Priming concepts in whole-food-shop

Introduction

In the current market, stiff competition has led retailers and marketers to come up with different priming techniques that influence consumers purchasing behaviour. Whole-food-shop employs priming concepts to influence consumers’ behaviour in order to sell fast foods. Owing the competition in the food industry, retailers must understand their customers in order to thrive in their business (Berger, 2011). The use image technique helps to attract customers and influence their behaviour. The fresh-cut-flowers, ice, banana, and presences of stacked boxes insinuate an image of freshness.

The colour of ripe banana, Buttercup influences the taste, liking, and the sensory perception of the consumers thus increasing the chances for the potential customers visiting the store to buy the fruits (Lindstrom, 2011). Bright colours have been associated with impulse buyers and thus, the colour of ripe banana would easily attract them making them to buy from the store.

The whole-food-shop main object is to influence consumers’ perception on their food products. The shop does this by placing fresh-cut flowers at the entrance that help to create consumer perception that they stock fresh and quality product (Lindstrom, 2011). This is from the fact that people use senses such as sight or taste to make decision on what they want in life. Flowers serve as stimulus of consumers’ behaviour. The colour of ripe banana is another tactic that is used by the marketers in the store to corrupt consumers mind and influence their behaviour.

Unconscious motives play an important role in influencing consumers’ behaviour. The shop uses stacked-boxes frame to insinuate that the products have just been emptied and so they are still fresh (Lindstrom, 2011). In addition, the scrawling of prices using chalk and the presence of ice in the store indicates the freshness of the fruits and the consumers made end up making unconscious purchase and thus the market achieving its market objective.

References

Lindstrom, M. (2011). How whole foods "primes" you to shop. Fast Company. retrieved from <http://www.fastcompany.com/1779611/how-whole-foods-primes-you-shop>

Berger, J. (2011). A store where toys must be Kosher. The New York Times (December 15).