

BAB 4

SIMPULAN

Dari hasil pembahasan mengenai *visual merchandising*, terdapat beberapa kesimpulan yang meliputi :

1. *Visual merchandising* harus membangkitkan minat konsumen tentang produk dan merangsang mereka untuk membeli lebih banyak produk. Dengan menggunakan tema alat peraga di toko ritel, *visual merchandising* dapat meningkatkan mood yang dapat mempengaruhi pembelian.
2. Elemen-elemen *visual merchandising* termasuk warna barang dagangan, cara presentasi, kesadaran perlengkapan, jalan untuk menemukan produk, kualitas bahan dan efek pencahayaan.
3. Dalam toko pakaian item yang terkoordinasi dengan baik dapat menciptakan keindahan untuk respon yang lebih tinggi terhadap produk-produk secara keseluruhan daripada item yang terkoordinasi dengan buruk.
4. Tampilan jendela di toko pakaian harus dapat menghadirkan informasi produk lebih baik yang cocok dan menyampaikan citra toko untuk menarik lebih banyak pelanggan ke toko.
5. Konsep-konsep *visual merchandising*. Bukan hanya mengenai lantai dan *signage* tetapi lebih berupa grafis, foto, dan elemen desain *online* lainnya dapat digunakan untuk menarik konsumen ke *website* dan mendapatkan produk untuk konsumen.
6. Untuk mengurangi risiko yang dirasakan dan meningkatkan niat pembelian pada belanja melalui *internet*, *website* pakaian harus menawarkan informasi produk lebih banyak dan lebih menarik dengan menggunakan berbagai sumber presentasi produk.

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