

## 'Bargain basement' look still sells

American research has uncovered that cluttered, jumbled stores sell better than neat, streamlined outlets. An over-cluttered, chaotic store, reminiscent of a bazaar, screams, "bargain" and has been proven to increase product sales within that store.



It has been found that when merchandise is piled up and thrown all over the store, shoppers tend to buy more. A case study showed that US retail giant Walmart attempted to upscale its image a few years back by revamping the look of its stores. It trimmed the number of items displayed, improved the appearance of its outlets and upped its prices- all of which proved to be disastrous for sales. This is why Walmart is now at the forefront of a pack of retailers restocking their shelves and cramming in as much merchandise into, within and between aisles as possible.

"It all boils down to perceived value," says Timothy Beattie, GM of Pyrotec PackMedia. "Research has shown that the more cluttered and randomly packed the store, the more people believe that the items on display will be less expensive. South African retailers are already beginning to catch on and this is something we can expect to see more of locally."

However, for brand owners, surely this trend may get in the way of their products actually being seen? "Although this trend is generally a good thing for sales, it is important for brand owners to ensure that their products are prominently displayed so that they still get noticed amongst all the clutter," says Beattie.

The company's Do-It Hang Tabs, Display Strips and other POP products are an ideal way to display products at eye level where they are visible to shoppers. The Do-It range allows you to boost impulse sales by placing related products together and take advantage of empty space by displaying merchandise anywhere within the store. An item that is normally shelved can be hung anywhere for easy accessibility, which also improves its chances of being noticed. Impulse buys can also be conveniently placed in high-traffic areas using Do-It Display Strips and Hang Tabs.

Beattie admits that this tactic will not necessarily work for everyone. "An upmarket furniture retailer selling investment pieces would lose the perception that his goods are valuable if the store were too cluttered. But for FMCG retailers, clutter most definitely boosts sales. The key is to ensure that your brand is still being recognised amidst all the chaos."

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