

incentivize these sales, and due to this, the Tesco brand is more heavily emphasised, so therefore the customer will think about the brand more. With this branding, if the customer buys these everyday value brands, at home, they will constantly see the Tesco brand, and subconsciously, they will be thinking about Tesco much more and they will be more likely to come back. This theory also works with the other methods they carry out throughout the store, as they will also put their main Tesco logo as well as the website link throughout the store again to subconsciously emphasise this branding, so that the customer thinks about it, and is more likely to act in the future, by coming back, going to the website, etc.

A similar point to the previous paragraph is the use of signage, as Tesco will use different types of signs throughout their store, in order to emphasise different points. The core use of this would be the large Tesco logo outside, which lights up in red. This logo is used effectively, as when people are driving past or walking past the store, the first thing they see is the giant sign outside, which will draw people to the store, as people will see the logo, and think about what they need at home, so this method of signage is usually very effective in terms of getting people to the store. Another use of signage is their promotional signage, which may be at the front of aisle, showing the different percentages off they can save at the moment with certain products, and by having these numbers in large fonts, it will naturally draw more people towards these products, as Tesco knows that their customers always want to save as much money as they can, so with this, they know by emphasising these savings throughout the store, more customers will purchase these products as a result.

With the promotions, Tesco may have several different methods in order to entice their customers to purchase different products. For example, if they want to shift certain products that haven't been selling as well, as they may start a "Buy One Get One Free" deal, as they may have bought far too much of a product that hasn't sold as well as expected, so therefore by using this traditional marketing technique they will be able to convince the customers to buy more of the product. Another practice they may carry out is selling seasonal products in conjunction with an event that may be happening, such as Easter or Christmas, in order to maximise spending potential. The method they may use to advertise these promotions would be signage through stores, at the relevant aisles, in order to inform. They may also use TV advertising in order to spread the message further if necessary, as if they have a BOGOF with seasonal products, Tesco knows that their customers would be greatly interested in this, so they would want as many people to know about this, in order to make as many sales as possible.

Another method that may be used in order to evoke one of the main senses is demonstrations or in this case, taste tests, as if you go up to the deli counter at Tesco, there will usually be samples of a ham or cheese they are trying to sell, and by having this sample, the customer will be able to know the quality of what they are about to buy, so therefore the customer is more informed of the products Tesco sells, and if the customer likes it, they will be more likely to buy a larger quantity of the product, as they won't be buying it to try at home, but they know they like the product, and therefore they will buy this, and in the future, they may buy more, and then Tesco will have some repeat custom for this product as