

Reviewing the optimal consumer environment



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The goal of every business to help them market their products better includes a well developed environment for its consumers. The environments of businesses selling goods will vary depending on whom their target market is and what type of products they're trying to sell. Everywhere you go from a coffee shop to shopping for clothes the store environment has been created in a way by marketers to try and create the optimal consumer environment. As defined in the book, the environment refers to all the physical and social characteristics of a consumer's external world. The objective of an optimal environment is to appeal to the consumers so that they feel more relaxed and in control, thus helping out the purchasing process. The environment that a consumer is exposed to should be thoroughly focused on and attended to for the objective is to be met. The factors involved with designing an optimal consumer environment will be shown using the clothing store Bootlegger as an example because of its effectiveness. Every detail from the location to the manner of how the employees offer you assistance to the store's physical appearance and attributes is focused on to better to serve the consumer. Situational Analysis

Marketers must look at some main points and factors to be successful in creating the optimal consumer environment. The location of any establishment looking to do business is the foremost step in designing the optimal consumer environment. The placement of any establishment needs to be carefully planned out because consumers of different subcultures have different wants and needs. For example, placing a pog store in Prince George would not do well due to a lack of popularity and demand for the products. More and more companies these days are stressing better customer service. Having the right staff is essential and is an integral element to a successful consumer environment.

Besides being friendly and courteous, the customer representatives should be knowledgeable in the products and services that the business is offering. For example, a waiter or a waitress at a restaurant should always know the specials and prices, while a TV salesperson should know enough about televisions to answer all the customers' questions. This gives consumers a more secure feeling knowing that the representative is well informed of what he or she is selling. Whether you're in a clothing store, restaurant, bar or any other consumer related setting, marketers try to adjust the physical appearance and attributes that make up the environment to suit the purpose of where the consumer is. For example, in the restaurant business a Chinese restaurant would promote a more Asian theme and atmosphere whereas a Mexican restaurant would opt for a Mexican oriented theme to better suit what the particular restaurant is trying to sell. In another situation, a consumer should be able to distinguish a higher-class restaurant as opposed to a regular diner just from its physical appearance. Having more expensive and fancy furniture, better dressed waiters and waitresses, the type of music that is playing and exclusive decorations are all indicators of what type of restaurant it is. The physical environment alone can tell you a lot about a business. Consumer Analysis

A clothing store's environment changes in order to better serve and appeal to its target market. Bootlegger is a clothing store chain that markets apparel to the teenage and young adults market segment. On the Bootlegger website, they state that their goal is to provide casual fashion wear for a young, urban lifestyle. The environment that Bootlegger has designed works well in attracting and appealing to its target market. The location of Bootlegger is in Pine Center Mall where many customers shop, including their target market. Although there are clothing

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stores that sell similar merchandise, Bootlegger is by far the largest one and offers customers the most selection and choices based on the store size alone. Young adults make up the majority of the Bootlegger staff, and the clothes that they are required to wear are similar to the merchandise in the store. This makes the staff more approachable and easier to relate to. There is always staff available to assist customers, and although they make it known that their assistance is available they will not follow customers and make them feel pressured. With those attributes plus a friendly attitude this makes for an easier and more relaxed shopping experience. Although there are certainly no printed signs or notices that state what age group the store sells merchandise to, a consumer can easily determine that by recognizing the physical atmosphere of the store itself. Besides judging the store from the merchandise that is being sold and displayed, the store layout and designs also play a huge role. The store design itself is bold and bright, gearing towards a young and casual look (See Appendix 1, as compared to Moore's Clothing). Even the store sign is daring compared to the plain signs of neighboring stores, using a mix of different size lower case and capital letters (See Appendix 1, as compared to Moore's Clothing). The music used in the store is a big contributor to the overall effect. By playing music that relates and appeals to its customers, it will help add to the atmosphere and help the mood of its customers. A customer that is enjoying the music will likely be in a better and more carefree mood. By using these tactics and elements, Bootlegger is strictly aiming towards a certain group and not the general public. In most situations, a lost shopper that isn't in the Bootleggers target market group should easily be able to recognize that Bootleggers isn't the store for them. Bootlegger has an effective environment that appeals to

its target market and gives them a better shopping experience.

Recommendations Areas that could constantly be improved on is keeping up with the current trends and designs. The consumer's needs are always changing and their demands vary, and because of that every business has to be prepared to make constant changes. Whether it is changing the designs of the store to fit current trends to always having updated music that appeal to its customers, businesses must always try and fit the needs of consumers to help the purchasing process. For any business ranging from restaurants clothing stores, a optimal consumer environment is needed to appeal to its target market and give them a more comfortable shopping experience.