

## AT THE POINT OF SALE



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### WHAT IS HAPPENING AT THE POINT OF SALE?

Usually, a product does not stand alone, but in the middle of competing products.  
And usually, a potential customer entering a shop is looking for products that match his or her wishes.

First, the customer must find this product group. Ergo, the article should be clearly recognisable. And this is where the selective perception of the various target groups comes in as the first hurdle.

(The important style or target groups in Central Europe are shown in the chapter "DESIGN TO TARGET")

The psychology of perception has already described the phenomenon of selective perception. People prefer different visual forms of expression to match their inner values. Because consumers only notice what they have already learnt to like and what suits their own style group, they filter out everything else. This creates different style groups that different people perceive differently.

Here's an example: anyone who has ever changed his car brand has suddenly realised how many cars of the new brand are already driving on the roads. Previously, he or she hadn't even noticed. In this sense, people live on remote islands and the other populated islands are, so to speak, "out of sight".

If the product stands out positively due to its design and is recognised as interesting, the customer will investigate the benefits. He or she will form an impression of the function and quality and will compare this impression with that of competing products. At this stage of the decision-making process, a second important design function comes into play, as the details that can be seen and felt at the POS must also be of the right quality and design.

If the product has convinced up to this point, the critical price comparison follows immediately. Even if the differences here are clearly quantifiable, this is a complex task for the prospective customers, as they now have to compare the price with their impression of the aesthetics, quality and benefits of each product in question.

At this point at the latest, the producers brand must offer a clear promise in terms of product benefits and the social acceptance of the brand and product. If the balance of design, benefits, price and brand promise is favourable, the producer has reached his goal:

The customer goes to the checkout!

This description is based on the well-known AIDA rule (Attention, Interest, Desire, Action), which unfortunately does not correctly emphasise the most important key or entry function in competition. Because if the shape and colour don't appeal to the customer, he can hardly perceive the product. He will not be interested, will not be convinced and that's why he won't buy.

But a well-designed product attracts attention, convinces in detail, emphasises the benefits, justifies the purchase price and consolidates the brand promise in the long term.

### GOOD DESIGN BECOMES ECONOMICAL AT THE POINT OF SALE!

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