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ECONOMIC AND MARKETING ANALYSIS OF REALIZATION OF ORNAMENTAL PLANTS IN HUNGARY

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ABSTRACT:

According to the responses the most important factors that influence the purchase decision are the aroma of the flower, the length of the stem and the intact leaves. Some flowers are still purchased only seasonally in Hungary. The customers expect the annual ornamental plants to have decorative flowers and leaves during the whole summer. New species are also expected to appear on the market year by year and these are important to be resistant for climate and other factors.

According to the responders the pot plants are important to have an extended blossoming period and/or decorative leaves for a long time and good ability of adaptation to the circumstances. A new marketing strategy can be the changed colour and form of the pot.

The customers prefer the wreaths made of natural materials decorated with dried or living flower in Hungary.

Keywords:

Ornamental plants of realization, economic and marketing analysis

1. INTRODUCTION

Our study examined the customer's observations about cut flowers, annual ornamental plants, pot plants and wreaths by scale analysis which is a method of marketing research. The purchase decision of a customer always depends on several factors. The behaviour of the customer is formed by external and internal influencing factors. The aim of our primer marketing research was to ensure the background information necessary for marketing decisions. 650 questionnaires were used. The scale was unipolar, the responder had to appraise how characteristic the description for a given product is (Ferencz et al., 2009).

During our study we worked out recommendations for marketing communication, packaging and drawing attention that can help the vendors to sell their products more effectively and make their customers satisfied (Nótári et al., 2009).

2. THE MATERIAL AND METHOD

2.1. The material

Potted Moth orchid (*Phalaenopsis taxa*). The potted orchids have exceptional popularity. Since 2001, they top the sales list of potted ornamental plants. The orchid's forms are extremely variable and available in very special colours. There were just two of the genus *Phalaenopsis* (Pic. 1), and *Cymbidium* in the centre of attention from the large family of orchids. The steps of cultivation are resolved, and the gardeners already know what is the best medium, what is the most popular temperature and the amount of light. In shorter period of time they are able to make the plants grow and flowering. There are more roots have two stems than 10 years ago. The orchids are long lasting, long-living, so their popularity continues to grow. 40-50 percent of the *Phalaenopsis taxa* grown in Europe. The *Phalaenopsis* species and types can be burst into bloom throughout the whole year and there are incredibly many flower colours, although the white is the most popular.

There are three separated sorts like: standard, multiflora and grandiflora types. The multiflora varieties were introduced in the market 10 years ago. It is usually small (6-9 cm) reared in pots, they are still relatively new to the market, especially popular in the U.S.. In the Netherlands exists orchid plantation on four hectare, but also on eight hectare as well. Frequently, the rose cultivators change to grow orchids. In our country currently the growing of the orchids are in Halásztelek and Balástya.

African Violet. Based on the surveys of 2007, African Violet (*Saintpaulia ionantha*) in the potted ornamental plants market took the tenth place with about 2% market share. In the Hungarian trade

the rate of the dark blue varieties are from 50 to 60 %. According to the records it has been produced over a hundred years, but got known only as a potted ornamental plant after the World War II, as the virus-resistant varieties have been improved.

It's expansion began as people got to know these varieties. Today's type developed in the early 1960's when it was possible to bring into being a certain type. By that the corolla does not separate from the sepaloid part, and so it decorates much longer. It thanks its popularity to the almost continuous flowering, easy maintenance, ease of multiply, and it's relatively short breeding season. It is now available on the market, oval, elliptical, round-leafed varieties, which can be with smooth or wavy edges.

The foliage colour can be light green, dark green, dark mahogany, and their shades. The colours of the flowers are variable too, but in the substantial part of the Hungarian shops spread violet, purple, pink, white-flowered varieties. There are also a greenish-white, yellow, red-flowered types. The form of the flowers a refer to a large diversity of species, which may be ruffled, rich flowering, and their pattern may be striped or spotted. The range has grown with the appearance of the running types as well. We believe that the promotion of these varieties, the appearance at the selling points can make again these forgotten plants one of today's most popular one.

Poinsettia. The poinsettia is growing at the plateau of the Central American humid, tropical areas and reaches the 3-4 meter height in a form of bush, or tree with trunk. Earlier it was also called "Winter-star" in Hungarian. It came to Europe as a botanical curiosity in the very beginning of the 1800-ies. , but after a description of the species it sank into oblivion. The poinsettia was grown in the beginning of this century, such as cut flower, or as a large potted plant, but the durability of the hypsophyll was not satisfactory. The red hues of gleaming poinsettia leaves are not flowers, but the surrounding bracts (Schmidt, 2002).

In 2007 at the top list of the blooming potted ornamental plants it was the 4th in the same place with cyclamen with 8% share in Hungary. The demand for the colour of the flowers are different country by country. The most sold around the world is the type with the red bracts (Biza, 2005).

We can find on the markets the varieties with non-red bracts already in mid-November. In December, the most popular colour is red. Nowadays the varieties with crisped bracts (Twister) are enriching the market too. In Hungary, the red colour evokes the most the atmosphere of Christmas, and the colours of holiday. The plants with coloured bracts we can find now in every store aiming to have a larger selection (Ferencz et al., 2010).

2.2. The method

The semantic differential intended to measure consumer attitudes in a way that the scale at both ends of words or phrases appear contrary (Nótári et al., 2008). The scale what is interpreted for the contrasts depicts them graphically and also the tested person's selected direction and intensity of emotions (Nótári et al., 2010).

Due to the feature we can measure the direction and intensity of attitudes and opinions, using the appropriate graphical representations (Nótári et al., 2010). The semantic scales are suitable to allow the researchers to understand the consumers (groups) opinion about a product, advertisement, or service. It is essential that a certain polar pairs – what we use to measure the attitudes and opinions - to be relevant in the aspect of products or services. A very great advantage of the scale is that it can graphically illustrate the consumers' idea about the competitor products by the so-called product profile line (Nótári, 2008).

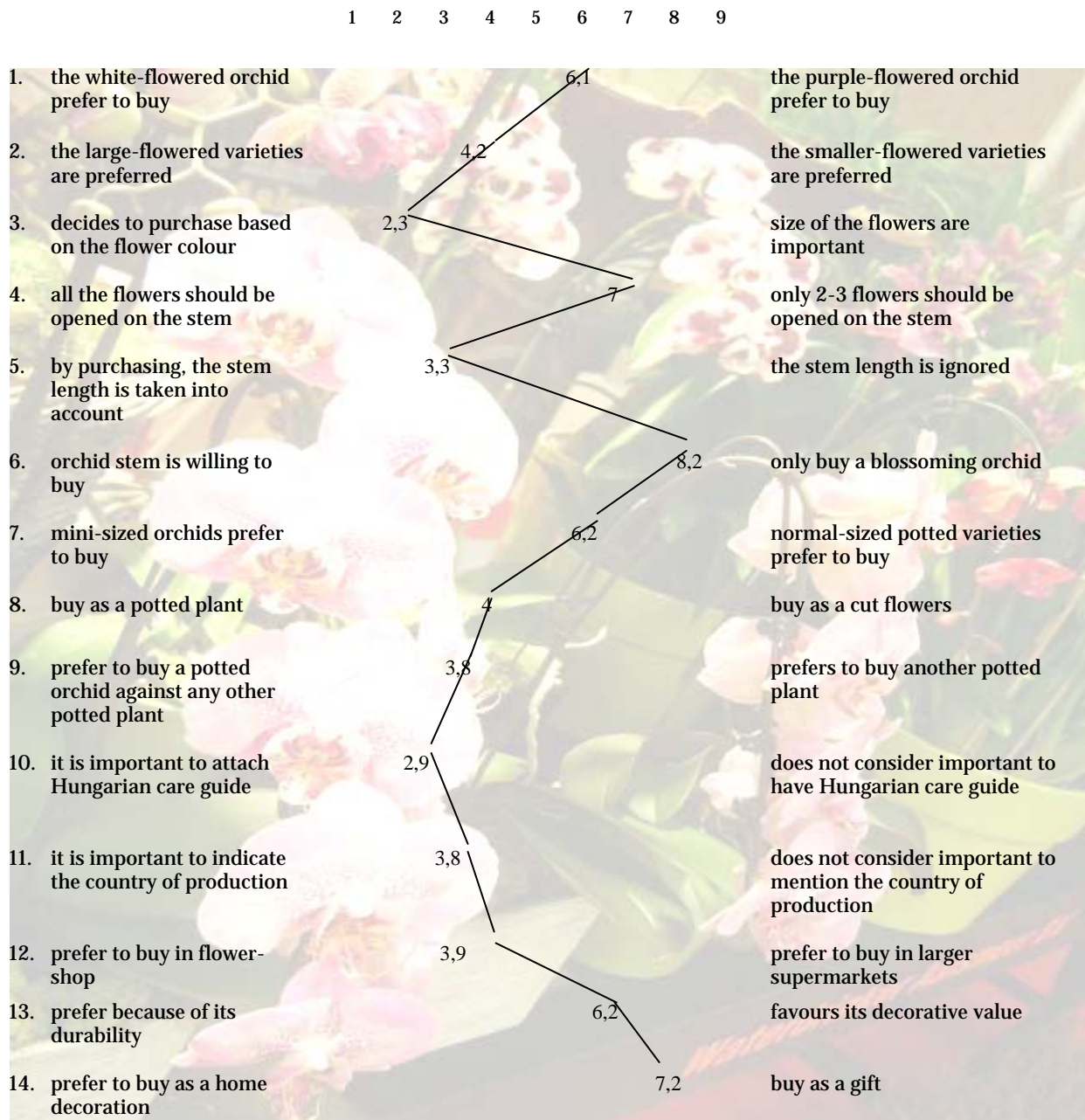
3. RESULTS AND DISCUSSION

3.1. Moth orchid (*Phalenopsis*) image-profile examination

The majority of respondents prefer the purple, large flowered, normal-sized types. Beside the colour of the flowers, their openness is decisive factor too. The length of the flower stem is a determinant element as well, because the price significantly depends on it. The majority of the customers only buy a blooming orchid. According to our research they do not receive adequate information about; how to deal with the fall of the blossoms and after that, how to flourish the plants again. Nevertheless, the potted orchid is nowadays preferred against the other potted plants among the surveyed. The indication of the production's country assures a considerable marketing advantage.

Customers prefer flower-shops in Hungary, where mainly they buy the plant as a present. The decorative value of the orchids is more important factor than their durability, and perhaps this might also explain the growing popularity in recent years.

1th Figure shows the moth orchid image-profile examination.

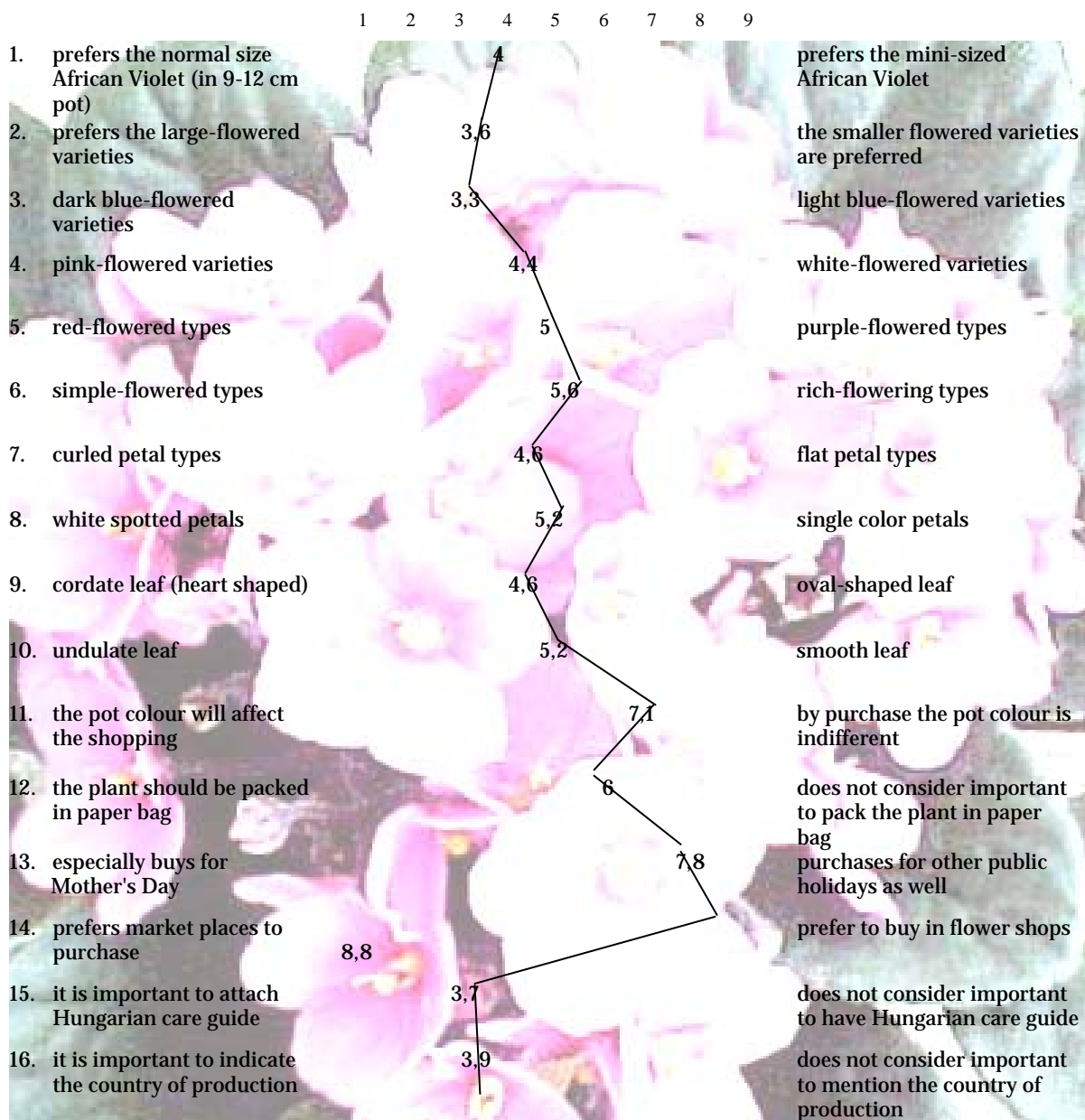


1th Figure: Moth orchid image-profile examination

3.2. African Violet (*Saintpaulia ionantha*) image-profile examination

According to our research respondents prefer in the case of *Saintpaulia ionantha*, the normal size, varieties with large flowers, but the market starting to shift the demand towards the mini-size African Violets. The rich flowered, crimped petal types are getting more common in Hungary. The leaf shape is nowadays less influential factor yet. The colours of the pots in the purchase decision are irrelevant, despite the fact that other studies point out an opposite view. In our opinion, this would require further research, because the colours have significance in marketing communications. Considering the Hungarian customers, there is no need any longer for the usual paper bag packaging. When they purchase they prefer the flower shops and by that plant as well, the Hungarian-language care guide.

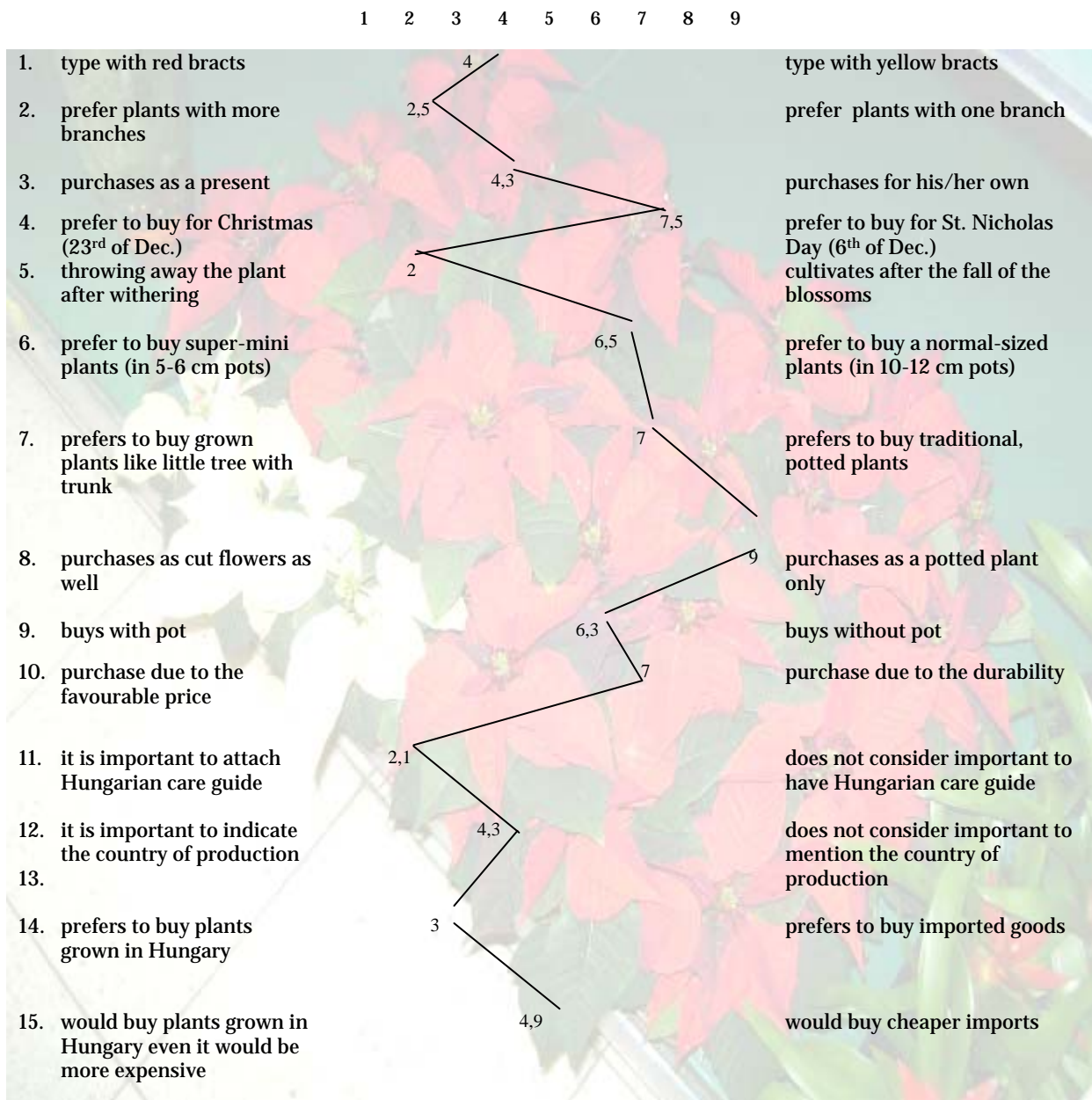
The 2nd Figure shows the African Violet image-profile examination.



2nd Figure: African Violet image-profile examination

3.3. Poinsettia (*Euphorbia pulcherrima*) image-profile examination

On 3rd Figure can be seen that in Hungary, the respondents prefer the traditional red-flowered varieties, but the yellow-flowered types increasingly gain ground as well. It is not clearly determined do they buy as gifts or to decorate their homes, but the amount of selling around St. Nicholas Day (6th of December) is exceptional (The Hungarian name of this plant is: Nicholas Flower). The plants with more branches are preferred because they are more decorative, but these can be obtained at a higher price. The average sized potted poinsettia is the most sold one, without a pot. The super-mini plants have gained no markets yet. Durability of the plant is a purchase affecting factor as well. More and more people require with the plant in Hungarian-language a care guide. In our opinion, in the research we got that value as a result that after the fall of the blossoms, the plants are discarded because the circumstances of poinsettia maintenance is not known. The growing country is less, the price is more influential factor in the purchasing decisions.



3rd Figure: Poinsettia image-profile examination

4. CONCLUSION

The surveyed population do not know that it is possible to attach to the cut flowers a fertilizer and its beneficial effects that can increase the life time in the vase (Oasis, Chrysa, Zwetin). Because of that it is not considered important to offer alongside the bunches these drugs. In Western Europe, for example in Germany for many years became general to use the drugs that can increase the life time in the vase. In Hungary, in the Ornamental Trade journal in the annual number of 2007 we can find already a presentation of a fertilizer that can be given to potted plants too. In our opinion, in Hungary, these products are not known yet, and we can rarely meet them in the stores and vending sites offering. It would be important to popularize both products among the Hungarian customers.



4th Figure: Care Guide

The majority of respondents were missing the Hungarian care guide beside the potted plants. The plants are often equipped with a guide (Fig. 4), but these are very rarely found in Hungarian as well. The picture shows the Moth orchid's care instructions without a Hungarian-language description.

The respondents in the purchase of ornamental plants in pots do not take into account the colour of the pot. We believe that the reason is that in Hungary, coloured pots are less spread (Fig. 5), although a well-chosen pot colour, which is in harmony with the plant's leaf, or flowers, can give a good impression. It can give more fun, and it can make popular the already forgotten plants. There would be no need for the gift wrapping in the case of the crops what are planted to coloured pots. In the 6th figure, pots can be seen dressed in colourful textile.



5th Figure: Colourful pots



6th Figure: Pot sealed in a flexible material

The majority of respondents replied that they do not buy a potted flower with pots together, or only when the plants will be given as gifts. We think that behind this decision the reason may be that the pots are expensive, and often they have dull colour.

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