

Plant Labels and Point of Sale

Their role in engaging and re-assuring plant area shoppers



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Plant labels and POS

Plant labels were shown to be important in stopping shoppers, especially where the plants themselves are indistinctive (e.g. because they're seedlings or dormant). There was also much evidence of shoppers using plant labels and point of sale material as part of the process for confirming their purchase. Although the research showed that in many cases 'the plants do the talking', plant labels and point of sale played an important role in stopping shoppers at displays and providing information and assurance needed for purchases to be confirmed.



What the Shopper Research Showed



Some main points that have come out of this and previous research are:

1. Labels can help stop shoppers at displays, especially where plants are indistinctive because of stage of growth and the labels form colour blocks
2. Images of the plant in bloom/fruit are used by shoppers to reassure themselves about the plant in order to confirm their purchase
3. Information such as the ideal situation of the plant and its eventual size are important to include in order to close a purchase
4. Font size and orientation on labels and point of sale is important, especially as many garden centre shoppers need glasses
5. On trees and other larger plants, the visibility of labels and plant information at eye level seemed most frequently engaged with by shoppers.



👁️ What the Shoppers Saw

Colour Blocking

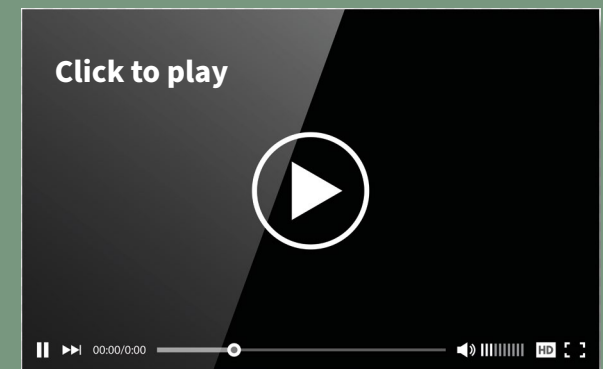
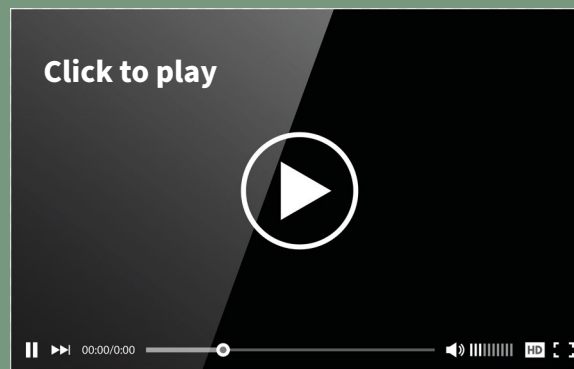
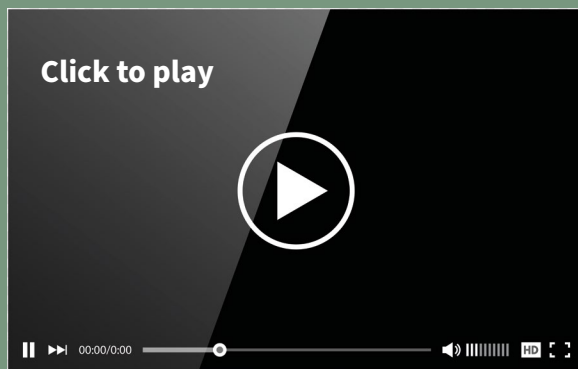
In this clip we see the shopper's eye engaged by the reds of the tomato seedling labels. Note the way that the labels taken together create a block of reds and oranges which stop the shopper and also provide information on what the seedlings will eventually produce. A similar effect was observed on salads and vegetable strips where bright bench edging stopped shoppers at the fixture and plant labels of the carrots, beet, and other vegetables were referenced by the shopper.

Assurance

Similarly in this clip, the shopper is engaged by the rose displays. His eye moves through the displays focusing on the images of the flowers which show what the stock will look like. Similar footage was captured in another project filmed in December when the roses were dormant. The plant imagery plays an important role in giving the shopper the information they need in order to have the assurance about what the plants will look like.

Confirmation

Plant labels also help to close a purchase even when a plant is in bloom. This is because images of the plant in bloom seem to be used by some shoppers to reassure themselves that the plant is as it should be. The extent to which this is a conscious or unconscious process was not determined by the research. However there were several examples like this where the shopper's eye moved rapidly between the flowers and the images of the flowers on the label. This footage is slightly slowed down to see the comparison being made.



👁️ What the Shoppers Saw

Further Information

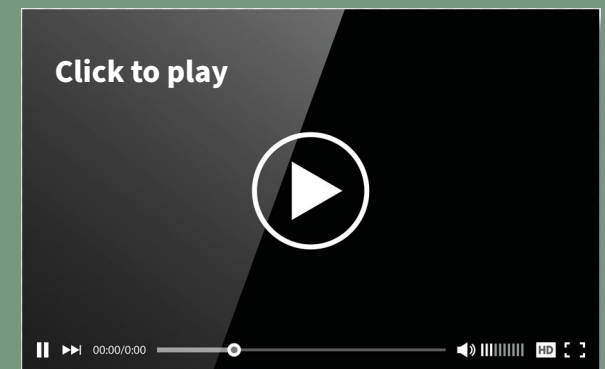
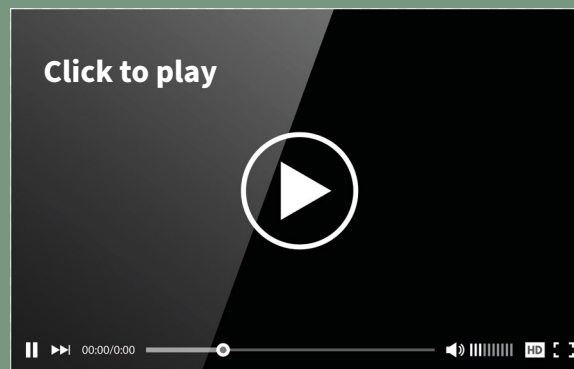
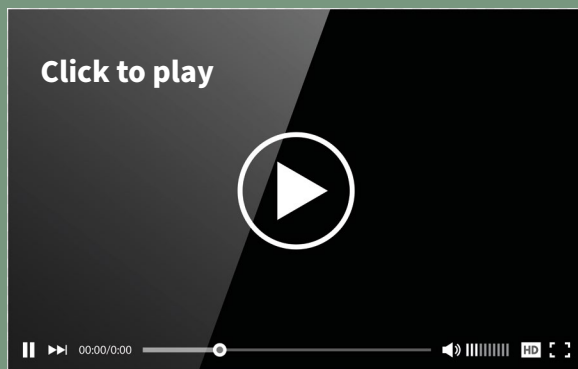
In this clip we see the shopper engage with plant information on the backs of labels. Note the removal of the label on the aubretia. By contrast the shopper can read the lavender information without removing the label, ensuring that if a purchase is not made the information is present for the next shopper. Where information was printed on the back of the label the same way up as the plant image, we saw some removal of the label from the plant to read it. This increases the risk of incorrect replacement of the label, and removal of necessary information to close sales with subsequent shoppers.

Height of Labels

In this clip with the display of trees we see the shopper's eye quickly move past the information board at leg level and move to the equivalent one at eye height. We then see how the plant labels at eye level provide information on the blossom and the general characteristics of the tree. Note how similar imagery at foot level barely receives any attention from the shopper.

Physical Effort

By contrast plants which required significant bending in order to engage with plant labels or the plant itself tended to perform poorly. The physical effort of bending over and stretching or lifting is a challenge for many of garden centres' elderly female shoppers. In this example from another research project we see an elderly female shopper engage with a planted container find herself unable to find the information she wants without significant bending and stretching.



Possible Opportunities

Images of the Plant

Especially where the plants themselves are indistinct, images of the plant on labels can help create colour blocks to stop shoppers. These also provide the shopper with assurance around what the plant will look like - a key part of closing the sale. Even where a plant is in bloom or fruit, plant images are often used by shoppers to reassure themselves about the particular plant they are choosing and to check features of the plant.



Orientation of Label

It is worth considering whether the plant information on the back of plant labels should be presented 'upside down' to remove the need for shoppers to take the label out of the plant to read it. This could reduce the risk of labels and the information they contain going missing or being misplaced.



Eye Level labelling

Eye-level labelling of trees and larger shrubs tended to engage shoppers and provide information necessary to close sales. This provided an easy shopping experience (no need to lift and bend). It also seemed to help shoppers cross reference the images on the labels with the plant to get an idea of what it will look like. Requiring shoppers to bend to engage with the plants was shown to cause significant inconvenience for some shoppers.

