

II. MEETING THE CONSUMER

1. Meeting the consumer and observing consumer behaviour

Purpose:

- To apply the principles of consumer behaviour to real-life food product examples in a supermarket
- To observe practices in the supermarket retail of fresh fruits and vegetables

Procedure

Trainers will visit two retailers. During these visits, trainers will observe consumer behaviour and compare the two retailers in that regard. The feedback session will be in the form of an informal discussion.

Activities during the visit:

- Observe the general appearance of the store
- Observe location of produce in the store
- Observe produce display in the store
- Observe produce packaging
- Observe produce quality
- Observe consumer behaviour

Tasks following the visit:

- Write a summary of critical observations
- Discuss observations following on lecture sessions

Discussions and feedback:

- Present brief (three-minute) feedback on key observations at the store