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# BUSINESS BRIEFS

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## Survey results detail buying habits of floral consumers

Floral products are usually purchased with an occasion in mind, according to a recent survey. Funded by the Pennsylvania Florists Assn. and conducted by horticultural market researchers at Pennsylvania State University, the study describes the flower buying behavior of the average American floral consumer. Participating in the survey was a random sampling of Pennsylvania residents who answered questions about the plants and flowers they purchase.

"While the sample includes only Pennsylvania residents, the results may also represent behavior of floral consumers in a larger region," according to *SAF* magazine, which reported the survey results. "The study can help retailers throughout the country better understand the people to whom they sell flowers."

For the study, a total of 401, 20-minute telephone interviews were completed in April, 1987. Respondents were at least 18 years old and had purchased a floral product between March, 1986 and March, 1987. One hundred men were included in the survey.

Among those responding to the survey, 84 percent purchased both a blooming plant and cut flowers the year prior to the study. About 16 percent of the consumers indicated they purchased only flowers or a blooming plant. The largest number of consumers, 54 percent, purchased a floral product at Christmas. Seventy-five percent of those consumers purchased a potted blooming plant, while 15 percent purchased fresh flower arrangements. Loose cut flowers, corsages, and pre-packaged bouquets were bought by the remaining 10 percent.

According to the survey, 36 percent of the 143 consumers who purchased a floral product for Valentine's Day bought loose cut flowers, most likely roses, *SAF* reported. Nearly 30 percent bought an arrangement of fresh flowers, and 14 percent purchased a pre-packaged bouquet of fresh flowers. Only 20 percent of the respondents indicated they had bought a potted plant for Valentine's Day.

For each occasion, more than half of the Pennsylvanians responding to the survey purchased their flowers from a traditional florist shop. Most of the purchases made at flower shops were charged to store accounts and bank cards, the study revealed. The most frequently mentioned amount spent on a floral product for all occasions was between \$5 and \$20.

According to the magazine, the survey results support the following findings:

- Floral products are most often purchased with an occasion in mind. More purchases may be stimulated by suggesting additional occasions or events to current floral customers.
- Florists in Pennsylvania have the largest share of the market for floral purchases. Sixty to 75 percent of all floral purchases were made from traditional florist shops.
- More than half of the survey respondents walked into a store to make a floral purchase rather than use the telephone. This indicates that the visual impact of flowers and plants should be stressed in promotions and advertisements.
- Most cut flowers and blooming plants are bought as gifts for someone other than the purchaser. This indicates floral products could be specifically packaged and advertised as gift items.
- Consumers spent an average of \$10 to \$20 per purchase, depending upon the occasion.

Copies of the report may be obtained by writing the Pennsylvania Florists' Assn., 2102 Gring Dr., Wyomissing, Pa. 19610.

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