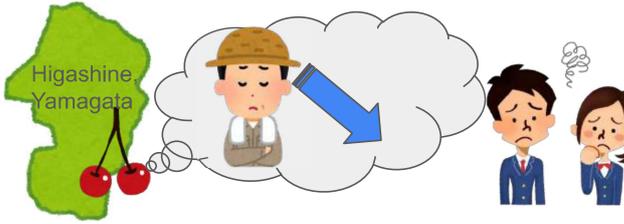


# Improving Product Sales and Raising Recognition of Yamagata Prefectural Fruits through Devised Sales Methods.

Yamagata Prefectural Touhokkan 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

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..

**Devised Sales Method** ⇒ **① Increase sales at the shop**  
**② Help local farmers**



## 3. Previous Research

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



### 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

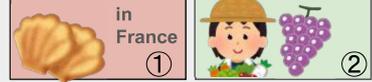
1. POP displays can increase the whole sales of products at a shop...previous research 1 + the customers' characteristic
2. POP displays can encourage sales of specific products...previous research 1 + + the customers' characteristic
3. POP displays with farmers information can increase the sales of 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      ② Baked sweets with fruits

- Lerücken
  - Madeleine
  - Galette
  - ⇒ POPs explaining the products
- Gateau Raisin
  - ⇒ POPs 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      ② Baked sweets with fruits

- Lerücken
  - Galette
  - Pain de Gênes
  - ⇒ POPs explaining the products
- Madeleine
  - Financier
  - Gateau Raisin
  - ⇒ POPs 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

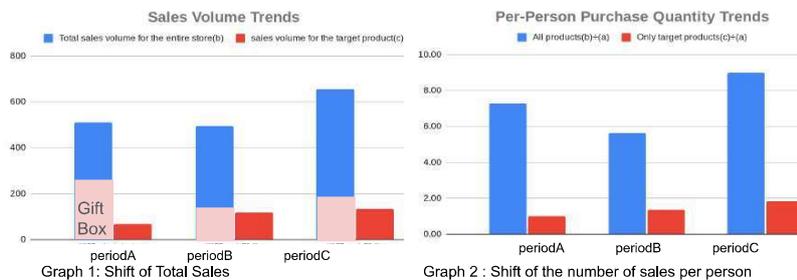
古典菓子ってなに?  
~古典菓子 Royal Family~  
ヨーロッパでは何世紀も前から食べられてきた  
歴史があり、美味いお菓子です。ぜひお口に  
かけてください。  
このお菓子には、お菓子の王様と女王様を  
イメージして、お菓子に名前を付けてみました。  
ぜひお口にしてください。

## 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
Gateau 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

Inventory adjustment function

### ③ ○..but,



△ Could not contribute enough to local farmers

◎ Significantly contributed to local economy

8. References  
 [1] Higashine City Hall Website Agriculture and Forestry Division  
 [2] ZOU Chenyan (2019) Design Expression of POP Advertising for Sales Promotion  
 [3] Aoki Kyoko (2006) Survey on the Production and Distribution System for Organic Agricultural Products  
 [4] MADS, Inc. (2013) Retail Media Reality Survey | Consumer Purchase Psychology Focused on Drugstores.  
 https://prtimes.jp/main/html/rd/p/000000024.000082341.11 December 15, 2025