes the marquee, entrances, windows, lighting and construction materials

Via its storefront, a retailer can present a conservative, trendy, lavish (splendid), discount or other image to the consumer
Structures when planning STOREFRONT

**MODULAR:** one-piece rectangle or square that may attach several stores

**PREFABRICATED:** uses a store frame built in a factory and assembled at the store site

**PROTOTYPE:** used by franchisors and chains. Consistent atmosphere is sought through uniform storefronts
Structures when planning STOREFRONT

__________ : the store is one of many at its locale then is recessed from the level of others. Customers have to walk in a number of feet.

__________ : distinctive building design
Marquee is a sign used to display the STORE’S NAME.

- Painted
- Neon light
- Printed
- Alone
- With slogan

Should stand out and attract attention?
**MERCHANDISING**

**M.4. Physical environment**

**Atmospherics**

**Exterior**

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**NUMBER OF ENTRANCES**

1- Small stores
4-8- Department store
2 - vehicular & pedestrian traffic

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**TYPE OF ENTRANCE**

Careful with pilferage (security forces needed)

- Revolving, electric, self-opening, regular, push-pull, climate-controlled*
  *curtain of warm or cold air, set at the same temperature as inside the store*

- Cement, tile, carpeting

- Traditional, fluorescent, white colors, flashing, constant

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**WALKWAYS**

Wide vs. narrow

Large windows vs insufficient space for comfortable entry

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Characteristics

**REPRESENTATIVE MERCHANDISE:** Create overall mood

**FASHION AND SEASONAL GOODS:** Contemporary

**SALE ITEMS:** Can lure price-conscious

___________ little to do with merchandising:

Pedestrians attention

**PUBLIC SERVICE MESSAGE:** Concern for community

Retailers hire specialists to set up displays properly:

*Number Size Shape Color Themes*
Excellent visibility vs. shortcomings

Shopping center Rectangular (greater floor space) vs. in the round

Parking each floor: may minimize shopping on other floors

Added entrances: pilferage
Uniqueness
Surrounding: stores & area
Congestion Parking
Height of Building
Size of Building
Visibility

Innovative-conservative
High-low priced
Personal-selfservice
Demographics-lifestyles living near a store
Plentiful-free-nearby vs. Scarce-costly-distant
### Uniqueness

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<thead>
<tr>
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</tr>
</thead>
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**Disguised:** if part of a store (shopping center) is beneath ground level

**Consumers are not intimidated by large, impersonal structure**

**NonDisguised:** if entire store can be seen by pedestrians (ground level or higher)
Pedestrians and/or vehicular traffic should clearly see the storefront or marquee.

Many retailers near highways use billboards for visibility since drivers quickly pass by.
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Atmospherics

EXTERIOR. End

General interior
Store layout
Interior displays