**NAME(S):………………………………………………………………………………………**

1. **THE IMPORTANCE OF INSTORE MARKETING**

*A reasonable proportion of purchase decisions are made in-store. Therefore, many retailers*

*design their premises in a deliberate attempt to influence consumer’s in-store behavior.*

**ACTIVITY/TASK**

Your task in this activity is to review the examples below in order to identify what the firm is trying to achieve by their particular design of their servicescape.

* A number of steakhouse restaurants are set-up like a 'saloon' in the Wild West in the cowboy era of America. They use old looking wood, and have beer barrels around the restaurant, skulls of buffalo on the walls, and so on.
* Some fast-food stores have 'uncomfortable' seats, where you cannot sit for long periods of time.
* Banks have branches with mini-offices and comfortable chairs to meet with customers wishing to open new accounts. Normal transacting customers have to stand in the queue and often have to talk through a security window.
* Starbuck's stores have a range of seating options, including outdoor, inside tables, and even lounge chairs.
* Casinos don't use any natural light in their main gambling areas, and they don't have clocks on the walls either.
* Walmart's aisles have easy to read signage of what items are stocked there. They also have installed touch-screen terminals in some stores to help find the location of items in the store.
* Department stores have far more unstructured layouts (unlike supermarkets), where customers are more likely to wander around the store in various directions.
* Many stores will play familiar or popular music in their stores.
* Many clothing stores have service standards, which require their salespeople to approach customers within the first 30 seconds of them entering the store.
* Supermarkets regularly have a proportion of their merchandise on special (at a discount).

**QUESTIONS**

1. What is the goal of each of the above designs/actions?
2. What other examples can you add to the list retail design tactics?