



# Customer Insights Show That Impulse Displays Contribute to 53% of Total Sales

DES PLAINES, IL, UNITED STATES, April 8, 2015 /EINPresswire.com/ -- In surveys with both men and women, participants admitted to making impulse, or unplanned purchases often while shopping. Specialty Store Services, a leading provider in retail store fixtures and supplies, has determined ways retailers, regardless of store type, can use this information to boost sales.

The psychology of the impulse buy is that certain items at the right price point appeal to the customer's impulsive side. Impulse buys are rarely items the customer needs; instead they are items that make customers feel good, or at least better than they did upon entering the store. Partaking in an impulse buy can relieve stress, improve self-esteem, or make customers feel empowered. Specific stores and merchandise may vary, but these basic principles help retailers to make the most of this retail opportunity.

Items merchandised at eye level were found to be the most profitable impulse items. Retail [countertop displays](#) are effective for capturing this customer, both at the register and throughout the store space. Near the register is an effective location, as are the walkways. It is recommended to place more expensive, destination items towards the back of the store, with impulse items scattered along the way. Specialty Store Services stocks a large selection of countertop displays designed to allow for optimal customers visibility and interaction.

Customers' emotional drive to purchase is highly influenced by their senses, so putting merchandise in areas they can see, touch, and smell makes items more appealing. Spinning displays, open showcases, [baskets and bins](#) can all contribute to increased impulse sales. The more likely the customer is to pick up the product and touch it, the more likely he or she will be inclined to make the purchase, even if it wasn't something they had originally planned on purchasing. Fixtures and displays that allow your customers to interactively engage with product will increase overall sales.

Running a special sale can give impulse items the boost they need to get sales rolling. Choose an item that appeals to a large segment of the customer base. Scarves or sunglasses work well for apparel shops, while candy and energy bars thrive in convenience store. These are typically impulse items anyway, so running a special sale, even if it's only a small percentage off, will catch the customer's attention. Sometimes a discount is all it takes to convert a browser into a purchasing customer.

Today's customers harbor a fear of missing out, so strategically placed promotions can help to capture the sale. Specials like 2-for-1 deals and 1-day only sales appeal to your customer's sense of urgency. For stores with an online presence, advertising that a featured item is running low in stock can also encourage a customer who just came to browse to make a purchase. Impulse buys are not thought about before or after leaving the store, they are captured in the heat of the moment. Specialty Store Services sells both [chalkboard signs](#) and markerboards, which make it easy to change promotional messages daily.

For more information about Specialty Store Services, to shop online, or to request the new catalog, visit the website: <http://www.specialtystoreservices.com>. Same-day shipping is available on all orders

placed before 1pm CST.

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