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

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

The printed pots were noticed 23% better.

The printed pots are viewed 4x longer.

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.

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

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

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

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

65 %

8 %

15 %

74 %
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.

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

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

<table>
<thead>
<tr>
<th>Sex</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>33</td>
<td>(72 %)</td>
</tr>
<tr>
<td>Male</td>
<td>13</td>
<td>(28 %)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 29</td>
<td>3</td>
<td>(7 %)</td>
</tr>
<tr>
<td>30 – 35</td>
<td>3</td>
<td>(7 %)</td>
</tr>
<tr>
<td>36 – 45</td>
<td>8</td>
<td>(17 %)</td>
</tr>
<tr>
<td>46 – 59</td>
<td>15</td>
<td>(33 %)</td>
</tr>
<tr>
<td>60+</td>
<td>17</td>
<td>(37 %)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Persons in household</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-person household</td>
<td>3</td>
<td>(7 %)</td>
</tr>
<tr>
<td>Multiple-person household</td>
<td>43</td>
<td>(93 %)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household with children under 18</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>18</td>
<td>(40 %)</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>(43 %)</td>
</tr>
<tr>
<td>No children</td>
<td>8</td>
<td>(17 %)</td>
</tr>
</tbody>
</table>
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.
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.

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).*
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.

Displayed in a low profile tray, the printed pots are viewed 4x longer.
The focus switch of the trays in comparison

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.
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%.

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.
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.

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).
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 %.

The printed pots directed the attention of the test persons to the plants around 4.2 x more often.
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.
What did you notice about the pot?

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

- Different print / lettering
- Flowers
- Different colours
- Nothing special

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).
Which of the two pots would you prefer?

Given an identical plant at an identical price.

Printed pot 65%

Unprinted, black pot 35%

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?

- Not good: 2%
- On balance not good: 7%
- On balance good: 26%
- Very good: 20%
- Good: 39%

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?

<table>
<thead>
<tr>
<th></th>
<th>An unprinted, black pot</th>
<th>A printed pot</th>
<th>A coloured pot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium price</td>
<td>2.60 €</td>
<td>2.80 €</td>
<td>3.00 €</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>1.70 €</td>
<td>2.40 €</td>
<td>2.40 €</td>
</tr>
<tr>
<td>Range</td>
<td>1 – 11 €</td>
<td>1 – 16 €</td>
<td>1 – 13 €</td>
</tr>
</tbody>
</table>
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" Evaluation with "not good" and "not at all"

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%

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...

- Highly important: 61%
- Very important: 33%
- Important: 7%
- Less important: 0%
- Not important: 0%
- Not important at all: 0%

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

- Highly important: 33%
- Very important: 37%
- Important: 22%
- Less important: 4%
- Not important: 2%
- Not important at all: 2%
For me, original care tips are...

- Highly important: 35%
- Very important: 59%
- Important: 7%
- Less important: 0%
- Not important: 0%
- Not important at all: 0%

For me, information about the plant is ...

- Highly important: 26%
- Very important: 44%
- Important: 20%
- Less important: 7%
- Not important: 0%
- Not important at all: 4%

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

- Highly important: 15%
- Very important: 26%
- Important: 26%
- Less important: 22%
- Not important: 2%
- Not important at all: 9%
General purchasing behaviour

How often do you purchase flowers every year?

1 x per year or less 0%
More than 5 times per year 85%
2 – 5 times per year 15%

For which occasions do you buy flowers?
The four most common answers.

Decoration 17%
Garden design 50%
Birthday 26%
Gift 28%
Where do you prefer to buy flowers?

- Garden centre: 80%
- Nursery: 17%
- Market: 7%
- Discounter: 7%
- Supermarket: 2%
- Other: 2%

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

- 101 – 200 €: 26%
- 201 – 400 €: 17%
- 401 – 500 €: 17%
- 51 – 100 €: 23%
- 15 – 50 €: 15%
- > 1000 €: 4%
Watch the film:
www.teku-effect.com

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