Research Paper

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Consumer's preferences for flowers in general and specific purpose D.S. PERKE, P. S. SINGARWAD, J. B. TAWALE AND V. S. MASKE

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See end of the article for authors' affiliations

Correspondence to:

D.S. PERKE Department of Agricultural Economics and Statistics, Marathwada Agricultural University, PARBHANI (M.S.) INDIA

ABSTRACT

Nanded district was selected for present study to determine consumers preference for flowers. Data were collected from 45 randomly selected consumers with the help of pretested schedule by personal interview method. Data pertained to the year 1999-2000. The method of maximum similarity measures of cluster analysis was used to analyses the opinion scores given by flower consumers. Opinion scores of the flower consumers were obtained on fifteen variables. It was observed that flower consumers opined to use flowers in tobacco products as well as in the pharmaceutical industry which indicated the similarity value of 0.750 followed by usage of flower in gulkand with similarity value of 0.705. This aggregate cluster was named as a dimension of industrial usage. Similarly, it was seen that similarity measures in the above cluster were dimension of personal usage and dimension of social usage.

Key words : Cluster analysis, Dimension, Consumer, Preference

 $\mathbf{F}^{\text{lower cultivation is widespread throughout the world.}}$ cultivation. Flower consumption in developed countries is also growing at a rate of 15 per cent every year. The current value of the world floriculture, product is estimated at about US\$50 billion (Prasad and Srivastava, 1997). In India, abundant sunshine, plenty of land, availability of cheap and skilled manpower are our strengths for cultivation of variety of flowers in different regions of the country. In the country, commonly the cultivated flowers are jasmine, rose, chrysanthemam, crossandra, marigold, tuberose and gladiolus. The cultivation is in the hands of small family enterprises. The flowers are grown mainly for traditional and industrial purposes. In recent years, however, commercial floriculture products are being taken up by private companies to produce cut flower for export purposes. They are also used as raw material in industry to extract essential oils to be used in perfumes, toiletries, cosmetics, pharmaceuticals and confectionaries and also for producing certain edible products like gulkand, rose oil and rose syrup. Consumers preference for flowers helps for planning of production and marketing of flowers. Therefore, an effort has been made to study consumer's preference for flowers.

MATERIALS AND METHODS

Data were collected from 45 randomly selected consumers from Nanded flower market with the help of pretested schedule by personal interview method. Data pertained to the year 1999-2000. Each of consumers was interviewed in regard to ranks of preference for flower that is in terms of five quantum scale in five quantum scale, consumer's preference was measured as either excellent, best, better, good and not-bad with assigned weightages of 5, 4, 3, 2 and 1, respectively. Cluster analysis is a formal multivariate statistical procedure which is often useful in all the social sciences. The method of maximum similarity measures of cluster analysis was used to analyses the opinion scores given by flower consumers. Opinion scores of the flower consumers were obtained on fifteen variables. These are namely for garland, for garden beauty, on tomb, as bouquet, in marriage ceremonies, on birthday, for worship, for gajra, in festival, in flower pot, in stage decoration, in gulkand, in tobacco products, in ppharmaceutical industry and in perfumes. A correlation matrix of 15 x 15 was developed for identifying maximum similarity values of variables or indicators. The indicators which had the similarity values greater than or equal to \overline{X} + 0.425 S.D. were considered as low aggregate cluster. The indicator which had similarity values in between less than X + 0.425 S.D. and greater than or equal to \overline{X} -0.425 S.D. were considered as medium aggregate cluster. The indicators, which had similarity values less than or equal to \overline{X} –0.425 S.D. were considered as low aggregate cluster. Where, X =arithmetic mean of the similarity values, S.D. = Standard deviation of Xi and Xi = similarity values or correlation values.

RESULTS AND DISCUSSION

Similarity measures of usages of flower were calculated and are presented in Table 1. It is evident that