INDIVIDUAL DEEP OBSERVATION CONDUCTED BY MAAME YAA KESEWAA AT TARGET- STONESTOWN GALLERIA MALL

After two sessions of observing customers at the Target store in Stonestown Galleria Mall, I deduced that this branch’s nearness to the San Francisco State University has caused an influx of students to troop the store. There was a blend of young people and the older generation, nonetheless the former overshadowed the latter during both visits. From scores of students purchasing beddings and school supplies to young working professionals presumably restocking groceries or a young family buying toys for a child, this particular branch’s consumer base is centered on a younger population with a few mature-looking customers. In my opinion, Target has leveraged this to serve the younger section of their consumer range.

For example, as they are popularly known for their household goods, the store has a separate section dedicated to catering household needs of college students. Dubbed “COLLEGE”, this section has every item a college student will need to set up their dorm room at a fairly moderate price. Students were mostly shopping in groups of 3 or 4 and I noticed the buyer will confer with their friend(s) before finally deciding to buy a product. A group of girls I observed who were at the bedding section, spent a considerable amount of time discussing the color choice of bedsheets the buyer wanted. In the end, the buyer chose a red comforter because she “had a color scheme” in mind for her room and her friends agreed her choice was perfect.

 I observed that there was a vast difference between the pricing in the “COLLEGE” section and the pricing in the general household section. Although this section attracts people of all ages, I took note a mental note of the quality of items in the aforementioned areas.

I observed that many people of the older generation and a few millennials will go to the “COLLEGE” section, have a feel of some throw pillows here and there, glance through the available lamps and then move to the main section without adding anything to their cart. In the main household section, they’d seem rather involved and more impressed with the item they picked and add it to their cart. The items in the general section seemed to give off the impression that they were long-lasting and more aesthetically pleasing than the items reserved for college students.

I also observed how certain sections like cosmetic products, household goods, or toys were densely filled but the grocery section of the store for example was somewhat scantily visited. Customers purchased what I will describe as essentials; i.e., a pack of water, some toiletries, or personal care items. A few, whom I identified as college students had a huge cart filled with food, room decor, alcohol, school supply, etc.

Lastly, I rounded up my observation in the clothing section. Similar to groceries, this part of Target was poorly visited at this branch. Females visited this section more than males and the customers who visited this section barely picked out an item. They only run their hands through the clothes and moved to another section or the cashier or self-checkout.

Per my observation, this Target branch has successfully gained customer loyalty among young people. However, certain parts of the store generally lack patronage.