



Customer Behavior at Markets: Tips for Helping Farmers Increase Sales & Customer Satisfaction

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**Supported by the
USDA, AMS**

BY THE NUMBERS...

400,000 people walking through
Union Square Market in September

We estimate 5-10% are shopping



How do we get **MORE**
people to buy **MORE**
at the farmers market?



Increased Focus on Understanding Customer Behavior

- Visual merchandizing
- Customer segmentation
- Data collection
- Customer experience

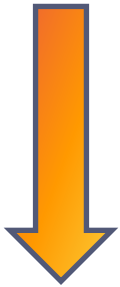




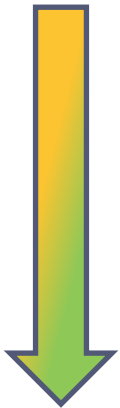
How are we improving the customer experience to improve sales?

What we measure – 3 Moments of Truth

VISITOR



SHOPPER



BUYER

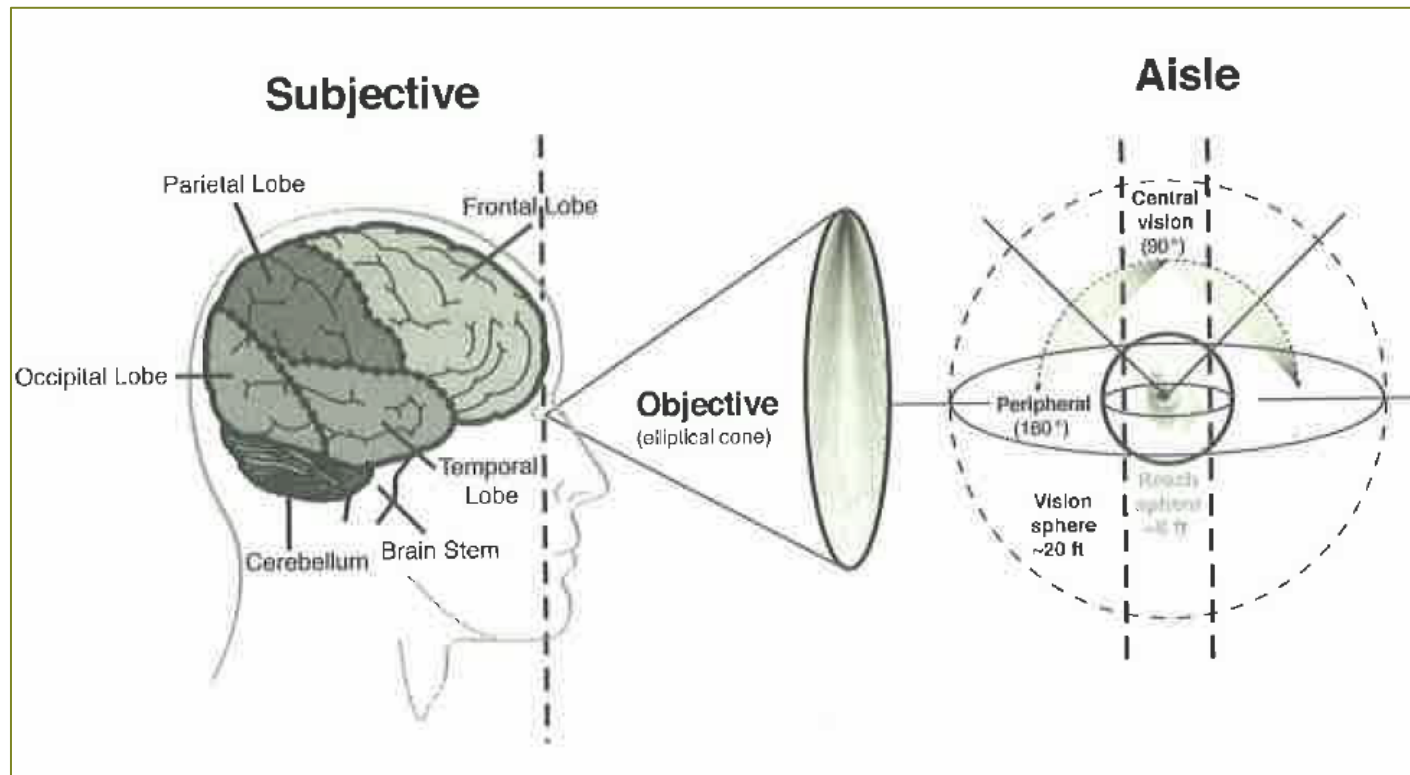


**How do we get more
customers to notice
individual producers at
the market?**

Impressions: Three Stages of Eye Activity

The eyes...

- 1) Lead the body like a pilot
- 2) Scan rapidly to hone in on a purchase
- 3) Feed sales information to the brain



Impressions: Eye attention is drawn to vertical strips

$\frac{3}{4}$ of the muscles in our eyes are used for horizontal movement, not vertical



Although the eye scans horizontally, visual attention is drawn by vertical strips when we are traveling.

Impressions: Vertical Signage

Take advantage of the vertical space at market!



Impression: Customers are drawn to layers and dimension



- Make the most of your space by using all three dimensions – height, width, and depth.
- The average customer will reach 2-3 ft into a display without feeling awkward or inconvenienced.
- Use wooden boxes or bushel baskets to create depth and height.

Impression: Customers are drawn to layers and dimension



Impressions: The eye is attracted to color blocks

- The human eye can see **blocks of color** from further away - yellow is the color that can be seen from the furthest away
- If possible, put **brightest product** out in front and at the corners of the stand
- **Create contrast** – light vs. dark, rough versus smooth, large versus small – build interest and drama!
- The color of **your tent**, table cloths, and signs should also be considered.



Impressions: Blocks and bounty



Impressions: Abundance

- Heed the old saying “pile it high and watch it fly”
- Small portions give the impression of product being “picked over”.
- **Consolidate** product throughout the day
- Think “**over-flowing** baskets, boxes, crates, etc”.



Impressions: Liberate Your Products



How can a farmer get more people to slow down and consider making a purchase?

Stops: Signage, signage, signage

- Make sure signs are clear, neat, and informative.
- Include your logo/brand on all signs to continually promote your business.
- Use signs to describe nutritional value – but keep it short



Stops: Make sure signage is readable from all vantage points



Garden of Eve

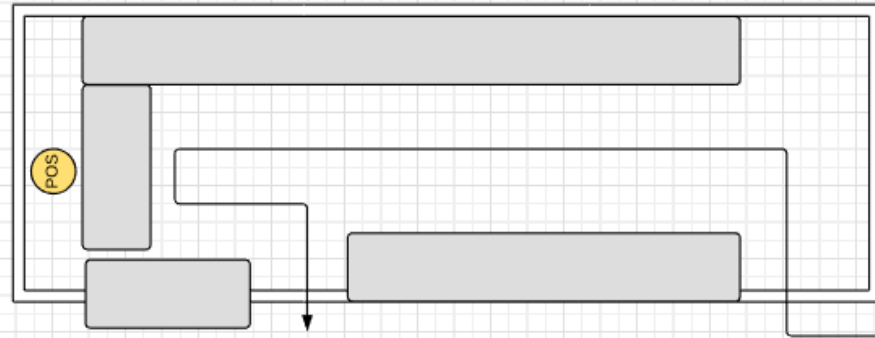
Certified Organic



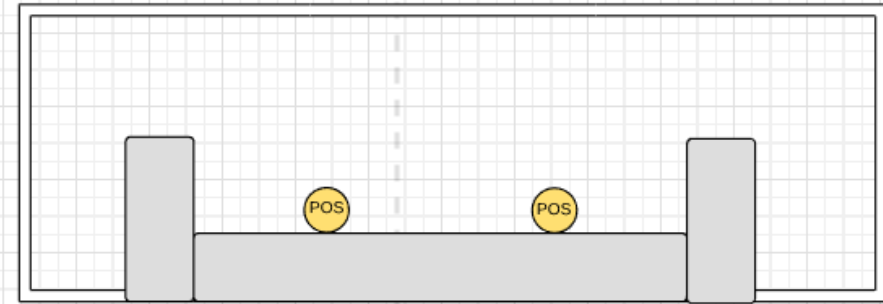
Stops: Multi-lingual/cultural signage



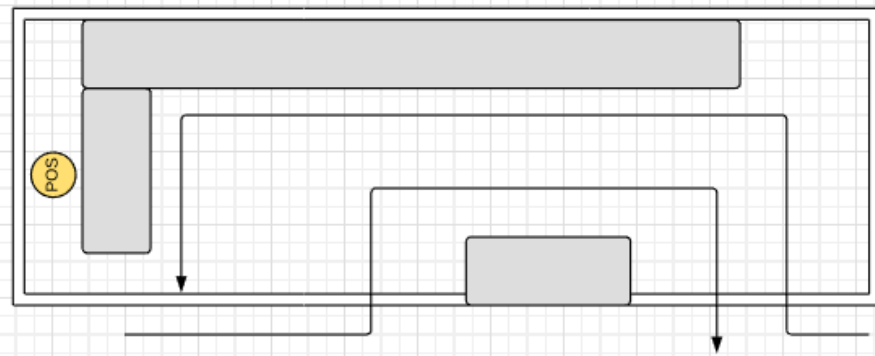
Stops: Reducing Navigational Angst



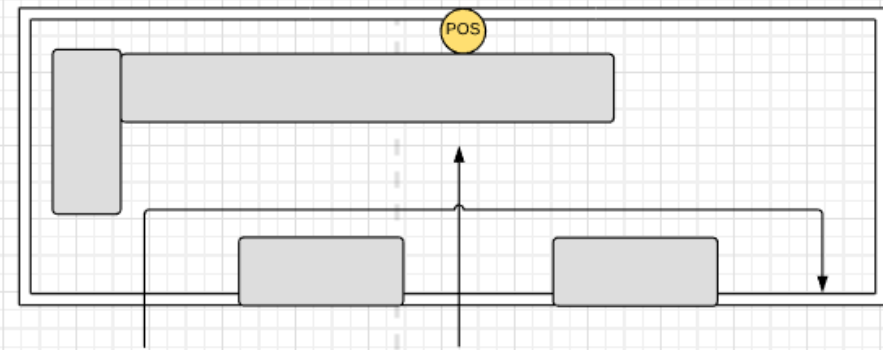
Current Stand Setup



Recommended Setup #2 (No Rain)



Recommended Setup #1 (Rain)



Recommended Setup #3 (Rain)

Stops: Reducing Navigational Angst





Stops: Additional sensory appeal – sampling!

- When you're salivating, you're a much less disciplined shopper.
- Virtually all unplanned purchases, and many planned ones too, come as a result of the shopper **seeing, touching, smelling or tasting** something that promises pleasure.



Stops: Use a logo to tell your story



ELEMENT  FARMS
florence, nj



Purchases

**How do you get people
to buy more products
at the market?**

Purchase: Appealing to 3 types of shopping

1. Quick trip – 5 or fewer items are purchased. Most common. >>> *Grab-and-go*
2. Fill in – Designed to fill in gaps in pantry or complete ingredients for a desired meal >>> *Recipes*
3. Stock up – Larger, bulk purchases >>> *Preserves, larger sized items*



Purchase: “You want fries with that?”



- Make a suggestion
- Potatoes next to garlic + a recipe card for “garlic mashed potatoes” = YUM
- Offer multiple varieties of one product and expand the taste (and purchase quantity) of your clientele.
- Product layout should be clear and authoritative



Purchase: Fill it Up



Purchase: Let's Make a Deal

- Shoppers are guided by shallow clues ("this is cheaper than that") and latent emotions ("it just *feels* like a good deal") rather than knowledge and deliberate thinking
- Tuna Fish, 10 for \$10?
- The discount game works for everybody. The customer gets their discount dopamine hit, and you get your profit.



Purchase: Website / Online Store



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Union Square Greenmarket



martinspretzels Shop small this Saturday online at MartinsPretzels.com & [@unsqgreenmarket](https://unsqgreenmarket.com)! Holiday tins are in at our Greenmarkets & we're so excited that we're also offering 10% off all gift tins & dark pretzels on our website through 12/30 🐶❤️

1w



nicoleharbeezy so good



1w 2 likes Reply



unsqgreenmarket Great shot!



1w 1 like Reply



citvsaucerv 🐶🐶



Liked by **jgaeh** and 98 others

NOVEMBER 30

Add a comment...

Post

Purchase: The Power of POS



A 2016 study by Total System Services found that 89% of shoppers choose debit, credit, or “digital wallets” as their preferred method of payment, with only 11% specifying a preference for cash.

Purchase: Loyalty Program

Loyalty programs help:

- Reward loyal shoppers
- Increased purchase quantity/customer
- Increase the number of frequent shoppers
- Have customers that will act as brand ambassadors and will support your business
- Understand your customer base and their likes and dislikes
- Improve customer service



“When I make tortillas, I remember my grandma. She taught me, and now I teach my daughter.”

— NANCY, Tortilla Supervisor



Every purchase from Hot Bread Kitchen creates training opportunities for women.

hotbreadkitchen.org

HOT BREAD KITCHEN

East Harlem, New York

Make **ten** purchases of **\$5 or more** and receive a **free gift!**

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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Valid only at Hot Bread Kitchen at GrowNYC Greenmarkets. Not valid if copied. Not responsible if stolen/lost.

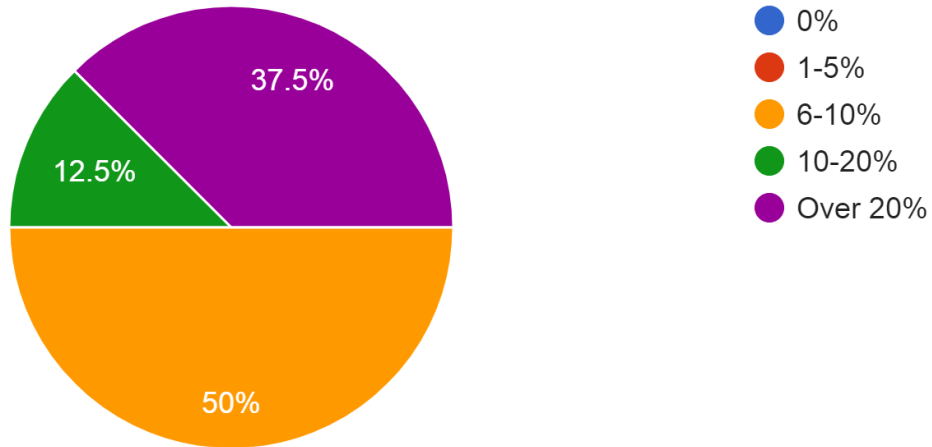
Purchase: Satisfied Customers



Satisfied Farmers

Please estimate a percentage sales increase as a result of this project.

8 responses



This work was developed by GrowNYC's FARMroots program and is supported by USDA AMS.

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**SEATTLE
NEIGHBORHOOD
FARMERS
MARKETS**

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