

FEATURE OF VISUAL MERCHENDAYZING AS SALES STIMULATION

One of the most effective methods of increase of efficiency of sales is advertising and its different receptions. However much advertising no more than provokes interest - about a purchase people make decision in place. Be that chips, jackets or cars, people estimate things in place, and 80% buyers make decision about a purchase already directly in a shop. Поэтому основной задачей производителя становится представить товар в точке продаж так, чтобы покупатель его лучше увидел и быстрее купил.

Therefore becomes the basic task of producer to present a commodity in the point of sales so that the buyer of him better saw and purchased quick. Visual merchandizing is unique combination of creation and psychology, connection of point-of-sale design with psychology of conduct. If to reason abstractly, visual merchandizing is based on biomechanics - objective laws of conduct of man, reaction on colors, on organization of space, voice, sensory reactions. Maybe, that visual merchandizing is visual consultation which is given a buyer without every him on that consent, by characters and facilities of language of illustrations, other purchaser criteria are reported by a verbal method only partly or verbal communication is not implied quite.

The purpose of visual merchandizing is creation of such spatial surroundings, which stimulates consumption, induces to the feasance of spontaneous, emotional purchase. Suggestion appears insuperably appetizing, attractive, tempting. Plus to it - associations which are directed in the sphere of desires and dreaming wake up through auxiliary facilities, induce to the touch, to consideration and, eventually, to the purchase. In the arsenal of visual merchandizing there are such receptions which majority from us is even unaware about. Their application can change the dynamics of sales same by unexpected appearance, - here only some examples. A focal point in a shop is very important - but it not the most important, yet more important to create the «prospect of arena», when all suggestion is visible from distance and the panorama of commodity is developed with approaching. And at very large point-of-sale areas space needs to be crushed on principle of shop-in-shop - distributing of prospect of arena is supposed by involving of all

departments, so that they were perceived and on large distance, and here people did not get tired from large monotonous spaces. Circulation of stream of clients is here needed - a rotation round one point or passing of one way twice operates on a buyer oppressively.

Visual merchandizing implies a few directions - planning of shop, windows, spatial design, equipment and pointers, decorative elements. Marketing's instruments, including visual merchandizing as most near to trade, can substantially improve the indexes of sales at the maintenance of size of point-of-sale areas. On the estimations of western specialists, reorganization of shop taking into account principles of visual merchandizing can give growth of sales in 1,5–2 times from every square meter.

As international practice shows, turn from a square meter higher in those shops and networks, where give the large value of presentation of commodity and organization of point-of-sale space. Intensive development - that an increase of sales at the maintenance of existent point-of-sale areas is a huge resource of development and increase of profitability.