

THE STUDY

Success Booster

Learn how to achieve a real competitive edge and aim for higher prices with well thought out marketing concepts.



*Have a look at the film
about the study.*

INTRODUCTION

Today's end-consumers in all branches demand innovative products of the highest quality, not least in the commercial horticulture sector. Those active in this area can choose from a range of sales and marketing strategies such as coloured or printed pots, additional information on the pots and various presentation techniques in the form of high or low profile transport trays. The general aim is to win the attention of the customer and increase sales.

Which function exactly do pots and marketing trays perform during the purchase of a plant? Are they really relevant to the end consumer and indeed decisive to the purchase? In short, is this added value really of value? These questions constituted the focus of the study conducted by the market research institute "Konkret" based in Bremen/Germany. Find out how to effect a targeted increase to your sales.

Enjoy reading through!



*PS: watch the TEKU® Effect – the film
accompanying the study online:
www.teku-effect.com*

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THE RESULTS

What was the effect of the study?

The following pages provide a summary of the study: an evaluation of the eye-tracking analysis and the questionnaire, together with a number of explicit conclusions pertaining to whether and the extent to which, end-customers actually paid attention to individual marketing ideas.

The conclusion.

The most important findings of the eye-tracking analysis.

New marketing tray with low profile (PT 2556-12/8)



Printed pot

Displayed in a low profile tray, the printed pots are noticed **33% better.**

33%

23%

The printed pots were noticed **23% better.**

Displayed in a low profile tray, the printed pots are viewed **4x longer.**

4x

10x

The printed pots are viewed **10x longer.**

The printed pots in the low profile tray directed the attention of the test persons to the plants around **6x more often.**

6x

4.2x

The printed pots directed the attention of the test persons to the plants around **4.2x more often.**

The most important findings of the questionnaire.

65%

65% of all respondents would prefer a coloured pot over an unprinted, black pot.

8%

The respondents were prepared to pay up to **8%** more for a printed pot as for an unprinted black pot.

15%

The respondents were prepared to pay up to **15%** more for a coloured pot as for an unprinted black pot.

74%

74% of all respondents evaluated the planters of the Coverpot series MDF as "very good" and "good".

In a nutshell.

The results of the study show that printed or coloured pots and low profile marketing trays perform better than unprinted, black pots and normal trays. In short, they generate:



More attention

Together with the plants, the printed or coloured pots constitute an harmonious and attractive package which generates significantly increased attention during the final purchase.



Higher prices

The end-consumer is prepared to pay more for a plant in a high-quality pot. This readiness increases the turnover of every growers.



*The results of the eye-tracking analysis are presented on pages 14 – 27;
all results of the survey are presented on pages 28 – 39.*



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THE STUDY

Do innovative marketing ideas really make sense?

Additional information on the pots, coloured or printed pots and diverse presentation techniques: a study was conducted to ascertain whether and to which extent, the various sales and marketing strategies are relevant to the end-customers. Commissioned from the independent market-research institute "Konkret" based in Bremen/Germany, the study was carried out in the Ostmann Garden Centre in Wildeshausen/Germany. Test subjects were interviewed on three consecutive days and observed during their purchases using a modern eye-tracking camera.

The task

Two products were defined at the outset of the market-research study:

A conventional, high-walled transport tray with a marketing tray from the PT series with low profile side walls providing the best possible view of the logo and the pot design. Both trays were filled with pots of an identical design.

Two pots were compared: a neutral black pot and a high-quality printed pot.

The Ostmann Garden Centre in Wildeshausen/Germany was chosen as the location for the study.

The study focussed on the following questions:

- › Do the test persons exhibit changes in their viewing habits with the new version of the "low tray".
- › Is it possible to recognise changes in terms of the new printed pots.
- › Do the new versions increase the level of attention?
- › Which versions were given preference in the purchasing?
- › Which price-readiness can we expect?
- › How are additional features such as a reservoir and additional information evaluated?

The test objects

[A] Identically-designed pots placed in transport / marketing trays of differing height.



Conventional, high-sided tray (Normpack® 408).



A new marketing tray with low profile (PT 2556-12/8)

[B] A neutral, black pot compared to a high-quality printed pot.



A neutral, black pot.

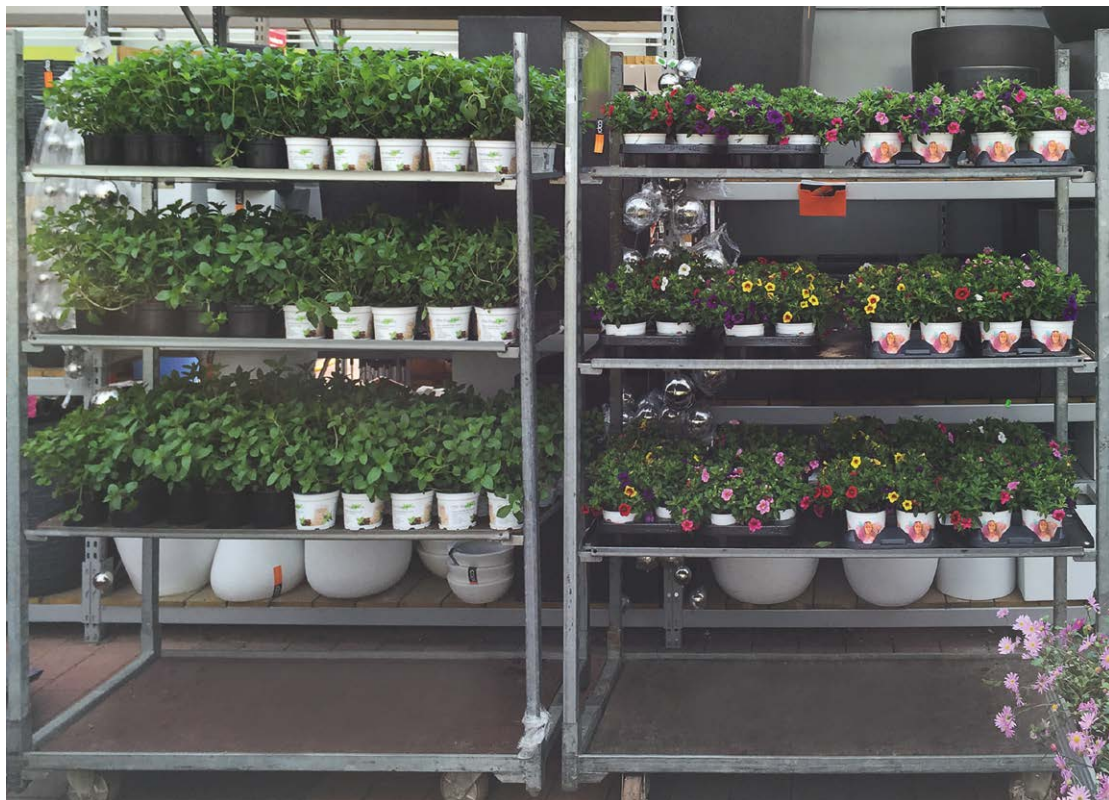


Printed pot.

The experiment setup

Experiment setup and arrangement of the test objects on CC containers in the Ostmann Garden Centre.

To track the eye contact of test persons under identical conditions, the market research institute "Konkret" based in Bremen/Germany used the experiment setup outlined below. Two identical CC carts placed next to each other were filled with various products. The first CC cart held plants in black and printed pots. The second CC cart was filled with pots in printed pots in high and low profile trays.



Neutral, black pots together with high-quality printed pots (left CC cart) and identically-formed pots in various heights of transport / marketing trays (right CC cart).

The test persons



Over a period of three days, visitors to the garden centre were taken onto the study and subject to eye-contact assessment and interviews.

Sex		
Female	33	(72%)
Male	13	(28%)
Age		
18 – 29	3	(7%)
30 – 35	3	(7%)
36 – 45	8	(17%)
46 – 59	15	(33%)
60+	17	(37%)
Persons in household		
Single-person household	3	(7%)
Multiple-person household	43	(93%)
Household with children under 18		
Yes	18	(40%)
No	20	(43%)
No children	8	(17%)



EYE-TRACKING

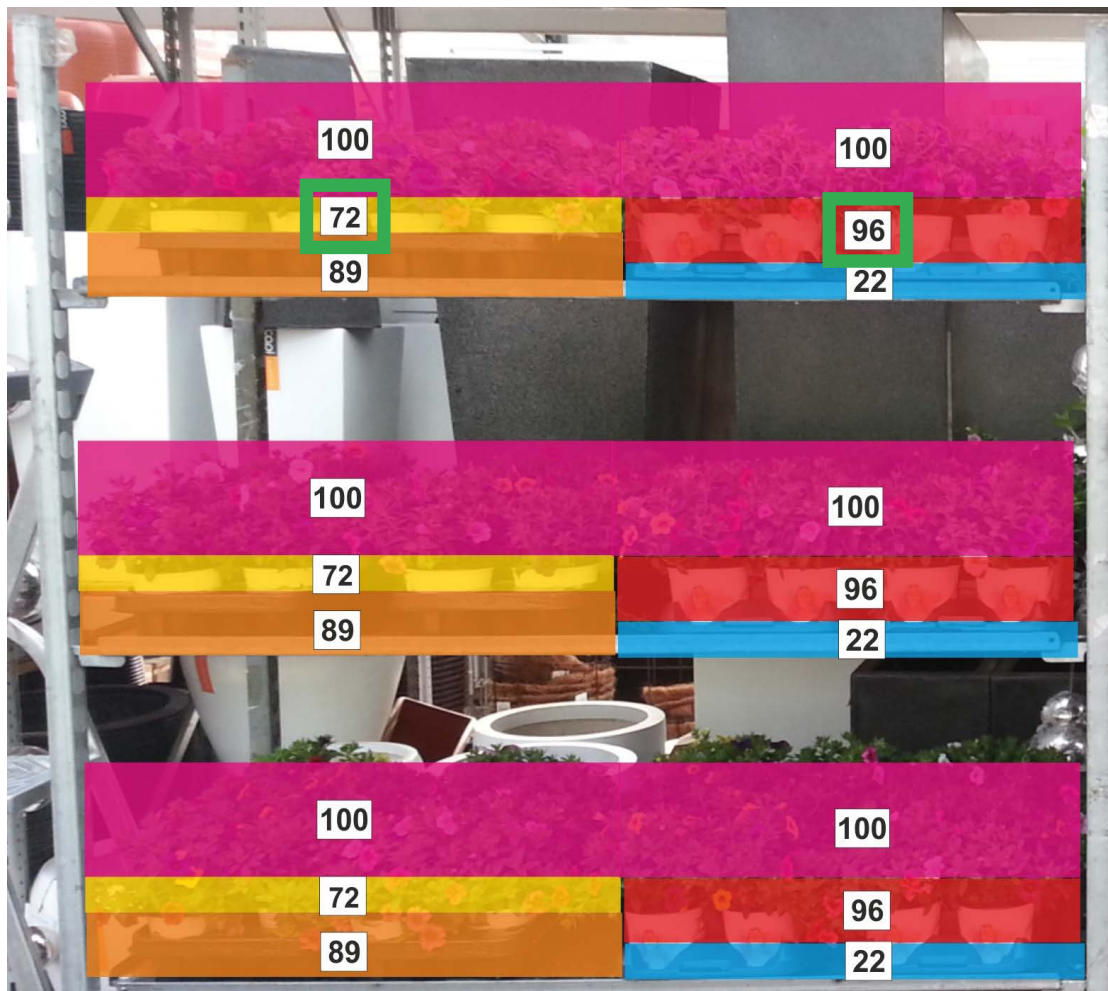
What is important to the customer?

Seeking to compare the perceptions of the two different trays and the printed / black pots in a situation closely resembling a sales context, the test objects were placed in a special station in the garden centre. The test persons were equipped with an eye camera and taken to the experiment setup. They did not know that the transport trays and pots represented the centre of the experiment. The viewing breakdown, duration and focus switch were recorded.

The viewing of the trays in comparison



This figure indicates the exact number of eye contacts attracted by an element (tray, pot, black pot or plant) in the experiment. This is used to calculate the percentage of test persons which have viewed an element.



Key in percent

Summary

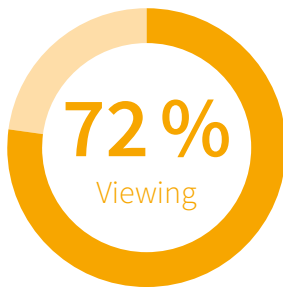
The combination of plant, printed pot and high-walled tray attracted a total of 702 eye contacts, whilst the combination of plant, printed pot and low profile tray attracted a total of 899 eye contacts.

The printed pots in the high-walled tray were viewed by a total of 72 % of all test persons. The printed pots in the low profile tray were viewed by a total of 96 % of all test persons.



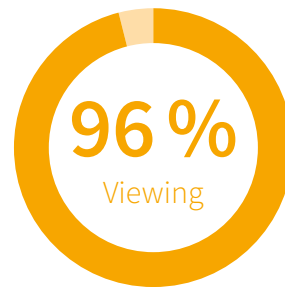
702

Eye contacts



899

Eye contacts



33 %

Displayed in a low profile tray, the printed pots are noticed **33% better.**

The viewing duration in comparison



This is a calculation of how long the test person views the individual elements (printed pot, plant, low profile tray, high-walled tray).



Key in percent

Summary

The combination in the high-walled tray (consisting of plants, printed pots and tray) was viewed by the test persons for a total of 601.4 seconds. The combination in the low profile tray (consisting of plants, printed pots and tray) is viewed for a total of 704.5 seconds.

On average, the test persons viewed the printed pot in the high-walled tray for 0.9 seconds. The test persons viewed the printed pot in the low profile tray for an average of 3.7 seconds.



601.4

Seconds



0.9

Seconds on the
pot



704.5

Seconds



3.7

Seconds on the
pot

4 x

Displayed in a low profile tray, the printed pots
are viewed **4 x longer.**

The focus switch of the trays in comparison

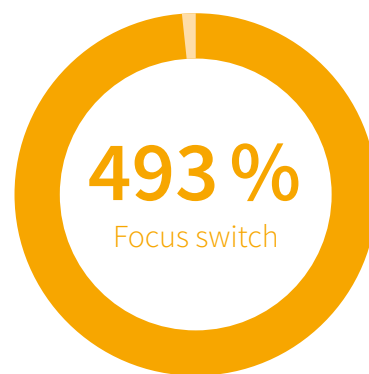
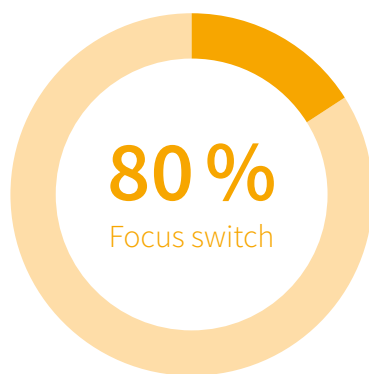
i

The focus switch indicates how often a person switches their attention from one element (low profile tray, high-walled tray, plant, printed pot and black pot) to another. Values of over 100% are possible, as every test person can switch their attention between the elements repeatedly. This analysis considers the focus switch from pot to plant.



Summary

The focus switch from the printed pots in the high-walled tray to the plants in the high-walled tray amounted to 80%. The focus switch from the printed pots in the low profile tray to the plants in the low profile tray amounted to 493%.



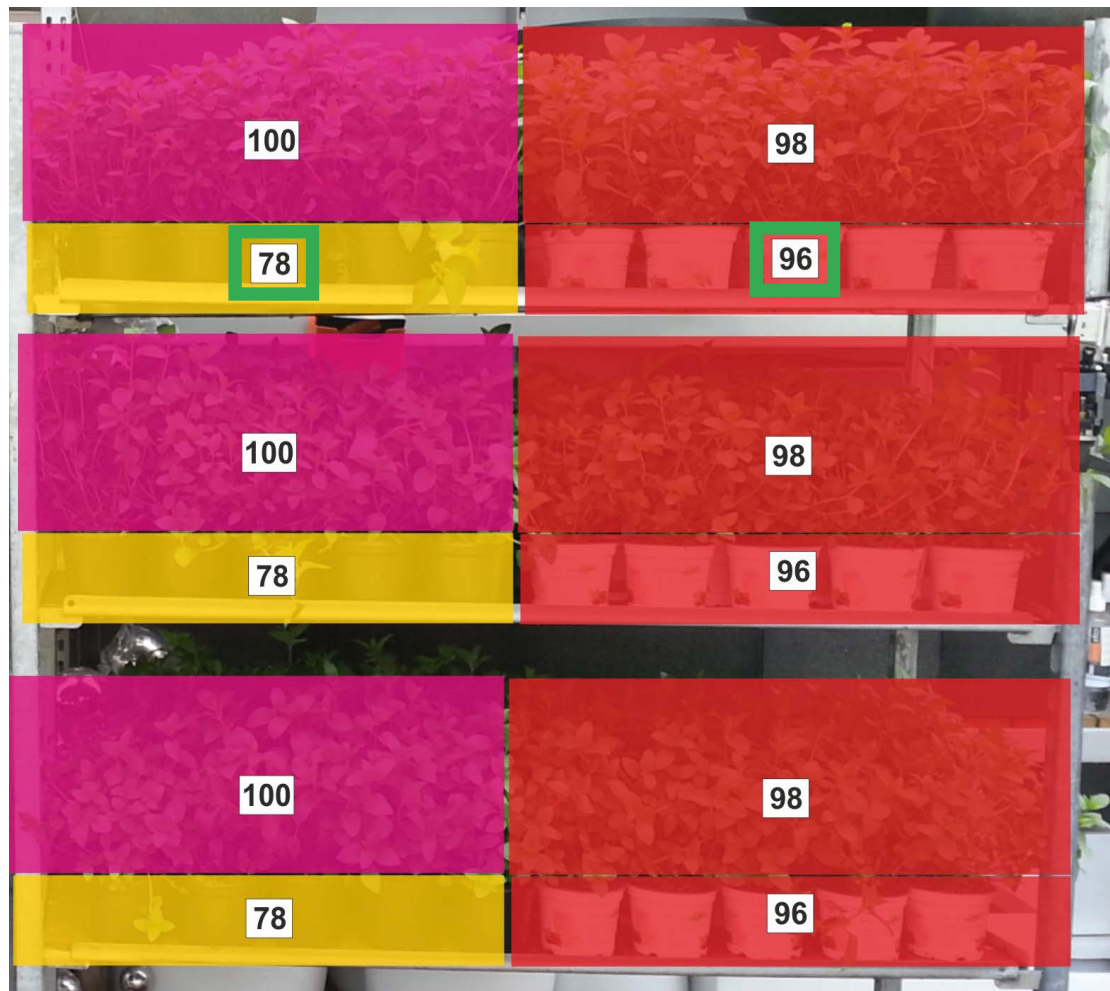
6 x

The printed pots in the low profile tray directed the attention of the test persons to the plants around **6 x more often.**

The viewing of the pots in comparison



This figure indicates the exact number of eye contacts attracted by each respective element (printed pot, black pot or plant) in the experiment. This is used to calculate the percentage of test persons which have viewed an element.



Key in percent

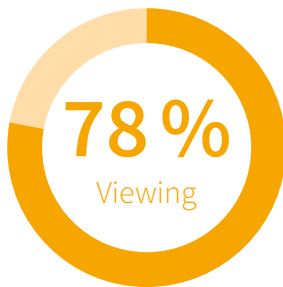
Summary

The combination of plant and black pot achieved a total of 435 eye contacts. The combination of plant and printed pot attracted a total of 775 eye contacts.

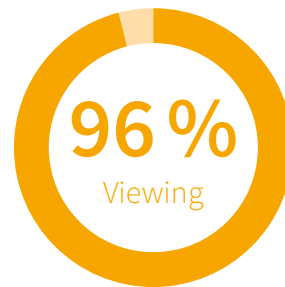
The black pots were viewed by a total of 78% of all test persons. The printed pots were viewed by a total of 96% of all test persons.



435
Eye contacts



775
Eye contacts



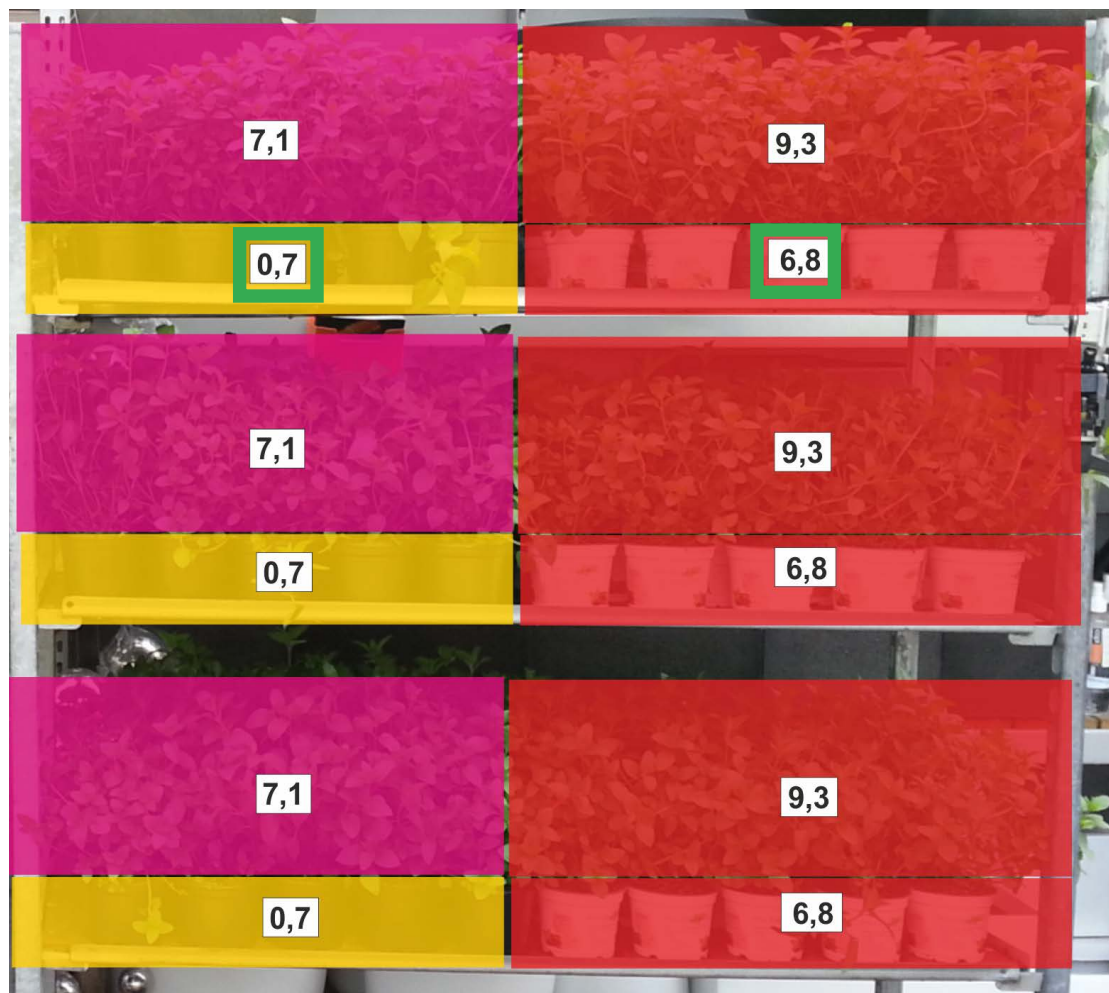
23 %

The printed pots were thus noticed **23% better**.

The viewing duration of the pots in comparison



This is a calculation of how long the test person views the individual elements (printed pots, black pot and plant).



Key in percent

Summary

The combination in the black pot (consisting of black pots and plants) was viewed by the test persons for a total of 351.6 seconds. The combination in the printed pot (consisting of printed pots and plants) is viewed for a total of 717.5 seconds.

The test persons look at the black pots for an average of 0.7 seconds, whilst the printed pots are viewed for an average of 6.8 seconds.



The printed pots are thus viewed around **10 x longer**.

The focus switch of the trays in comparison

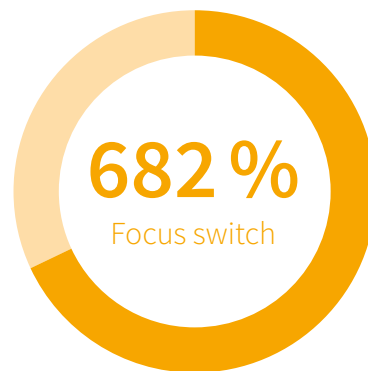
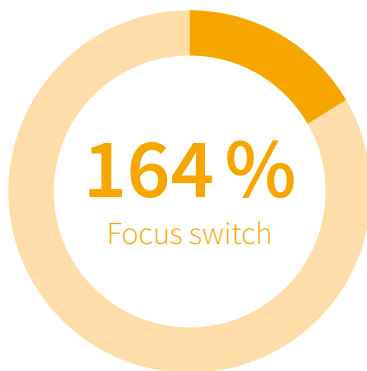


The focus switch indicates how often a person switches their attention from an element (low profile tray, high-walled tray, plant, printed pot and black pot) to another. Values of over 100 % are possible, as every test person can switch their attention between the elements repeatedly. This analysis considers the focus switch from pot to plant.



Summary

The focus switch from the black pots to the plants in the black pots amounted to 164%. The shift of focus from the printed pots to the plants in the printed pots amounted to 682%.



4.2 x

The printed pots directed the attention of the test persons to the plants around **4.2 x more often**.



THE QUESTIONNAIRE

What do the customers say?

After completing the eye-tracking procedure, all test persons were questioned for 15 minutes as to their general purchasing behaviour, their preferences in terms of the plants and their general assessment of pots. To this end, an individualised questionnaire was developed, from which the interviewer read.

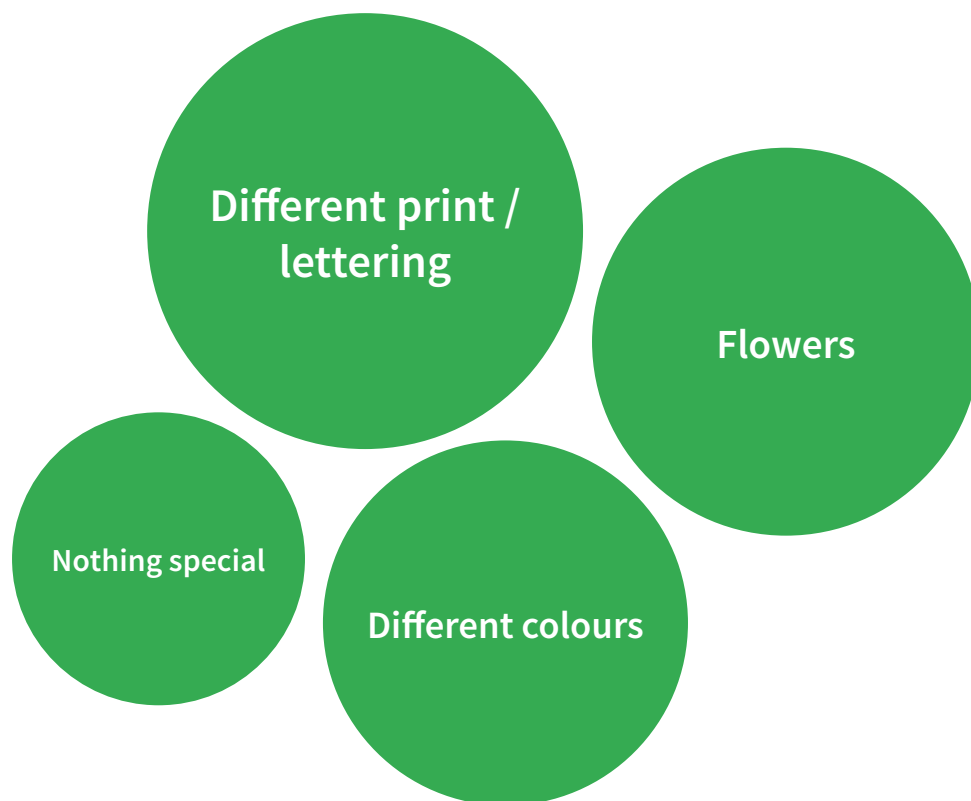
Evaluating the pot versions

i

During the evaluation, the test persons were shown different versions of pot. During this time, they were asked questions regarding particular characteristics in terms of appeal / non-appeal, preferences and price estimates. The questions focussed on black and variously-printed pots and pots with additional features (such as an integrated water reservoir).

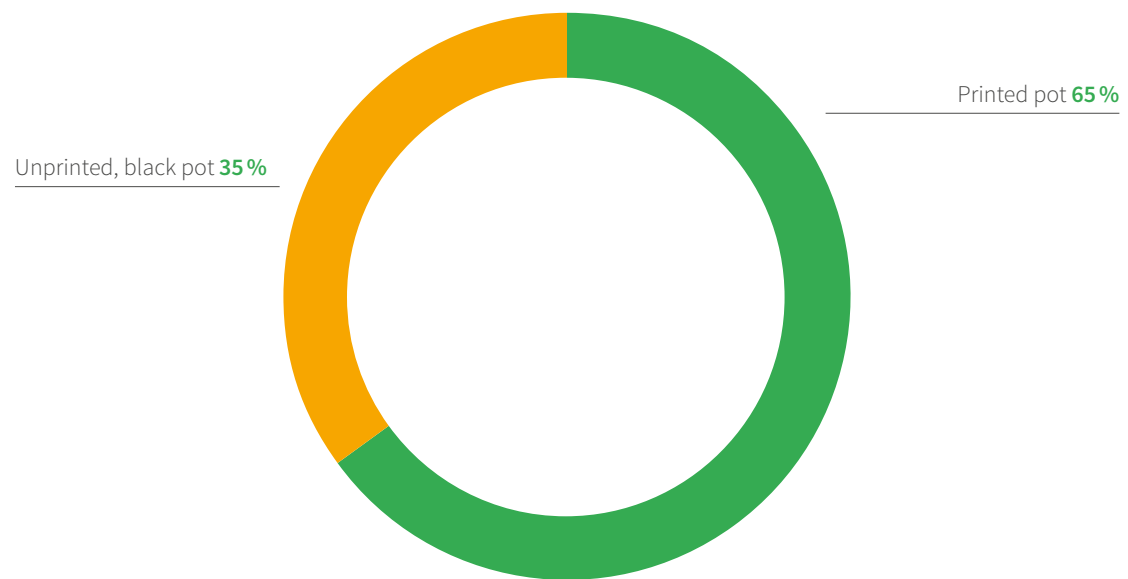
What did you notice about the pot?

The top 4 most-memorable aspects after looking at the sales area with flowers.



Which of the two pots would you prefer?

Given an identical plant at an identical price.



Reasons for this evaluation

A printed pot ...

... is more attractive / more appealing

37%

... is more noticeable

30%

... the colour looks good

20%

... is more friendly

13%

An unprinted, black pot ...

... is plain, neutral and not too colourful

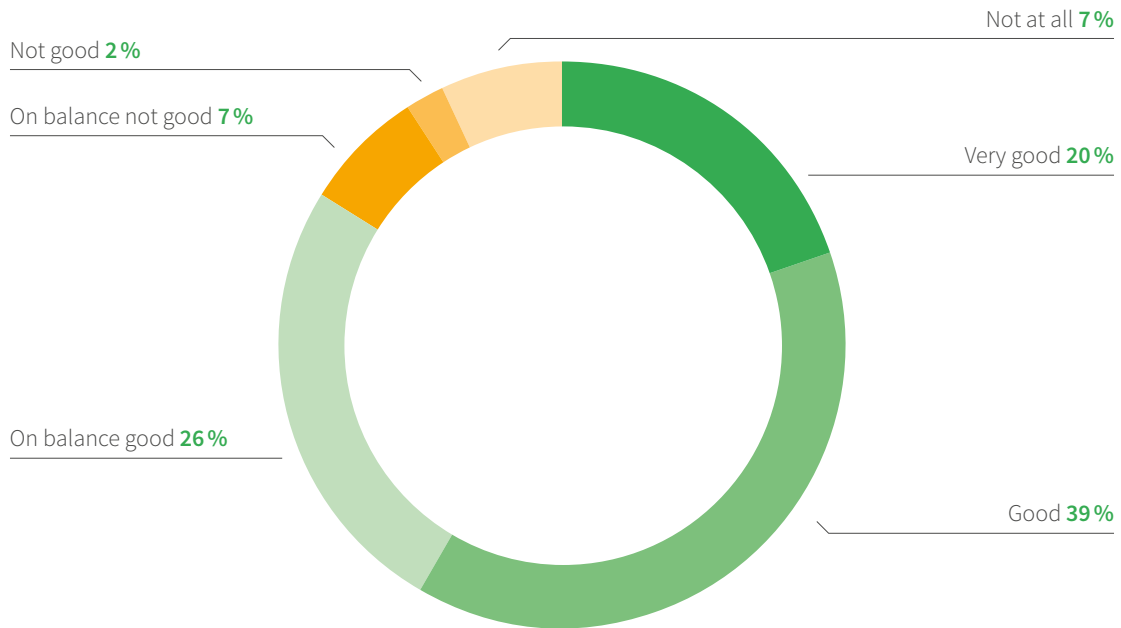
50%

The pot is not so important, as I am going to repot it anyway.

13%

Evaluating the pot versions

How well did you like the printed pots?



Reasons for this evaluation

Evaluation with "very good" and "good"

Prettier, more attractive

56%

I like the colour, it is more colourful

22%

Information about the plant and gardening tips

19%

More striking / eye-catching

15%

Evaluation with "not good" and "not at all"

The pot is not so important, as I am going to repot it anyway.

50%

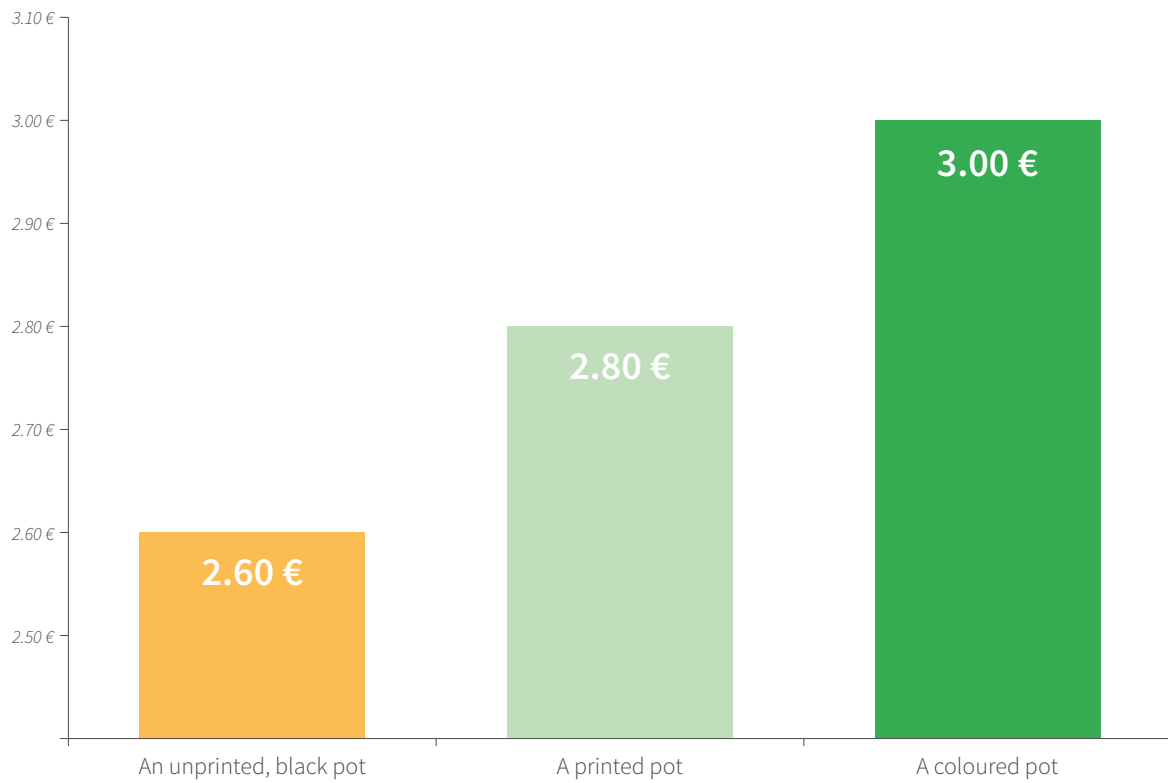
It is not as attractive

25%

It is not really my taste

25%

What is your price estimate?

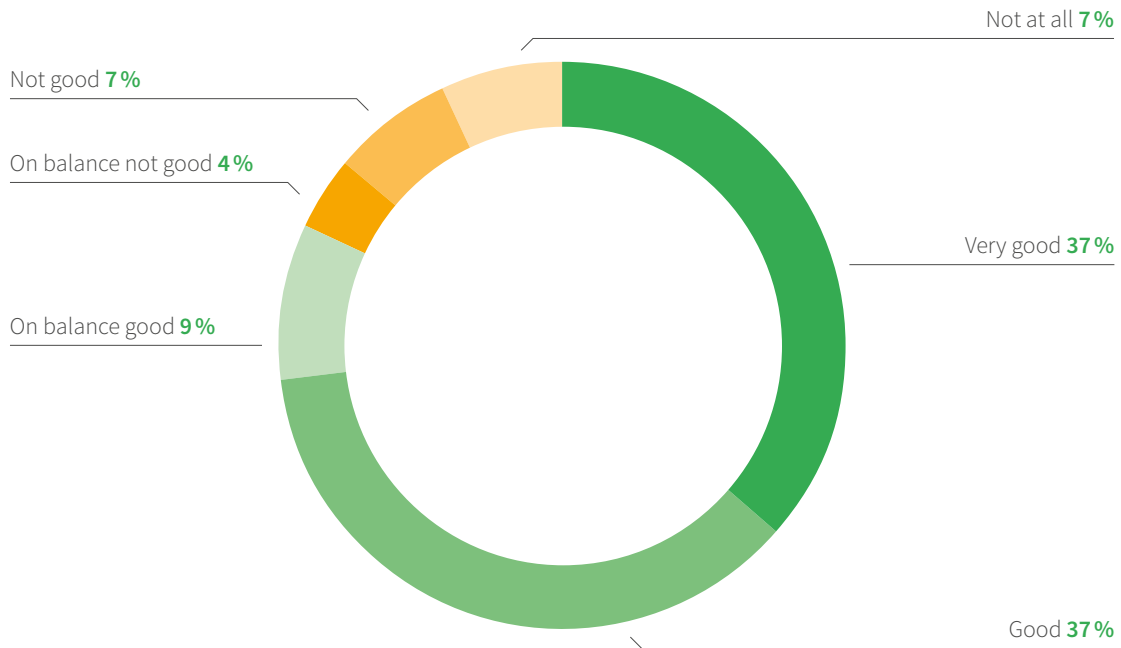


	An unprinted, black pot	A printed pot	A coloured pot
Medium price	2.60 €	2.80 €	3.00 €
Standard deviation	1.70 €	2.40 €	2.40 €
Range	1 – 11 €	1 – 16 €	1 – 13 €

Evaluating the pot versions

How well did you like the planters?

Evaluation of the Coverpot series MDF – new plastic versions of a planter



Reasons for this evaluation

Evaluation with "very good" and "good"

Prettier, more attractive

56%

As a gift, for special occasions

24%

Pattern / design and something for everyone

15%

I like the colour, it is more colourful

12%

Evaluation with "not good" and "not at all"

It is not really my taste

50%

Material

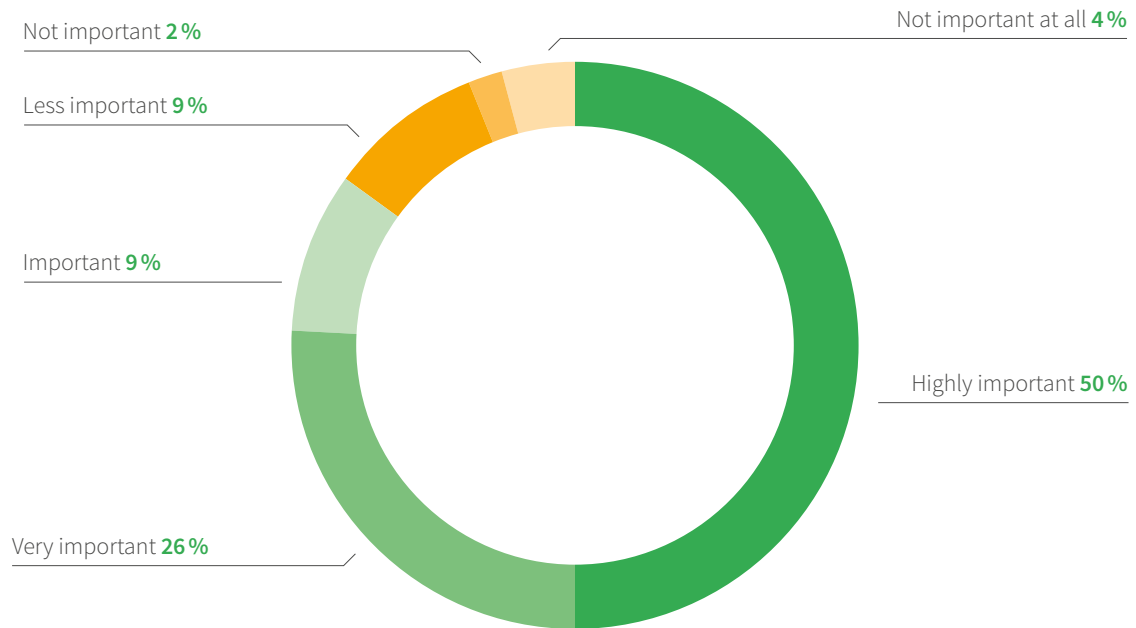
33%

I prefer ceramic pots

17%

How important is a planter with a water reservoir?

Evaluation of the Coverpot series MDF – with an integrated water reservoir



Reasons for this evaluation

Evaluation with "very important" and "important"

Expedient, practical

49%

Water level visible

20%

Time-saving

20%

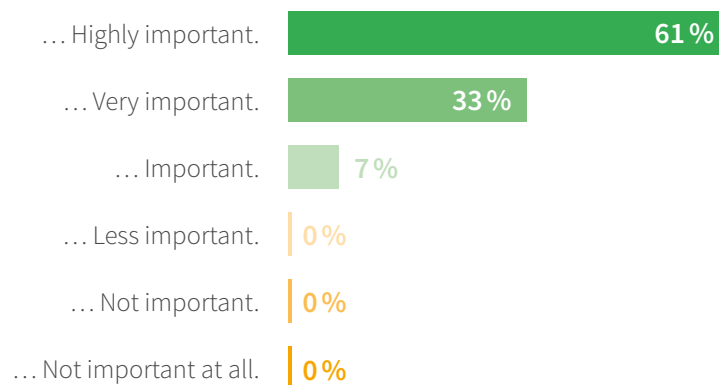
Evaluation with "not important" and "not at all important"

Irrelevant, unnecessary

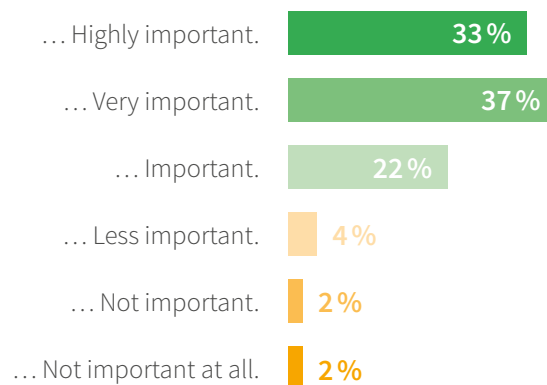
67%

Criteria of purchase decisions

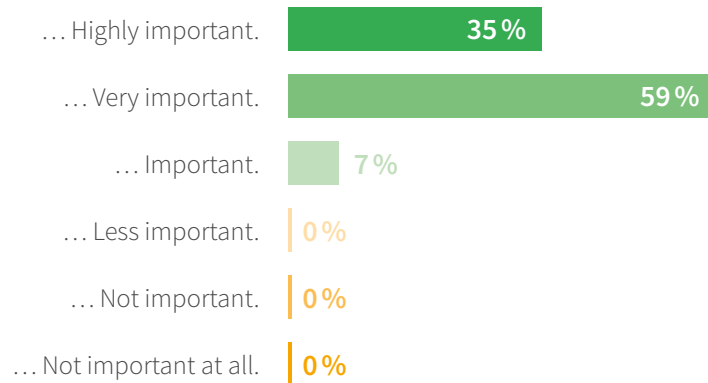
For me, a high level of quality is...



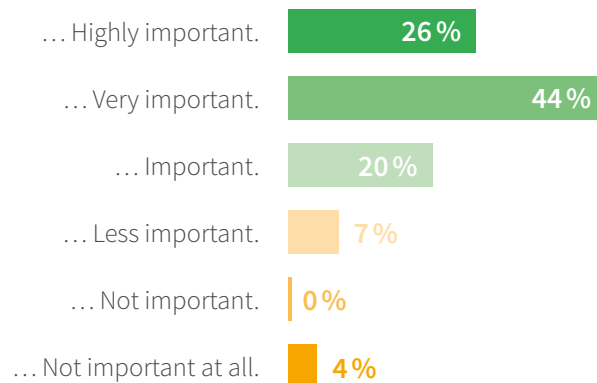
For me, additional information regarding the product is...



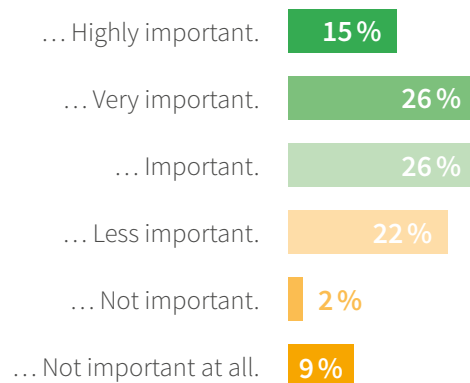
For me, original care tips are...



For me, information about the plant is ...

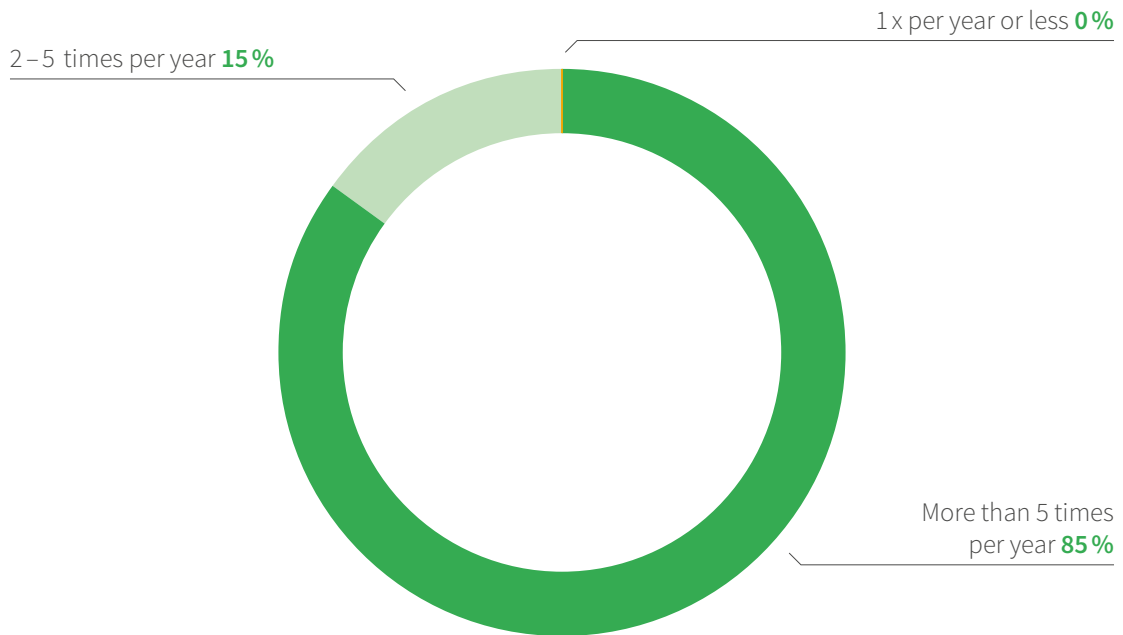


For me, the origin of the product is...



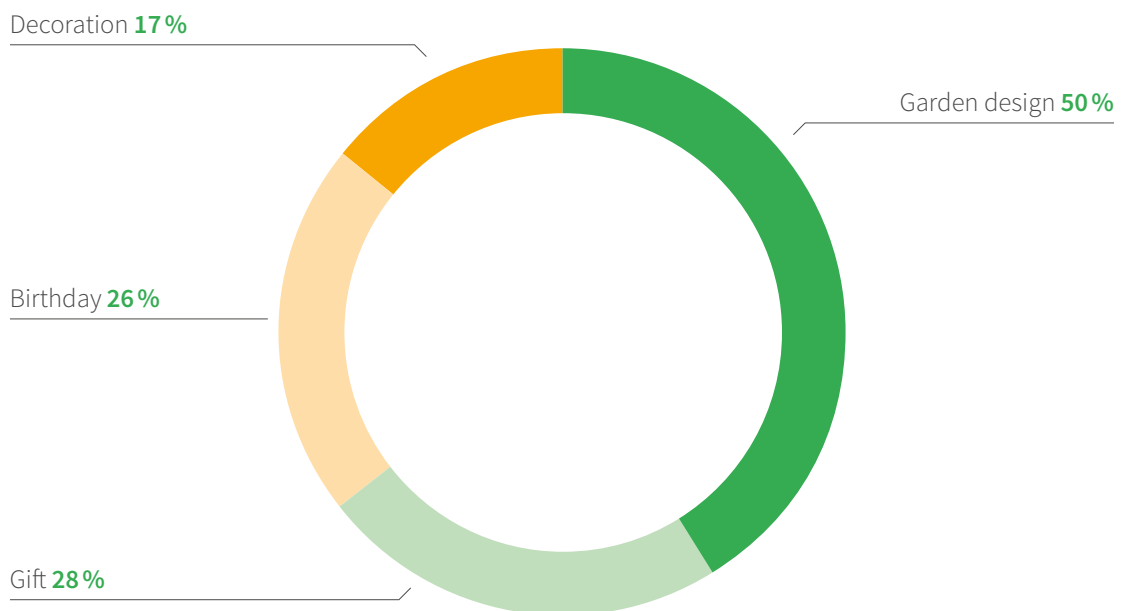
General purchasing behaviour

How often do you purchase flowers every year?

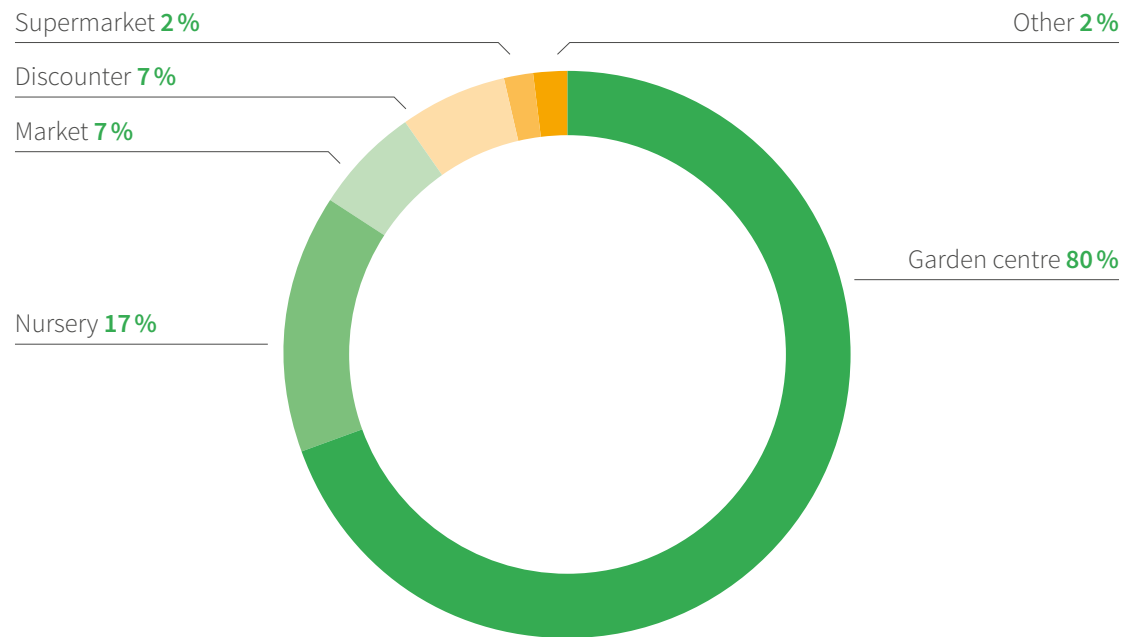


For which occasions do you buy flowers?

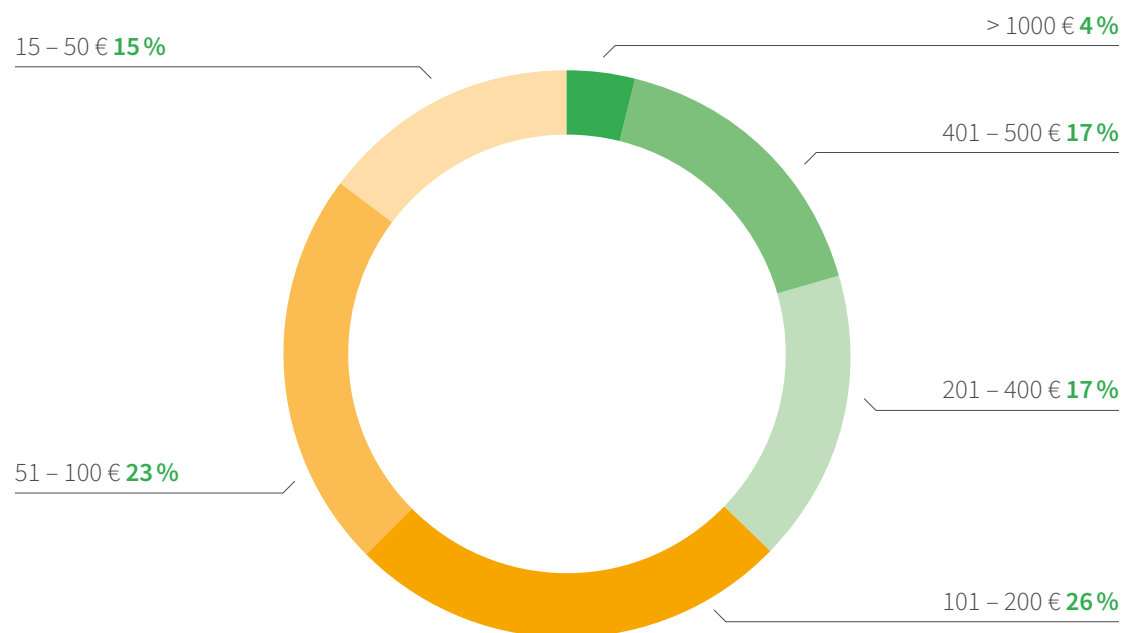
The four most common answers.



Where do you prefer to buy flowers?



How much do you spend on flowers / plants per year?



Market research

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