



The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

1281.9
Ag83E

University of Maryland

JUL 31 1968

**CONSUMER PURCHASING PATTERNS
FOR THE GOODS AND
SERVICES OF COMMERCIAL FLORICULTURE
IN THE UNITED STATES, 1966-67**

A PRELIMINARY REPORT

JUL 11 1950

LIBRARY

PREFACE

In 1963, the Economic Research Service, U. S. Department of Agriculture, undertook a broad program of economic research on commercial floriculture. The research was partly financed by the Florists' Transworld Delivery Association under a cooperative agreement with the Department. This consumer study is a continuation of that program.

The report highlights information from approximately 15,000 interviews conducted in 1966 and 1967 by Universal Marketing Research, Inc., New York. The data are based on numbers of persons making purchases and number of purchases, not value of purchases or sales. The regional data are for the four major geographic areas of the United States as delineated by the Bureau of the Census.

Washington, D. C. 20250

July 1968

CONTENTS

	Page
Introduction	1
Purchases	1
Characteristics of Consumers	7

TABLES

1.--Purchases of goods and services of floriculture: Interview waves and number of interviews, by months, United States, 1966-67	1
2.--Purchases of goods and services of floriculture: Interviews and number of purchasers and purchases, by region, United States, 1966-67	2
3.--Purchases of goods and services of floriculture: Type of retail outlet, by region, United States, 1966-67	2
4.--Purchases of goods and services of floriculture: Type of occasion or use, by region, United States, 1966-67	3
5.--Purchases of goods and services of floriculture: Type of product, by region, United States, 1966-67	4
6.--Purchases of goods and services of floriculture: Type of product, by type of retail outlet, United States, 1966-67	4
7.--Purchases of goods and services of floriculture: Type of retail outlet, by type of product, United States, 1966-67	4
8.--Purchases of goods and services of floriculture: Type of occasion or use, by type of product, United States, 1966-67	5
9.--Purchases of goods and services of floriculture: Type of product, by occasion or use, United States, 1966-67	6
10.--Purchases of goods and services of floriculture: Value per purchase, by type of product, United States, 1966-67	7

Consumer Purchasing Patterns for the
Goods and Services of Commercial Floriculture
in the United States, 1966-67, A Preliminary Report

By

Stephen M. Raleigh, Agricultural Economist
Marketing Economics Division

INTRODUCTION

This preliminary report is based on tabulations resulting from approximately 15,000 in-the-home personal interviews. Practices, preferences, and attitudes related to consumer expenditures for the goods and services of commercial floriculture in the United States were surveyed. The interviews were conducted with a national probability sample of persons 18 years of age and over. In 1967, the sample represented an adult population of about 128 million persons. For purposes of interpretation, the study is representative of about 60 million households or consumer spending units in 1967.

To obtain adequate consumer recall and indications of seasonality in such purchases, the study was conducted with an independently selected sample for each of five waves of interviews (table 1).

Table 1.--Purchases of goods and services of floriculture: Interview waves and number of interviews, by months, United States, 1966-67

Interview wave	Purchase months	Month of interviews	Number of interviews
1	June-Sept. '66	Oct. '66	3,032
2	Oct.-Nov. '66	Dec. '66	2,796
3	Dec. '66-Jan. '67	Feb. '67	3,002
4	Feb.-Mar. '67	Apr. '67	3,034
5	Apr.-May '67	June '67	3,002
Total	---	---	14,866

PURCHASES

Approximately one-third of the population made one or more purchases during the months of the different waves of interviews. The percentage of persons making purchases during any season varied considerably. The incidence of purchasers within each region followed the overall trend, but varied from nearly 40 percent in the West to 30 percent in the South (table 2).

Table 2.--Purchases of goods and services of floriculture: Interviews and number of purchasers and purchases, by region, United States, 1966-67

Region	Interviews				Purchases
	Total	Nonpur- chasers	Purchasers		
			Total	Percentage of total	
	Number	Number	Number	Percent	Number
United States	14,866	9,737	5,129	34.5	9,067
Northeast	3,646	2,342	1,304	35.8	2,246
North Central	4,188	2,719	1,469	35.1	2,647
South	4,586	3,180	1,406	30.7	2,395
West	2,446	1,496	950	38.9	1,779

Slightly more than half of all purchases were made at retail florist establishments (table 3). Purchases made in such establishments ranged from about 50 percent in the West to nearly 60 percent in the South. Seven percent of all purchases were made in supermarkets. More purchases were made at independent garden centers than at those affiliated with department or other stores.

Table 3.--Purchases of goods and services of floriculture: Type of retail outlet, by region, United States, 1966-67

Region	:	:	Garden center			:	Roadside	:	:
	:	Retail	Super-	No other	With	With	stand and	:	Total
	:	florist	Market	affiliation	Dept.	other	street	Other	
	:	:	:	:	store	stores	vendor	:	
	:	-----			Percent	-----			
United States	:	54.1	7.0	13.5	10.5	5.7	3.5	5.8	100.0
Northeast:	53.4	6.9	11.8	11.7	4.5	6.5	5.1	100.0
North Central	..:	54.4	6.4	14.8	8.2	6.5	2.6	6.8	100.0
South:	58.0	5.8	10.5	12.4	5.7	2.3	5.0	100.0
West:	49.3	9.6	17.7	9.9	5.8	2.6	5.0	100.0
	:								

One-fifth of all purchases were for funeral and memorial purposes (table 4). The percentage of purchases for funerals and memorials ranged from about 30 percent in the South to less than 15 percent in the West. Purchases for the garden made up more than 20 percent of all purchases. One quarter of the sales in the West and North Central Regions were for the garden. Use in the home was the third most important reason for purchase, accounting for nearly 20 percent of total purchases.

Table 4.--Purchases of goods and services of floriculture: Type of occasion or use, by region, United States, 1966-67

Region	:	:	:	:	Personal		:	:
	:	Funeral:	Illness:	Birthday,	Holiday:	:	Other	Total
	:	memorial:	hospital:	anniversary:	:	Home	Garden:	:
:	:	:	:	:	:	:	:	:
:	----- Percent -----							
United States:	20.7	9.1	5.8	10.7	18.7	22.1	13.0	100.0
Northeast:	17.1	5.6	8.4	13.5	22.6	19.2	13.6	100.0
North Central ...:	19.3	8.9	5.0	12.4	17.6	25.2	11.6	100.0
South:	31.4	11.6	4.0	7.5	15.6	18.9	11.0	100.0
West:	13.0	10.3	6.0	9.1	19.5	25.5	16.8	100.0

Cut flowers accounted for about 45 percent of the total number of purchases, and arrangements made up approximately one-half of such purchases (table 5). Unarranged cut flowers and potted plants each represented more than 15 percent of the purchases. Purchases of unarranged cut flowers were more prevalent in the West than in other regions.

Of purchases made in retail florist establishments, more than 35 percent were for arrangements, nearly 25 percent for unarranged cut flowers, and about 12 percent for corsages (table 6). Fifteen percent of purchases in retail florist establishments were for potted plants. Purchases in supermarkets included about 30 percent for potted plants and 10 to 15 percent for unarranged cut flowers and artificial flowers or plants.

In garden centers with no affiliation, the purchases of nursery stock made up about 30 percent of the total, bedding plants about 25 percent, and potted plants about 18 percent. Nearly one-half of the purchases at department store garden centers were for artificial flowers and plants. In garden centers operated with other types of stores, between 20 and 25 percent of the purchases were for each of the classifications of potted plants, artificial flowers and plants, and bedding plants. Nearly 50 percent of purchases made from roadside stands or street vendors were unarranged cut flowers.

Consumers tend to purchase cut flowers and potted plants at retail florist establishments, and other home and garden items at other retail outlets. Retail florist establishments accounted for purchases of about 80 percent of unarranged cut flowers, more than 90 percent of cut flower arrangements and corsages, and 50 percent of potted plants (table 7). Almost one-half of the purchases of artificial flowers and plants were at department store garden centers and about 20 percent were

Table 5.--Purchases of goods and services of floriculture: Type of product, by region, United States, 1966-67

Region	Cut flowers and related			Potted	Artifi-	Bedding	Nursery	Other	Total
	Unarranged	Arranged	Corsages	plants	cials	plants	stock		
	-----Percent-----								
United States.....	16.2	21.2	7.2	17.0	10.0	12.2	6.7	9.7	100.0
Northeast.....	18.2	19.5	6.5	19.2	8.8	10.9	6.2	10.7	100.0
North Central...	13.0	18.3	7.6	19.6	10.3	15.1	6.0	10.1	100.0
South.....	13.0	29.6	7.6	13.8	11.9	9.9	6.2	8.2	100.0
West.....	22.8	16.3	7.0	14.7	8.4	12.8	8.9	9.1	100.0

Table 6.--Purchases of goods and services of floriculture: Type of product, by type of retail outlet, United States, 1966-67

Type of retail outlet	Cut flowers and related			Potted	Artifi-	Bedding	Nursery	Other	Total
	Unarranged	Arranged	Corsages	plants	cials	plants	stock		
	-----Percent-----								
Retail florist....	24.2	37.5	11.8	15.5	4.1	2.8	0.8	3.2	100.0
Supermarket.....	13.7	1.3	.2	31.7	11.5	16.3	5.9	19.3	100.0
Garden center:									
No other									
affiliation.....	4.5	3.1	1.6	17.5	4.0	23.5	29.6	16.1	100.0
With dept. store..	1.6	3.9	1.5	15.3	47.6	11.5	7.7	11.1	100.0
With other stores:	4.1	2.7	.2	22.2	20.3	23.2	9.5	18.0	100.0
Roadside stand and street vendor....	48.1	4.5	3.6	13.7	4.4	13.7	5.1	6.9	100.0
Other.....	2.1	11.1	1.5	8.5	25.4	17.8	9.1	24.5	100.0
Total.....	16.2	21.2	7.2	17.0	10.0	12.2	6.7	9.7	100.0

Table 7.--Purchases of goods and services of floriculture: Type of retail outlet, by type of product, United States, 1966-67

Type of retail outlet	Cut flowers and related			Potted	Artifi-	Bedding	Nursery	Other	Total
	Unarranged	Arranged	Corsages	plants	cials	plants	stock		
	-----Percent-----								
Retail florist....	81.2	93.5	92.2	50.6	21.2	11.9	6.8	22.8	54.1
Supermarket.....	5.4	.4	.3	12.7	7.0	11.6	7.1	15.9	7.0
Garden center:									
No other									
affiliation.....	3.2	2.0	2.2	13.4	4.1	32.6	56.1	21.2	13.5
With dept. store..	1.0	1.7	2.6	9.6	47.4	14.4	12.0	12.9	10.5
With other stores:	1.5	.5	.1	7.1	8.6	13.5	7.9	9.7	5.7
Roadside stand and street vendor....	6.5	.4	1.8	4.0	1.7	5.1	2.8	3.0	2.6
Other.....	1.0	1.5	1.1	3.0	9.8	10.8	6.7	13.8	5.8
Total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

at retail florist establishments. More than one-half of the purchases of nursery stock and about one-third of the purchases of bedding plants were made at unaffiliated garden centers.

Purchases for funeral and memorial purposes accounted for about 65 percent of the number of purchases of cut flower arrangements, more than 15 percent of unarranged cut flowers and artificial products, and 10 percent of the potted plants (table 8). Illness and hospitalization were the occasion for 10 to 20 percent of the purchases of unarranged cut flowers, arranged cut flowers, and potted plants.

More than one-half of the purchases of corsages were for social and related uses exclusive of gifts for birthdays, anniversaries, and holidays. Use in the home represented about one-fifth of the purchases of bedding plants and one-fourth of the purchases of unarranged cut flowers and nursery stock. Use in the home also accounted for about 50 percent of the purchases of artificial flowers and plants.

Table 8.--Purchases of goods and services of floriculture: Type of occasion or use, by type of product, United States, 1966-67

Product	Funeral, memorial	Illness, hospital	Birthday, anniver- sary	Holiday	Personal		Other	Total
					Home	Garden		
----- Percent -----								
Cut flowers and related:								
Unarranged	17.0	17.5	13.6	9.9	23.2	0.1	18.7	100.0
Arranged	64.1	12.4	6.7	5.1	3.6	.4	7.6	100.0
Corsage	3.0	1.6	15.5	25.3	.9	---	53.8	100.0
Potted plants	10.6	19.3	4.3	18.8	28.2	10.0	8.8	100.0
Artificials	16.0	4.5	3.4	12.2	48.6	1.5	13.9	100.0
Bedding plants	2.2	.1	.3	3.4	21.0	69.9	3.2	100.0
Nursery stock	2.3	.1	.5	4.1	24.2	64.9	3.9	100.0
Other	3.4	2.5	2.5	4.2	30.3	45.5	11.6	100.0
Total	20.7	9.1	5.8	10.7	18.7	22.1	13.6	100.0

More than 50 percent of the purchases for funeral and memorial purposes were cut flower arrangements, nearly 15 percent were unarranged cut flowers, and another 15 percent were artificial products (table 9). Cut flower arrangements, unarranged cut flowers, and potted plants each represented about 30 percent of the purchases for illnesses and hospitalization.

Nearly 80 percent of the purchases for birthdays and anniversaries made use of cut flowers, unarranged purchases accounting for about one-half. Potted plants were

the selection for about 10 percent of the birthday and anniversary occasions. Potted plants and cut flowers were the important kinds of purchases for holidays. Unarranged cut flowers, potted plants, and artificial products each represented 20 to 25 percent* of purchases for use in the home.

Table 9.--Purchases of goods and services of floriculture: Type of product, by occasion or use, United States, 1966-67

[illegible]

Nearly 45 percent of all purchases were for amounts of less than \$4.50 (table 10). About 30 percent of the purchases were for amounts ranging from \$4.50 to \$9.99. Two-thirds of the purchases of artificial products and bedding plants were for less than \$4.50. More than half of the purchases of corsages and potted plants were for less than \$4.50. Among purchases for cut flower arrangements and designs, about 40 percent were for \$4.50 to \$9.99, more than 20 percent for \$10.00 to \$14.99, and about 15 percent for \$15.00 or more.

Table 10.--Purchases of goods and services of floriculture: Value per purchase, by type of product, United States, 1966-67

Product	\$4.49 or less	\$4.50- \$9.99	\$10.00- \$14.99	\$15.00 or more	Don't know	Total
	----- Percent -----					
Cut flowers and related:						
Unarranged	45.8	33.2	9.4	6.4	5.6	100.0
Arranged	14.4	41.7	22.7	16.3	5.3	100.0
Corsages	50.8	31.8	6.4	3.4	8.4	100.0
Potted plants	54.5	30.3	5.7	2.1	8.3	100.0
Artificials	66.8	21.7	3.1	3.7	5.3	100.0
Bedding plants	66.1	16.2	4.2	3.4	11.3	100.0
Nursery stock	36.3	25.7	11.1	19.6	8.8	100.0
Other	64.0	14.5	4.8	6.1	11.7	100.0
Total	43.5	29.8	10.4	8.8	7.5	100.0

CHARACTERISTICS OF CONSUMERS

Purchases tend to be more frequent in metropolitan than in nonmetropolitan areas. Within metropolitan areas, the frequency of purchases tends to be greater in markets with a population of less than 50,000 persons than in larger markets.

Women are more likely than men to make such purchases throughout the year. Purchases are more frequent among whites than nonwhites.

Purchases, in general, tend to increase with age, reaching a peak among persons 40 to 49 years old. The higher the educational and income levels, the greater the purchasing activity.

Friends were the most frequent senders of goods and users of services of floriculture, with children and husbands next. From 10 to 15 percent of nonpurchasers interviewed had received floricultural products during the survey periods. The most often mentioned types of products received by nonpurchasers were potted plants and cut flowers and the most frequently mentioned occasions for receiving were illness, Christmas, Mothers Day, and use in the home.

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF AGRICULTURE

