

Improving Product Sales and Raising Recognition of Yamagata Prefectural Fruits through Devised Sales Methods.

Yamagata Prefectural Touohgakkan Junior and Senior High School

1. Research Background and Purpose



2. Fieldwork...Sep. 22, 2025

- Place visited: **Labour** (*Yakigashi no mise Labour*)
- Owner : Mr. Inagaki ...Opened In 2024, in Yamagata city
- Main products : Classic baked sweets, Sweets using local fruits

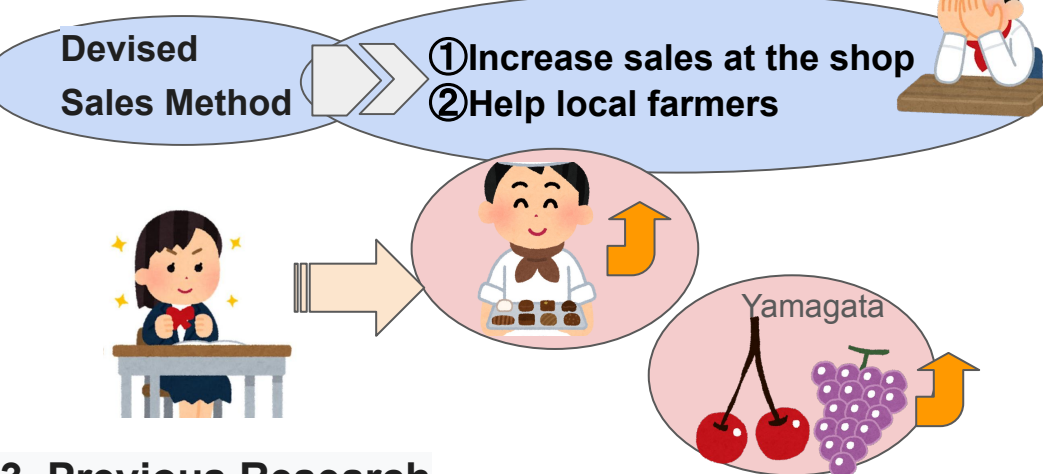
Owner's thoughts

- Easy to eat
- Affordable price
- Helped an orchard before
⇒wanting to contribute to them

Customer characteristics

- approx. 80 %
⇒female
- look closely
before buying

It's been two years since the store opened, and we're having fewer customers than the first year..



3. Previous Research

① Unplanned Purchases / The Effect of POP Displays (MADS, 2013)

approx. 80%

Advertisement

approx. 70%

② “Vegetables where we can see the farmer’s face (Aoki, 2006)”

Period: 2002 to 2005 Content: At about 180 Ito-Yokado stores, caricature pictures and producer codes were put on the labels, and the sales reached 30 billion yen in two years.

4.Hypothesis

- POP displays can increase the whole sales of products at a shop...previous research 1 + the customers’ characteristic
- POP displays can encourage sales of specific products...previous research 1 + + the customers’ characteristic
- POP displays with farmers information can increase the sales of products...previous research 2

5-1. Experimental Overview

- With the cooperation of the baked sweets shop Labour

Experiment 1: Made and displayed POPs

- ① Explain the **background**
- ② Introduce the **farmers**

(1) Target period : Nov. 6~16, 2025 (Open day:Thu~Sun)

- ①**Baked sweets**
 - Lerücken
 - Madeleine
 - Galette⇒POP*s* explaining the products
- ②**Baked sweets with fruits**
 - Gâteau Raisin⇒POP*s* introducing the farmers

Experiment 2: Group the sweets as “Royal Family”

(1) Target period : 2025 Nov.27 ~ Dec. 7 (Open day:Thu~Sun)

- ①**Baked sweets】**
 - Lerücken•Madeleine
 - Galette •Finacier
 - Pain de Gênes⇒POP*s* explaining the products
 - ②**Baked sweets with fruits**
 - Gâteau Raisin⇒POP*s* introducing the farmer
- *NO change from the experiment 1

grouped some sweets as Royal Family and tagged them with stickers

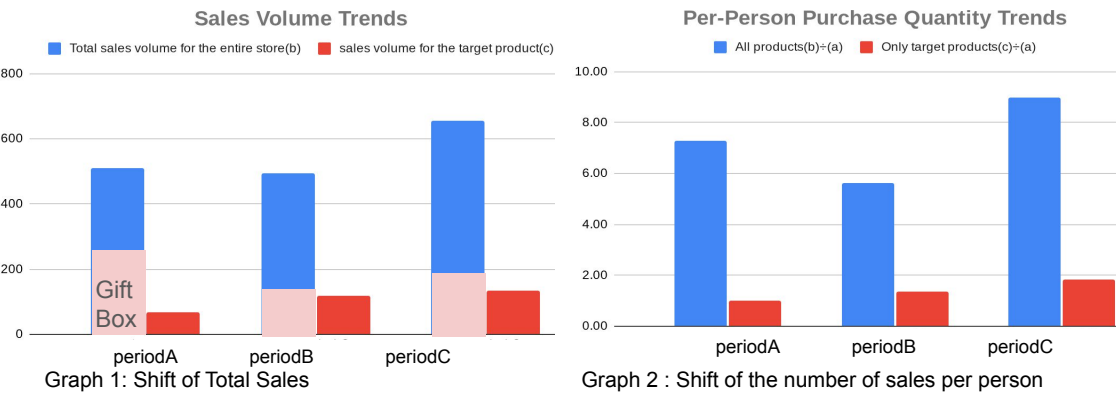
Explained what "the Classic Sweets" were

5-2. Experimental Results

	periodA (No POP)	periodB (experiment①)	periodC (experiment②)
Number of customers	70	88	73
Total sales (Except gift boxes)	509(257)	+36% 494(350)	+85% 656(476)
Sales of target products	69	+73% 119	+93% 133
Average sales per customer	7.27	5.61	+1.72 8.99
Target sales per customer	0.99	1.35	+0.83 1.82
Gift box sales *	42	24	30
Gâteau Raisin	17	+35% 23	+94% 33

Table 1: Changes in the number of sales

* Gift boxes are excluded because items are not chosen individually.



6. Consideration

- ①○..+grouping⇒more effective
 - Encouraged multiple purchases
- ②○..Both Periods B and C
- ③○..but,
 - Inventory adjustment function

△ Could not contribute enough to local farmers

⊙ Significantly contributed to local economy