

## Unit 30: Visual Merchandising in Retail

M2a: Compare how three retail businesses use space (and psychology) to influence customers to purchase goods

In this task I am going to compare three different stores to find similarities and differences regarding how they use different methods to influence customers to purchase goods. The three businesses I am going to use are; Tesco, River Island and Marks and Spencer.

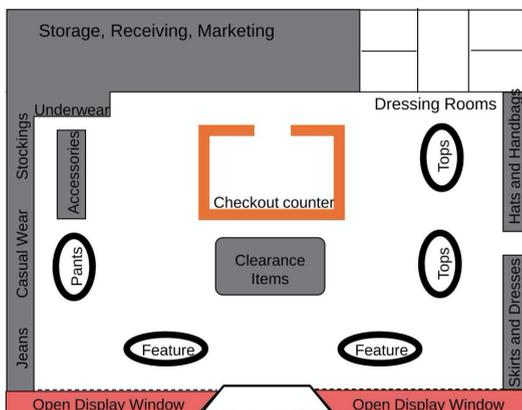
Firstly, in terms of the store layout (with the planograms provided), we can see that there are both similarities and differences which apply.

Tesco:



Tesco has a general grid design of a superstore layout, which can be applied to Tesco. Space is used effectively in this planogram, as we can see that the grocery aisles are located in the centre, and have the most space allocated, as this is what the majority of customers come in for, and these aisles would have the most variety, so therefore they would put the stock here for the customer to locate.

River Island:



River Island has a free-flow clothes store layout. We can see that space is used effectively in this planogram, as we can see that there has been a lot of space allocated to make sure the customers can view freely, as people mainly come into clothes shops to view what they have, as the customers wouldn't have come in to buy one thing, so there has to be sufficient space for the customers to move around easily. For this specific type of store, I believe this layout works due to the free nature in which the customer can move around and view items, which leads to them seeing more and buying more as a result.