
MARKETING ALTERNATIVE FOR LOCAL



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RESEARCH

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Summary of the researcher's presentation:

Mrs. Carpentier-Gauthier presents a study conducted in 2011 on the marketing alternative for local products. The Gatineau regional solidarity market was the object of the study. We wanted to understand why, despite the high number of members, the redemption rate was low. It was found that this type of marketing requires more planning and discipline from the consumer. Therefore, it is important to facilitate the purchase experience as much as possible: flexibility and usability of the website, diverse and flexible products, ease of payment, etc.

The key elements to remember according to the researcher:

- make the mission statement available to members or customers. This further develops the sense of belonging;
- have a diversified product offering;
- not try to sell at the lowest price. The customers for this market want a quality product and expect to pay a little more. A low-price policy gives an impression of lower quality;
- if selling through the Internet, the website must be friendly and offer online payment.