

DRY FLOWER CONSUMER BEHAVIOUR IN HUNGARY

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ABSTRACT

A quantitative survey was conducted to find up-to-date information about today's dry flower purchasing behaviour in Hungary.

130 questionnaires were filled in Kecskemet and in Hortus Hungaricus flower exhibition in Budapest. The data was analyzed by SPSS 11.5 statistical package program. Frequencies and cross tabs were calculated. Multivariate statistics (factor, correspondence analysis) were applied to find latent variables. ANOVA model revealed significant statistic differences.

The questionnaires were filled mostly by women. The age and income were evenly distributed in the sample. Another goal of our research was to deep interview wholesaler and retailers. In the conclusions practical management suggestions are provided to both wholesalers and retailers, small and big shops alike. Up to date catalogues, direct marketing, wide choice are the key issues that retailers should consider.

Keywords: dry flower, consumer behaviour, questionnaire, SPSS, deep interview

INTRODUCTION

Short-cut flowers can provide fleeting pleasure of the flower lovers, but dried plants can play aesthetic pleasure too. Dried flowers, crops have always been present in Hungary. They were used mostly in medication in different ways. In particular medicine, they are used in different ways (LEVAI, 2004). Special drying plants for home decoration are also used. People in the past always collected plants and flowers, leaves for home-made healing. In the 1960s the number of pharmacies and herbarium pharmacies increased thus the interest in dried flowers decreased. In the 70s national dry flower centres were formed in Szeged, Kecskemét, Pannonhalma and the town of Győr (WENSZKY, 1993).

More goods are produced in Hungary that is being sold abroad. Today, dry flower became fashionable in the decorations. Dry flower makes the environment more friendly and enjoyable. They are not only durable, but fewer problems occur. Natural flowers often have to be replaced. Today the Netherlands and tropical Asian countries affect commercial supply of dry flower. In Hungary, in the last 10 to 15 years dry flower varieties have been completely changed according to the supply. Many companies are specialised in dry flower growing and a special market for them has been formed. The demand for dry flower varieties varies from year to year, according to the fashion (HORVÁTH, 2001). The currently dominant fashion of clothes colour is reflected the flower colours as well.

In this article we assessed dry flower purchasing behaviour in Hungary. We applied a primer research through questionnaires. Also some retailers have been deep interviewed.

MATERIAL AND METHODS

At the end of the questionnaire socio-demographic questions were asked. This helped us analyze data according to sex, income etc. 130 questionnaires were collected.

Figures 1-2 show describes the socio-demographic composition of the survey. It is important to emphasize that usually results are averages. No specific conclusions can be made from these findings. Therefore it is essential to differentiate the information according to sex, income, place of living etc.

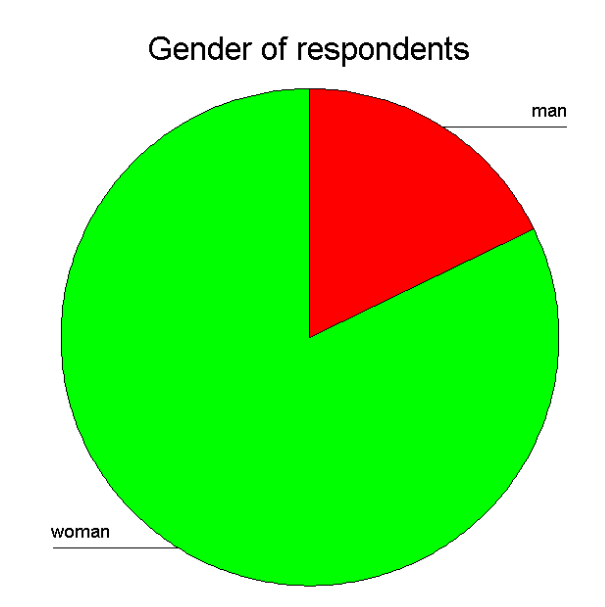


Figure 1: Genders in the sample

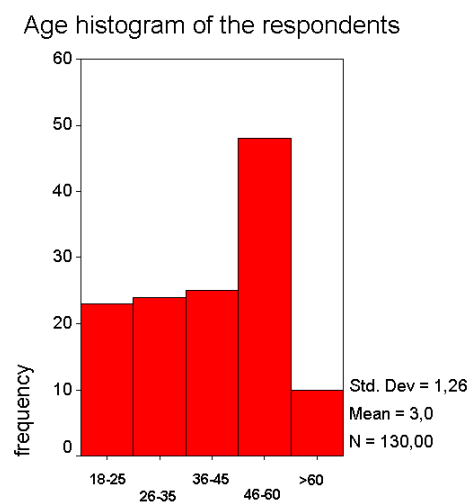


Figure 2. Age distribution in the sample

According to *Figure 1.*, questions were mostly filled by women. They are – as usual – more willing to answer questions.

The age histogram shows that age was evenly distributed with the exception of the age category of 45-60.

Quantitative survey is the most common practice in domestic market research. Our questionnaire was filled by 130 respondents. The results were differentiated according to socio-demographic criteria (gender, age, education, occupation, place of living and income). The questionnaires were mostly filled by residents of Kecskemét and Szigetszentmiklós Flora Hungarian Wholesale Flower Market.

The answers to written questions received were recorded in the questionnaire. From the data obtained numerical data were created. SPSS ver. 11.5 software was used to evaluate questionnaire data. This statistic package consists of many different statistical models that were made by different independent research institutes. The program package makes it possible to calculate multivariate statistic relations, like factor, cluster, MDS, correspondence, ANOVA and homogeneity analysis. A variety of graphics and charts visualize the information and results.

Questionnaire is the most widely used tool in marketing research. The questionnaire is designed to provide various types of qualified consumers' responses. The questionnaire related to the logical order of questions. Many topics are included. The different types of questions and provide information on a variety of question types. Questions are grouped in different ways, depending on what kind of results you want to get the survey form. The questions should be grouped by purpose and the questionnaire should be appropriate.

Frequencies are simple summaries of answer values. It is important to emphasize that these data are average values that include ages, incomes, place of living etc.

In **cross tabs** values of two variables are shown together. We can see the result data obtained according to another variable. Thus multi-response relationships can be obtained. **ANOVA** statistical model is used when significant differences are calculated. The program calculates standard deviations and analyzes their correlation.

Factor analysis is a multivariate statistics that is used to calculate the correlation between answer values. Latent variables, so called factors were created by the factor correlation coefficients. In this way we can segment the respondents according to their behaviour.

Correspondence analysis model shows the correlation of two variables on a map (NARESH, 2005).

RESULTS

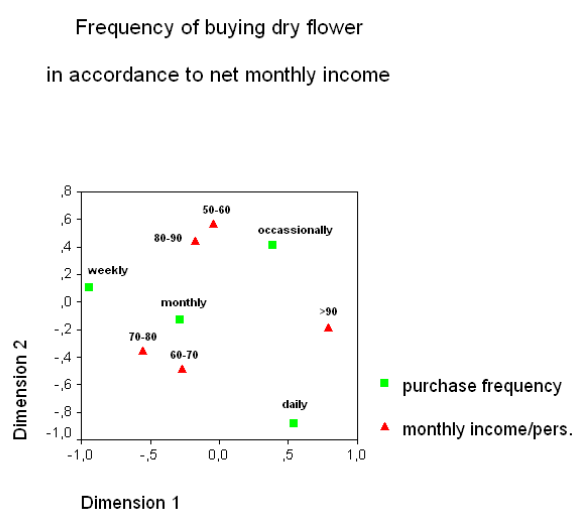


Figure 3.: Correlation between purchase frequencies and net monthly income by applying correspondence analysis

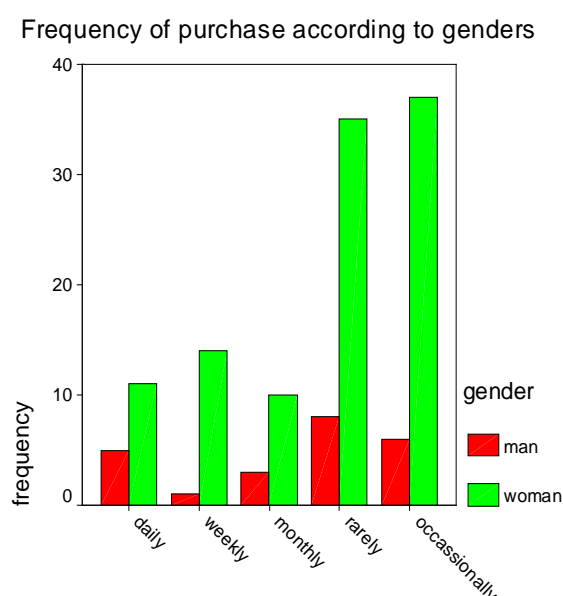


Figure 4.: Frequency of purchase according to gender

According to *Figure 3*, purchase frequency is related to monthly income. Interestingly, medium monthly income resulted in the highest purchase frequency (*Figure 4*).

Factor analysis calculates latent variables from variables of the questionnaire. Thus it creates segments. Members of the segments are homogeneous in their behaviour and completely different from other segments. The factor coefficients are shown in *Figure 5*. By assessing high coefficient statements (coloured with red), segments can be named. SPSS cannot give name to segments. It is the researcher's task. In this case 3 segments were separated:

The first segment is called "family influenced" who were raised in their family who used to buy dry flowers. The second segment is called "creative" because members of this segment are very individual and creative. They like unusual forms and create interesting dry flower compositions. Customers of the third segment prefer fresh cut flowers and potted flowers therefore they are named "prefers cut flower".

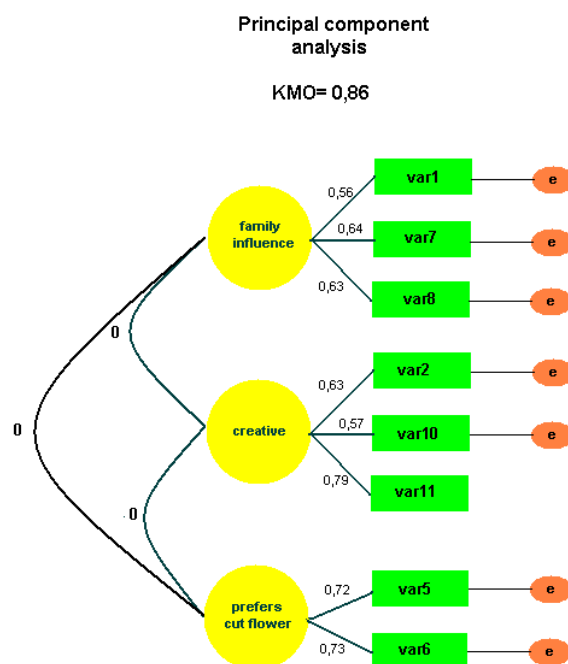


Figure 5: Segmentation by factor analysis

CONCLUSIONS

Our findings are summarized in the points below. We are convinced that these conclusions help growers and retailers make better decisions.

1. Dry flower is mostly bought by women
2. Income is not necessary associated with the frequency of purchase. Segments above average net income buy dry flower mostly
3. There are three segments are outlined in the survey:
 - a. family tradition
 - b. creative, innovative
 - c. prefers cut flower
4. Respondents can be divided to three groups: family influenced, creative and cut flower buyers
5. Small flower shops are satisfied with the choice of other flower stores.
6. The dry flower wholesalers that we examined have a much wider choice of dry flowers (TREERNÉ, 2006).
7. Virtually each florist is interested in selling dry flower in a reasonable price. They also try to sell the best quality possible.
8. Florist should sell the newest and most fashionable dry flowers in all colour tints.
9. Small flower shops sell less dry flowers. They should have small packaging sizes. In this way they can increase their choice.
10. Bigger flower shops like shrink plaster packaging as it is more economic.
11. In wholesaling consumers were satisfied with the subordinates. They were attentive, kind and helpful.
12. Ongoing information needs to be given to customers about discounts, promotions and new products.

13. The information shall be made by mail or electronic mail.
14. Up to date catalogue should made to provide adequate information about new dry flowers, crops and supplies.
15. Direct mail can be an effective way to communicate with potential buyers.

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