

# Housekeeping

The Effect of Housekeeping on Shoppers



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There were a few things that, whilst done for logical reasons, caused shoppers problems and probably got in the way of sales. We have a look at these in this section and look at some possible ways to address these. In the interests of fairness we should note we're showing the exceptions rather than the rule here – the garden centre which hosted performed strongly on the whole!



## What the Shopper Research Showed



### Hoses

Hoses which blocked access to displays, drew shoppers' attention from the displays, and created accident hazards.



### Physical barriers

Physical barriers to the displays such as discarded trolleys or blown over stock (Please note, it was extremely windy when we filmed!)



In this section we see some of these things from the shopper's point of view and show some ways garden retailers are addressing this. They may well not all be practical in your store, or you may have better ideas, but hopefully they're useful food for thought.



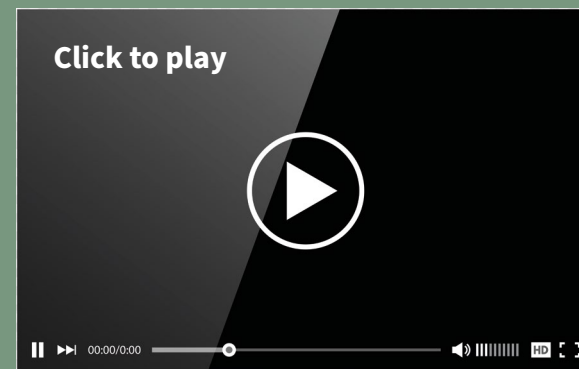
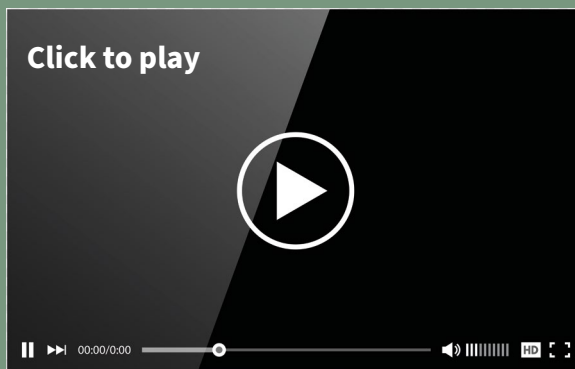
### 👁️ What the Shoppers Saw

#### Trip Hazard

In this clip (filmed at the end of the day) we see how the hoses present a trip hazard for the shopper, although the bright yellow colour of the hose and hazard sign reduce this risk. However note that the yellow of the hoses increasingly draws the shopper's eye, rather than the colourful bedding displays which are bypassed. Without the hose, these displays performed strongly in stopping shoppers.

#### Physical Barrier

In this clip we can see how the hose has become a physical barrier to movement around the store with a trolley. In this instance the trolley was not heavily loaded, but this still causes problems and increases the risk of injury or stock falling from the trolley. The hose also acted as a barrier to shopper engaging with that part of the display. Ironically this was where the strongest performing element of the display (the combined colour blocking and 3 for £10 offer) was positioned. Note the way the hose is not stepped over in order to get to the display and how the trolley is left, making it more difficult for the shopper to put plants into it on impulse.



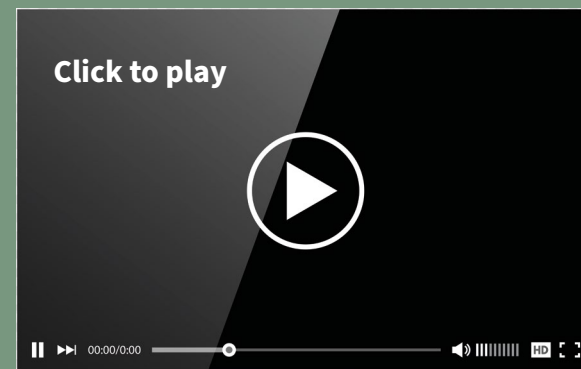
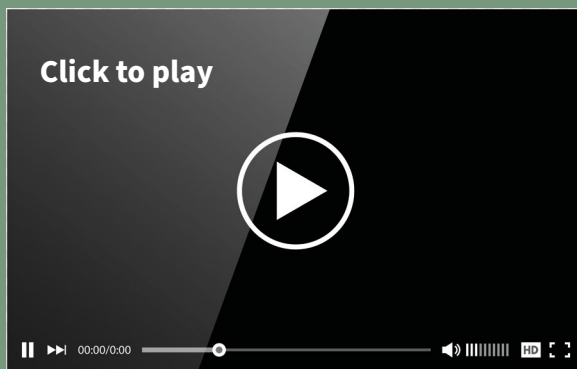
## 👁️ What the Shoppers Saw

### Discarded Trolley

In this example we see the shopper stopped by and engage with the display of dianthus, which was part of a display which performed strongly in stopping shoppers. But the trolley which has been left by a customer acts as a barrier, preventing shopper engagement with the plants and potentially costing sales

### Fallen Stock

We see in this example that blown over trees have caused some blockages. At the start of the clip (at around 9 seconds in) the shopper quickly passes by the tree in the foreground hanging at an angle. After then viewing the trees which were standing and leaving the displays, her immediate reaction is to avert her eyes and bypass the fallen stock.





## Possible Opportunities

### Hoses and Watering

Clearly watering stock is essential to maintaining plant quality. However this research shows the need to balance care for customers and stock. It may be that scheduling watering outside of peak footfall times (or even before and after opening) could prevent the health and safety risks and sales impacts identified in some of the footage from the research. Equally benching with built in irrigation systems could be of benefit in especially hot periods or for especially thirsty stock.



### Blockages

There may also be a benefit in roving patrols through the plant area to remove blockages to benches and fixtures or to re-stand' fallen stock in windy weather. This would have the additional benefit of increasing the ease with which shoppers can find customer service staff through the plant area.



### Wind Damage

For trees shrubs and other stock prone to being upended by wind, there may be benefits in stands or ties to prevent wind damage by reducing the risk of plants falling. This would help to maintain the quality of displays in windy weather, and free staff from the task of re-standing fallen plants, freeing up time to focus on customers.

