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INSIDE: NRFtech report **STORES**

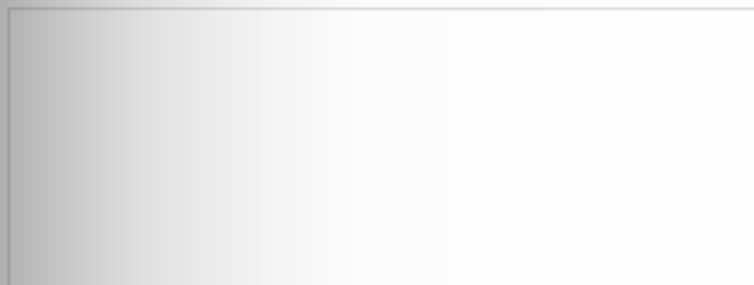
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FIRST STEPS

**Retailers make small advances
into the world of
carbon footprinting**

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Holding Mom's Hand

If you've ever shopped with a child in tow during the hectic holiday season, you're no stranger to stress. But, did you know that retailers that apply the theory of proxemics — the study of spatial distances between individuals in different cultures and situations — to store design could get a leg up in making moms more comfortable, and thus more likely to spend?

Gavin Johnston, chief anthropologist for Kansas City-based Two West, specializes in helping businesses grasp the practical realities behind proxemics. He recently shared a few ideas for stores with STORES:

Warm the palette. Humans are hardwired to associate warm colors with natural spaces; this triggers the brain to feel calm and makes shoppers want to linger. Differentiate your store by replacing traditional red and green with maroon and evergreen. The soothing colors will decrease stress and create a non-threatening environment in which to shop.

Arching orders. For centuries, arches have served as symbolic gateways, signaling the entrance into a "special" or safe place. Use them in your retail space to draw attention to special offers or seasonal areas.

They touch it, they buy it. The more often a person touches a product, the more likely she is to buy it. Moms, in particular, are trained to touch as a way of ensuring quality and safety of objects for their families, so use fixtures and displays that increase engagement.

Get intimate. When moms feel they are doing something intimate (rather than just performing a task) they will have more positive associations with the experience. To create an intimate shopping experience, arrange your displays with 2 to 4 ft. of space on either side of the shopper.



Rewards Programs Click

It once was common to hear shoppers lament the number of reward tags dangling from their key chains. That grumbling was fairly well silenced when the economy went south last fall.

The 2009 Customer Loyalty survey conducted by First Data finds that with consumers looking for any and all ways to save, many are signing up for and regularly using rewards pro-

grams at grocery stores, book stores, gas stations and other retailers.

It turns out that grocery stores and book stores can boast the highest program membership. Sixty-five percent of the 2,400 consumers surveyed belong to grocery store re-

wards programs, with an average of 1.9 memberships per consumer. Forty-four percent belong to a book store loyalty rewards program.

Thirty-five percent of consumers who have signed on as members of gas rewards programs and 33 percent of book store members say their choice of where to shop is "very" influenced by their membership.

While membership has its rewards,

