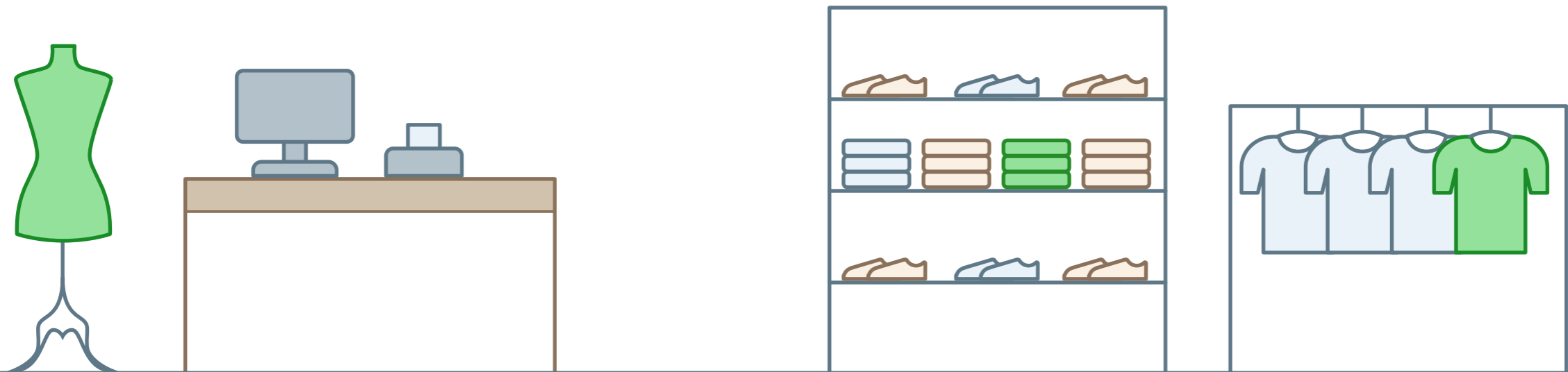


How to Encourage Impulse Buys in Your Store:

A Deeper Look at Unplanned Purchases



IMPULSE BUYS COULD BE A SIGNIFICANT CHUNK OF YOUR REVENUE

About a third of consumers make
an impulse buy of **\$30** on average
every week

– *Study by Marketing Support,
Inc. and Leo J. Shapiro and Associates*



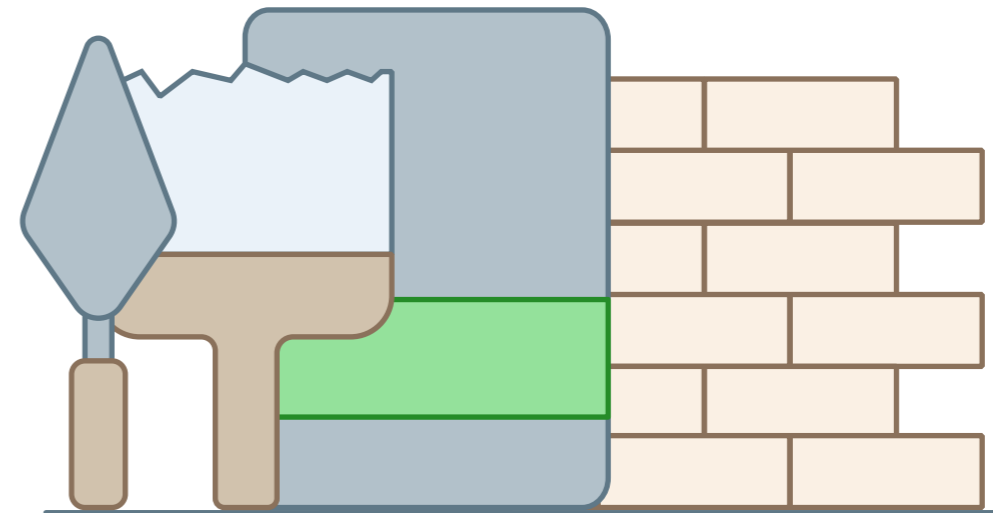
THE BRICK-AND-MORTAR EDGE

The numbers look even better if you're a brick-and-mortar retailer.

40 percent of consumers **spend more money than they had planned in stores**, while only 25 percent reported online impulse shopping.

– Research by A.T. Kearney

Physical stores are able to engage the senses and control the shopper's experience. So how do you make the most of it?



1

INCREASE VISIBILITY

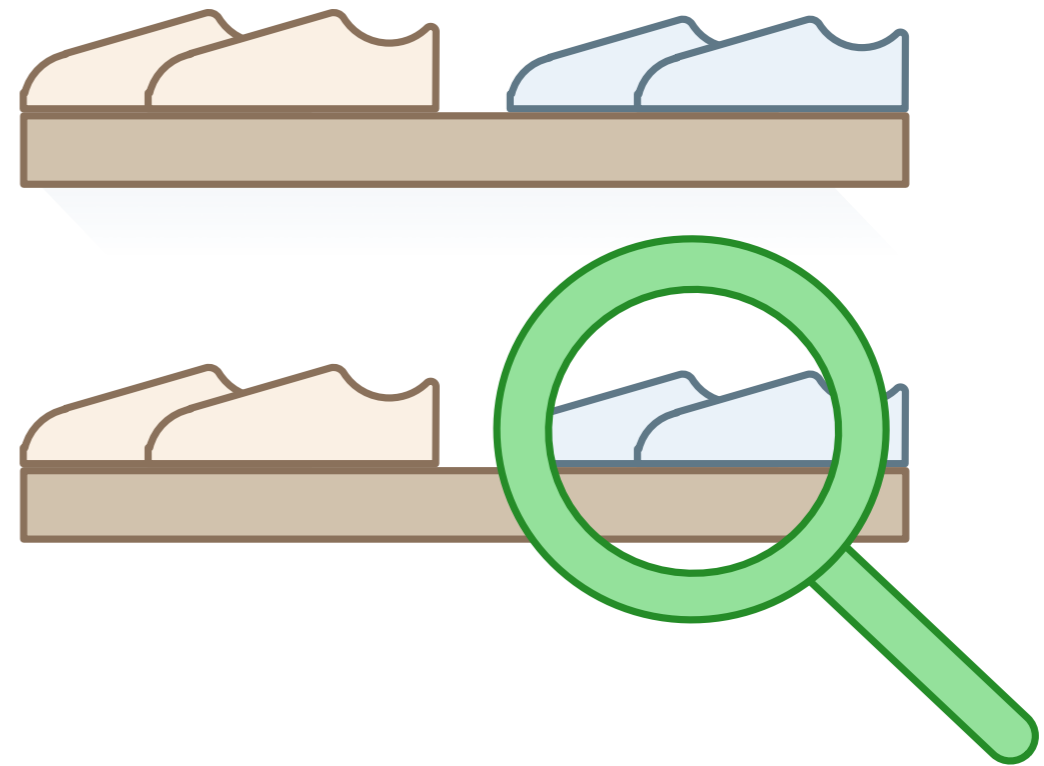
“Seeing is buying.”

– *Speciality Retail*

“Being in their faces and placing the focus clearly on what you’re selling so that they can make a quick selection sums up what a kiosk operator needs to do,”

– *Donald R. Lichtenstein*

a professor of marketing and associate dean at the University of Colorado Leeds School of Business.



1

INCREASE VISIBILITY

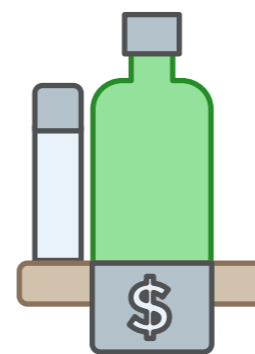
Eye-catching signs are one of the best ways to increase visibility of a product.

Pick your color palette wisely. Red and yellow are proven to draw attention, but feel free to test out other colors.



Forever 21 uses big red signs to promote its low-priced items.

Have a bright red sign that says “Leggings \$3.80.”



Bath & Body Works uses colors more true to their brand, and instead make their signs eye-catching by engaging a sense of urgency.

Have a sign with “Today Only!” at the top (dark blue.)

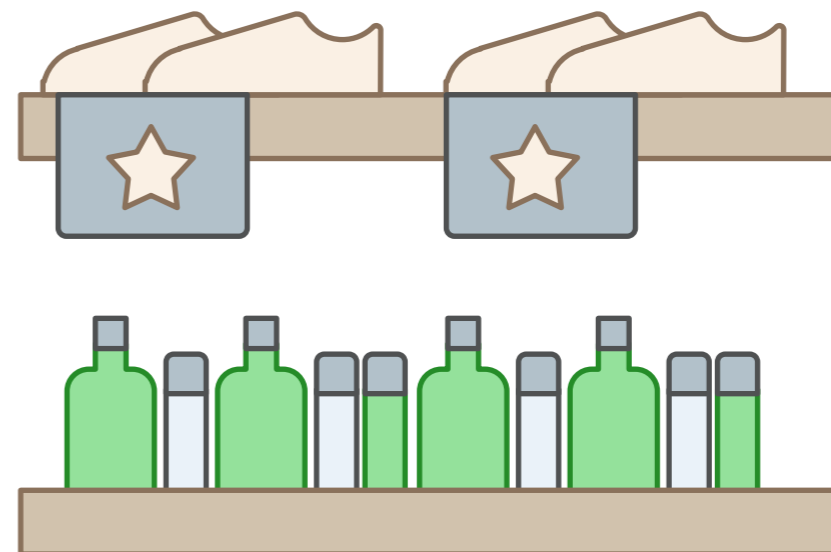
2

STRATEGIC POSITIONING

Place the merchandise where customers are sure to see it.

In retail stores, the two most effective places are:

- ✓ The checkout area
- ✓ Near your bestsellers



2

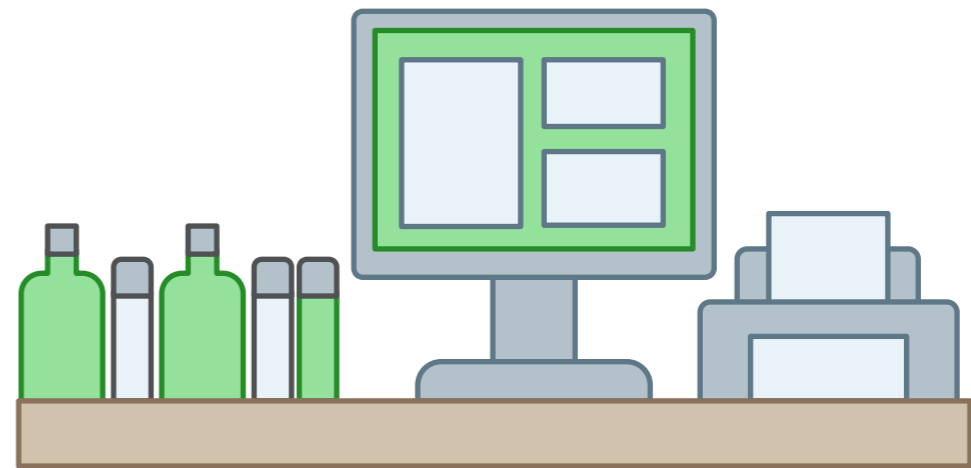
STRATEGIC POSITIONING

At the checkout, shoppers are in the mood to buy.

Victoria's Secret

They use attractive displays containing inexpensive lip glosses, trial-size fragrances, and other novel items near the checkout counter.

These products typically come with a promotion to further entice customers.



2

STRATEGIC POSITIONING

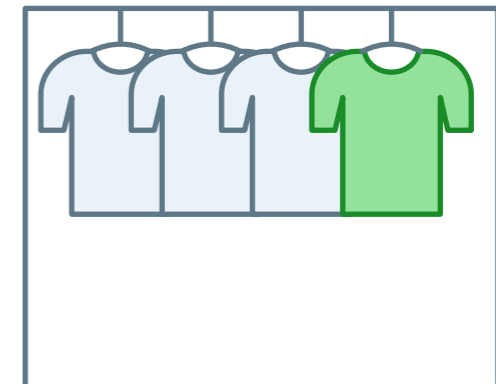
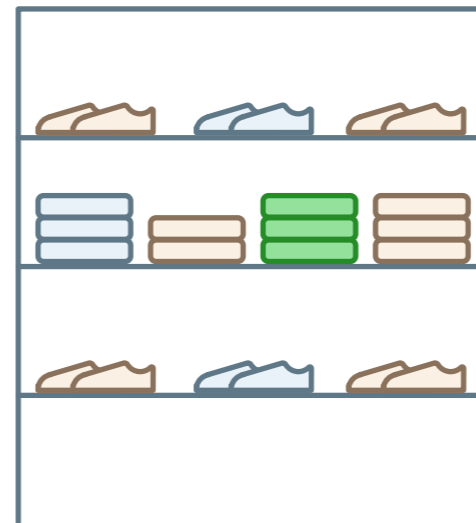
Ask yourself:

What parts of your store do customers frequently head to?

Which items do your customers usually go for?

You can easily promote less expensive items that complement these bestsellers.

A pet store can place dog-grooming accessories (such as brushes) near its top-selling brands of doggy shampoo.



3

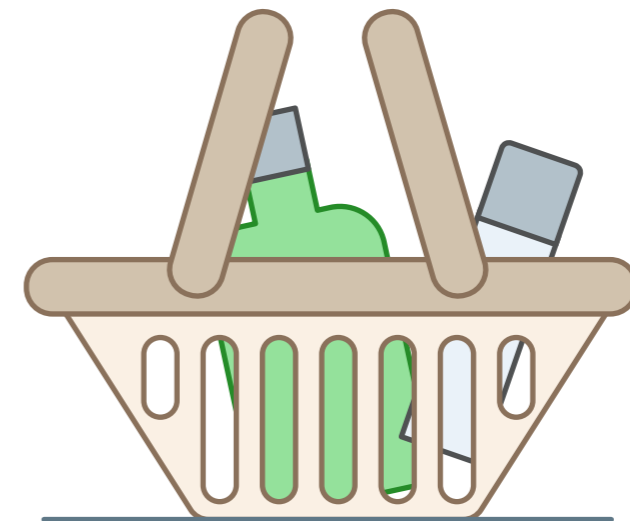
CHOOSE IMPULSE PRODUCTS WISELY

The best impulse products are easy to grasp – both physically and mentally.

“Such products don’t need a lot of explaining. It sells itself (because) you understand what it does.”

– *Business consultant Lynn Switanowski, speaking to ABC News*

Impulse products are items that people can throw into their baskets on a whim, without wondering if they can afford it or not.



4

THE PSYCHOLOGICAL TRIGGERS OF IMPULSE BUYS

Urgency

limited-time promos

e.g. Bath & Body Works holding a daily deal that was always changing.

Value

Make people see they're getting a good deal with generous offers.

Victoria's Secret running "Buy two, get two" promos near the cashier.

Excitement or Novelty

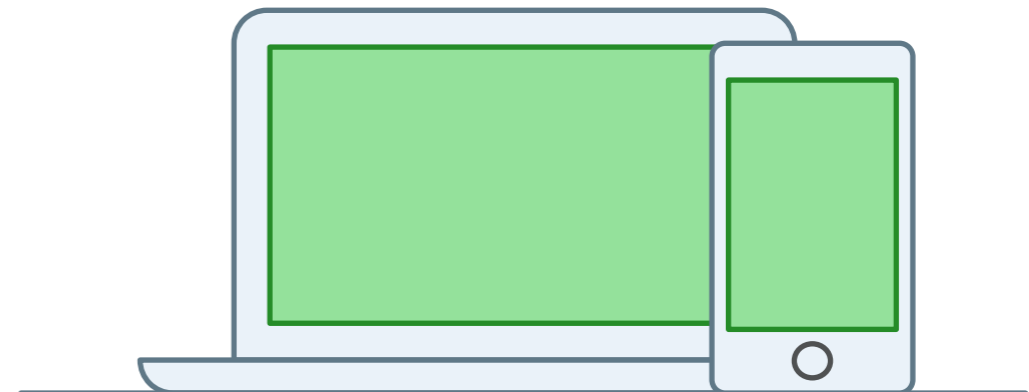
If a product looks fresh or novel enough, you may not need a discount.



5

USE ONLINE AND MOBILE TECHNOLOGY

Tips to make the most of mobile tools:
Keep your mobile app updated. If you neglect it, so will your customers.
Keep your social media fans in the loop about events or promotions.
Do the same thing via e-mail and text.
Just don't overdo it or you'll "tire out" your list.
Use "beacons" to send customers messages relevant to what aisle they're in.



“21 percent of respondents say they make more unplanned purchases because of shopping apps, 20 percent do the same because of retailer texts and 22 percent for retailer social media.”

– *Mobile Commerce Daily*

YOUR TURN

- ✓ Are you putting any of these pointers into action?
- ✓ What are your other tips for encouraging impulse purchases?
- ✓ Tap the comments section below and share your thoughts.



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