

# Display Architecture: Department Stores and Modern Retails

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## ABSTRACT

*In recent times, departmental stores have changed the scenario of modern retail by giving the one stop solution to their consumer needs. Due to which there is difference between the display system of departmental stores and shop/showrooms. The prime motive of display in departmental store is to showcase multiple brands and merchandise under one roof where as in shops the concentration is either on multiple brands of single merchandise or single brand with varied product line. Display layout followed in departmental stores generally is grid layout and display fixtures are products produced in mass unlike the shops/showrooms which primarily have unique display as per the brand or merchandise to attract the customers.*

*Keeping in mind the economic growth and condition of middle class consumer, time constraints, nuclear family system and Job/work obligations & stress, they prefer one stop solutions like departmental stores.*

*Display of department store complimented by effective graphics acts as stress buster as it provides the freedom to explore himself various products unlike shops where one has to rely on attendants. We would like to discuss on the basis of above mentioned facts that in spite of unique expensive display of showrooms, people opts for window shopping and prefer going to departmental stores.*

*Keywords: Departmental Stores, shops, showrooms, Display, Retail and merchandise.*

## 1. INTRODUCTION

Dictionary meaning of Modern is – Denoting a current or recent style actively marked by a significant departure from traditional style and values.

Dictionary meaning of Retail is – The sale of goods to the public in the relatively small quantities for use or consumption rather than for resale.

Thus modern retail de notes the recent styles adopted in the sales of good to consumers. The prime objective of retail is to display and sell merchandise. The effort is made to create the kind of experiential environment for the consumer so that they can relate to the product and ends up purchasing the same. Distinction is created by ensuring that a store is visually presented in a fashion that a customer finds it easy to see, select, try, buy and make his or her aspiration to the process of buying. The modern format retailers include supermarkets, hypermarkets, departmental stores, specialty chains and company owned and operated retail stores.

## 2. APPROACHES OF DISPLAY

The various approaches used to display in modern retail are a) Narrative Approach b) Per formative approach and c) Simulative approach. Primarily all the above mentioned three approaches are used together to effectively display the merchandise, which helps in creating the buyer an emotional link with the merchandise which in turn helps in either instant sale of a product or helps in retaining the product in conscious mind of the perspective buyer due to which he will be reminded or attracted to purchase the merchandise when ever required in future times.



Modern Retail- Approach followed to display the furnishing material.

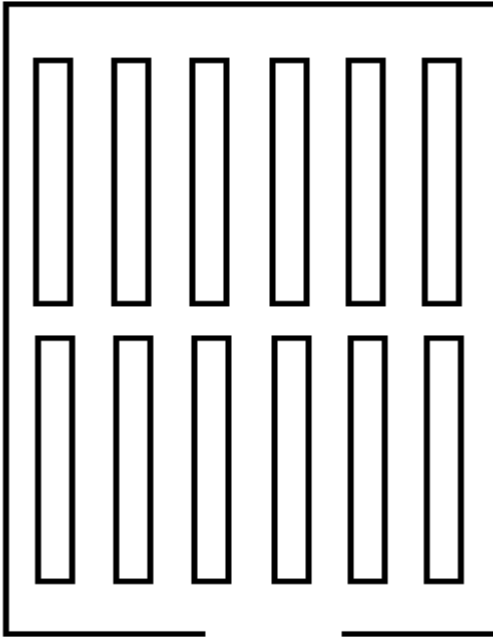
In this above mentioned example various approaches have been used where person will be able to:-

- Have the displayed visual impact of the merchandise (narrative approach)
- feel and touch the merchandise (performative approach) and
- Experience the use of the furniture with applied merchandise (performative approach).

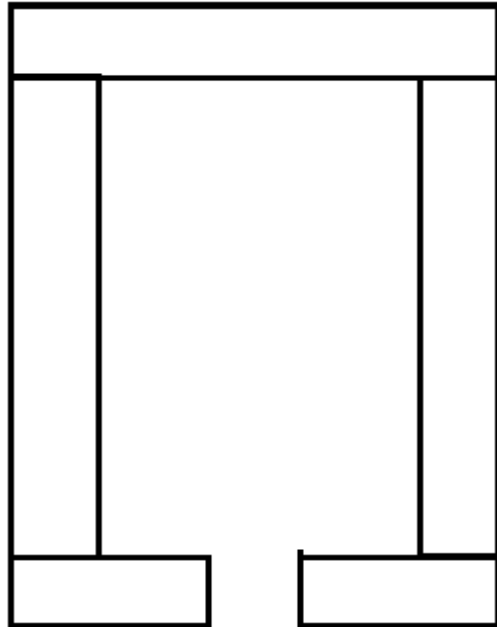
*Space organization in modern retail:*

Various types of layouts followed to display the merchandise are:

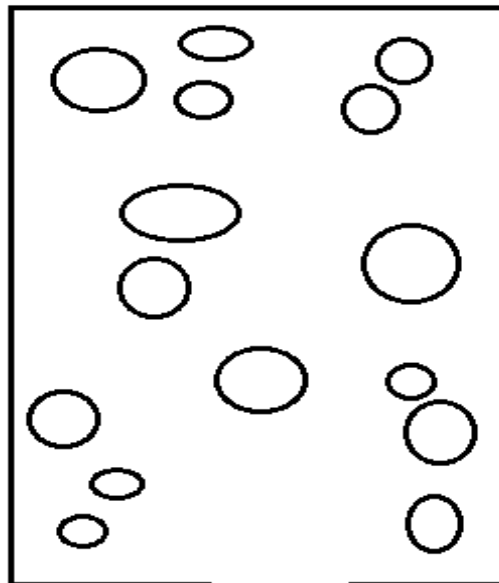
a) Grid layout



b) Loop Layout



c) *Free Flow Layout*



### **3. MODERN RETAIL FORMATS**

Retail shops/showrooms and departmental stores are the most eminent formats used for the sale of merchandise. Though the ultimate objective of these two formats is to increase the sales but there are different factors those affects the sales amongst which the most important is display system.

A department store is a retail establishment which specializes in satisfying a wide range of the consumer's personal and residential durable goods product needs; and at the same time offering the consumer a choice multiple merchandise lines, at variable price points, in all product categories whereas retail shops specializes in offering wide range of products of same category or single range of products of multiple brands.

To manage the livelihood of the middle class families it has become important for every family to get involved into earning the livelihood. This scenario has landed them in shortage of time. Due to economic growth, increase of population, competition has increased which has resulted in developing stress in their minds.

Display Architecture plays an important role in mitigating the impact of the stress of the consumer and helps them identify or choose the appropriate product for them.

Variation in modern display formats has brought the variation even in pricing of the merchandise. In Retail showrooms, the customized layouts are followed and hi end displays are planned to attract the customer, the scale of business is small which forces them to increase the cost of the merchandise for the end consumer whereas in departmental stores specific layout is followed and mass produced display fixtures are used to provide the wide range of products which helps in optimizing the cost of the merchandise to the end consumer.

Proposing the retail on a bigger scale enables the wide variety of merchandise and product lines to be displayed at a single point in the same premises. Grid layout helps in dividing the various categories of products dividing them through the layout without providing even the physical space dividers or partitions which reduces the cost of display.

The shortage of time due to job/work obligations is another important constraint in front of middle class families. Instead of going to individual retail stores, Departmental layouts helps out in saving their time by providing the one stop solution for all kind of domestic and personal needs of a person. The open display of all the related items even creates impulse in the mind and makes them purchase products which are not there in their purchase product list.

We have conducted the survey of the middle class family members working in government sector, private sector and engaged in their own business.

Lower middle class prefers going to traditional retail formats where the cost of merchandise is comparatively low because there is no fascinating display created to attract the consumer, still it succeeds in attracting the lower middle class families as it is directly related to their economic condition.

Prime mode of earning of the upper middle class families even are government jobs, private jobs. They prefer modern retail unlike lower middle class due to their capacity to spend. Time is the major constraint which can be easily sorted out by cross merchandising i.e. opting to go to departmental stores instead of retail shops, where at the same time they have the provision to purchase fast moving consumer goods to electrical gadgets under single roof.

Taking example of Jalandhar, middle class consumer seldom or never visits retail stores like RPF, Kala niketan except during sales. The only reason is the cost of the merchandise which does not suit their pocket.

Quoting other example of purchase pattern of people, we also did survey in one of the leading mall in Jalandhar i.e. MBD Mall. 9 out of 10 visitors ended up purchasing in departmental store situated in the basement of the mall. Retail stores primarily are used for window shopping.

Visual merchandising plays an important role in modern retail sector. It is the way to display the merchandise in an attractive manner which ends up into making a sale. It is a commercial art which helps in communicating the information such as price, features, use, mood and lifestyle to the customer. It follows the principles of Display as mentioned below:



The plan to achieve the first three principles shall be such that it is not creating difficulty to a buyer to reach to principle four because of the cost of merchandise. As the retail market in India is in its initial stages, entrepreneurs are not well exposed to the concept. Retail store owner ends up getting the retail store designed which is visually impressive to attract the customer but most of them are not able to succeed because of the simple reason that they don't make the complete business plan where they have the complete plan talking about their long term venture. In spend so much in a process that they end up increasing the cost of the product due to which middle class customers avoids purchasing from there.

#### **4. CONCLUSION**

The ultimate motive of setting retail stores and departmental stores is to earn profit. Visual merchandise as part of architecture display also came into existence to create the experiential display for the browsing consumer ultimately to earn profit. Plan of visual merchandise shall be done in a way that it does not ultimately affects the cost of the merchandise so that the biggest segment of society i.e. middle class buyer can also be catered. The overall concept of departmental stores just compliments the lifestyle and economic condition of the middle class families where they are able to satisfy their urge to browse freely, mental satisfaction to purchase the genuine product at competent rates, and to have all type of solution to their needs from domestic needs to personal needs under one roof without compromising the quality of the products. Having said that it does not mean that middle class buyer don't wish to purchase from retail shops, business plan for retail shops shall be planned in such a way that due concentration to increase the footfall shall be done with due concentration on low cost visual merchandise so that the cost of the product can be offered which is suitable to the middle class consumers also.

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