

Range/Quality of Goods

Component Factor

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

Ranking

Range/Quality of Goods	Rank	Score	Descriptor
Influence	14 th out of 237	4.33 out of 5	Highly Influential
Control	77 th out of 237	3.29 out of 4	Controllable
Priority	23 rd out of 237	14.24	Very high priority

Description/Definition

Range/Quality of Goods refers to the range (wide vs. narrow) of retail goods on the High Street and the overall or perceived quality of those goods.

Why does it matter? (Influence)

The range/quality of goods available in the high street and/or centre influence the experience and visitor satisfaction of stores (Hart et al., 2013; Teller and Reutterer, 2008). It also influences centre image (Hart et al., 2013) and determines whether people choose to go to the high street to purchase goods. Poor range/quality of goods can result in spending leakage if it does not meet the needs of the catchment area, thus leading to a low competitive advantage compared to town centres with a good range/quality of goods.

What can you do about it? (Control)

The range/quality of goods on offer on the high street or centre can be narrower if the place has many speciality shops. In order to ensure the range/quality of goods meet the needs of the catchment area, an audit of the town centre and the retail offer should be conducted. For example, a town centre with many national chains could benefit from attracting some independent retailers as well to increase diversity of the goods. Pricing is also an element for consideration but can be more difficult to control due to inflation and stresses the importance that the goods on offer meets the needs of the catchment area.

See also

Assortments; Merchandise

References

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.