



THE SHELVING OF VERNACULAR MART

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ABSTRACT

In the retail industry, shelf display is an important marketing strategy, which can not only attract consumers' attention, but also influence their purchasing behavior. As an important part of the retail industry, local supermarkets have an important impact on the sales and profits of shelf display. Therefore, it is of great practical significance to conduct research on the shelves of local supermarkets.

The purpose of this dissertation research is to gain insight into the shelf display and design of a local supermarket and analyze its impact on consumer buying behavior, product sales and profits. By studying the effect of shelf display, we can provide improvement suggestions for supermarkets around the world to optimize shelf strategies and increase sales.

Keywords: Lay out, Shelving, Customers, Encourage, Culture

1. Introduction

Shelf display is a vital marketing strategy in the retail industry, with a direct and far-reaching impact on consumer buying behavior, product sales and profits. By in-depth research on the shelf display layout and design of local supermarkets, we can reveal the motivation behind consumer behavior, optimize display strategies, improve sales results and competitive advantages.

2. Objectives of the study

What we are going to study is the shelf display of local retail supermarkets. Commodity display is a very important part of the production and sales process of retail supermarket merchants, because customers start to evaluate the entire supermarket before entering the store. If consumers' visual experience does not reach a certain point, they will not buy anything. product. Dusty merchandise, expired items, dim lighting, dirty floors, and unfriendly-looking salespeople can all be the cause of our convenience store sales. The display is a very important part of it. If we have a good display effect and can catch the audience's attention, then we can easily achieve better sales performance.



3. Materials and methods

Material:

Metal: Metal shelves generally have high strength and durability and are suitable for carrying heavier products. Common metallic materials include steel and aluminum alloys.

Wood: Wood shelves have a natural beauty and warmth and are suitable for displaying light products. Common wood materials include solid wood, plywood, and fiberboard.

Plastic: Plastic shelves are lightweight, easy to clean and corrosion resistant, making them suitable for retail and food industries. Common plastic materials include polypropylene and polyvinyl chloride.

Glass: Glass shelves offer transparency and modernity, and are suitable for displaying high-end products or items that need to be displayed prominently.

Method:

Modular design: The modular design can make the shelves easy to assemble and adjust to meet different display needs and space constraints. The modular design also allows for easy maintenance and replacement of parts.

Adjustability: The adjustability of the shelves can be adjusted according to the size and height of the products to provide more flexible display methods.

Ease of installation and removal: Consider the installation and removal process of shelves to ensure easy, efficient operation and minimal disruption to the store environment.

Stability and Safety: Make sure the shelves have enough stability to prevent tipping or accidents. Consider using deadbolts, support rods, or other stabilizing devices for added shelf stability.

Sustainability Considerations: Select sustainable materials and manufacturing processes to reduce environmental impact. Consider the use of recycled materials, energy-efficient designs, and eco-friendly coatings, among other things.



Cases of poor business conditions:

Supermarket A: The shelf display is chaotic, the products are placed out of order, and the lack of clear classification and identification makes it difficult for consumers to find the products they need, poor shopping experience, and sales decline.

Supermarket B: The shelf display is overcrowded, products are piled up together, lack of space and visibility, it is difficult for consumers to browse and compare products, and purchase decisions are hindered, resulting in a decline in sales.

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Examples of good business conditions:

Supermarket C: The supermarket adopts a well-designed shelf display layout, which is classified and partitioned according to product types and needs. Products are neatly arranged for easy browsing and comparison. The display area is also equipped with clear price tags and promotional information to attract consumers' attention. This effective shelf display layout has helped increase sales and customer satisfaction.

Supermarket D: This supermarket pays attention to the creativity and attractiveness of product display. They used various display techniques such as product stacking, color matching and the use of decorations to create a unique shopping experience. This creative shelf display attracts consumers to come in and shop.

Common observations and research findings about the adverse effects of work stress on people.

Health problems: Work stress can lead to physical and mental health problems. According to a study by the American Psychological Association, chronic work stress may increase the risk of health problems such as heart disease, high blood pressure, anxiety and depression .

Sleep disturbances: Work stress can lead to sleep disturbances such as insomnia and poor sleep quality. According to a study published in the journal Sleep, there is a significant link between work stress and sleep problems.



Mental health issues: Work stress can have a negative impact on mental health. According to a study by the British Psychological Society, there is a link between work stress and mental health problems such as anxiety, depression and emotional instability.

Decreased job satisfaction: Job stress can lead to decreased job satisfaction. A study published in the Journal of Work and Health found a negative correlation between job stress and job satisfaction.

The advantages of 711 convenience store shelves are as follows:

1.Diversified product display: 711 convenience store shelves have flexible and diverse designs, which can display various types of products, including food, beverages, daily necessities, tobacco and alcohol, etc. This variety of display methods can meet the various needs of consumers and provide more choices.

2.High space utilization efficiency: 711 convenience store shelves are usually displayed vertically, which makes full use of the vertical space and makes the product display in the store more compact. This design can display more products in a limited space, improving the space utilization efficiency of the shelf.

3.Convenient pick-up and shopping experience: 711 convenience store shelves usually adopt an open design, allowing consumers to pick up and browse products conveniently. The products on the shelves are arranged neatly and orderly, making it easy to find what you need, providing a convenient shopping experience.

4.Promotion and display optimization: 711 convenience store shelves are usually optimized for display according to seasons, festivals or promotional activities. Through reasonable product placement and display layout, it can attract consumers' attention, promote sales and improve product visibility.

5.Fast replenishment and management: 711 convenience store shelves usually adopt a fast replenishment and management system to ensure that there are always enough products on the shelves. This efficient replenishment and management system reduces out-of-stock situations and provides a better shopping experience.

6.Brand image and consistency: The shelf design of 711 convenience stores is usually consistent with the brand image, so that consumers can find familiar layout and display methods in different stores. This consistency can enhance brand recognition and consumer trust.



Based on the above advantages, the shelf design of 711 Convenience Store can provide diversified product display, efficient space utilization, convenient shopping experience and fast replenishment management, providing consumers with a convenient and comfortable shopping environment.

1. Convenience store audiences have diverse consumption needs. The following are some common consumption needs:

2. Convenience and speed: One of the main features of a convenience store is to provide a convenient and fast shopping experience. Consumers usually need some urgently needed items in their daily life, such as food, beverages, daily necessities, etc. They want to be able to conveniently purchase these items closer to home or work, without having to go to a hypermarket or other retail store.

3. Goods available at any time: Convenience stores are usually open 24 hours a day, which meets the needs of consumers to buy goods at any time. Whether it's breakfast items in the morning, quick lunchtime snacks, evening snacks, or late-night urgent needs, convenience stores have what consumers need.

4. Cheap and Affordable Goods: Convenience stores usually offer some relatively low-priced goods to attract consumers who are looking for economical savings. These items may be promotional items, specials, or budget brands.

5. Fresh and deli food: Some convenience stores offer fresh and deli food such as fruits, vegetables, deli meats, deli wraps, etc. These food options are suitable for consumers who need to satisfy hunger quickly and prefer healthy options.

Based on the above consumption needs, the audience of convenience stores usually needs convenient and fast shopping experience, goods available at any time, fast food and snacks, beverages and coffee, daily necessities and daily necessities, cheap and affordable products, as well as fresh food and cooked food. Understanding and meeting these needs is one of the keys to a successful convenience store.

4. Results

Grab Consumers' Attention: Fun-themed shelf designs can grab consumers' attention by using bright colors, interesting shapes, and creative displays. Such a design can highlight the brand image in a highly competitive market and attract more customers.



Improve shopping experience: shelf design with interesting themes can provide consumers with a more interesting and pleasant shopping experience. By creating an interesting and unique environment, consumers can enjoy the shopping process, increasing their desire and satisfaction.

Increase Product Visibility: Playful themed shelf designs can help products stand out and be found on the shelf. Through clever display methods and design elements, the visibility of products can be improved, making them stand out in a competitive market

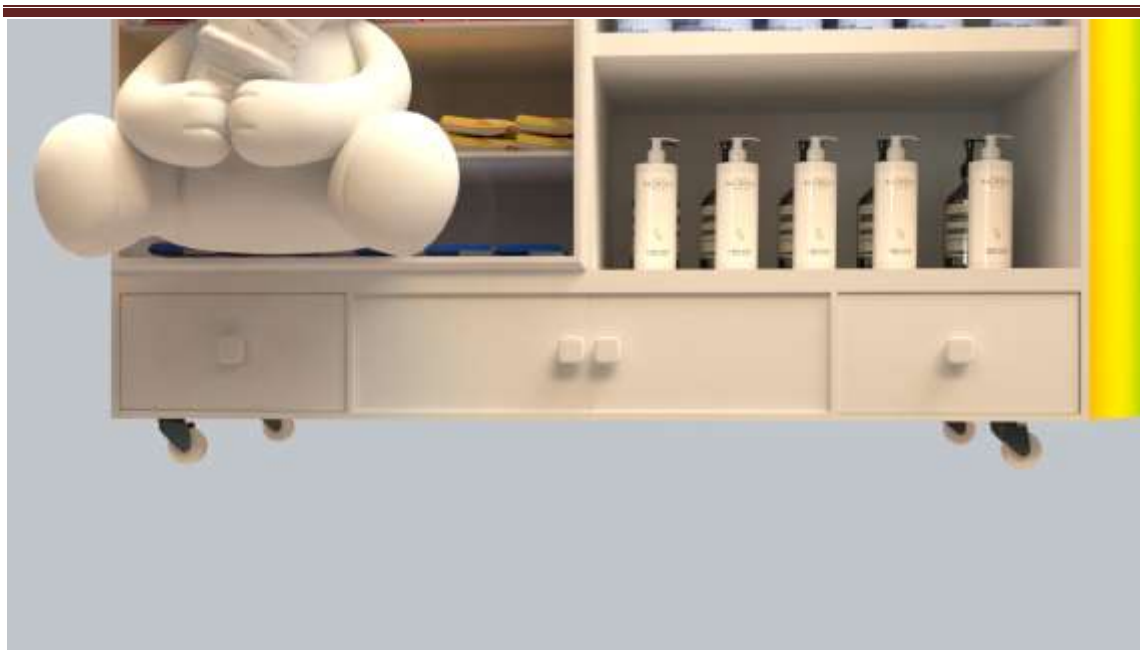












This study aims to design and build a multifunctional shelving system to meet the needs in stores and retail environments. The shelf system is divided into six parts, namely the front bottom locker, the side rainbow panel trim, hook details, the other side of the shelf and the side of the shelf. The front bottom is configured with three lockers, of which the left and right two drawer type push and pull lockers are used to store spare parts for backup, convenient replenishment; The middle locker has two doors and is suitable for storing slender products.

The side features two rainbow panels designed to inspire customers. The rainbow board symbolizes the sunshine after a storm, encourages people to believe in the existence of rainbows, and attracts the attention of



customers with its bright colors. The side is divided into two layers, each layer is provided with two layers of iron hooks, and there are three layers of hooks on the rainbow board for hanging other stationery products.

In the hook detail section, each layer of hooks consists of two parts. Part of it is used to connect the price tag, and there is a two-dimensional code attached. The store can upload the parameter information related to the product and the usage instructions to the two-dimensional code management software to realize the management and transmission of information; The other part is used to directly link products and provide a convenient shopping experience.

The other side of the shelf is designed with nine holes in each row, divided into five rows. The bottom is covered with long boards for other products such as toys and stereos, price hooks can be embedded in the middle, short boards can be embedded in the top, and other hooks can be used.

And one side of the shelf (the other side without the rainbow part). Two wooden push rods can be installed, and four wheels are installed at the bottom of the shelf. In this way, the shelves can be made into sales carts, which is more convenient for external consumers to shop.

5. Discussion

A good shelf display will prompt us to spend in local retail stores. It is estimated that this shelf design system will increase sales by 30%. At the same time, we must make clear statistics on the front and back of the shelves, and also conduct serious surveys in the market, asking our consumers what products they are most interested in and need most, and how they like to sell them. Bringing it into product promotion, it is very important to find a way that the public likes to hear and see.

6. Conclusion

Shelf display is a crucial marketing strategy in the retail industry, which has a direct and far-reaching impact on consumer purchasing behavior, product sales and profits. By deeply studying the layout and design of shelves in local supermarkets, we can reveal the motivation behind consumer behavior, optimize display strategies, and improve sales effect and competitive advantage.

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