

# RETAIL PSYCHOLOGY



EUROPE'S FASTEST GROWING LED LIGHTING PROVIDER

**ONS**

# oms

- Developer and producer of industrial and state-of-the-art luminaires.
- Creator of comprehensive interior and exterior lighting solutions.
- One of the fastest growing lighting companies in Europe, operating in 122 countries worldwide.

OMS, a. s.	from 1 July 2017
Established	1995
Number of employees	> 900
Export	98.5 %
Production surface area	103 100 m <sup>2</sup>
LIC surface area	810 m <sup>2</sup>
Office surface area	2 460 m <sup>2</sup>



QUALITY LIGHTING  
DEVELOPED AND PRODUCED  
IN EUROPE

oms

# WHO WE ARE

## Our facilities



Dining hall

Production hall:  
metal production &  
semi-finished products  
warehouse

Products in  
process  
storage

Production hall:  
metal production &  
powder line

Production hall  
Production warehouse

Central  
warehouse

R&D centre

Administrative  
building  
Showroom  
Conference room  
Bar

Production  
hall

Production  
warehouse

Gate

Production  
hall

Administrative  
area

Administrative  
area  
Warehouse

Production  
warehouse

Production  
warehouse



# WHAT WE DO

Research and  
development services



Product supply and  
production



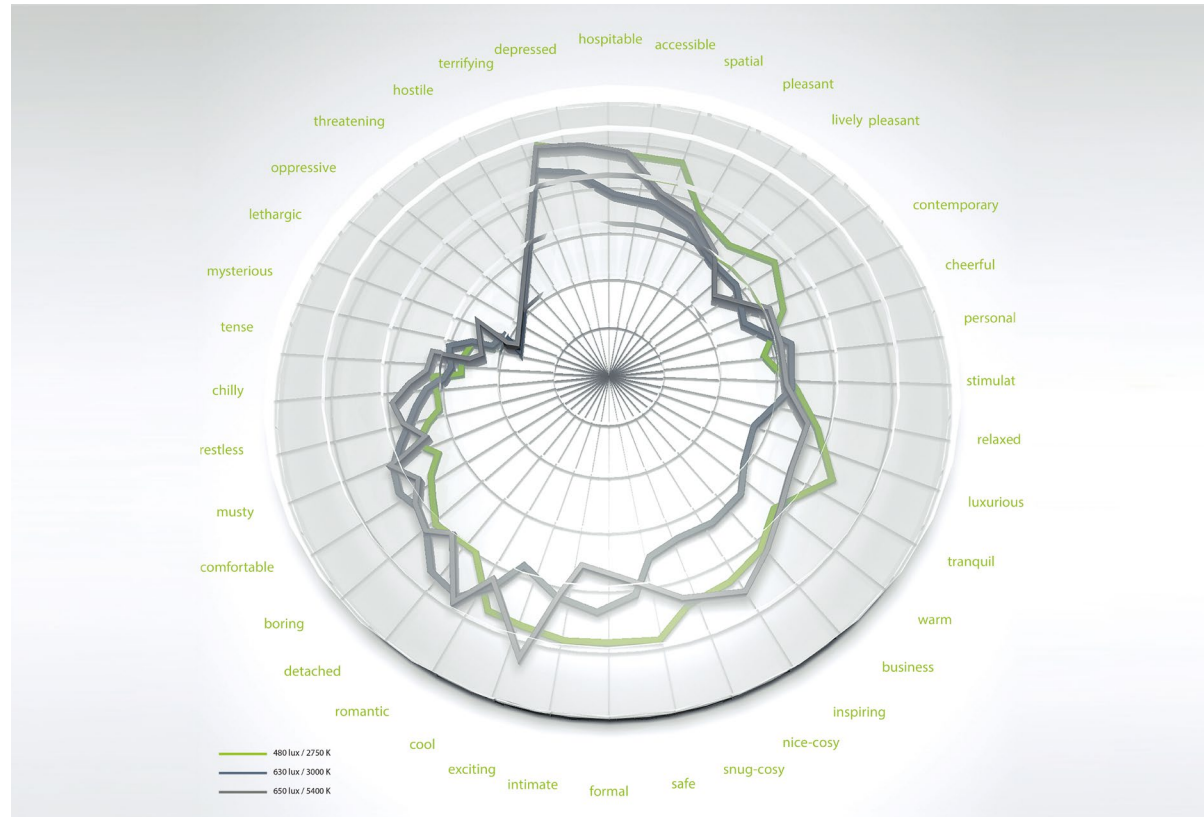
Smart solutions  
and projects



# RETAIL PSYCHOLOGY

Light can influence our emotions, cognition and spatial perception, as well as having a strong influence on our mood.

Lighting plays a crucial role in how the atmosphere of a retail space is perceived and experienced. What is more, lighting can be used as a tool to communicate a message.



# RETAIL DESIGN

Retail design is the function of developing the store image, or more exactly, store environment.

Retail design has five main objectives:

- to implement the retailer's strategy,
- to build loyalty by providing a rewarding shopping experience,
- to increase sales on a visit,
- to control costs,
- to meet legal requirements.





# CUSTOMER RELATIONS

Today, value is seen to be co-created by the firm and the customer and therefore customers expect retailers to create experiences that consumers can engage into.



# RETAIL ENVIRONMENT

Lighting effects customer behavior. Creating the right setting is of prime importance to retailers. Since the type of lighting often differs with the type of product.

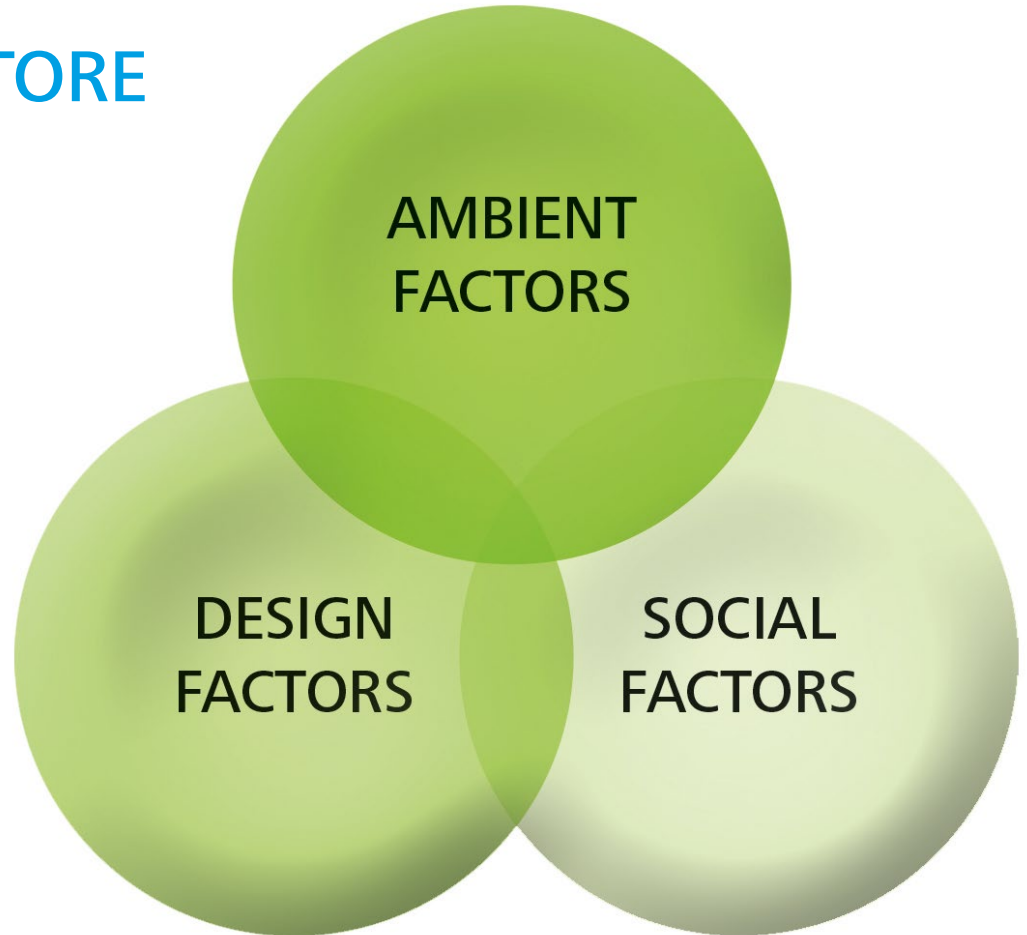




# ELEMENTS IN THE STORE

To identify the factors that generate approach behaviors in customers, it is necessary to classify the various elements of a store environment:

- ambient factors,
- design factors,
- social factors.



# DESIGN FACTOR

Display and layout of the store are the main factors of functional elements.

Display includes everything from display windows and POS displays to signage and other fixtures of the store, but also the display of products.



# SOCIAL FACTORS

Social factors include all the people who are within a store's environment.

This area deals with the number, type and behavior of other customers and sales personnel in the environment.

This area has focused on crowding and staffing issues, crowded conditions in a retail store affect negatively to customers' perception.



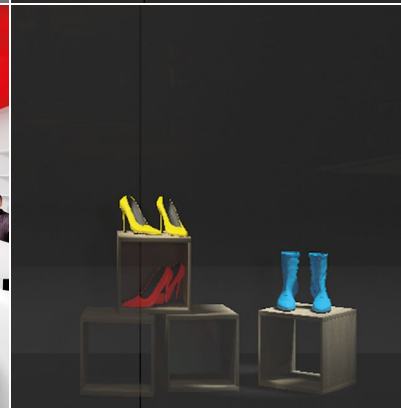
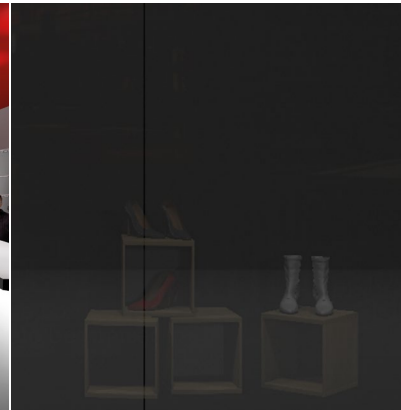
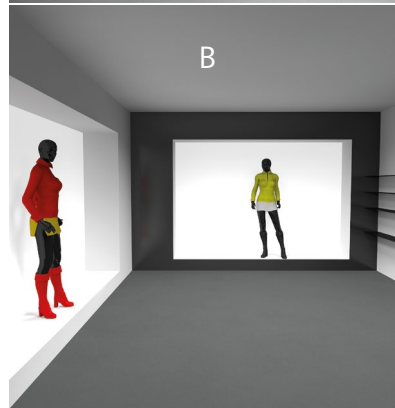


# BRIGHTNESS

Brightness focus attention. When creating a focal point it is possible to increase the impact by increasing the brightness contrast between the object and surroundings (case B).

In case A and case B, customers with the first choice tended to select seats so that they faced illuminated walls. Under bright lighting consumers touched and picked-up more items than under soft lighting.

Balancing the considerations of CRI and glare allows the light to achieve the preferred level of vividness without appearing unnatural.



# DYNAMIC LIGHTING

Dynamic lighting offers the advantage of being able to alter the space according to the products displayed, the season or the particular promotion.

Dynamic lighting requires a more detailed consideration of colour temperature varying between 2700 K and 6500 K, colour intensity and brightness contrasts.



# ACCENT LIGHTING

When creating a focal point it is possible to increase the impact by increasing the brightness contrast between the object and surroundings.





# HIGH CONTRAST

It is advisable to design lighting that always provides high contrast. This makes perception easier and heightens the level of attention.



# RELATION BETWEEN LIGHT CCT AND MOOD

Intermediate white light extends the amount of time customers spend in a shop and improves their sense of wellbeing, and should therefore be used for general lighting.

For a store atmosphere that makes customers feel safe and secure we can opt for warm white light colours.



# VARIOUS LIGHT COLOURS

There is a preference for various light colours within a single lighting concept. Different colour temperatures between 2700 K and 6500 K, should therefore be consciously deployed across general lighting and vertical lighting.

TunableWhite LED technology makes it possible to adapt colour temperatures using control systems, and deserves special consideration in this regard.





# LIGHTING LEVELS EFFECT ORIENTATION

The visibility of vertical and horizontal junctions aids orientation. When equal levels of illumination are used on the left and right sides of a junction, 69 % of people automatically go to the right.

However, if higher levels of illumination are used on the left, 75 % people automatically go to the left. This suggests that people are basically attracted to brightness.

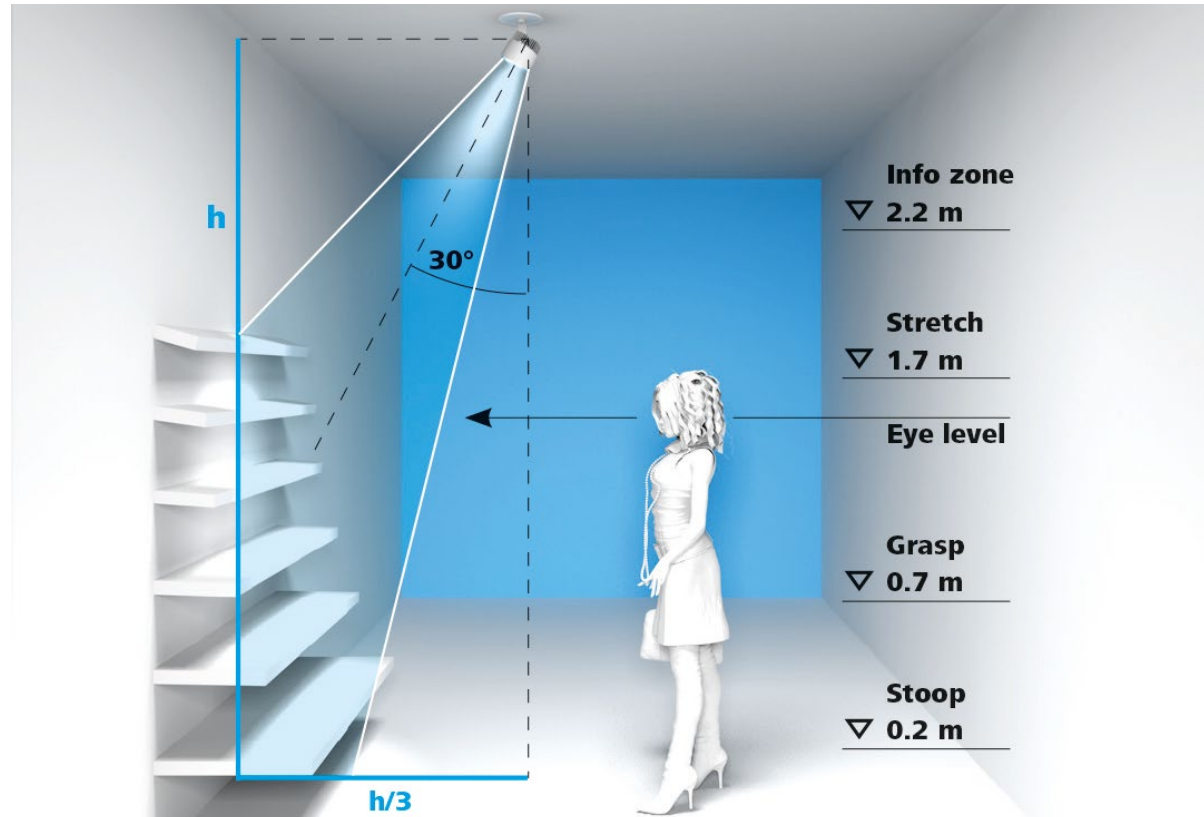


# SHELVES ILLUMINATION

A combination of backlighting and accent lighting makes identification of merchandise easier and makes the presented goods look more attractive.

Accent or dynamic lighting should be targeted at the lower third of the shelving area which will encourage customers to linger longer and boost sales.

Integrated shelf lighting is recommended for all levels.



# WALLS ILLUMINATION

In case A and case B, customers with the first choice tended to select seats so that they faced illuminated walls.

Studies show that people do not like to sit in brightness but like to see it, which leads to the conclusion that people prefer spaces with wall luminance.





# COLOURS IN RETAIL

Colours have a great impact on our psychological and emotional perception of a retail environment.

Colours can be everything to a successful store.





Thanks for  
your attention

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