

A Comprehensive Overview of Store Layouts and its Impact on Shopping Experience - YourRetailCoach Dubai

Did you know? 76% of customers decide what to buy in-store, where layout is key in shaping their choices.

PUNE, MAHARASHTRA, INDIA, April 27, 2024 /EINPresswire.com/ -- A significant 76% of customers make their purchasing decisions while inside a store? And at that time store layouts play an important role in influencing these decisions. The way a store is designed, can lead to higher sales and increased customer engagement. Has anyone ever wondered why certain stores feel cozy and inviting while others are more open and spacious? In this article, explores the various types of store layouts and their effects on the shopping experience.



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Nikhil Agarwal

Retail stores employ different layouts, each with its own set of advantages and disadvantages. Below are five common types of store layouts:

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- The grid layout features a structured shelving arrangement of the products in a grid-like pattern. This layout allows for easy navigation and efficient use of space.
- Commonly found in drug stores, hardware stores, convenience stores, and grocery stores.

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- The racetrack layout consists of a circular path around the store with aisles branching off the main path.
- This design creates a sense of exploration and encourages customers to explore various sections of the store.
- Brands like Target use the racetrack store layout to organize their wide range of goods, making it easy for customers to navigate.

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- The free-flow layout features a more open floor plan with displays and product placement guiding customers through the store.
- This design offers a visually engaging and immersive shopping experience.

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- In stores with a fixed path layout, aisles and shelves are arranged in a predetermined order. It is basically designed for guiding customers through the store in a specific way.
- This layout often starts with fresh produce and ends with the checkout.
- IKEA showrooms are known for using a fixed path layout, with a designated route guiding customers through the store in one direction.

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- A hybrid layout combines elements of multiple layouts to create a unique shopping experience tailored to the specific needs of a store and its customers.

However, selecting the ideal store layout is a crucial decision for retailers. The choice of layout should depend on various factors, including the specific needs of the store, the product categories on display, and the buying behavior of customers. Understanding these aspects is essential in creating a shopping environment that maximizes sales and enhances the overall customer experience.

The layout of a store is far more than just a look. It is a strategic tool that impacts over sales and customer engagement. With various types of store layouts at their disposal, retailers have the opportunity to craft shopping experiences that showcase customer unique needs and product offerings.

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To explore more on this topic, watch the following video by Dr. Rupal Agarwal

https://www.youtube.com/watch?v=G2wxXKHWO_c

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