

CHAPTER OVERVIEW

13: Module 13- Retail Image- Layout and Visual Merchandising

- 13.1: Introduction to Rewarding Shopping Experiences
- 13.2: Store Exterior
- 13.3: Presentation Techniques
- 13.4: Store Interior Design
- 13.5: Introduction to Atmosphere in Web Retailing
- 13.6: Characteristics of Retailing Websites
- 13.7: Online Store Design
- 13.8: User Experience
- 13.9: Pros and Cons of an Online Store
- 13.10: Putting It Together- Retail Image- Layout and Visual Merchandising
- 13.11: Why It Matters- Retail Image- Layout and Visual Merchandising
- 13.12: Assignment- Retail Image
- 13.13: Introduction to Store Design
- 13.14: Design and the Shopping Experience
- 13.15: Design and Sales
- 13.16: Design and Costs
- 13.17: Introduction to Store Layout
- 13.18: Customer Shopping Behaviors
- 13.19: Store Layout Designs
- 13.20: Product Layout

13: Module 13- Retail Image- Layout and Visual Merchandising is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.