

A study on Instore lighting and color Interiors of apparel retail stores.

Roopa J, Dr Ramesha H H

1, Research scholar, VTU,

2, Associate Professor, VTU, RRC Muddhenahalli, Chickaballapura-562101,

Abstract: Treating customers eyes play an important role hence modern lighting and color interiors techniques in stores attract customers and enhance sales. color scheme and lighting are an effective merchandise and marketing tool with enhanced product appearance and elevating brand image. store interior is essential to communicate message to customers over the years instore lighting and color have found to be an integral part of a retail store design. These elements create a difference in the store environment and impact on customers sensory information and enhance the way they feel and think about the products sold in apparel retail stores.

Keywords: instore lighting, color interiors, apparel, merchandise.

1. Introduction:

Retail store atmospherics has a strong influence on customer buying behaviour, elements like music, aroma, temperature, color, lighting have a key role to play. These elements create positive shopping mood and enhance their shopping experience. especially effects of light and color interiors effect customers perception, preferences, behavioral intentions and shape their perception about store image. In retail

apparel stores lighting illumination and store design people are more attracted to. consumers reaction and their purchase decision pattern are shaped by the way store is presented to customers. emotional response is stimulated in response to the environment where they shop. Attractively designed well-lit stores and colorful interiors attract passerby, encourage walk ins and may lead to buy. Creative store design creates a good store image and make to distinguish stores while attracting customers to store. They also serve as an element in creating brand identity and store image. irrespective of merchandise sold being same across the apparel store it's the store ambience that makes the difference color and lighting could play an important role in adding that charm to the retail store. These store elements create a relaxed environment and set mood for shopping and may lead to impulsive buying as well.

2. Color as a part of store interiors:

Previous research shows a good proportion of purchase decision taken by customer while shopping happens impulsively. With various merchandising techniques adopted by a retailer in this process of alluring customers for purchase a good combination of store interiors and

exteriors is one powerful tool. The colour combination used is found to have different impact on people shopping for. Men and women tend to have a different liking for colour so a colour combination should be used, observational techniques of customers need to be analysed by a retailer before planning to inculcate one in the store.

Colour is an important technique used by a retailer that assist in creating first good impressions. It gives an identity and visual aids a customer while shopping. Understanding consumer psychology towards colour is very important as colour is a very strong tool for which people instinctively react to. sub conscious mind of customers would have framed a response for a particular colour. color combination of the store can be based on brands, products sold, target age group, sex etc. Generally young customers are attracted towards bright and bold colours and old ones get connected with the subtle colour. colour like Red, blue, pink, yellow, green purple, orange, gold and black tend to evoke specific emotions while shopping and found to enhance sales in store. Different colours signifies different things green sparks creativity, red reduces analytical thinking and blue is most accepted colour, yellow colour even though not much appreciated but it contributes to the store environment. Colour orange is usually associated with the good value of merchandise product for the money paid. pink used widely in women's

apparel category has a calming effect on people in store. white has a modern appeal at the same time may lead to boredom.

Coloured background is more noticed than dull background in store it may not do miracles in term of sales but definitely got a soothing effect and boost sales in right direction. There goes a thought process by a retailer before painting his wall in store that how a customer feels and perform. Different colour combination in store atmosphere that goes with the target customer is an inexpensive tool to give a new outlook to store and reinstate a store image in minds of customers. It's a strong tool used as customers sub conscious mind are programmed to respond in a certain pattern to specific colour used in stores. Too much of same colour can irritate shoppers too many bright colours can irritate and deceive shopper's attention.

Color combination should go well with the lighting and products displayed in store. by choosing the right mix retailer can add spark in his store environment. retailer will be able to create a sense of warmth and excitement in store by understanding target group and by knowing the type of image one wants to represent for the products sold and brand image. in addition to contributing to store look in store colour also to perform task like whether the products can easily be located with the colour combination of stores, does it create a warm and relaxed shopping environment in store. Attractive colour combination in store enhances shopping

motivation .Customers make purchase decisions in store and first impressions in store is based on colour .visual appearance of store is have an influence in making subconscious judgement when a customer enters a store.

Colours evoke certain emotions there are various set of moods and emotions attached to particular colour.The way a person perceives a colour is bounded by the culture to which he belongs to. colourpsychologically affects purchase as it enhances brand recognition. Adopting latest colour trends in retail store design is equally importantwhile setting the shopping environment .colour controls the mind it not only lead to Impulsive buying in store and also increases store visits .Below mentioned is a colour wheel that shows what different colours signifies and emotions attached to it .

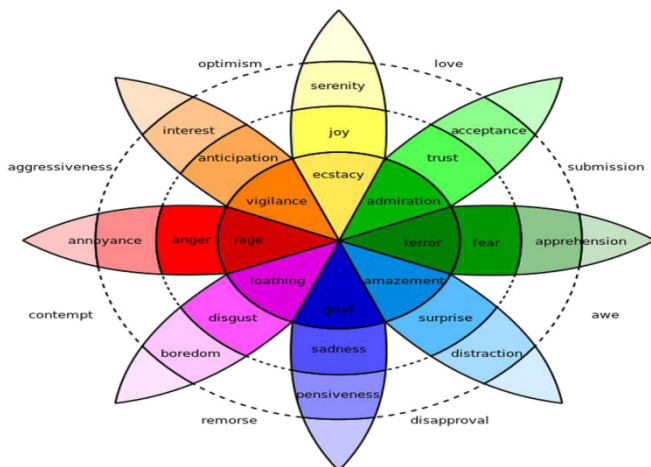


Image:Wikipedia.

Store interior colour affects moodsretailer need to make sure that wall colour should not clash with the merchandise sold in store.brands logo colour incorporation in store works well in store too to lead to added affect in store.

3.Influence of lighting in apparel retail store :

Lighting in retail stores mean much more than visiblity they affect thestore atmosphere for being cosiness lively and enhances attractiveness and natural factors in store.The intensity of light usage and where lighting is used makes a difference in reaching a customer with a detailed store layout plan .There may not be a single lighting plan across store .the usage of lighting varies across stores.lighting plan in store help to define overall store image.lighting usually enhances products visiblity and visual enhancement of merchandes in store encourages purchase.may lead customers to store ,add to to shopping experience.lighting plan should match with the floor and merchandise plan in store to be more effective .lighting effects retail stores mood and atmosphere.bright lighting in store is more of energetic and has a positive influence on stores sales.Proper selection of lighting makes store more appealing and creates a soothing shopping ambience.

key elements to be considered while designing a retail store lighting are dim lights may not bring best out of products displayed at the same time over lit stores may not help a customer in judging a product as it overpowers product,care to be taken while balancing between these two to higlight the best features in merchandise and help customer analyse properly.lihting angles to be in a way that powers both product and store at the sale time.lighting has the power to influence

customer thoughts and enhances visual appeal of stores .a good lighting pattern in store lead to relaxed and comfortable mood while shopping. Right lighting in store have a say in increasing customer footfalls and eventually purchase ,they have an important part to play in impulsive buying behaviour exhibited by customer while shopping.

Having a contrast lighting than even lighting pattern in store attracts customers towards merchandise and intensity of lights used has a say in visibility clear visibility of products and products labels .the type of lighting used also matters with the use of LEDs compared to ordinal bulbs they are more energy efficient,durable and perform better.use of correct lighting is must to showcase products effectively.It guides customer through store and increases the chance of sale.products look their best with the proper lighting in store,enrich brand image and offer a competitive edge over competitors in market.lighting designs should vary across store areas like sales and transaction areas ,trial rooms ,merchandise display areas>window display and mannequin display areas should be given a special attention while planning with the intensity and illumination of lights in these areas compared to other areas in store.

These elements make customer spend more time in store by creating comfortable space and at the same time need to make sure that they are cost efficient and effective at the same time.A

pleasant visual experience is created with the combination of these factors in store.

4.Review of literature :

- **Nazh Nazande yildirim**(2018) have studied impact of store designed in warm,cool and neutral colours on customers comfort and preferences.warm colour combination was the most preferred followed by neutral and cool colour store designs .colourful store design gave a warmer high quality well designed and gave a friendly and relaxed mood to shoppers.shoppers in retail environment are found to be attracted by the colour combination used and have an impact on store and products image.
- **R.N. D Thilakarathne** (2016) the colour application is used as a patronising tool factors studied were hue & brightness,ecological valence,gender scheme,colour harmony,symbolic gesture.both colour and lighting intensities used in fashion stores were analysed .colour influence customers especially on young generation and demographic factors tend to influence people and connect with specific colours and lighting in certain waybased on the culture .
- **Pranay Verma, Sanjeev Prashar** (2017)The interaction of store element factors on store atmospherics is studied .colour and lighting is found to have a

supporting effect on store atmosphere. specific colour used is linked to specific responses from shoppers, it has a significant and positive influence on customers. colour and lighting combinations totally affects cognitive representations in store atmospherics. colour and lighting along with other store elements help to differentiate stores compared to competitors .

- **Rana Kutlu, Banu Manav and Ruken K lanc**(2013) studied the store interiors influence consumer perception . consumer perception is affected by colour ight scheme and brand image identity . lighting design with luminance and contrast and contrasting colour scheme is add to the brand image created . physical store features affects emotional state of consumers. consumer perception of store is influenced by store interiors and its atmospherics give an opinion about quality of products sold.

5. Discussion

Lighting is a critical element that in store to make sure that customers can see sorroundings ,merchandise ,visual merchandising displays as well. proper lighting in store not only enhances visibility it sets the mood and store atmosphere right. Positively balanced colour interiors and lighting can bring in positive energy and add to store sales. they assist in customer engagement in

store speed up customer purchase decision pattern in store. These elements draw customers attention to particular product and area in store. with wide variety of lighting tecniques choosing a right lighting design in store that suits products sold and store image becomes important .

Retailers should make sure that lighting and store interior should go with merchandise sold in store, target customers, time of the day , outside weather, season of the year etc understanding this minute details around and mapping them with the store interiors defenitely adds charm for the store atmosphere. Balancing right combination of these elements is a key as too much of lighting can prove negative by showcasing the apparels as being faded , alternatively dim lighting hinders the visiblity of products so extremes in lighting can lead to negative impact on customers . lighting should be such that it enriches the product quality and visiblity rather than over shadowing it in store. A well lit store grabs customers attention.

Analysing the colour and lighting scheme has got so many perspectives when analysed from economic perspective as well the cost a store is ready to spend on these elements matters . initial cost spent and maintenance cost should be planned before going with the light and colour pattern to be implemented in store. by higlighting certain products in store they grab customers attention towards it and influence customers purchase decision. As colors carry different

meanings in different culture a retailers need to be sensible in selecting colours based on target customers .

6.Conclusion :

This present study analysed the importance of lighting and color scheme as a part of store interiors ,the kind of impact they have on customers perception is understood.retail atmosphere is influenced by lighting and color scheme of the store.color draws attention of people,and create emotional responses and lead to positive buying response.lighting and colour create a pshycological impact on shoppers in apparel retail store.As an integral part of visual merchandising techniques adopted in retail stores they tend to stimulates and generate an interest for the passer by and lead to an entry and create a mood for the shopper to buy .These elements illuminates the store area and lead to an impulsive buying behaviour in apparel store.these factors guides customers naturally to explore merchandise and make them feel comfortable in store.

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