

Unit 30: Visual Merchandising in Retail

D1: Evaluate how retail outlets use psychology in their visual merchandising and display techniques to encourage customers to purchase goods

In this task, I am going to evaluate how three companies use psychology and different techniques in both merchandising and display, to convince customers to purchase goods.

The three companies I am going to evaluate are Tesco, Marks & Spencer and River Island.

As all three of these companies differ in terms of what they sell and how they are presented, it means they will also differ in terms of how they use psychology to encourage customers to purchase goods.

Marks and Spencer

Firstly in terms of tangibles, Marks and Spencer are well known for their window displays, as they want to show what different products they have in store, as some people may not be aware of the current ranges they have out, so therefore by showing these clothes when customers walk past, so therefore the clothing can catch the persons eye, and as a result, the customer may be interested, and may want to see what else they have, so by going through this effort to showcase the clothes they have in season, they will be able to drive customers through the door by their window displays. This can also interlink with psychology, as window displays may also evoke certain thoughts from customers depending on the season, as if there are certain products that may accentuate certain themes, so for example if M&S brings out a new clothing range in conjunction with the christmas season, some customers may be more likely to come in and see what they have, as that christmas feeling has been captured.

In terms of positives for this specific technique, there are many. The first is that it can increase interest in the store, as customers may be impressed by the quality of the window display and as a result they may come in. It also gives an opportunity for the store to show off their products to the customers, and as a result may increase sales of the product shown on the display. With this, if the window display is very impressive, it may also get some social media interaction, as depending on the season, mostly in christmas, window displays are very popular, so therefore if the display is very popular, the specific branch may be very popular, as people may want to see the display in person, therefore increasing overall traction of the store and the customers who come into the store.

In terms of negatives relating to this technique, there aren't many at all, however the one that comes to mind is time and dedication, as window displays may take time to come up with and put together, however, for a company such as M&S, they would have creative teams set up to make sure the window display is unique, so this wouldn't be an issue.