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AmericanHort Webinar: Three-part Series for Garden Retailers - Shopping from the Consumer's Perspective

WEBINAR

3/26/2020 - 3/26/2020

1:00 - 2:00 PM Central

For some customers, the plant shopping process is an adventure. With funding from HRI, Dr. Bridget K. Behe, PhD, Professor, Michigan State University and her team used eye-tracking for nearly 160 customers in four retail outlets in Michigan. Results show what real people with real money in a real store did to buy some real plants. Findings will help retailers construct a better retail environment and easier shopping process. This is the final webinar in this three-part series by Dr. Behe.

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hello@americanhort.org

Phone: (614) 487-1117