

Between the Petals: What Research Tells Us About Floral Consumers

Dr. Charlie Hall | Texas A&M University | charliehall@tamu.edu

Download PowerPoint slides from:

<http://aggie-horticulture.tamu.edu/faculty/hall/publications/Hall-SAF-2018.pptx>

Introduction

1. The importance of knowing the factors driving consumer purchases of floral products and services is a key success factor in mature stage of the floral industry life cycle.
2. There is a disconnect between knowledge and action that can be bridged with the right consumer messaging.
3. Future profitability is dependent on getting it right.

Highlights from industry-funded research (AFE/FMRF/SAF)

1. The SAF Generations study (2009 & 2016)
2. Floral purchase tracking study (2016)
3. Marketing tactics to increase millennial floral purchases study (2016)
4. Funeral directors and flowers study (2014)
5. Purchasing barriers tracking study for non-flower buyers (2013)
6. Consumer preferences study for flowers as gifts (2011)

