

Research Article

The Impact of Layout Toward the Sales Intensity of Local Fashion Brand Store: BigJill

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Abstract.

In recent years, it has been known that there has been an increase in people's buying interest in fashion products. This phenomenon is globalization's impact, which causes people's behavior to be consumptive, especially in the fashion sector. The increase in the fashion industry significantly influences the progress of local fashion brands in Indonesia. However, it causes competition between local fashion brands, which is getting tougher with more new brands emerging. This was also felt directly by the local women's fashion brand, named BigJill, located in Bandung. The current condition of BigJill's offline store is relatively lagging compared to its competitors. This study analyzes the effect of offline store layout in increasing sales intensity in BigJill's offline stores. After analysis, researchers found that the layout conditions influence the sales intensity of BigJill's offline store.

Keywords: local fashion brands, sales intensity, store layout

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1. Introduction

In recent years, it is known that there has been an increase in people's buying interest in fashion products which is influenced by the impact of globalization. According to CNBC [1], the fashion industry contributes 18% or equivalent to IDR 116 trillion to the Indonesian economy and is directly supported by Badan Ekonomi Kreatif, or BEKRAF [2]. It is known that the phenomenon of current fashion trends causes changes in the way a person sees fashion; it is considered that fashion is not just to fulfill wants but become needs [3]. Wirania in Nasution, [4] added that this happened due to the influence of Western culture, which made people's behavior towards fashion consumptive. Fashion is currently considered as an expression of social and economic status, so the role of fashion is not only to meet primary needs but also become artistic needs. The increase and development in the fashion industry have had a significant influence on the progress of local fashion brands, which have now begun to be glimpsed and trusted

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by the people of Indonesia. However, the popularity of local fashion brands is still quite challenging to compete with, especially with foreign brands, seeing that many people today still believe in buying and using products with “made in” labels from abroad as a determinant in buying decisions [3]. In addition, competition between local fashion brands is increasingly difficult. According to Irawan [5], the growth of local fashion brands is increasingly rapid, as can be seen from the increasingly widespread brand names of new local fashion products that continue to be present in the community. Also, retail conditions are another challenge for local fashion brands today. According to Hermayanti [6], there is currently a change in shopping trends to online shopping because it is considered much easier and cheaper for most people. While the existence of retail is considered capable as one of the branding and marketing strategies for a brand to be better recognized by the public, so retail is still needed even though online shopping has dominated the fashion industry.

The local fashion brand that will be raised in this study is BigJill. Jenny Rainnard founded BigJill, a local fashion brand from Bandung established in 2010. It started from selling t-shirts as a second party, BigJill can now produce its clothes with significant changes, namely selling women’s clothing. BigJill had a heyday around 2012-2014 but experienced several failures caused by the fire incident at The Kings Bandung and was during the Covid-19 pandemic. Affected by the demands of current online shopping trends, BigJill began to focus on making sales through social media and e-commerce, but this was not balanced by paying attention to the state of its offline store, so the condition of the offline store was entirely neglected, especially when compared to its competitors’ offline store. For now, BigJill has one active offline store, which is located at The Kings Mall Bandung, with a reasonably quiet condition compared to existing competitors.

Therefore, the research aims to find and provide the right sales strategy for BigJill offline stores to balance sales both online and offline.

2. Research methods

The method used is the mix method, which combines qualitative and quantitative as supporting data from the side of BigJill’s target market. The use of the mix method was chosen based on the needs of researchers to see the problems found in BigJill objectively, both in terms of owners, staff, researchers themselves, BigJill’s customers,

and the community, especially women who like to shop. Data was collected through direct observation, interviews, questionnaire distribution, and documentation.

2.1. Observation and Interviews

The data was obtained by observing BigJill, located at The Kings Mall Bandung. In the observation stage, researchers positioned themselves as a customer by doing shopping activities at BigJill offline stores and it was done to understand customers' first impressions while shopping at BigJill. Researchers also observed other customers who came to the store and paid attention to the duration of time spent and activities carried out by customers while in the BigJill stores. The observations were made several times on weekdays and weekends. As a need for comparison, researchers made observations on two similar competitors: MyStyle and Hippie.

Then an interview was conducted with BigJill owner Jenny Rainnard and a staff who worked in offline stores to determine the store's condition based on the key stakeholders' views. Supporting data material was obtained from an exclusive interview with one of the customers who had purchased BigJill products.

2.2. Questionnaire

The questionnaire was conducted using the differential semantic method. It uses its methods to validate problems based on observations and interview activities. The population used is women aged 17 to 40 who like to do shopping, with a sample of 100 respondents.

3. Result and discussion

3.1. BigJill

BigJill is a local fashion brand that offers a variety of women's clothing with casual, minimalist, and chic style clothing concepts, and has a target market of lower-middle-class women, aged 17 to 40 years. BigJill is famous for its premium clothing models and materials at pocket-friendly prices. BigJill currently has three offline stores in Bandung and several other cities. BigJill is also active on social media, such as TikTok, and

e-commerce, such as Shopee and Tokopedia. BigJill had its heyday around 2012-2014 but experienced two failures in 2014, The Kings Bandung fire incident and the Covid-19 pandemic in 2019. After Covid-19, BigJill began to focus sales through online stores, especially on TikTok's social media platform. However, this condition needs to be balanced with the development of its offline store. According to the data collection results, researchers found that the current offline store condition of BigJill needs to catch up to competitors engaged in the same field with the same market.

3.2. Competitors

Competitors are selected based on the similarity of the product types, target market, and price ranges. The first competitor, MyStyle, is a local fashion brand offering women's clothing with a casual and minimalist concept. MyStyle is targeted at women aged 17-40 with a selling price ranging from 90,000 to 210,000 rupiah. Another competitor is Hippiie, a local fashion brand with Korean and minimalist clothing concepts. Hippiie targets women aged 17-30, with clothing prices ranging from 120,000 to 400,000 rupiah. Both competitor stores are located at The Kings Mall Bandung, adjacent to the BigJill store.

3.3. Theoretical Studies

In designing layouts, designers must have the ability to communicate with customers or position themselves as customers, and this is intended to find a meeting point between what the owner wants and what is needed by the customer [7]. In Darmastuti's research [8], it is said that there are three essential things in attracting customers: layout (product placement), circulation, which makes it easier for customers to reach all areas, and placing focal points and products in groups. According to Heizer & Render in Darmastuti [8], the layout has a strategic impact because it determines the company's competitiveness in capacity, process, flexibility, cost, and quality of the work environment, customer contacts, and company image. In planning the layout at retail, there is a division based on three parts; platinum, gold and silver, and bronze. The platinum area is near the entrance, which means the latest products or products with discounted prices. This is done to attract potential customers when passing by in front of the store. Then the gold and silver area is in the middle store displaying a large selection of products. The bronze area located in the back area of the store is used

for superior products that are most likely to be targeted, especially by the regular customers of the brand [8]. Astari [9], also said that a suitable arrangement could attract visitors' attention and help them easily observe, check, and choose items and ultimately determine purchases. The layout theory is supported by circulation theory; the customer's habit is to go directly to the right after entering a store, and most customers will avoid meeting other customers.

3.4. Analysis and Discussion

The analysis done by researchers found that the layout settings on the BigJill store are still not well-regulated. The placement of shelves and products makes BigJill's store look unorganized, which also affects the effectiveness of circulation within BigJill's store. In addition, the duration of the customer while in the store does not last more than 5 minutes, with details of customer activities, that are approaching one area and quickly scanning the store, then immediately leaving the store. Unlike store competitors, customers can spend time in the store for 5-30 minutes, even if the intensity of buying in 1 hour is more than BigJill stores. After conducting interviews and seeing other opinions through questionnaires with customers and target markets, it happened because customers felt confused and uncomfortable when seeing the clothes on display. According to customers, the first impression felt when entering the BigJill store is unorganized and confusing. The placement of clothes is not categorized, which makes customers confused to decide the direction that customers should go to get the desired model and category of clothing. Customers felt lost looking at the clothes on display, so left the store immediately and did not buy things at BigJill. Customers also feel unable to make comparisons in buying decisions between one clothing and another because most clothes on display are only one variant and color. The problem of improper layout settings is known to make space circulation not run well, between one customer and another customer looks often clashing, making customers feel not free and uncomfortable in shopping activities.

On the other hand, respondents gave a better impression of some competitor stores than BigJill stores. This significant difference is known to be the influence of good layout settings. Competitors have done a clear product grouping and planned area division based on platinum, gold and silver, and bronze areas. As a result, although BigJill is superior in quality and model, respondents prefer shopping at competitor stores compared to BigJill stores.

4. Conclusion

Researchers concluded that BigJill's offline store needs to be re-layout to increase sales on offline stores. Re-layout must be done by considering the customer's position while shopping. Re-layout is carried out by grouping clothing categories, then positioning based on the division of platinum, gold and silver, and bronze areas. In addition to focusing on the position of the clothes shelves placement, it is also necessary to consider circulation in the store. This consideration can be based on the distance between one shelf and another. Customers must feel free to pass by in the shopping process. Re-layout is expected to increase customer shopping duration and affect sales at BigJill offline stores.

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