

# Floor Covering Media

Your Gateway to the Floor Covering Industry

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## Shopping Suggestions



There is a great deal of time, effort, energy and resources invested into the merchandising of flooring and flooring accessories. So, why all of the fuss? The budget that is allocated for surfaces and surface coverings (aka: flooring) is a rather significant one. Consider the interior space that is within the home. Next, add to that the exterior space surrounding the home. It's a lot of space!

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It is one of the most expensive buying decisions that the homeowner makes, since there is flooring in almost every room. But that's not all. There are also the living areas and exterior spaces on the property that are likely to require flooring; especially larger homes, which may include spaces for the driveway, the entrance areas, mudrooms, patios, decks and other areas. When shopping for flooring, remember to ask the dealer for the installed price, as there are a number of components. There is the cost of the flooring. There is the cost to install the flooring. There is also the expected cost of maintenance.

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How do you prepare for the task? A good starting point would be to pay close attention to how the flooring makes you feel. What influences your feelings? Color is clearly important. So is texture. Why are your feelings so important?

## Consumer Behavior

Advertising, Consumerism, Materialism, Marketing

✓ Reviewed by Psychology Today Staff



Consider the obvious. You'll be spending quite some time with this decision! Learn more about [Consumer Behavior](#)! When shopping for flooring, avoid distracting manipulation tactics. Remain focused on how the flooring makes you feel. Tune out everything except what matters and concentrate. What is important to you? Maybe the wood floor in



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your bedroom needs an area rug. Though what type of area rug? Machine made or hand made? Perhaps something soft and fluffy. What about color? White is a nice contrast over a hardwood planked floor and may occasionally have an impact on your mood. The impact of colors go beyond the visual. It may trigger a cherished memory.



Warmer colors can be energizing and inviting, as they frequently bring to mind feelings of peace and coziness. A welcoming atmosphere is another reason why warmer colors are the go-to-choice for social and interactive spaces. During the winter months, warmer colors may bring warmth with them, as you quietly reminisce and reflect back on fond memories about the warmer seasons in the comfort of those room surroundings synonymous with warmth.



Cooler colors, such as blue, brown and green can be relaxing and calming. These types of colors are an ideal selection for peacefulness; particularly for certain uncomfortably warm rooms in the home. During the summer months, these types of rooms can get incredibly warm, even hot, to the point where welcoming surroundings of cooler colors could serve as a cooling element.

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Reflecting back on fond memories of walks through the white snow during the wonderful winter holidays serve as an escape from the heat in the comfort of the colorful room surroundings that bring to mind cooler and colder seasons.



Neutral hues, such as beige and gray, provide a desired versatility for design. They make an ideal canvass for various design styles and adapt to different moods and aesthetics year round. They're almost always a trendy selection.

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The role of texture is certainly one with an emotional impact. Imagine meandering through plush carpet and sauntering through soft rugs. Texture evokes feelings of comfort with an inviting sensation for living rooms, bedrooms and other areas of the home. The texture of plush carpet is likely to make you feel relaxed and at ease, as though you are walking in tall cotton.



Some people may prefer smooth, polished surfaces, such as hardwood, with attributes usually sought out by minimalists. It is ideal for homeowners seeking cover their spaces with a sleek simple look that is easier to maintain with minimal effort. Natural stone or textured vinyl can intrigue those responsive to the sense of touch. Tactility may also add depth and character.



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So how does one go about choosing the proper surfaces for each of the rooms within the home? Walk into each of the rooms. Think about how it will look after it is completed to your satisfaction. Imagine it vividly. Does the living room where you decompress after an arduous day at the office have warm earthy tones and soft textures that are ideal for relaxation and friendly conversation? If you have a home office, do the colors inspire a burst of welcome energy to boost productivity? Do the textures foster an environment where you can stay sharp, focused and get the job done? Does the bedroom offer a tranquil sanctuary, where you feel completely relaxed and sleep well?



Dull living rooms may be transformed with warm-toned hardwood flooring accompanied by soft, plush area rugs that creates a welcoming space. It's ideal for gatherings with family and friends. An uninviting workspace can be transformed into a professional and productive home office. Drab bedrooms could be transformed by installing cool colored carpeting and texture curtains.

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Clearly, lighting has an influence on the way that the room colors appear. Remember to test all flooring samples in different light, in order to see what they really look like. While lighter flooring makes a room appear more spacious, darker flooring makes it more cozy; especially in larger areas. Flooring should serve as a complement, especially to the furniture and décor. A harmony of colors, styles and textures can create a soothing appearance.



High-maintenance flooring may not be suitable, for a busy household, because it is impractical. Alternatives, which correspond with your lifestyle and cleaning preferences, are recommended. Low maintenance surfaces are ideal for individuals with heavy workloads. Durable and easy to clean surfaces make the most sensible purchases, especially for families with pets. Ensure that the flooring is easy to install and it's functional for your particular lifestyle.



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The color and texture of a floor has immense influence. It wields the capacity to shape moods, evoke emotions and transform a space. An understanding of your shopping psychology requires open-mindedness. Are you prepared to embark on adventures in interior and exterior design? Prepare to beautify your home in creative ways that enhance the quality of all your living spaces!

## THE CONVERSATION

Academic rigor, journalistic flair

Are retailers using psychology in order to influence your [buying decisions](#)?

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## Press Release

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## Flooring Network

For those in the market and those that serve it

Floor Covering Media is  
a social media network.

## Floor Search

Answers to Questions About Flooring

Retrieve timely, objective news and  
information at <https://www.floorsearch.info>.