



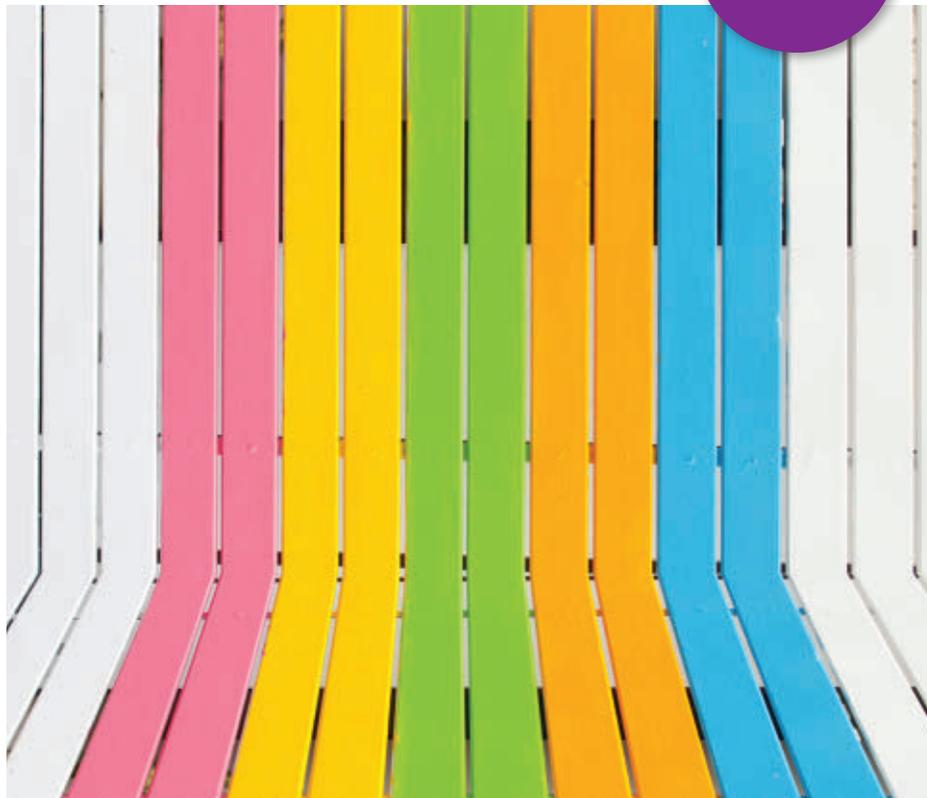
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Advice

Psychology of Selling

Why the colour of your store matters

Keep these rules of colour conduct in mind when selecting shades for your store



IN VISUAL COMMUNICATION, it's estimated that 80 per cent of the impact of the message results from the use of colour, and to humans colour has always had a critical influence on purchasing behavior. That's why choosing the right colours for every component of your store is important. A bad colour scheme can have a negative impact on not only your merchandise, but also on the overall look and feel of your space, and how a customer perceives your store.

Rule number one: The colours in your space should always be subordinate to your product. For most gift, décor and housewares stores, soft neutrals are highly recommended main or backdrop colours for walls, floors and fixtures, particularly if you sell colourful products. A soft backdrop allows the product to stand out.

In feature displays, use one strong colour in combination with subordinate colours to create order. For example, a

table covered in a bright green tablecloth, paired with pale or neutral product is harmonious to the eye, while a combination of strong colours is confusing. Customers will actually turn away from – instead of toward – displays with too many strong colours.

Because colour affects depth perception, lighter tints appear to deepen a space. For example, in window spaces lighter tints will deepen the space, while darker colours will shorten the space, bringing the background closer. So, if you have closed-back windows, use lighter tints to make it appear more spacious and less confining. But, if you're highlighting a single item in the window, use a darker colour to create drama – just make sure you have very strong lighting on the product.

Choose colours that have the desired impact on your customers. While bright colours may attract a customer into your store, prolonged exposure to a large amount of bright colour can make them uneasy and divert their attention from your merchandise. If you want to use bright colours, limit them to graphics and signage.

Choose colours and hues based on the price of your merchandise and the size of your store. Vivid hues are associated with lower-priced merchandise while refined and trendy colours are equated to higher-priced merchandise.

In small areas, use bright colours combined with soft colours – the more intense a colour, the smaller the area it should cover and the softer the second colour used in combination with it should be. ■

James Dion has a bachelors and masters degree in psychology from the Chicago State University and a Ph.D. in industrial psychology from the Illinois Institute of Technology. Coupled with 30 years of hands-on retail experience, he's one of the most sought-after retail consultants internationally. He's also the author of three books including *Retail Selling Ain't Brain Surgery, It's Twice As Hard*.