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## CONNECTION OF MAKE OVER OF ORNAMENTAL PLANTS AND THE RURAL DEVELOPMENT

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### ABSTRACT:

The growing area of cut flowers has been decreasing for decades in Hungary. The main reasons are the increasing costs of energy and manpower, furthermore, the settlement of growing to the southern areas. The slow-down of these processes would be economically beneficial and could boost the production of ornamental plants in Hungary as a consequence. In our study we investigated what kind of factors influence the decisions of the customers. An advantage of image profile analysis is that the individual opinion about an object can be representative in certain ways. Image formative factors: the values related to the firm, the features of the products, the price and the communication. In our primer study we evaluated the answers of 850 responders by semantic differential scale. Main results:

- ❖ The main reasons for the decreasing demand of *Dianthus caryophyllus* in Hungary are the growing variety of cut flowers and the slight of conventional colors. It is usually bought for funeral occasions.
- ❖ *Rosa*: In Hungary bouquet-types (orange, coral) and red coloured, fragrant cut flowers with few thorns are preferred.
- ❖ *Dendranthema indicum*: Despite of the high price it is preferred to all other cut flowers at All Hallows' Day in Hungary. In this case the price is less important influencing factor at the decision.
- ❖ *Lilium*: The types cut with long stem having intensive aroma are preferred and other flowers are rarely demanded to be added.

According to our researches the frequency of the purchase of these products could be increased by adequate marketing strategy and by further analysis of the customers' behaviour.

**Keywords:** Ornamental plants, rural development

### 1. INTRODUCTION

People usually collect and develop their pieces of knowledge in the course of their life continuously and in variable quantities, with various contents and from different resources. On the basis of the collected pieces of knowledge they develop a personal standpoint in connection with their environment, things around them and their further pieces of knowledge too. The standpoints that were developed individually and for each object this way can be regarded as important and from a certain aspect an affecting image for the person too. As far as the image is concerned, we cannot only talk about a set of products, different types of products but about an exact product as well. Every single type of the image can be formed and influenced (Nótári, 2008). From the point of view of our work the product image is important. The manufacturer of the product has to make an effort to obtain an identity that cannot be confused with something else and that is required by the market environment. In communicating the product image one has to seek after the continuity, stability and reliability on the long run (Ferencz, 2009).

The advantage of the examination of the image profile is that one can particularly reveal the construction of the product image and the picture that is developing in the customers (Nótári et al., 2009). Besides, it also demonstrates the things to be done very well. One can analyze in details what kind of positions the characters of the product take in the thoughts of the customers. The growing area of cut flowers has been decreasing in Hungary and also in Western Europe for decades. The main reasons for the decrease of the growing surfaces are the increasing costs of energy and manpower, furthermore, the resettlement of growing to Africa.

The growing of the annual and biannual flower plants remained in Hungary because the growing of plants demands much work, the finished goods do not stand the transport, the plants break easily (Nótári et al., 2010).

## 2. THE MATERIAL AND METHOD

### 2.1. The material

Greenhouse Dianthus. (*Dianthus caryophyllus* var. *Semperflorens*). Dianthus belonged to the main cut flowers in Hungary for many years. It is the eighth most important cut flower in Europe. In our country it takes about the fourth-fifth place on the market. In the past years, first of all because of the change of the customer demand the quantity of the sellings decreased to a significant extent. The main reason for the decrease was the increase of the range of cut flowers. The customers became tired of the Dianthus because of the traditional color (red, pink, white) and form. The plant growers started to establish the new fashionable colors (green, terracotta, special neon colours) late enough. In the mid of the nineties the green Dianthus appeared on the markets and today the green is one of the most important colors mainly in Western Europe. The florists did not do their utmost either to bring out the Dianthus in a new flower arrangement form or to win back the customers (Schmidt, 2000).

According to the periodical Ornamental Plant Trade, the requirements towards the Dianthus are on the one hand the range of color, on the other hand the vase life. In our days, the new fashionable flower colors attracted a lot of customers again but, according to the Dutch Ornamental Plant Product Council, this alone does not improve the selling data of Dianthus. They say that the powerful improvement of the range of varieties and that of the quality would be the suitable answer for the appearance of the Columbian Dianthus.

Cut Rose (Rosa). The most important variety in the horticultural branch is the Rose. In the past decade, it came to some important changes in the growing. The growing moved from the traditional regions and the range of varieties changed significantly. Similar to the Dianthus the growing of cut Roses also starts to settle to the Southern region that is warmer and shinier where the energy and manpower cost less than in Europe. Nowadays, for example 20 per cent of the cut Roses that are sold in Europe are grown in Africa. The growing in Africa is increasing very quickly, while that in Holland is reducing. Rose needs much warm and shine. The Hungarian Rose that is grown in winter is much more expensive than the estival one; at the same time its quality leaves much to be desired too. The appearance of the good quality and less expensive Rose pushed out this variety from the growing and boosted the purchase of the winter Roses.

The Southern part of Hungary is suitable for growing Roses first of all where the number of the shiny hours exceeds the 2000 hours a year. One of the most important growing areas can be found in the region of Szeged-Szõreg. The other growing area developed in the surroundings of Szentendre, in the region of the biggest buyer's market (Budapest, Szigetszentmiklós).

Cut Chrysanthemum (*Dendranthema indicum*). Chrysanthemum is the second-third most important cut flower after the Rose in the most countries of Europe. It is used continuously, people like buying it in all periods of year. The cut chrysanthemum, similar to the Dianthus and Rose, stand the transport at great distances, its growing needs much manual work. Beyond question, Holland is the leading Chrysanthemum growing country in Europe; its market share runs to 80 per cent that is followed by Italy with its 15 per cent market position.

In Hungary, Chrysanthemum is still regarded as the All Souls' Day flower by the general public. In compliance with it, its main selling season is on the All Souls' Day and on the days next to it: about 70 per cent of the cut Chrysanthemum, 65-70 per cent of the potted flower get on the market by the end of October, early November. The domestic growers time it for the Erzsébet and Katalin days, Women's day, Mother's Day, from the early autumn name days for Mária day. The quantity of the flowers sold from the Hungarian growing runs to 14-15 million, we can calculate with about 1.5-2 million from Dutch import. The flowers are mainly grown in foil houses with temporary heating. Unfortunately, the domestic growing of Chrysanthemum decreased. The reduction of the growing in Hungary can be explained by the growing energy price; however, 60 per cent of the Hungarian growers have no kind of heating apparatus. However, the area that can be heated is necessary to the growing of flowers for Mother's Day and Ceremonial Farewell of Graduating Students. The demand for the varieties with small blooms, the so-called bouquet-types increased; they can be grown the whole year. The big blooms types, the spider and the bouquet-types that are traditionally prepared for All Souls' Day are also significant.

### 2.2. The method

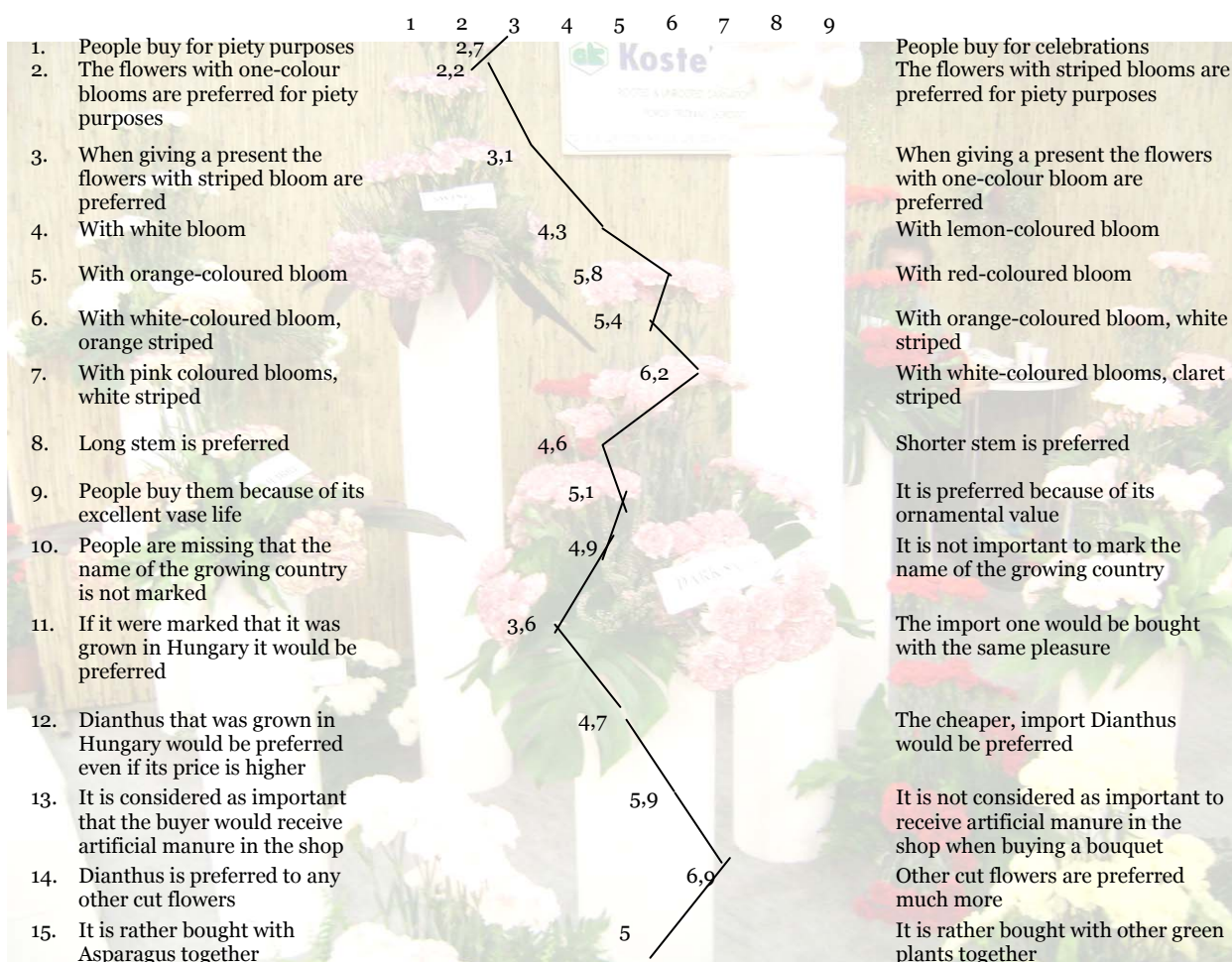
Means of the image analysis: Osgood (semantic)-scale: the respondents are asked to assess each character of the specific variety according to the position they put it between the two end values. The scale usually consists of seven, sometimes five or nine intervals. In our work we used the scale of nine intervals. The Osgood-scales enable the draw of the brand profile in different dimensions. This way, the difference of the profiles between the different varieties became obvious very easily that is useful because the difficult image analyses can be detected and we can follow the changes of the image. This

assumes that the kind of studies have to be prepared systematically, following the same course of proceedings.

### 3. RESULTS AND DISCUSSION

#### 3.1. Image profile examination of Greenhouse Dianthus

The respondents buy Dianthus rather for piety purposes nowadays. In this case they like it with one-colour bloom, while, for illustrious occasions they prefer Dianthus with striped bloom. The length of the flower-stalk and the growing country do not influence the respondents by their decisions. It is not important for them whether they become artificial manure to the plants in the shop for which the reason may be that the buyers do not know the main point of it. Despite of the reduction of the popularity of Asparagus, it is often bought with Dianthus together just like other green plants. The Figure 1. shows the image profile examination of Greenhouse Dianthus.

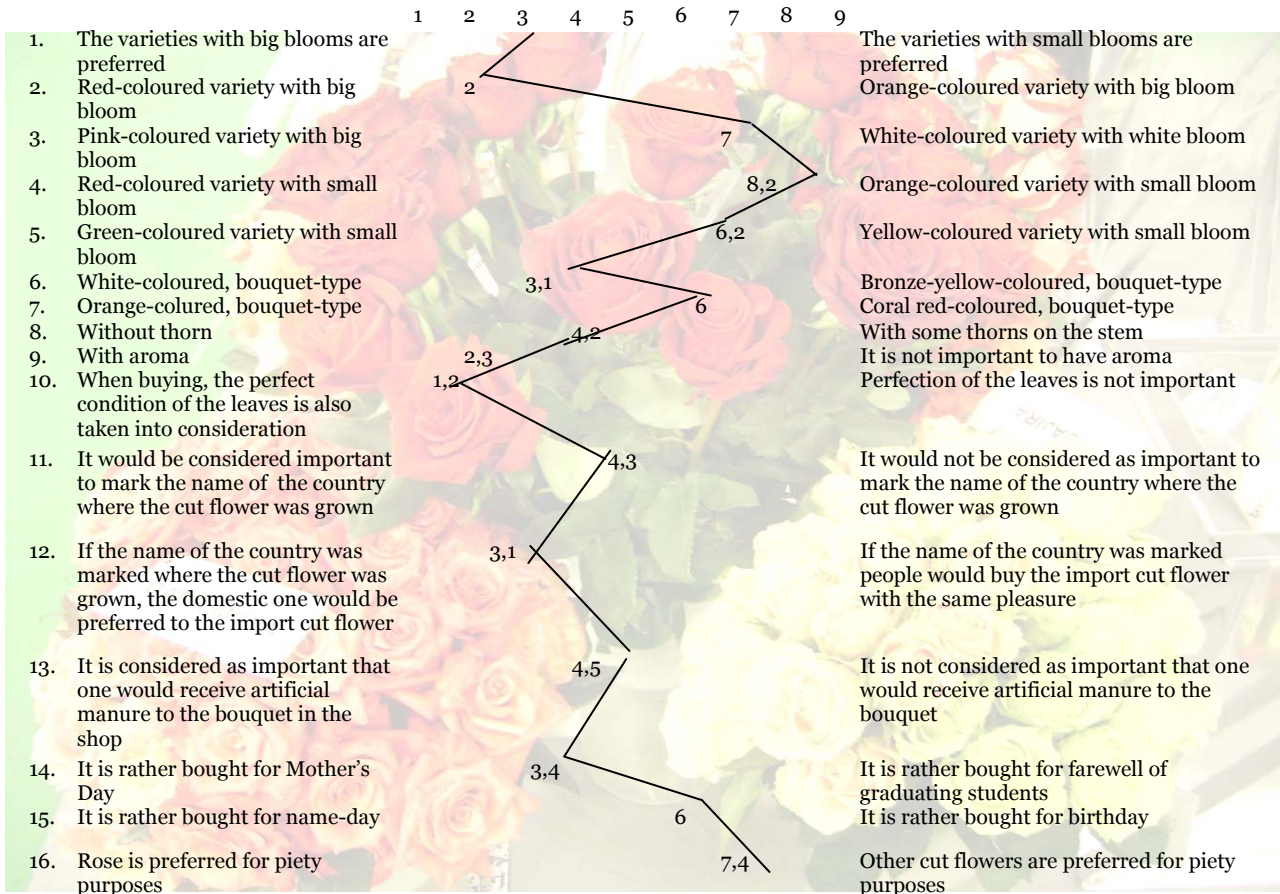


Picture 1: Image profile examination of Greenhouse Dianthus

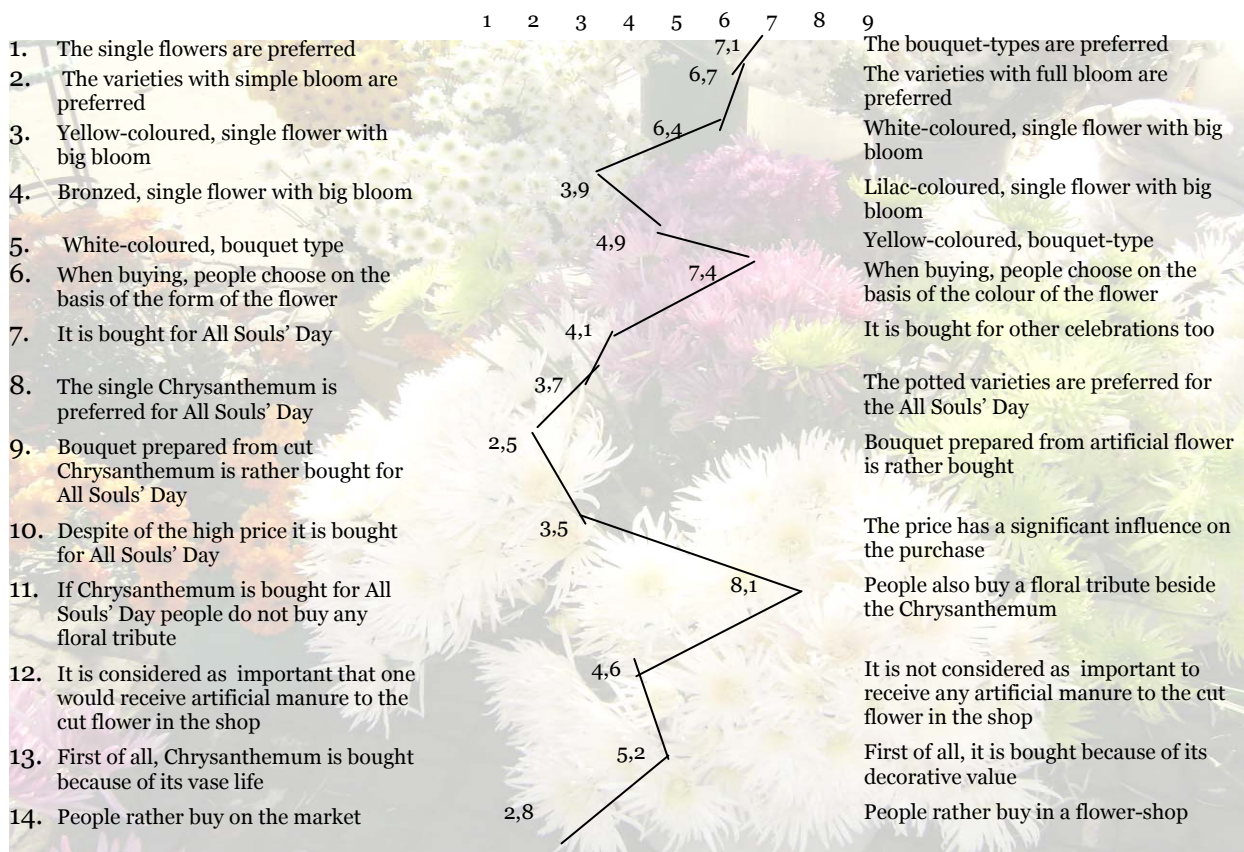
#### 3.2. A Image profile examination of Cut Rose (Rosa)

The majority of the Rose buyers like the varieties with big blooms, red colour and with small blooms, orange colour in Hungary; they are fragrant and have few thorns. From the bouquet-types the white and the coral red ones are preferred. When buying, it is important for the buyer that the leaves are whole. For the respondents is not important where the cut Rose was grown. Similar to the Dianthus, the artificial manure is not important for the buyer here either. According to our research this is due to the not suitable marketing communication. People like buying cut Rose for Mother's Day and Birthday but for piety purposes they prefer other cut flowers.

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



Picture 2: Image profile examination of Cut Rose



Picture 3: Image profile examination of the cut Chrysanthemum

### 3.3. Image profile examination of cut Chrysanthemum (*Dendranthema indicum*)

According to the picture 3 the buyers prefer the bouquet-types to the single flowers nowadays. If they buy single flowers people prefer the white color, in case of the bouquet-types they rather buy the orange color. Despite of the high price, for the All Souls' Day the Hungarian buyers usually buy Chrysanthemum and the price influences them to a less extent when making the decision. The price of the cut Chrysanthemum is significantly influenced by the weather conditions. They did not appreciate the artificial manure they received with the flower in this case either. The vase life and decoration value of the Chrysanthemum were important for the buyers to the same extent. People buy flowers on the market first of all. The declaration of most of the buyers, if they buy a floral tribute they also buy cut Chrysanthemum, is an important marketing factor. By the floral tribute people prefer the decoration with live Chrysanthemum.

### 4. CONCLUSION

In case of the cut flowers, for the buyers it is very important that they are fresh, notwithstanding, they do not consider it as important that the domestic growers provide the market with their own products. The two declarations are contrary to each other. In my opinion the answer was not consequent; they do not see the connection between the freshness and the import products.

The majority of the respondents usually buy the single flowers on the market, the potted plants rather in stores, special shops. In Hungary, one can buy the cut flowers on the market at a lower price and they are fresher than in the special shop. The majority of the respondents do not prefer buying the ornamental plants in big shopping centers. A significant part of the plants loses from their quality in the shopping centers, the buyers do not receive suitable information about the plants, and there is no direct connection between the seller and the buyer. The only advantage is that they offer the products at a lower price (Ferencz et al., 2010).

In case of the cut flowers, they do not consider it as necessary that the flowers that are typical for certain seasons are available in all seasons because they connect these flowers with certain seasons. Tulip represents spring, lily-of-the-valley the May for the Hungarian buyer (Nótári et al., 2010).

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