

Chicago Farmers Market Collective

The Team

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BUSINESS ISSUE

Research Objectives

1. To determine how consumers are using social media.
2. To determine the characteristics of a market that attract a customer to make a purchase.
3. To understand the importance of quality food available to a community.
4. To evaluate what is deterring new customers from going to farmers markets.
5. To determine a new image of who shops at farmers markets.
6. To explore customer attendance.
7. To investigate what drives brand loyalty.

Qualitative

Our qualitative survey was conducted through individual unfocus group interviews which gave more open-ended and in-depth insights for CFMC.

Prototype Criteria

Feasibility: Our group is actively asking specific actionable questions to people in the community to understand the sentiment surrounding farmers markets and gain a larger farmers market customer base.

Desirability: Our group is explaining how we create desirability for farmers markets and why consumers are attracted to them.

Viability: Our group is explaining the value of farmers markets and why would should keep them alive.

How might CFMC create a unified digital communication strategy?

The Client

The Chicago Farmer's Market collective is a volunteer based organization that manages different farmers markets across the city of Chicago. Their goal is to provide healthy, locally grown food to the people in their communities. The CFMC constantly needs marketing research and strategy to figure how they can better appeal to their community especially during this pandemic.

Quantitative

Our quantitative survey was organized into blocks of questions based on each research objective. Data was collected from a variety of demographics, giving insight into how CFMC can improve andd create a uniified digital communication strategy going forward.

Data Discoveries

Top Customer Loyalty Qualities

1. Honesty
2. Trust
3. Respect

Product Quality > Price

Consumers are not aware of how far out-of-season food travels to get to their local grocery store, but are not willing to travel over 10 miles themselves