

Store Image Decisions for Better Shopping Experience

Store image decisions enrich the shopping experience of the customer

Indian customers are demanding better shopping experiences. Those malls which are in tune with customer dynamics are leaping forward. Those that are not, are tasting untimely death. Out of 300 malls in two years, 40 have already gone into oblivion. Those that continue have 70-80% space vacant. The reasons range from outdated formats, wrong size, faulty zoning and tenant mix, inadequate parking, unprofessionalism, improper revenue sharing model to name a few.

The image of the store influences the business of a retailer significantly. A proper **store image** helps to attract customers for repeat purchase. Customers are influenced to a great extent by aspects of store image such as aesthetics of the store, quality of merchandise, and responsiveness of sales staff.

Malls which introspect store image decisions can leverage the opportunity by focusing on few of the following points:

- Have long-term perspective to build the retailer as a brand
- Read the customer to design store format, tenant mix and size
- Ensure enough parking space
- Collaborative revenue sharing model
- Bring professionalism into the store
- Track brand performance and optimize space
- Introduce creative promotions

It is time for introspection and those who adapt themselves to the times survive. Indian shopping malls have to reinvent to provide better shopping experience.

Topic	Course
Store image decisions: Retailing: Unit 18.5	Marketing Management

Source: Is India's Love Affair with Shopping Malls Over? August 26, 2013, Business Standard