

The Importance of Atmospherics in Retail Industry

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Date: January 2017

Pages: 8

Price: US\$ 30.00 (Single User License)

ID: I29D5BDBF05EN

Abstracts

The main features and attributes that catch the attention of customers to enter the store are known as atmospherics. These atmospherics are made to impact the mood of customers so they can purchase quickly. The layout of store, level of noise, atmospheric conditions, beautification, adornment and lighting are some examples of atmospherics. By using these features excellently, a company can distinguish itself from other competitors. Atmospherics are considered significantly important in the retailing industry. These attributes have a positive influence on the prosperity and profitability of the retail industry. The branding structure and overall image of the retail industry is exclusively impacted by these features and attributes. The word 'atmospherics' is very old as the worth of making an appealing and attractive environment for potential customers is not latest. Zimmerman suggested using various features in order to attract attention of customers in 1946. He recommended that using different colors and fragrances will have a positive influence on the profitability of the retailing industry. Customers feel satisfaction during shopping in an excellent atmosphere. Recently, a number of retailers have started to use millions of dollars every year on planning, designing, and renovations. The procedure of changing factors of the outer atmosphere in a try to impact the behavior of customers is known as atmospherics. The perceptions and impressions of customers are widely influenced by these features. For making goodwill and attaining market share, atmospherics is considered the best tool. Cont... (1500 words of this Report)

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