

Higher Sales Begin with a Better Retail Environment



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Grower?



Input supplier?



Retailer?



Distributor?



Happy customers begin by having a good shopping experience and then are . . .



successful at home.



A great shopping experience can begin before the customer enters the retail store.

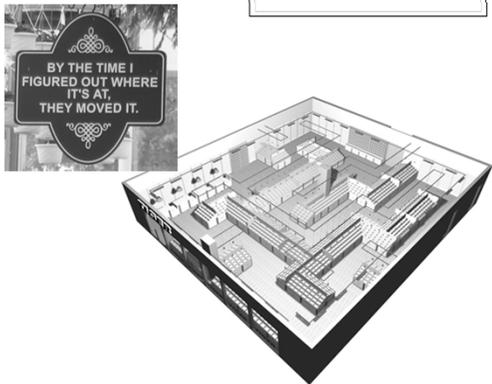


Chevron entry points the way in.





What happens in the first 10-20 feet of landing space?



BY THE TIME I FIGURED OUT WHERE IT'S AT, THEY MOVED IT.

Where do you shop alphabetically?



You are here

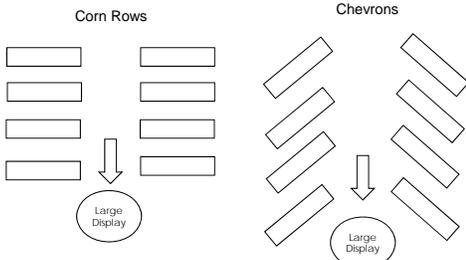
Orient customers with the same map and 'You are here' dots.



How do you arrange benches?

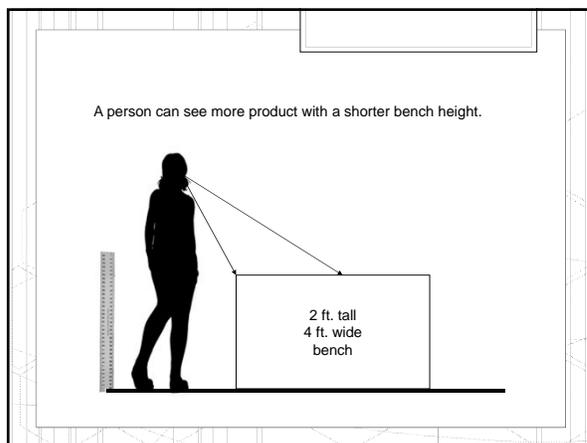
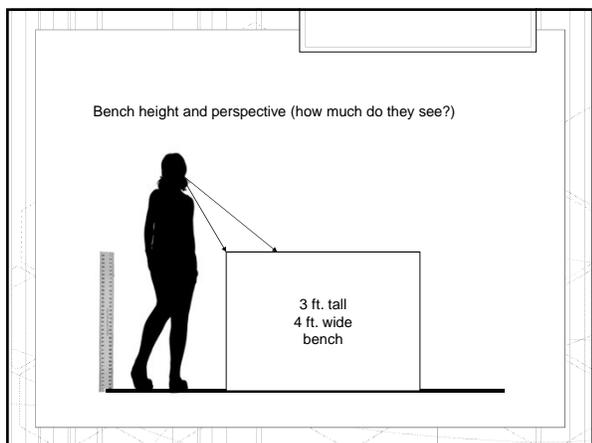
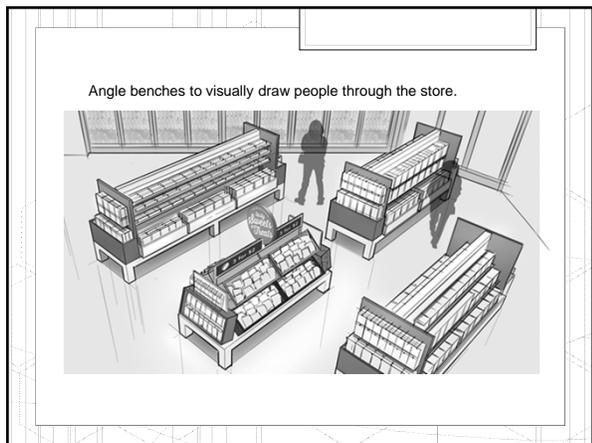
Corn Rows

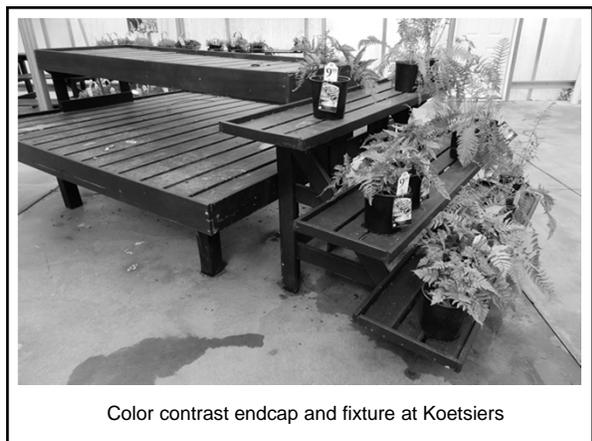
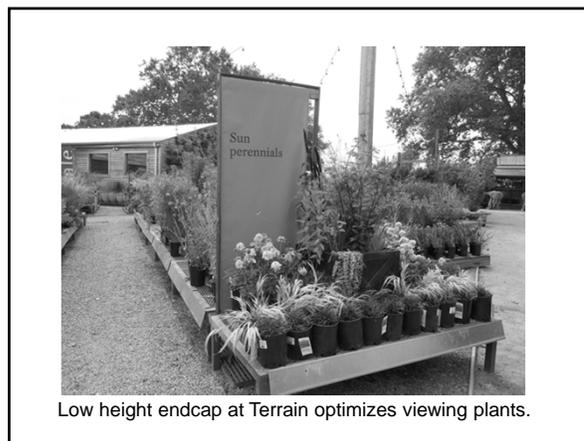
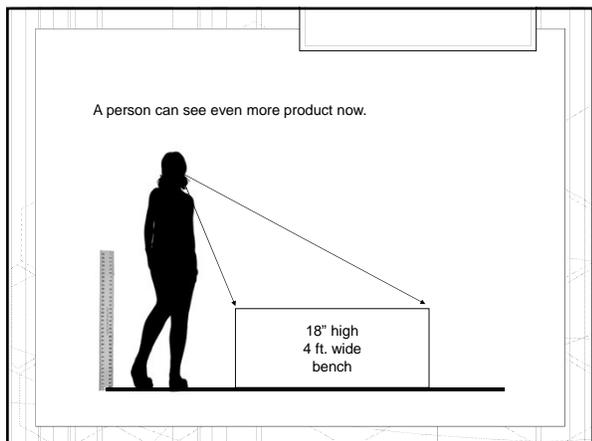
Chevrons



Large Display

Large Display





Paradox of Choice

Decision paralysis

Tasting booth for unusual jams in an upscale grocery store.

A: offered 6 jams
B: offered 24 jams

What percentage of tasters later purchased one of the jams?

THE JAM STUDY

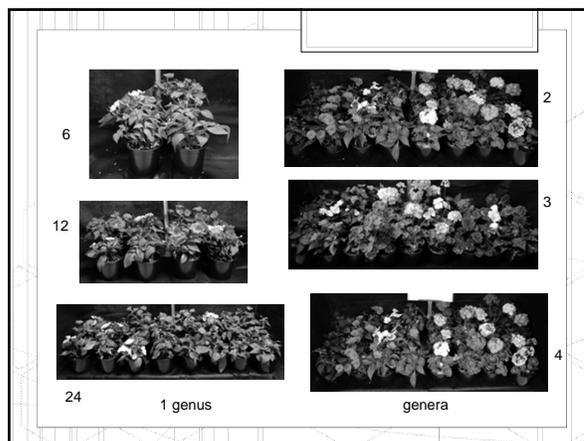
A grocery store conducted 2 tasting sessions. In one session shoppers were allowed to sample 24 flavors of jams, and in the other session they were allowed to sample 6 flavors.

<p>24 Choices of Jam</p> <p>Attracted 60% of Shoppers</p> <p>Shoppers sampled 2 flavours on average</p> <p>3% of shoppers bought jam</p>	<p>vs</p>	<p>6 Choices of Jam</p> <p>Attracted 40% of Shoppers</p> <p>Shoppers sampled 2 flavours on average</p> <p>30% of shoppers bought jam</p>
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George S. Loewenstein & Lerner, M. (Stanford), 2009. When choice is demotivating. Can one ever have too much of a good thing. Journal of Personality and Social Psychology, 97, 760-768.

People focus their attention on what they want to think about. So, we use Tobii eye-tracking glasses in many studies to understand what people look (and think about) as they make product choices.

Two cameras over each eye. Participants consent to wearing.



At how many plants do consumers look?

Plant Type	Number of Genera, Number of Plants			
	1, 6	1, 12	1, 24	
Annual				Calibrachoa
% Viewed	87.3% A	70.3% B	45.7% C	Significant difference

- Consumers looked at a limited percentage of plants before making a choice: 87% with 6 plants 46% with 24 plants.

How did species number influence purchase?

Plant Type	Number of Genera, Number of Plants				p
	1, 24	2, 24	3, 24	4, 24	
Annual					Calibrachoa Petunia Verbena Osteospermum
Likely to Buy	6.2 C	6.7 BC	7.3 AB	7.9 A	0.0101
% Viewed	45.7%	45.0%	43.8%	36.1%	0.3437

- Consumers were more likely to buy (LTB) from displays with more diverse plants (4 genera).
- The percentage of plants viewed was half or less with 24 plants of 1, 2, 3, or 4 genera.

Likely to Buy (0 to 10 scale)

Plant Location	Average	
Left	5.2 b	More LTB right
Right	6.2 a	
	Percent LTB	
Back	22.3% b	More people likely to buy from the front of the display.
Middle	31.0% b	
Front	46.7% a	

Across all displays, consumers were more likely to buy from the right and front row of the display.

Time to choice (in seconds)

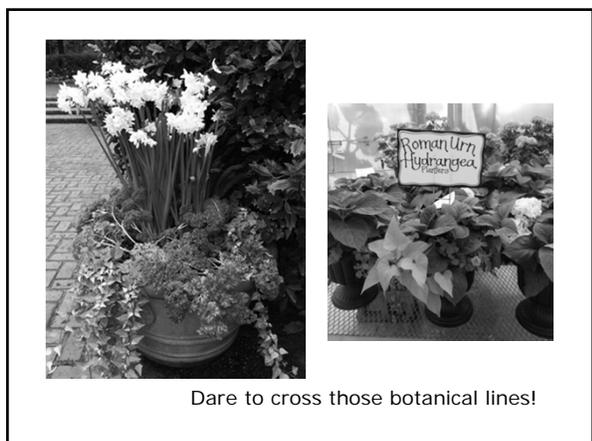
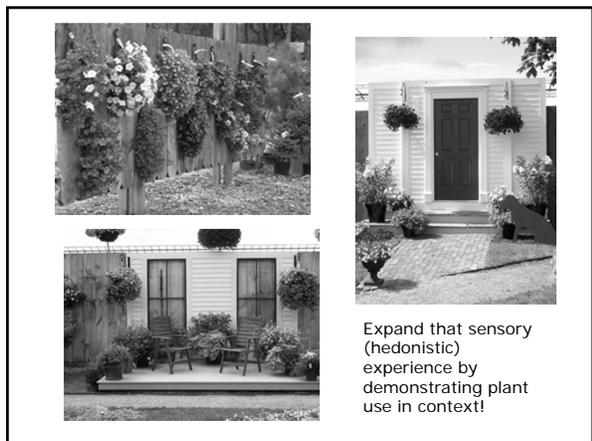
Plant Location	Average (sec)	
Back	16.3 b	Faster choice from the front row.
Middle	15.6 b	
Front	12.8 a	
Left	12.9 a	Faster choice on left.
Right	15.5 b	

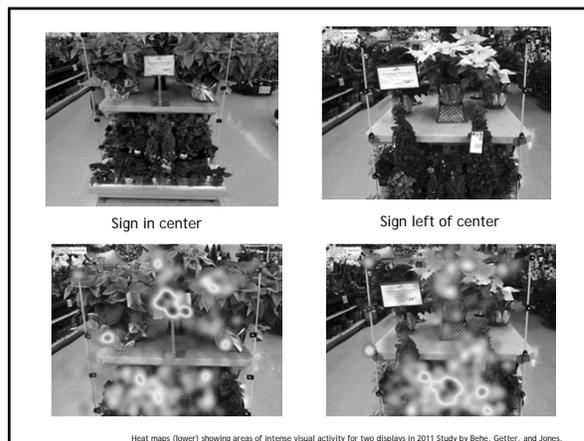
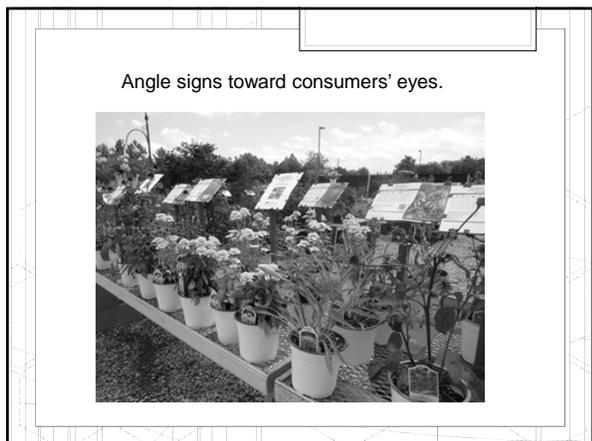
Across all displays, consumers purchased faster from the front row and from the left side of the display.





Hoen's Garden Center, Lucas Co., Ohio





Time to first fixation (in seconds) by segment.

	Segment		
	Plant oriented (73%)	Production method oriented (10%)	Price oriented (17%)
Production sign	1.23	0.90	1.17
Plant ID sign	1.15	1.27	1.35
Price Sign	1.89	2.01	1.62
Plant material	0.79	1.21	1.36

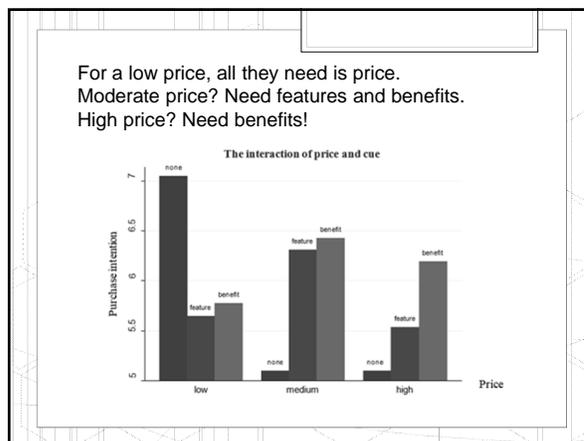
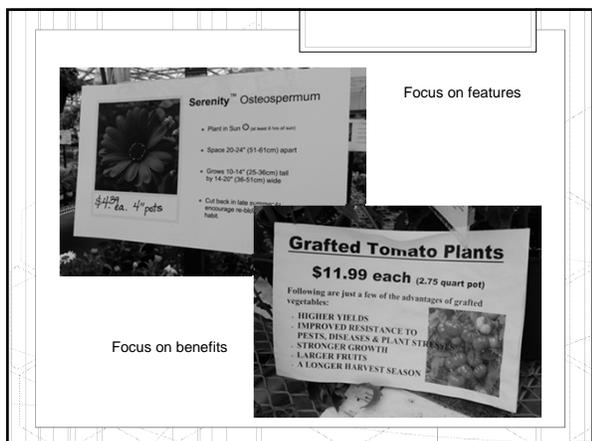
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How fast do consumers see high, medium, and low prices?

Comparison of Time to First Fixation on Signs with Price Positioned Left and Right of Center		Left Average seconds (0.0375)	Right Average seconds (0.0563)	
Price Position		1.0899 A	1.7823 B	F=432.96 p<0.0001
Price	Low	1.2204 B	1.7236 C	F=14.32 p<0.0001
	Medium	1.0694 A	1.9801 D	
	High	0.9604 A	1.7104 C	

Consumer see signs on the left faster than on the right. Higher prices are often seen faster than lower prices. High and moderate prices on the left are seen faster than on the right.

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People don't buy features, they buy benefits!

FORUM: Review, synthesis, program and/or integrative papers.

Economic, Environmental, and Health/Well-Being Benefits Associated with Green Industry Products and Services: A Review¹

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Abstract

Green industry firms have competed for decades on the basis of quality and service. While these competitive dimensions are still important, the industry has increased focus on growth of operations and has more aggressively added focus on the value proposition value concerns that even for an well-willing consumer and pay premiums for products and services that enhance their quality of life. This paper examines the peer-reviewed research regarding the economic, health, environmental benefits (e.g. system services) and health/well-being benefits of green industry products and services that serve to enhance the quality of life for consumers. Tables describe quality of life, human plant interactions, value propositions, associations of landscape.

Significance to the Nursery Industry

This paper provides a review of the substantial peer-reviewed research that has been conducted regarding the significant benefits of green industry products and services including economic, health, environmental, aesthetics, and the ability to sustain the environment and growth and that these benefits. This research should be strategically incorporated into both industry-wide and firm-specific marketing campaigns that highlight these quality of life dimensions in order to maximize the industry's sense of value and relevance for gardening and landscaping consumers of the future.

may involve greater firm-level risk. While the outlook may be somewhat unclear in terms of the outlook, the industry growth and the nature of consumer demand, it is clear that the development of innovative management and marketing strategies will continue to be a requisite skill in ensuring the survivability and profitability of green industry firms in the future. Stated slightly differently, if the green industry can produce itself in such a way that its products/services are considered to be necessary in people's lives and not mere luxuries, that is the best adaptation strategy against economic and weather-related risks it can employ.



Image Congruency

Show people interacting with plants.



Image Congruency

Show people interacting with plants.

Summary

- Create a colorful, inviting exterior with chevron roof entrance to point the way.
- Give customers a landing space.
- Help orient customers with "you are here" maps showing different plant areas.
- Turn benches at an angle to the main aisle facilitate looking down the aisle, giving an inviting view at the beginning and end.

Summary

- Consider bench height and how much product customers can possibly view.
- Position signs for best viewing.
- Think about sign content. Use features and benefits to elevate perceived value when price is high. Got a great deal? Say nothing more.
- Put high prices on the right and sale prices on the left of displays.

Summary

- Don't overwhelm consumers with all displays chocked full of product; it overwhelms them.
- Show people enjoying the products you have on display to enhance image congruency.

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 Michigan State University
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<http://connect-2-consumer.com/>

 MARKETING
PODCAST

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