

Assortments

Component Factor

Yes, part of Merchandise ([view](#))

Ranking

Assortments	Rank	Score	Descriptor
Influence	92 nd out of 237	3.88 out of 5	Influential
Control	17 th out of 237	3.71 out of 4	Controllable
Priority	20 th out of 237	14.43	Very high priority

Description/Definition

Assortments refer to the breadth and depth of merchandise available in the high street or centre. In other words, assortments refer to merchandise mix.

Why does it matter? (Influence)

The breadth and depth of merchandise available in the high street and/or centre influence the experience and visitor satisfaction of stores (Hart et al., 2013; Teller and Reutterer, 2008). Assortments are largely what attracts people to visit stores and can cause spending leakage if the breadth and depth of merchandise do not meet the needs of the catchment area.

What can you do about it? (Control)

The assortments on offer within the high street or centre implicates on the centre image and identity of the centre, as places with many speciality shops, for example, will have a narrower product range. This is not to say that the depth of assortments is poor, and consumers may not always prefer larger assortments (Chernev, 2006). However, consideration should be given to how the assortments cater for the catchment area. Therefore, it is important to attract retailers with assortments that meet the needs of the customer groups coming to the area.

See also

Merchandise; Range/quality of goods

References

Chernev, A. (2006). 'Decision Focus and Consumer Choice among Assortments'. *Journal of Consumer Research*, 33(1), pp. 50–59.

Hart, C., Stachow, G. and Cadogan, J.W. (2013). 'Conceptualising town centre image and the customer experience'. *Journal of Marketing Management*, 29(15/16), pp. 1753-1781.

Teller, C. and Reutterer, T. (2008), 'The evolving concept of retail attractiveness: what makes retail agglomerations attractive when customers shop at them?' *Journal of Retailing and Consumer Services*, 15(3), pp. 127-143.