

Basket and Trolley Availability

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Baskets and Trolleys

Although the look, display and quality of plants are critical, we saw several missed chances to 'close' plant sales through baskets and trolleys not being available or visible to shoppers. Where impulse purchase is likely to be high there's an opportunity to increase plant sales by making sure shoppers can easily pick up and carry items when they're inspired to buy.



What the Shopper Research Showed



The Importance of Easily Available Baskets and Trolleys

There was no uniform pattern for the order in which shoppers began browsing and then switched into 'purchasing mode'. Some performed a general 'recce' of the plant area before going off for some cake and then purchasing; others picked up baskets on their way in and started to purchase immediately. But, a common theme was the importance of having baskets or trolleys easily available through the plant area, so that when shoppers go into purchasing mode they are able to pick up and carry all they want.

It sounds obvious, but not being able to find baskets and trolleys wherever a shopper had decided to make a purchase was a significant barrier to sales. It also tended to inconvenience some shoppers. This appeared especially important with lines likely to be made on impulse, or where a multi-buy offer encourages shoppers to 'purchase up' to a limit or increased volume.

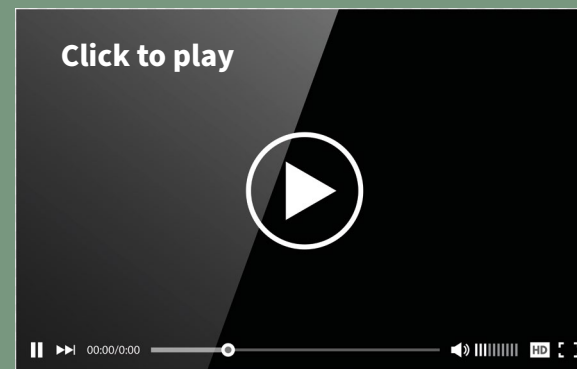
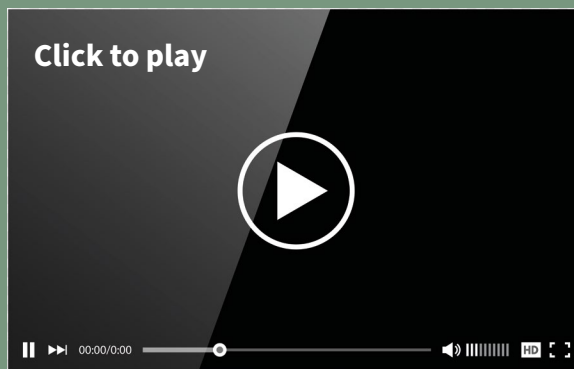
👁️ What the Shoppers Saw

Basket Placement

In this clip we see the colourful displays reach and stop the shopper several times. We can hear the shopper's delight for the plants, and in the middle of the plant area she switches from browsing to purchasing mode. Unfortunately there is no basket or trolley for her and there are several items that could have been purchased had the shopper been able to carry them or pick them plants up.

Colour Contrast

In this clip we see a shopper switching from browsing mode to purchasing mode and immediately being able to find a basket (the clear line of site and colour contrast on the basket all help the shopper in this example). We can also see that the basket is next to the bedding, ensuring impulse purchases can be closed effectively.



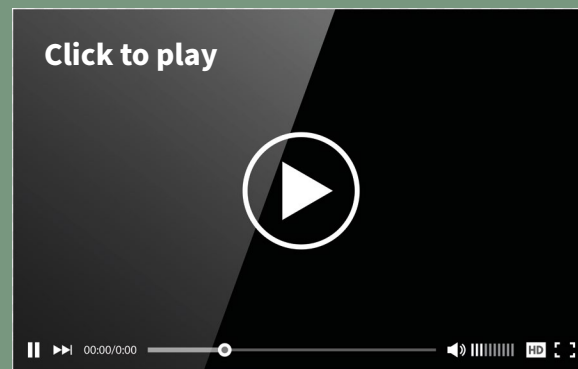
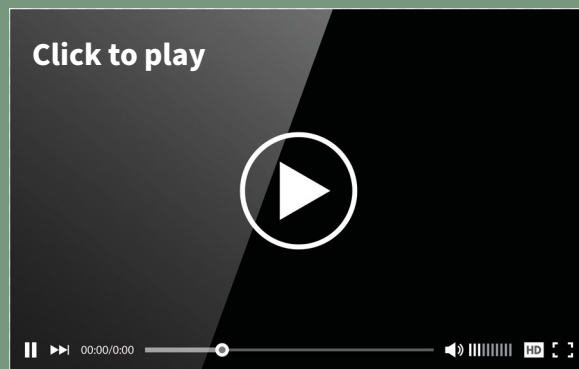
👁 What the Shoppers Saw

Basket Availability

In this example, we see the shopper moving straight past the baskets at the entrance to the plant area, their attention drawn by the display. In many cases the course of the shopping trip started off as a 'mooch' (the respondents' words!) and only later did shoppers switch into purchasing mode. This underlines the importance of basket availability at key points in the plant area, not just at the entry.

Heavier Items

Unsurprisingly, demand for trolleys was high around the heavier items such as growing media, planters and containers - especially where multi-buy offers were in play. On at least one occasion a shopper who needed growing media abandoned the purchase because of a lack of trolley space. Some shoppers (especially those with a defined 'mission') did look for trolleys at the start of their shop. As with baskets the opportunity for retailers is to plan for how sales of heavier items can most effectively be closed either through availability of trolleys or other means.



Possible Opportunities

Placement

Making sure baskets are easily accessible and visible near displays aimed to prompt impulse purchases can help increase average transaction values and improve shopper convenience. High visibility baskets and trolleys as well as signage showing where they are can help with this and with the shopper experience.



Heavy Items

For shoppers wanting to purchase heavy items, especially on multi-buy, trolleys being close at hand was important. However this presents a physical challenge for shoppers of moving around store with these items - often impractical for older shoppers.



Other Ideas

An alternative we saw was a system where shoppers could quote a code number related to a heavy item at the tills. Instead of carrying the item around, staff fetched the item(s) to the till for the shopper at the end of the till (items were very close to the tills). The aim was to free up basket and trolley space for plants and other items throughout the shop, increasing average transaction values and improving the shopper experience. Of course staff availability is critical in making such a system work productively along with all the other tasks involved in running a plant area.

