

why don't some buy?

Gain insights into nonbuyers of flowers with this detailed study.

To learn more about barriers and motivations for flower buying, the **Floral Marketing Research Fund (FMRF)** conducted a study in 2013 of consumers who had not purchased flowers in the past 12 months. We are presenting some of the research findings here for you to devise marketing plans to reach this untapped demographic.

WHEN THEY LAST BOUGHT

Most adults, even nongivers of flowers, do have experience with giving flowers as a gift at some point in their past, likely during the past five years.

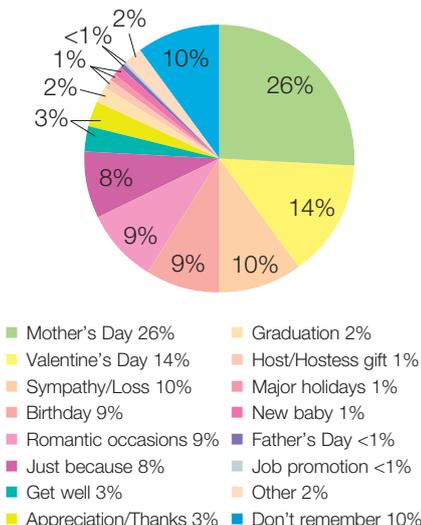
Last Time They Gave Fresh Flowers as a Gift



honoring mom

The survey's nongivers of flowers are most likely to have given flowers on Mother's Day in the past.

Occasion Last Time Flowers Were Given



the biggest barriers

The main barrier to winning over nonbuyers is a combination of price and how long cut flowers last.

■ Many of the adults in the study (57 percent) simply believe that flowers are too expensive for something that doesn't last very long or long enough.

■ Other barriers that emerged to a lesser extent, but are present, include a perception that flowers are not an appropriate gift for men (42 percent) and a simple dislike of buying flowers as gifts (38 percent).



the right marketing

In addition to major weddings and occasions, flowers are considered a good alternative when the giver can't think of anything else to give, the survey found. The researchers urged flower retailers to formulate marketing efforts that position flowers as the perfect gift for all occasions, arguing those efforts may sway some of these adults who are not predisposed to giving flowers in the first place.

how to change their minds

More than eight in 10 of the nonbuyers surveyed said they don't plan to buy flowers in the next 12 months. However, the study found that in order for these adults to consider purchasing flowers for gifts in the future, they will need:

- Price incentives/coupons/discounts
- Lower shipping/delivery charge offers
- Guarantees for vase life and delivery times of their purchases

TO ATTRACT MEN

Men are less likely to know what to buy and find the process of shopping for gifts less enjoyable, the study reports.

Solution: To attract these men, position flowers as the perfect solution to their shopping aversion—they can be purchased at the last minute, do not require a lot of shopping and can be designed to make whatever statement they are trying to convey for any occasion.

the price factor

In order for flowers to be in the consideration set of these prospective buyers, the researchers found that these consumers must see available options within the price ranges they typically spend, from \$13 for get well gifts to \$41, the average amount spent on romantic holiday gifts.



to attract women

The researchers found that women like to take time and be thoughtful about the gifts they buy and enjoy finding things that can't be found anywhere else.

Solution: To attract more of these women, position flowers as unique, special and thoughtful alternatives to other gift options, appropriate for any occasion. **sf**

Access the full report, titled "Purchasing Barriers Tracking Study," at www.floralmarketingresearchfund.org.