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## The Beauty of Anchor Stores and Small Stores Over the Mall

Enter the mall and go to back to your childhood; the stores in there have all the candy you want. Stores are big branches who manipulate the customers, by display in impulse goods more prominently. Even though stores have different appearance, their strategies are similar to grab customer's full attention towards the store. The set up in the store is design specially to invite the customer to walk into the store and buy. Their strategy consists in make a set up rich in colors, specific display item, and decoration to instigate the person to enter. Comparing anchor stores with surrounding small stores in the mall, they sell more than one brand. These store goals is to provoke customer to buy more than one item. The displays on the store are attracting color for people to follow. Anchor and small stores have the objective, to make customers buy in order to make them return.

Anchor store gives customers the credibility to enter and buy their products. The merchant provide in anchor stores gives the customer a security to buy; by credit. One advantages of anchor is that they provide more than one brand for the public to choose like Nike, Channel, Prada, and more. Compare retail stores to anchor them only offer one product. These small stores provide de public with a specific item to sell. According to Gladwell "displays are canted, preferably to both sides but especially to left, so the potential shopper approaching to the store on the side of the sidewalk – the shopper, that is, with the least impeded view of the store window" [pg.97]. This is an example why stores have fancy items on the windows. Bright colors, decorations, order of displays are strategies used by stores to make customers eyes face the windows. All types of subliminal messages stores show to the people eyes are to grab them into the shopping world of expenses. Each detail in the store must be perfectly arranged in order to delight the pupils. Most stores have posters of famous people to demonstrate or show the best side of the product. If a famous is show that he or she has it, the customers will also want.

Macy's is considered one big anchor brand who gives the customer a variety of items to buy. Macy's gives customers a comfortable view to explore and relax. Entering to Macy's is easy to find the perfume section because is right in one enter. The weather Macy's tries to project to grab customers is friendly. The main purpose is to let people think they can get the best offers. One especial offer from Macy's is you can buying it today and pay later. At this point the fancy red colors with all the decorations make a point to the people walking by the side. A friendly environment in is the clues of a good service from the store and the better the customer to get into the trap. Changing the set up constantly, make the customers look for every detail when they enter. Macy's big trap is that in one of the door has the fragrance section that automatically makes people smell and get close to see. Big posters with famous artist gave the store a value to influence in buying a certain product. Seen famous people promoting the store manipulate viewers to delight their eyes and the desired to have it. As Gladwell said in pg.98 store have different zones where to put the items to make it attractive to the buyer. This is one of the techniques most stores do especially small ones who only promote a certain item to sell.

Small stores like Hollister and Victoria secrets promote their own particular product to offer at the customers. These stores have their unique strategies to grab customer attention. One example is the colors these stores use to manipulate the pupils. Hollister naïve colors with bright

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lights instigate people to see what is inside of the store. The image of the ocean view and the dark view offers the viewer a good sight of quality. As Victoria secret bright pink color decorates with Victorian style, influence women to enter the store. The first thing they show is the new fragrance and lingerie they have. The brighter the color the best opportunity the store has to make customers enter to the store. People are affected by the product they promote and how is placed on the store. Even though these stores are smaller, they give the people enough space to explore the items. Hollister minimizes the sections according the season and gender. In the right side is the women section and left for men but in the middle the fragrance is place. This strategy is interesting because the customers who enter will be guide to the fragrance in the middle, but instigate to see what is in the back. In Victoria secret store the lingerie is most places on toward the left and the right the fragrance. Following Gladwell examples: the store place the item they want to sell on the left but putting the interesting item on the right where the person is more obvious to look.

Going to the mall is more a trap where customers are the main target. At the store people will see every tiny detail and offer they would never imagine. Anchor and small stores will offer the customer the item to buy. Bright colors, fancy design, exquisite fragrances that people would always desire to have it in their hands. Enter to the mall and discover the beauty of the product they have. There is no difference in anchor or small store because they only have eyes on the customers who walk by to stop and look.