

**Exploring the developing barriers in expanding markets
among individual Anthurium cut flower customers in Beijing
market**



**A Research Project Submitted To
Van Hall Larenstein University of Applied Science
In Partial Fulfillment of the Requirements for the
Degree of Master in Agricultural Production Chain Management
Specialization Horticulture Chains**

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September 2013**

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Acknowledgment

The thesis was conducted at Van Hall Larenstein. It would have been impossible without the supports of the staffs and lectures of Agriculture Production Chain Management Master Programme.

First of all, I wish to express my sincere gratitude to my Supervisor, Mr. Geert Houwers, for his feedbacks, comments, and suggestions to guide me and encourage me so much during research processes. I also would like to take the opportunity of to thank Mr. Marco Verschuur, as the Coordinator of Professional Master Programme Agricultural Production Chain Management as well as Dr. Tracey Campbell, as the Coordinator of Agricultural Production Chain Management specialization Horticulture Chains for their constant instruction and encouragement.

I would like to thank the General Manager Mr. Yuanqing Ma of QingYuan Spring Horticulture Co. Ltd. and Mr. Jia Wan and Mr. Yongfu Peng (Both are sales manager in Kunming Anthura Horticulture Company) who gave their time for interviews and offered the information, data and suggestions to me. Furthermore, I also would like to express my deep gratitude to my colleagues of Bank of China for their support and encouragement during thesis period.

I would like to express my special thanks to my girlfriend, JiaLei Zheng for her support, encouragement.

My appreciation goes to my beloved friends and classmates in Horticulture group and in Livestock group, Adjabui Ayetewene Joseph, Methushela DigalBumaya, Tinoca ChizOrcida, Nelben Raeymuda, Kote Vekua, NdizeyePierrot Gilbert, Hiranya Bahadur Singh and Omary Nkullo. Furthermore, I also would like to thank my friends who were previous graduates especially Kuan Hong U, Sara Bin Shih Lin and Ehsan Kamalipour. Thank you for the encouragement and help during thesis process. In addition, I also thank to all of my friends in China for support and encouragement during my study.

Finally, my deepest gratitude to my family in Beijing, for whom always by my side and support me during my study in the Netherlands. Thank you!

Dedication

This thesis is dedicated to my Daddy Haiya Ding and my Mom Sui Liu for their prayers, patient, endurance and encouragement during my studies. I love you all!

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List of Abbreviations

WTO	World Trade Organization
MOA	Ministry of Agriculture of the People's Republic of China
CAIC	China Administration for Industry and Commerce
CCA	China Consumer Association
CFA	China Flower Association
SRE	Socially Responsible Entrepreneurship
CSR	Corporate Social Responsibility
NBSC	National Bureau of Statistics of China

Abstract

China is large emerging country with the population of 1.3 billion, this populous country has a huge potential development space of floricultural consumption in the future. During the past two decades, as the economy has grown rapidly in China, the raise in wealth and the demand of high quality living standard in China will promote the domestic floricultural consumption.

Anthurium is an important floricultural product because of its high ornamental and economic value, which is also one of the most popular of the tropical cut flower and pot plant in the world. However, due to the new policy implemented by Chinese government from March in 2013, the governmental organizations as the largest consumption group are no longer allowed to buy cut flower which may lead to a decline trend on sales volume of Anthurium cut flower to a large extent. Furthermore, individual consumers, the second big consumption group has become the main consumption group in floricultural products wholesaling market in Beijing while most individual consumers are not familiar with Anthurium cut flower. Therefore, the purpose of this thesis is to analyze the consumer awareness of Anthurium cut flower in Beijing market and provide the recommendations for problem owner (QingYuan Spring Horticulture Co, Ltd.) to increase the sales rate in Beijing market.

The interviews were adopted in this thesis in order to understand the value chain of Anthurium cut flower in China and current situation in Beijing floricultural products market. The consumer surveys (Questionnaires of consumer preference and consumer awareness of Anthurium cut flower) were conducted in Beijing to collect the information about the requirements of individual consumer and acquire the views of Anthurium cut flower.

In general, the results of interviews indicated that the rise in wealth and the demand of high quality living standard of individual consumers will promote the floricultural consumption in China. Compared with other floricultural products such as Rose, Lily and Carnation, the sales condition of Anthurium cut flower is worse than them due to some factors such as low consumer awareness, low education level of sales staff and poorly sales environment influencing the sales volume of Anthurium cut flower in Beijing market.

On the one hand, the consumer preference survey was conducted in Beijing Lai-Tai flower market. It showed that the price is the most important factor concerned about the individual consumers. Among 76 out of 100 respondents, prefer to purchase Anthurium cut flower varieties in red colour and large size (>19 cm). Over 85% of 100 respondents hope the price of Anthurium cut flower become cheaper in Beijing market.

On the other hand, the consumer awareness survey was conducted in customer group of Bank of China, it showed that almost 90% of 300 respondents (266 respondents) were not familiar with it and even never heard of it. However, among these individual consumers, most of them (approximately 70% of 266 respondents) have interest to understand and purchase Anthurium cut flower.

1. Introduction

The Chapter one is the overall introduction of the thesis. Section 1.1 to 1.3 present background information, research problem and problem owner. The research justification, research objective, research questions and expected results are presented in section 1.4 to 1.7, which describe the purposes and directions of the research. The chapter ends with an outline (1.8) of the rest of this thesis.

1.1 Background information

Anthurium, originated from tropical forest in Central and South America which is one of the most popular of the tropical cut flowers and pot plant which are being grown commercially for the local market as well as for export. Anthurium is member of the Arum lily family (Araceae). In the family Araceae, Anthurium is the largest genus which comprises of about 900 varieties, including the species *Anthurium andreaeanum* and *Anthurium scherzerianum* (Zhang, Cao and Mo, 2008).

Anthurium is an important floricultural product because of its high ornamental and economic value. The total production area of Anthurium in the world was about 500 hectares in 2007. In recent years, the Anthurium is very popular in the world which has become the representative of the trend and fashion. At present, the Anthurium cut flower has been regarded as the main variety of cut flowers in many tropical countries and regions which has become the second most popular tropical floricultural product, behind tropical orchid in the world (Zhang, 2007).

In China, the cultivation areas of Anthurium including cut flower and pot plant were mainly distributed in Beijing, Yunnan, Sichuan, Hainan and Guangdong province. From 2005 to 2012, the cultivation area of Anthurium increased from approximate 50 hectares (Zhou, 2005) to around 176 hectares (Zhou, 2012).

Since China became the member of the World Trade Organization (WTO) in 2001, China has become the largest horticultural consumption country in the world. But compared with developed countries, such as United States and the Netherlands, the annual average floricultural consumption of each person in China is relatively lower. With the rapid development of economy, the average income and expenditure of the national have been increasing during the past decade years. Thus, the raise in wealth and the demand of high quality living standard in China will promote the domestic floricultural consumption. During the period from 2001 to 2011, the sales volume of floricultural products increased sharply from around 21.6 billion RMB (2.7 billion euro) to about 106.5 billion RMB (13.3 billion euro). During this decade years, the sales volume of cut flower products raised from around 2.5 billion RMB (0.33 billion euro) to about 12.7 billion RMB (1.6 billion euro) (Yang, 2012).

Before March 2013, the main consumer groups of Anthurium cut flower are governmental organizations, social organizations and individual consumers in China. The governmental organizations like the government departments and subsidiary institutions occupy the biggest (about 50%) part of purchasing volume. The individual consumers are the second consumer group which accounts for around 30% and the social organizations like enterprise, hotel and school which occupy about 20% in the market (Zhu, 2010).

However, the new policy promulgated by Chinese government in March in 2013 which is to require any governmental organizations to prohibit wasting money on public expenditure such as cut flowers, expensive dishes of reception, alcohols, cars and luxury gifts in order to decrease the public financial expenditure. In other words, any types of governmental organizations are no longer allowed to buy cut flower which means the biggest consumer group is removed from the market affecting the sales rate of Anthurium cut flower to a great extent. Therefore, the problem owner (QingYuan Spring Horticulture Co. Ltd.) which is the ornamental horticultural products producing firm wants to develop a new marketing strategy to increase the sales rate in market of Beijing based on consumer awareness.

1.2 Research Problem

Since the Anthurium entered to China's market, producers sell their products to different consumer groups including governmental organizations, social organizations and individual consumers. According to the new policy of the Chinese government, governmental organizations are no longer allowed to buy cut flower due to decrease the government public financial expenditure which means the largest consumer group is removed from market. Furthermore, individual consumers, the second big consumer group, are not familiar with Anthurium cut flower in the market. To a large extent, these factors relatively influence the sale rate which may lead to a decline trend in the market. From this current situation, QingYuan Spring Horticulture Co. Ltd as the problem owner wants to find out a marketing strategy to increase the sales rate of Anthurium cut flower in Beijing among remaining consumer groups (social organizations and individual consumers) through consumer awareness.

1.3 Problem Owner

QingYuan Spring Horticulture Co. Ltd.

QingYuan Spring Horticulture Co. Ltd. was established in 2010 in city of Chengdu in Sichuan Province which is an ornamental horticultural products producing firm in China. It is also the professional horticulture company because it has its own producing base, processing warehouse which means it has a whole set of producing, processing and marketing functions. The company sells the horticultural products from Sichuan Province to the selling area through wholesaling market.

1.4 Research Justification

The governmental organizations as the largest consumption group are no longer allowed to buy cut flower due to the new policy which is implemented by Chinese government. The Anthurium cut flower suppliers especially the QingYuan Spring Horticulture Co. Ltd., wants to fill out this gap and increase sales rate by expanding market among individual consumers who are mainly unfamiliar with Anthurium cut flower. Regards to that, analyzing the consumer awareness towards Anthurium cut flower is a prerequisite element for implementing a new marketing strategy to increase the sales rate in Beijing market.

1.5 Research Objective

To analyze the consumer awareness of Anthurium cut flower in order to find a way to increase the sales rate in market of Beijing.

1.6 Research Questions

Main question 1

What is the current situation of Anthurium cut flower industry in Beijing?

Sub-questions:

- 1.1 Who are the potential chain actors in the value chain of Anthurium cut flower in Beijing?
- 1.2 What are consumers' preferences of Anthurium cut flower in Beijing?
- 1.3 What is consumers' awareness of Anthurium cut flower in Beijing?
- 1.4 What are the consumption patterns of Anthurium cut flower in market of Beijing?

Main question 2

What are the current marketing strategies of QingYuan Spring Horticulture Co. Ltd in Beijing?

Sub-questions:

- 2.1 What are the major target consumer groups of QingYuan Spring Horticulture Co. Ltd in market of Beijing?
- 2.2 What are the major difficulties and opportunities faced by QingYuan Spring Horticulture Co. Ltd in the market of Beijing?

1.7 Expected Results

This research was conducted to show the most important developing barriers in expanding market among individual Anthurium cut flower customers in Beijing market.

1.8 Outline of the thesis

The structure of the thesis is divided into 6 chapters which are shown in Figure.1. The Chapter 1 lists the background information and motivations of conducting this research. In Chapter 2, the relevant literature reviews present the current situations of Anthurium cut flower in Beijing, and also introducing the problem owner QingYuan Spring Horticulture Co. Ltd. and related key words. In Chapter 3, methodology is described the research areas and methods regarding the interviews and consumer survey and questionnaire. Findings of the field work and discussion of these findings are presented in Chapter 4. Finally, Chapter 5 and 6 provided the conclusion and recommendations for QingYuan Spring Horticulture Co. Ltd. on how to increase the sales market from the angle of consumer awareness in market of Beijing. In the recommendation, the author put forward the marketing plan for the problem owner.

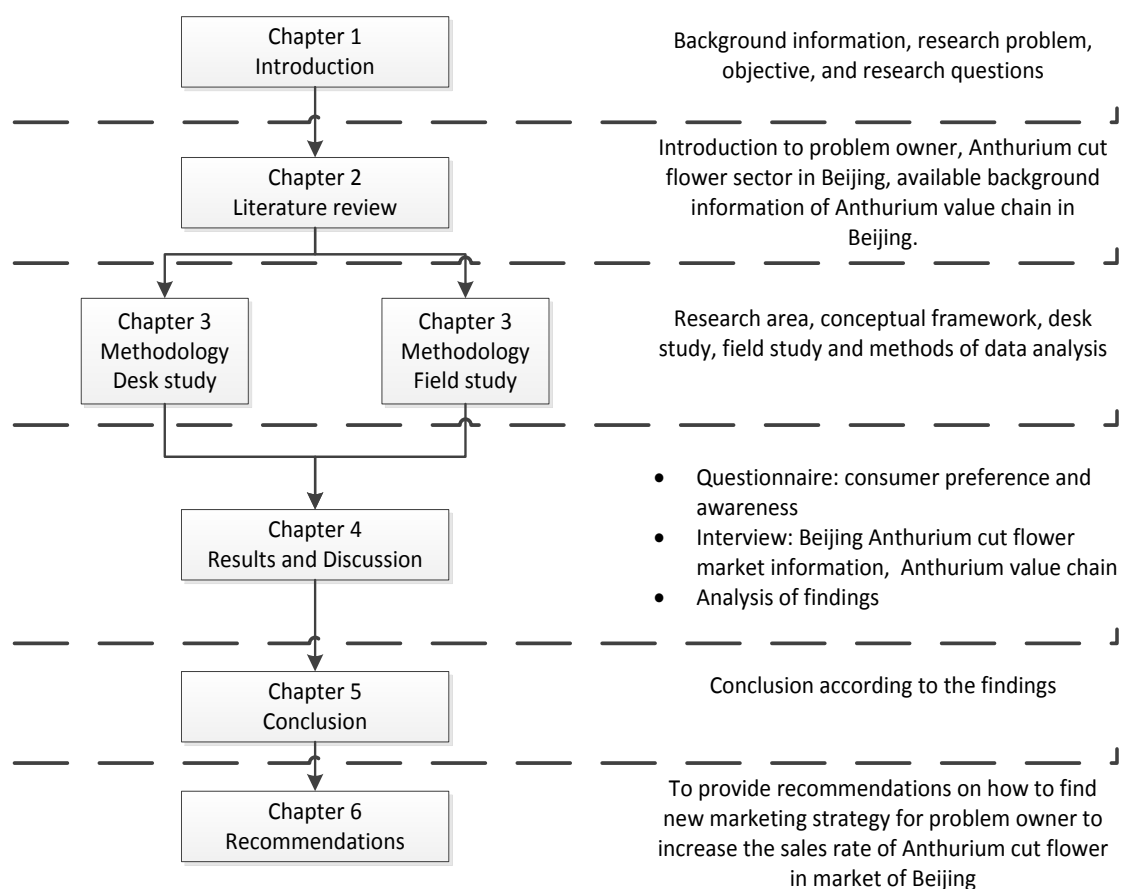


Figure.1 Outline of the thesis

2. Literature Review

In this chapter, the general information of Anthurium cut flower, introduction to Anthurium cut flower industry in Beijing, the background information of QingYuan Spring Horticulture Co. Ltd. and marketing strategy of Anthurium cut flower will be described. Besides, the chapter also reviews the related issues like the floricultural products consumption pattern of Chinese consumers, consumer awareness and policy influence.

2.1 General information of Anthurium

Anthurium is member of the Arum lily family (Araceae). Anthurium is the largest genus in the Araceae family, includes the species *Anthurium andreanum* and *Anthurium scherzerianum*. Anthurium is a perennial, ever-green, epiphytic plant which can produce flower all year around. Anthurium originates from tropical forest in Central and South America where they are found in shady locations. The inflorescence of Anthurium is comprised of a spathe and spadix, on which the flowers are situated. Anthurium is an important flowering ornamental plant, and there are numerous varieties with a wide range of size, shapes and colours. Anthurium is a tropical plant. It can be grown in a range of temperatures from 14 centigrade to 35 centigrade. The optimum day temperature is between 22 and 25 centigrade and a night temperature is between 18 degree and 20 centigrade. The optimum light intensity is between 18,000 and 25,000 Lux. Besides, the cultivation environment of Anthurium requires high humidity, and between 70—75 % of shade levels (Zhang, Cao and Mo, 2008) (Appendix.1).

2.2 Anthurium sector in China

At present, the cultivation area of Anthurium (including cut flower and pot plant) are mainly distributed in Yunnan, Guangdong, Hainan, Sichuan province and Beijing. The cultivation method of Anthurium is mainly based on facilities cultivation including glass greenhouse cultivation, shade net tent and steel plastic tent (Zhou, 2005).



Figure legend: shade net tent, steel plastic tent and glass greenhouse (from the left to right)

Figure.2 The cultivation method of Anthurium cut flower and potplant

Source: (The cultivation method of Anthurium, n.d.)

At present, in terms of cultivation of Anthurium cut flower, Yunnan, Hainan, Guangdong and Sichuan province are the main cultivation area in China. In the floricultural products market, Yunnan, Hainan, Guangdong, Sichuan province and Beijing are mainly focus on selling Anthurium cut flower, the other area are primarily focus on Anthurium pot plant.

In 2012, the total cultivation area of Anthurium including cut flower and pot plant is around 176 hectares.

Table.1 The cultivation scale and distribution of Anthurium (including cut flower and pot plant) in 2012 in China

Main cultivation area	Cultivation method	Main variety	Cultivation acreage
Yunnan	Open air, shade net tent	Cut flower	40.0 ha
Guangdong	Steel plastic tent	Cut flower, pot plant	50.0 ha
Hainan	Open air, shade net tent	Cut flower	18.0 ha
Sichuan	Glass greenhouse	Cut flower, pot plant	7.0 ha
Chongqing	Glass greenhouse	Cut flower, pot plant	3.5 ha
Shandong	Glass greenhouse	Cut flower, pot plant	6.0 ha
Henan	Glass greenhouse	Cut flower, pot plant	5.0 ha
Jiangsu	Glass greenhouse	Cut flower, pot plant	9.0 ha
Zhejiang	Glass greenhouse	Cut flower, pot plant	6.0 ha
Shanghai	Glass greenhouse	Cut flower, pot plant	9.0 ha
Beijing	Glass greenhouse	Cut flower, pot plant	11.0 ha
Heilongjiang	Glass greenhouse	Cut flower, pot plant	1.0 ha
Other provinces	Glass greenhouse	Cut flower, pot plant	10.5 ha
Total			176.0 ha

Source: (Zhou, 2012)

2.2.1 The main varieties of Anthurium cut flower in China

At present, there are many different kinds of Anthurium cut flower varieties according to the shape, size and colour in the China market (Appendix.2). In China, most seedlings of Anthurium cut flower are imported from the Netherlands seedlings companies such as AVO, Anthura and RijnPlant. Mr. Wan ¹ pointed that more and more new varieties with new colour, shape and size, are imported and introduced to the China market every year. The market owners hope the new varieties in the market suit in consumer demands. On the other hand, the local Anthurium cut flower seedlings company along with the development of breeding technology has an aim of introducing Chinese varieties in the China market.

¹ Sales manager of Kunming Anthura Horticulture Company

2.2.2 Anthurium cut flower value chain in China

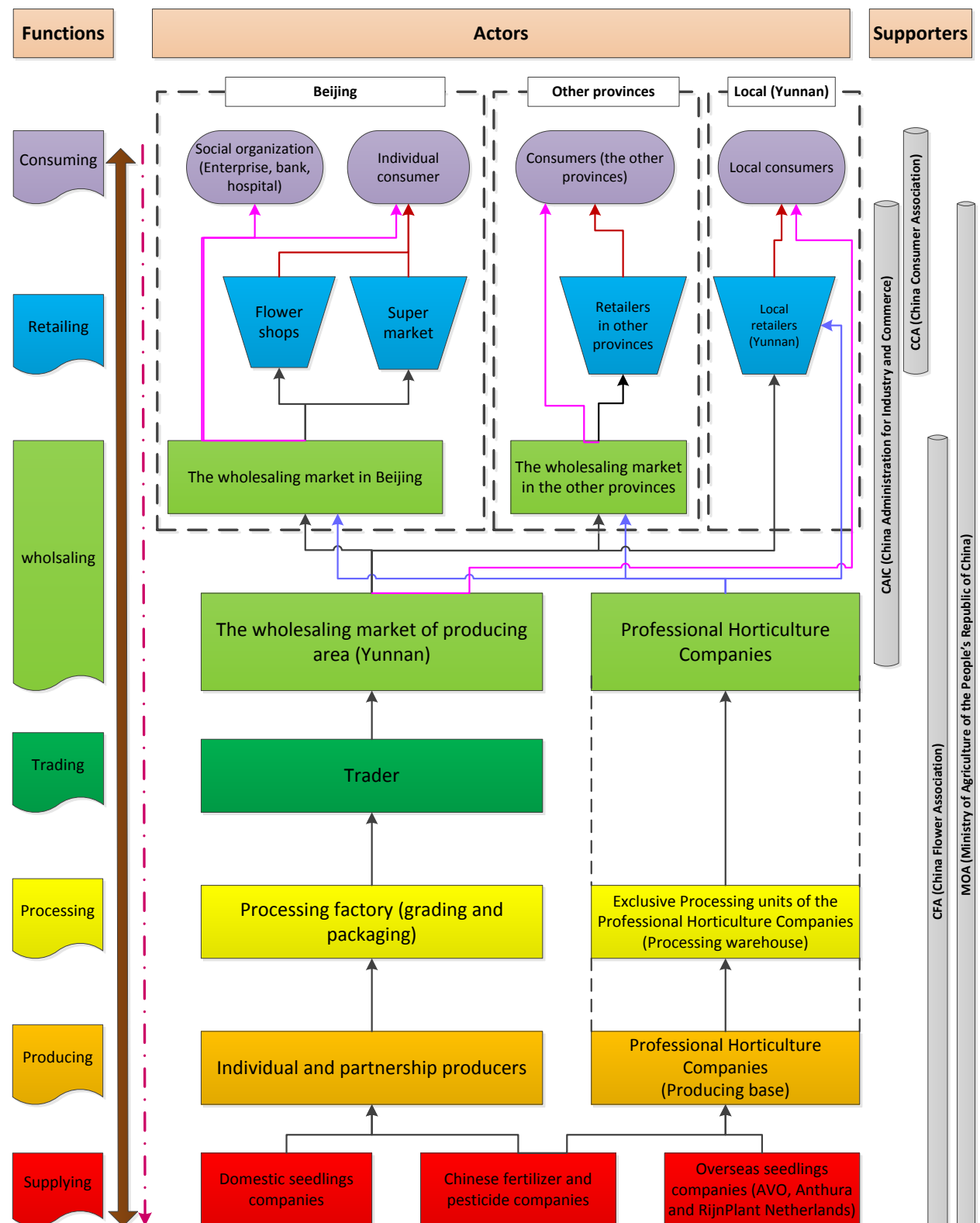


Figure.3 The Anthurium cut flower value chain map in China

Figure legend: stands for information flow, stands for money flow

- **Input supplier**

The Chinese Anthurium cut flower chain map is presented in Figure.3. The input supplier can divide into three parts, Chinese fertilizer and pesticide companies, domestic seedlings companies and overseas seedlings companies. In China, most seedlings of Anthurium cut flower are purchased from the Netherlands seedlings companies such as AVO, Anthura and RijnPlant. The professional horticultural companies purchase the raw material from overseas seedlings companies directly (Wan, 2013).

- **Producer**

The Anthurium cut flower producers in China are generally fall into three sides, individual or partnership farm and professional horticulture companies. For one thing, the individual and partnership farms occupied the largest proportion in the Anthurium cut flower sector. The individual producer is mainly consisting of family farmers and couple farmers. The partnership producer means some small firms (two or three) invest and establish a firm which is also called non-professional horticulture company through cooperation to produce the Anthurium cut flower. For another thing, the professional horticultural companies have their own producing base and using imported seedlings to grow the Anthurium cut flower. Besides, the professional horticultural company has the whole set of functions which are consisted of producing, processing and wholesaling (Wan, 2013).

Compared with non-professional horticulture company, the professional horticulture company is comprise of many functions and services such as producing, processing and wholesaling. The non-professional horticulture company only has one function.

Table.2 The difference between non-professional and professional horticulture companies

Item	Non-professional company	Professional company
Scale	Small and medium (two or three invest and establish a firm through cooperation)	Large
Function	● Single function Only responsible for single function (supplying, producing and wholesaling, etc)	● Comprehensive functions The whole set of producing, processing, wholesaling and marketing etc.
Facilities	Depends on function of the company	Own producing base, processing warehouse, wholesaling center
Department management	Only operating department depends on function	Different departments such as producing, processing, marketing, training etc.

(Source: Li, 2010)

● Processor

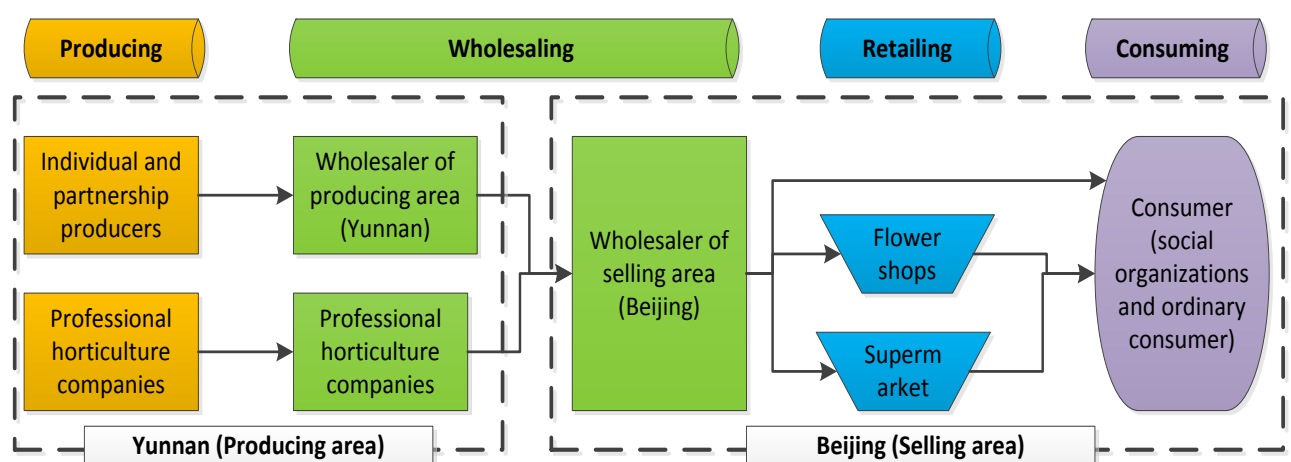
After the harvest time, the Anthurium cut flower needs to be graded and packaged by processing factory. The individual and partnership producers do not have processing warehouse, they only send the Anthurium cut flower to the special processing factory. However, the professional horticultural companies have their own processing warehouse and they can directly process the products such as pre-cooling, graded and packaged (Wan, 2013).

● Trader

The role of the trader between producer and wholesaler is responsible for the distribution. The trader help producers from different cultivating areas find the channels to sell the Anthurium cut flower to the local wholesaling market. The trader plays an indispensable actor in the Chinese Anthurium cut flower value chain (Peng, 2013).

● Wholesaler

The functions of wholesalers in China are collecting the products from processing factories through traders and transporting to retailers or end consumers. Because China has a large land area (China has 4 municipalities, 23 provinces, 5 autonomous regions), in order to distribute and transport the floricultural products to different provinces, the wholesalers in Chinese Anthurium cut flower value chain are mainly divided into two categories, wholesaler of producing area and wholesaler of selling area.(Peng, 2013). Besides that, the professional companies directly sell the products into the wholesaler of selling area (Figure.4) (Ma, 2013).Then, the wholesaler of selling area sell the products to the retailers or directly sell to the end consumer (Wan 2013).



**Figure.4 The wholesaler from producing area to selling area
(E.g From Yunnan to Beijing)**

- **Retailer**

In China, the retailers are flower shops and supermarkets and they sell Anthurium cut flower to the end consumer. Most flower shops and supermarkets are mainly distributed near the citizen building, hospital, which it is convenient for consumer purchasing the floricultural products (Wan, 2013).

- **Consumer**

The main consumer groups are social organizations and individual consumer. The social organizations like enterprise, hotel, and hospital which occupied around 20% of the floricultural products purchasing volume before March 2013, due to the new policy implemented, the governmental organizations as the largest consumption group has removed from the market (Wan, 2013).

2.2.3 Chain supporter and influencer

- **Ministry of Agriculture of the People's Republic of China (MOA)**

The Ministry of Agriculture of the People's Republic of China (MOA) plays the vital role in various aspects such as organizing, planning, supporting, managing, promoting and supervising to improve the communication, cooperation, research and development of agricultural in China (MOA, 2013).

- **China Administration for Industry and Commerce (CAIC)**

China Administration for Industry and Commerce (CAIC)'s functions are maintaining the whole market operation order, supervising the circulation of product quality and food safety, making policy and regulation to protect the legitimate rights and interests of individual or company, and promoting the development of market (CAIC, 2013).

- **China Consumer Association (CCA)**

China Consumer Association (CCA)'s functions are providing the plenty of market information to consumers, protecting the consumption rights and economic interests of consumers, promoting the market to become more health and safety in China (CCA, 2013).

- **China Flower Association (CFA)**

The China Flower Association was established in 1984, its responsibility is to coordinate the national floricultural products research, extension, production, sales and promote the division of labor and cooperation with the floricultural industry. Furthermore, it maintains and enhances the floricultural producers' legitimate rights

and interests. Besides, it also assist government organizations to research industry, to organize training and exhibitions, to exchange of information and experience, and to promote the sustainable and healthy development of floricultural industry thus developing rural economy, adjusting agricultural structure and increasing producers' income (CFA, 2013).

2.2.4 Information flow

Marketing information plays a vital role in the whole value chain. Every actor needs accurate information for making good decision as to where, when, to whom, and at what price to buy or sell. In China, for one thing, the professional horticulture companies have their own producing base, so they are able to choose and decide what variety they grow according to the demand of the consumer. For another thing, the individual and partnership producers are difficult to obtain the market information such as price, varieties and quantity from the consumer. The wholesalers (including producing area and selling area) play a vital role in Chinese Anthurium cut flower industry. Once this variety becomes unpopular, the result of that is oversupply which lead to price war and huge waste, and it will bring huge losses to producers (Wan, 2013).

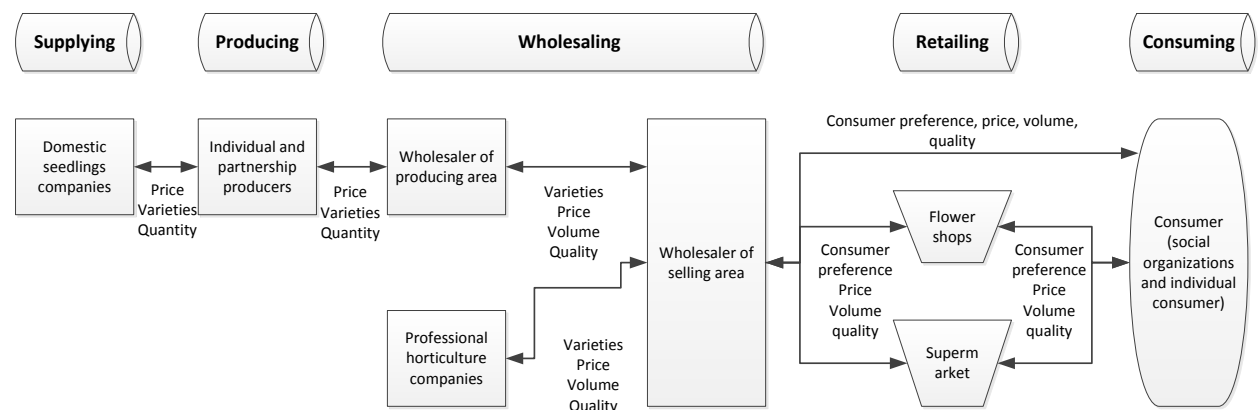


Figure.5 The information flow chart in Anthurium cut flower in China

2.3 Consumption patterns of floricultural products in China

China's flower industry developed quickly, and with the rapid development of economy, the average income and expenditure of people have been increasing during the past decade in China. However, compared with western countries such as United States and Netherlands, the average consumption level is relatively low (Yang, 2012).

Table.3 The main purchasing purpose of floricultural products in China before March 2013

Consumer groups	Type	Main purchasing purpose
Governmental organization (50%)	Government department and subsidiary institutions	<ul style="list-style-type: none">● Meeting and reception (about 50%)● Important and the other major festivals(Spring Festival, National Day) consumption● Indoor environment decoration
Social organization (20%)	Enterprise, hotel, school, hospital, etc.	<ul style="list-style-type: none">● Indoor environment decoration
Individual consumer (30%)	Individual resident	<ul style="list-style-type: none">● Indoor environment decoration● Gift● Festival consumption● Hobbies and interest (planting)

(Source: Zhu, 2010)

For the purpose of indoor environment decoration, many consumers are willing to buy pot plant more than cut flowers because they believe the shelf life of pot plant is longer than cut flowers. Furthermore, the pot plants are easy to manage. Besides, the pot plant has functions of eliminating pollutants in the air(Ma, 2010).

2.3.1 The features of consumption of floricultural products in China

At present, the features of floricultural products consumption have four points in China which are regional consumption, organizational consumption, gift consumption and festival consumption (Li, 2006).

2.3.1.1 Regional consumption

Li (2006) mentioned that the floricultural products consumption is primarily concentrated on cities, especially big cities which are East-Southern coastal cities like Guangzhou, Shanghai and Beijing due to the annual per capital income between urban and rural area which exists the obvious gap in China. Table.4 shows that the annual per capital income of urban area are at least 3 times higher in compared with rural area. Purchasing floricultural products is luxury consumption for many people, so the consumption of floricultural products is relatively low in rural area. The average per capital income (monthly) is 3391.6 RMB in Beijing in 2012 (NBSC, 2013).

Table.4 The annual per capital income of urban and rural area from 2008 to 2012

Year	Urban area (RMB)	Rural area (RMB)	Urban / rural (unit: times)
2008	15780.76 (1973 euro)	4760.62 (595 euro)	3.31
2009	17175 (2147 euro)	5153 (644 euro)	3.33
2010	19109.4 (2389 euro)	5919 (740 euro)	3.19
2011	21810 (2726 euro)	6977 (872 euro)	3.13
2012	24565 (3070 euro)	7917 (990 euro)	3.10

(Source: NBSC, 2013)

2.3.1.2 Organizational consumption

The floricultural products consumption in China is still mainly in the organizational purchasing-oriented stage, there is still no formation of a mature and stable individual or home consumption. According to the Zhu (2010), the organization consumption has the largest market share in the floricultural products market especially in meeting, reception and festival purpose which as shown in Table.5. The organizational consumption includes governmental organizations and social organizations which occupied about 50% and 20% in the floricultural products market before March 2013, respectively (Li, 2006).

2.3.1.3 Gift consumption

In China, giving gift is a traditional culture custom and etiquette habit between people and people in the society. In the first place, for individuals and families, giving gift stands for love and concern. In the second place, for companies, giving gift like a bridge, which connecting human relationship network and building a long-lasting friendship. In the third place, for festivals, giving gift represents greeting and blessing. The main purpose of purchasing floricultural products was gift giving for the individual consumer. During the recently years, more and more people would like to send floricultural products as gift to their family members and friends, such as men prefer sending red Rose to their lovers in Valentine's Day and children purchase Carnation for their mother in Mother's Day, sending flower as gift on festivals and holidays has become the fashion trend in China (Appendix.3), so gift consumption is the most important purpose in individual consumer group (Wang, 2010). Wang (2010) also mentioned that the rose, lily, carnation and tulips are the most popular cut flowers in China market because these four cut flowers are usually used as gift purpose.

2.3.1.4 Festival consumption

The floricultural products consumption is also focus on the festivals in China. Generally speaking, the festival consumption includes three categories which are important festivals (including national and international festivals), traditional festivals and western festivals. Every festival has its special meaning, meanwhile, sending different varieties and colour also expressed various meaning (Appendix.4). Wang

(2010) pointed that the red colour is the most popular colour of floricultural products used in festival such as Spring Festival (Chinese New Year) because the red colour stands for the happiness luckiness and enthusiasm. Besides, most consumers prefer the large size floricultural products due to it looks like more beautiful and exalted which is suitable for gift and festival(Wang, 2010).

Table.5The three categories of festival consumption in China

Type of festivals	Name of main festivals	Main consumer group
Important festivals (national and international)	<ul style="list-style-type: none"> ● New Year's Day (1st January) ● International Women's Day (3rd March) ● International Labour Day (1st May) ● National Day (1st October) 	<ul style="list-style-type: none"> ● Governmental organizations ● Social organizations ● Individual consumer
Traditional festivals	<ul style="list-style-type: none"> ● Chinese New Year (Spring Festival) ● Lantern Festival ● Middle-Autumn Day ● Pure Brightness Festival ● Dragon Boat Festival ● Chinese Valentine's Day ● Double Ninth Day 	<ul style="list-style-type: none"> ● Governmental organizations ● Social organizations ● Individual consumer
Western festivals	<ul style="list-style-type: none"> ● Valentine's Day ● Christmas Day ● Mother's Day and Father's Day ● Thanksgiving Day 	<ul style="list-style-type: none"> ● Individual consumer ● Social organizations

(Source: Zhu, 2010)

● **Important festivals (national and international)**

In the important festivals which also including some traditional festivals like Chinese New Year (Spring Festival), the Chinese government organizations hold many different kinds of large-scale and grand celebrating activities so that it needs a large number of floricultural products to decorate the activities' location and dress up the public environment of cities in order to increase the atmosphere of festivals.



Figure.6The floricultural products used in important festivals in China

(Source: Floricultural products in festivals, n.d.)

- **Traditional festivals**

There are many traditional festivals in China. For one thing, each traditional festival has its own concept such as Chinese New Year (Spring Festival) is a festival of joy and harmony which also stands for the spring will come and everything has a new starting point, and Double Ninth Day which means blessing family members away from home who have good healthy and everything is going well in work and life. For another thing, sending different flowers with various colour also have different meaning such as in Chinese New Year (Spring Festival), some people would like to select red peony because it is interpreted as luckiness and happiness which has a similar interpretation of sending Lily flower. The Double Ninth Day is in October which is also in the flowering season of chrysanthemums, so people prefer purchasing the chrysanthemums in order to miss the family members away from home. Due to the special meaning of traditional festivals and flowers, so there are many different kinds of flower can be sent in traditional festivals in China thus increasing the sales volume of floricultural products (Wang, 2010).

- **Western festivals**

In recent years, more and more people prefer celebrating the Western festivals. In Beijing market, taking red rose as an example, the red rose is the leading role in the Valentine's Day (including Chinese Valentine's Day), the price of a red rose in Valentine's Day is almost more than 3 times of the normal price in this day. Even though the price are higher than normal price, still a lot of people buy rose to celebrate this western festival which also create the sales peak (Li, 2012).

2.3.2 The factors concerned by consumer on purchasing floricultural products

Wang (2011) noted that the price is the most important factor concerned by Chinese individual consumer (34%). followed by professional consultant (17%) and convenient transportation (15%). Lan (2010) also mentioned that the price plays a vital role so that most consumers are only concern about the price because the practical value of floricultural products are lower than other commodities such as electronic products and household essentials. As for the professional consultant service, if sales staffs do not understand more about the variety and species of floricultural products which leads to the consumers do not know the products, thus consumers are not willing to buy to a large extent. Currently, most sales staffs in floricultural products wholesaling and retailing markets do not have relatively higher professional background. Regards to the convenient transportation, the locations of flower shop directly influence the consumer's desire of purchasing, the flower shop established in convenient locations which is convenient for consumer. 12% of consumers paid attention to the variety of floricultural products. If the varieties of floricultural products are limited, it will give rise to the consumer lose interest.

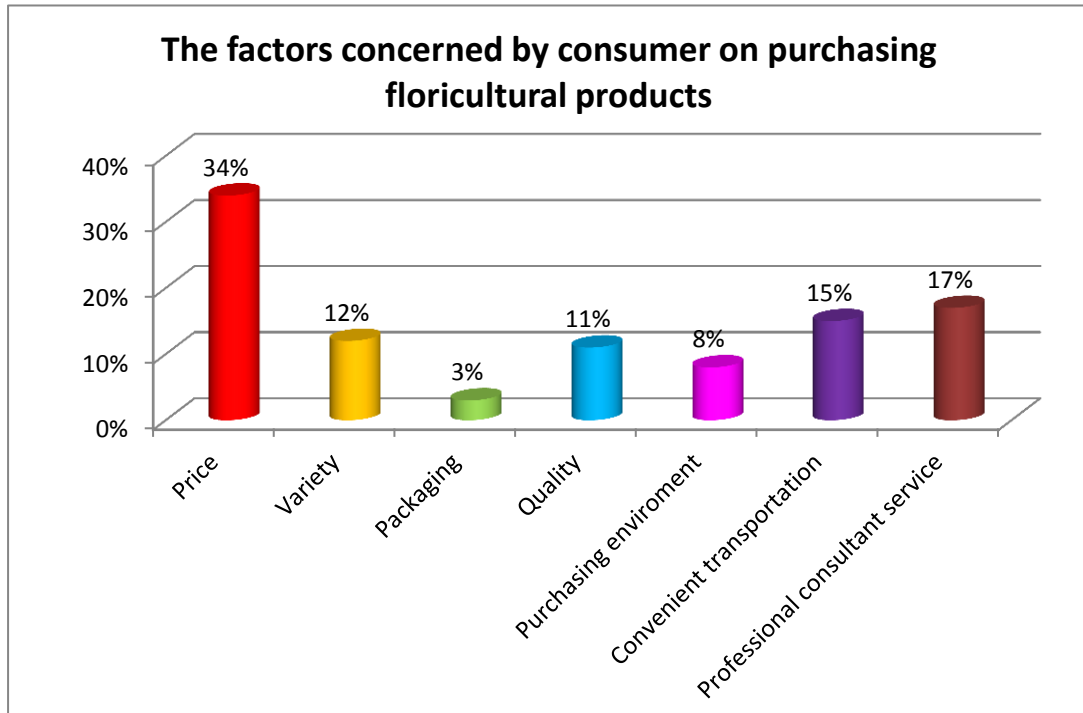


Figure.7 The factors concerned by consumer on purchasing floricultural products (Source: Wang, 2011)

2.3.3 The age distribution of consumers on floricultural consumption

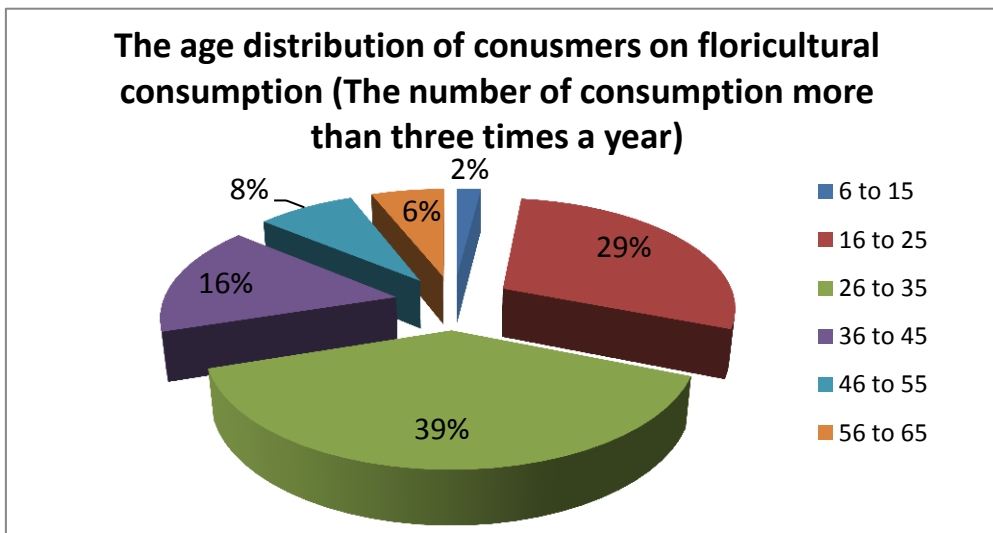


Figure.8 The age distribution of consumers on floricultural consumption (The number of consumption more than three times a year) (unit: years old) (Source: Wang, 2011)

The age of consumers between 26 and 35 occupied the largest proportion (39%) which is the main consumption group in China market. This group is mainly composed of office workers and managers who have higher education level (undergraduate and above) and a stable average monthly income (higher than average per capital

monthly income), followed by the consumers' age between 16 and 25 (29%) who are consisted of young people such as college students. From 36 to 65, these groups accounted for 16% (between 36 and 45), 8% (between 46 and 55) and 6% (between 56 and 65), respectively (Wang, 2011).

2.3.4 The main sales platforms of floricultural consumption in China

Lan (2010) pointed that the wholesaling market has been the most preferable purchasing place for the large number of individual consumers currently because the wholesaling market has different kinds of varieties with relatively cheaper price. Regards to the retailing flower shop and supermarket, although the location of them are distributed in the city which is very convenient for consumers to buy floricultural products, the varieties are limited and the price is relatively expensive. With the rapid development of E-commerce, more and more consumers prefer purchasing on the internet because it is convenient, quick and simple. Lan (2010) believed that establishing a convenient and quick sales platform can promote the individual floricultural consumption. Therefore, the on-line flower shop has huge development space in the immediate future.

Table.6 The advantage and disadvantage of different sales platforms in Beijing

Sales place	Advantages	Disadvantages
Wholesaling market	<ul style="list-style-type: none"> ● Diversification of species ● Cheaper price ● More options for consumers ● Sufficient spot products (except special variety) 	<ul style="list-style-type: none"> ● Transportation is inconvenient ● Far away from city-center ● Reservation for special variety (time-consuming)
Retailing flower shop	<ul style="list-style-type: none"> ● Convenient for consumer 	<ul style="list-style-type: none"> ● Limited varieties, insufficient spot products
Supermarket	<ul style="list-style-type: none"> ● Convenient for consumer 	<ul style="list-style-type: none"> ● Limited varieties, insufficient spot products ● Higher price
On-line flower shop	<ul style="list-style-type: none"> ● Convenient, quick and easy 	<ul style="list-style-type: none"> ● Sales channels are immature ● Risk (transaction, quality of product)

(Source: Lan, 2010)

2.3.5 The main information source channels of floricultural consumption

The consumers receive the information of new floricultural consumption mainly through introduction of family member, media such as television and internet, books (including newspaper and journals, etc) and consultant from flower market. Wang (2011) noted that the media such as television, advertisement and internet is the largest and the most widely platform providing information for the consumer. However, due to the low education level of sales staffs in flower market and insufficient publicity strength of media, most consumers are familiar with Anthurium cut flower mainly through books and introduction of family member or friend (Wang, 2011).

2.4 Background information of QingYuan Spring Horticulture Co. Ltd.

QingYuan Spring Horticulture Co. Ltd. was established in 2010 in city of Chengdu in Sichuan Province which is an ornamental horticultural product producing firm in China and it is also the professional horticulture company. The major varieties of horticultural products are Anthurium (including cut flower and pot plant), Butterfly orchid and Lily.

QingYuan Spring Horticulture Co. Ltd not only for production, also have several functions like processing and wholesaling. Meanwhile, the company has several relevant departments such as producing, processing, training and marketing which are responsible for each level of management. Besides, the company has sufficient basic infrastructure and human resource management. The young plant and seedlings of products are primarily bought from horticulture companies in the Netherlands such as the seedlings of Anthurium cut flower which are purchased from Kunming Anthura Horticultural Co. Ltd. (Ma, 2013). Since the company established, it achieved many reputations due to the unique characteristic, good quality of products and superior service (QingYuan Spring, 2013).

The main business field of the company is mainly including supplying horticultural products for gifting, festival, etiquette, interior, hotel and wedding decorations. Besides, the company will open new business such as horticultural products on-line shop and flower express services are covering the most cities of China in the near future (Ma, 2013).The new operation principle of the company is to develop home-market, to help consumer realize “putting the home in the garden, sharing the beautiful flower environment and enjoying the life” (QingYuan Spring, 2013).

Table.7 The principle of the QingYuan Spring Horticulture Co. Ltd.

Operation functions	Management principle
Quality policy	Focusing on quality, customer service and satisfaction of customers
Operation principle (mission)	Characteristic, integrity, win-win situation, corporate society responsibility (CSR)
Service mission	Customer-focused, giving customer high quality, diversity, intimate and integrity services. Meanwhile, offering more selection opportunities for customers according to the customer preference.
Management principle and development strategy	Implementing standardized management with employees, offering professional service and humanized management with customers.
Socially Responsible Entrepreneurship (SRE)	Building friendship bridge with customers, not only offering services for customers, but also for employees. Furthermore, making effort to improve the environment development for country <ul style="list-style-type: none">● Making profit for company● Realizing the value of employees

2.4.1 Anthurium cut flower value chain of QingYuan Spring Horticulture Co. Ltd.

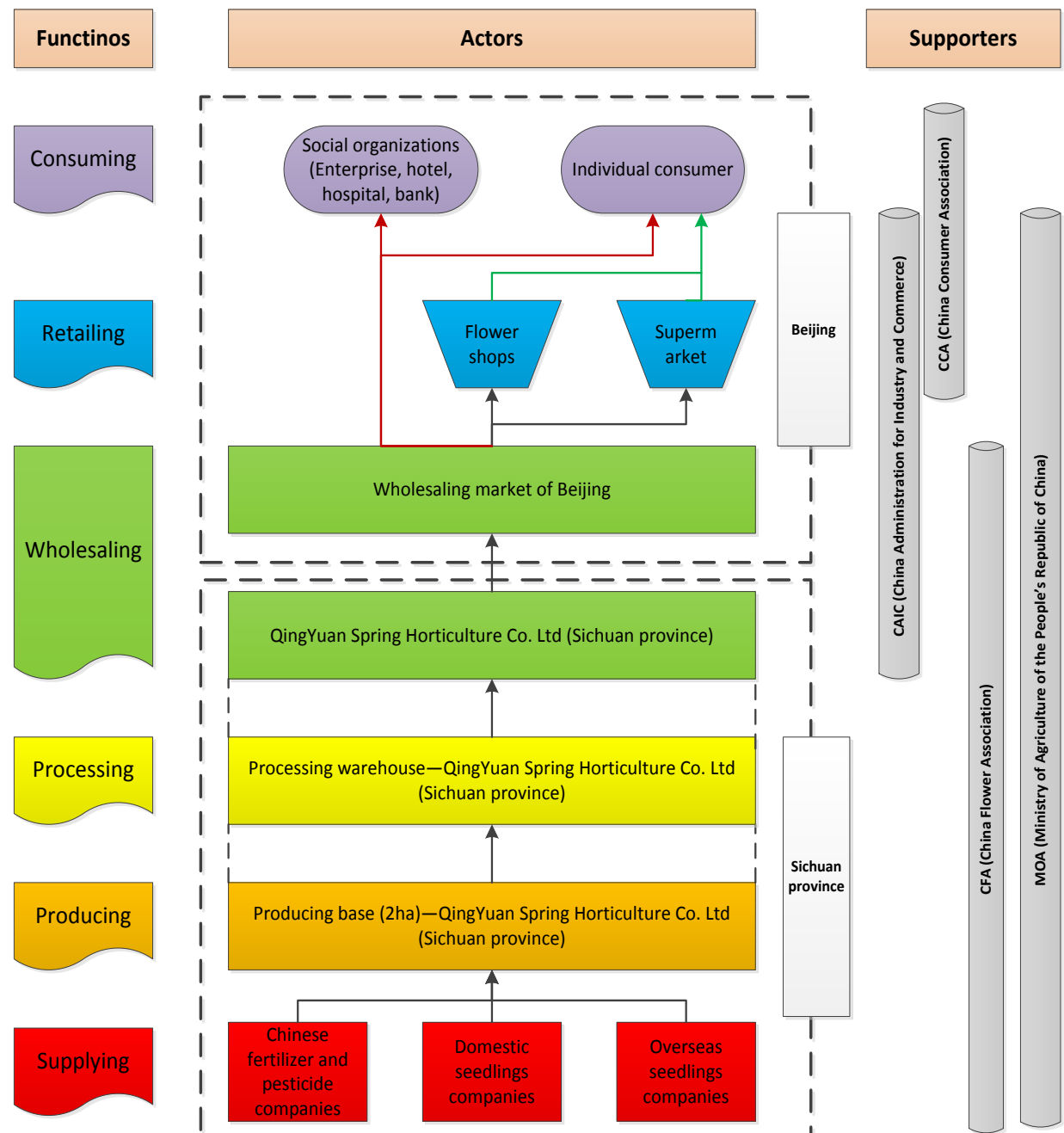


Figure.9 The Anthurium cut flower value chain in QingYuan Spring Horticulture Co. Ltd

The acreage of company's producing base is around 2 hectare. In 2011, the total production volume of Anthurium cut flower was 174,650 pieces, 60,000 pieces were sold to the Beijing market. In 2012, the total production volume was 175,276 pieces and 40,000 pieces were sold in Beijing market. The average selling price from QingYuan Spring Horticulture Company to Beijing wholesaling market was 4.6 RMB (0.6 euro) per piece in 2012 (Ma, 2013).

2.4.2 Marketing strategy of QingYuan Spring Horticulture Co. Ltd.

Luo (2010) pointed out the quality of floricultural products is one of the most important factors influencing the marketing in the floricultural market. Ma (2013) presented that the QingYuan Spring Horticulture Co. Ltd. is concentrating on quality of floricultural products in the process of producing.

The company has been following two sales strategies in the Anthurium cut flower marketing. In the first place, the governmental and social organizations are considered as the major consumer groups of the QingYuan Spring Horticulture Co. Ltd. The company signed contract with organizations (governmental and social) to supply the Anthurium cut flower for the purpose of indoor environment decorations and gift (Ma, 2013).

In the second place, the individual customers are considered as minor consumer group. The sale strategy is not relatively advanced and it is designed based on the demand de supply (Ma, 2013).

2.5 Consumer awareness

Consumer awareness is the extent of consumer understanding of product of consumer, which is gradually formed after a long-term understanding focusing on one product and accepted by consumer. Consumer awareness is a vital factor influencing the consumer purchasing decision in the market. The consumer cannot purchase products if they do not now the product exists. Insufficient consumer awareness in any industry can harm sales in the market. If specific products and services are better known, those products will remain on the front line in sales. Therefore, it is important to implement consumer awareness programs that will introduce and make the target audience aware of the products a company offers (Xiang, Cao and Wang, 2010).

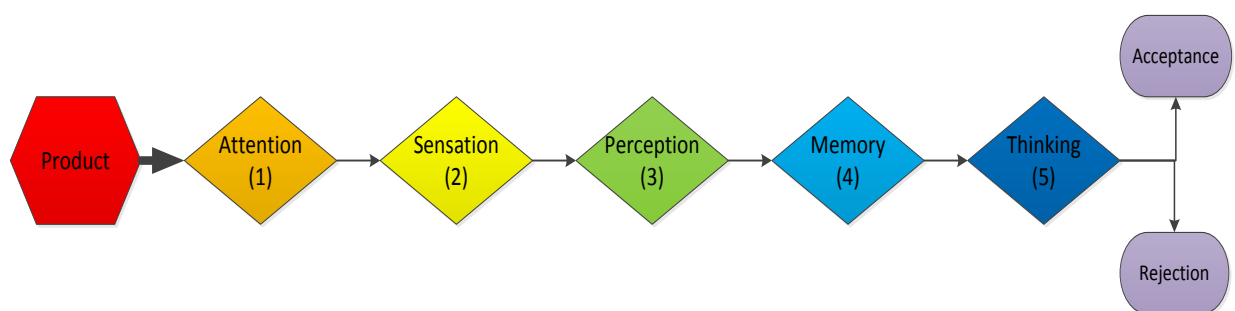


Figure.10 The formation process of consumer awareness
(Source: Xiang, Cao and Wang, 2010)

2.5.1 The process of consumer awareness

The process of consumer awareness is very complicated as shown in Figure.10. It means the psychological activity of people contacting the objective things which are also the process of mechanism and dealing with the information. The process of consumer awareness is comprised of attention, sensation, perception, memory and thinking. As the first step, attention, is considered when consumer sees a new product, this product is directly reacted into brain. The second step is sensation which means it is the process of acquiring the original information of this product such as shape, size and colour. The sensation process is the most basic and simplest psychological phenomenon, thus it cannot understand the whole thing only through sensation. So, the next step is perception which is also the most important step in the whole process of awareness. The sensation process is the basis of perception, while the perception process is the further deep process of sensation. The perception process is the completely reaction of the whole thing, it is also the process of comprehensive processing of different sensory information through brain. Then, all the understanding of thing and information can be stored into brain that is the memory process. The last step is thinking, which is the process of analyzing and reflecting the attitude of the thing, and the consumers to make decision of acceptance or rejection (Xiang, Cao

and Wang, 2010). Li (2007) presented that the floricultural consumption is a rational consumption, the awareness directly affecting the purchasing-decision, it means if consumers know nothing about a new product completely, no one is willing to spend money buying it before they understand.

2.5.2 The four levels of consumer awareness

According to a product or a thing whether can be reminded easily or not by consumer, the consumer awareness can be divided into four levels, unawareness, aided awareness, unaided awareness and top of mind (Qi, 2012).

- Unawareness

This is the original level of the consumer awareness which means the consumers do not know completely and do not have any impression about product or thing.

- Aided awareness

It means the consumers can think about something but they do not quite understand through a tip or a suggestion. The consumers just have a rough idea in their brain or they do not have clear impression

- Unaided awareness

It means the consumer can think of a product or thing without any tips or suggestions such as when it comes to the Television, the consumer can think of SONY and Panasonic, or when referring to the car, BMW, Mercedes-Benz can emerge into the consumers' mind immediately because the consumers have highly awareness about these things. Obviously speaking, the consumers have deep impression, thus when they select or purchase this kind of product, they will consider these brands firstly.

- Top of mind

The consumer can think of the first brand or a type of product immediately when they think or say some kinds of products. Generally, the top of mind is focus on a specific brand or product which means consumers have a strong preference for it and this brand or product always occupies the first position in consumers' mind.

Qi (2012) pointed that these levels of awareness are the four steps to understand and feel about the product from the beginning to the end. Under the level of Aided awareness (including Aided awareness and unawareness) which stands for the low awareness, it means the consumers are not willing to buy a product in low awareness initiatively. After a certain contacting and understanding, then the consumers try to purchase and the product can give a relatively clear or deep impression for them.

Any products of consumer awareness need a certain period time to establish and Li (2007) indicated that the most important factor is to make consumer aware of the new products.

2.5.3 The factors influencing the consumer awareness

- The consumer's demand

The total activities of people include consumer behavior which is always based on the demand of the people. In the condition of market economy, the demand of consumer directly shows the desire for the purchasing product. Qi (2012) mentioned that if the consumers have little demand about a product, thus consumers would not take the initiative to collect this product information causing the consumers do not have clear understanding about it. On the contrary, when the consumers have high demand for a product, they will pay more attention to concern about this kind of product which has high consumer awareness (Qi, 2012).

- The characteristic of consumer

Wang (2009) pointed that the characteristic of consumer is a complicated factor which includes the sex, age, occupation and religion. Different consumer has different levels of awareness to a kind of product. For example, in terms of clothes and cosmetic, the female consumer has higher awareness and more understanding than male consumer. While, different age groups of female consumer also have difference on the awareness (Qi, 2012).

- The experience of consumer

The experience of consumer is the source of consumer requiring the information. The consumer experience mostly comes from the personal perception or experience acquired and stored in consumers' memory. Wang (2009) noted that when a new product comes into consumers' eyes, the consumers usually compare to the product they accepted, so, different experience levels of consumer has different product awareness. For instance, if the consumer purchased a product for a long time, when the new kind of product comes into the market, the consumer usually disregard it (Qi, 2012).

2.6 Policy influence

In March 2013, the national leadership of Chinese central government changed, the new leadership proposed and implemented the new policy to require any government organizations to stop wasting money on public spending such as cut flowers, expensive dishes of reception, alcohols, cars and luxury gifts in order to decrease the financial expenditure especially when the central and local government organizations meetings are taken. This means the government organizations are no longer allowed to buy cut flower using in public occasions (Zhang, 2013).

In China, various government organizations usually hold meetings in high frequency to discuss the state affairs. Floricultural products (pot plant and cut flowers) would be the most popular decorations in public occasions such as meeting sites and reception. Anthurium cut flower and pot plant were one of the main floricultural products in previous meetings. However, from March 2013, any kinds of floricultural products (pot plant and cut flowers) cannot be used in any types of public occasions (Appendix.5).



Figure legend: the meeting site in 2001 (left) and in 2013 (right)

Figure.11 The meeting sites in 2001 and in 2013 in China
(Source: Zhang, 2013)

2.7 Brand Strategy

Brand Strategy is the company using the brand as the core competitiveness in order to obtain the difference between profits and the value of the enterprise business strategy, which is also the product of competition in the economy of the market. The essence of brand strategy is to create a company's advantages, thus ensuring the long-term development. Zhao (2013) showed that, the products, technology and management style are easy to be imitated by the other companies due to the rapid development of technology and spreading of information. This makes the power of uniqueness of the company unstable in the market. On the other hand, once the brand establish, it is not only a uniqueness feature to the company, but also it cannot be imitated. It likes a drive to increase the consumer awareness of the products. The brand strategy is the indispensable requirement for the rapid development of enterprises (Liang, 2011).

With the competition becoming serious, the brand strategy has become one of the main competitive development strategies among the enterprises as well as the important part of corporate strategy. Brand is a concept of consume and it is also the awareness stored in consumers' mind. Establishing brand strategy can push the awareness of consumer to the product to a large extent (Zhang, 2009).

2.8 Socially Responsible Entrepreneurship (SRE)

Socially Responsibility Entrepreneurship is the dynamic consideration of and response to issues beyond the narrow economic, technical and legal requirements of the firm to accomplish social and environmental benefits along with the traditional economic gains sought in the entrepreneurial process (Blundel, Spence and Zerbinati, 2008). Socially Responsibility Entrepreneurship represents the persistent passion, broad-mindedness and sincere emotion for public and employees. Meanwhile, it stands for the enterprise has innovative capacity, amazing stamina, physical strength and courage to undertake the risk for the development (Sha, 2012).

2.9 Corporate Society Responsibility (CSR)

Corporate Social Responsibility incorporates two elements, on the one hand, sufficient focus by the enterprise on its contribution to public prosperity in the longer run. On the other hand is that the relationship with its stakeholders and society at large. Graafland (2004) showed that the crucial aspect in the SER's definition is the relationship of the company with its stakeholders and the society at large. The enterprise is described as a form of cooperation of different stakeholders. The company should balance between partially conflicting interests. Good stakeholder relations also require that the firm answers justified questions, open up its way of doing business and are willing to have a continuous dialogue with several interested parties. Primary stakeholders are employees and shareholders, who have forms of structural consultation with the managers of the company. Other stakeholders include consumers, suppliers and the society at large, all of who have a certain interest in the companies' activities (Graafland, Eijffinger, Stoffele, Smid and Coldeweijer, 2004).

Socially Responsible Entrepreneurship is the spiritual power which the entrepreneurs start enterprise and seek the business. Corporate Social Responsibility is to balance responsibility between growth of enterprise and social relationship. Sha (2012) pointed that SRE is the pre-condition of the CSR, CSR is more corporative than SRE and both are indispensable in the growth of the corporation.

3. Methodology

This Chapter describes the methods employed in the thesis. The research area and conceptual framework are presented in the first and the second section. The following sections explain the content of desk study, the key respondents of interviews, and questionnaires, also the data analysis.

3.1 Research area

The research area was conducted in Beijing in China. Beijing is the capital of China, which is also the economical, political and cultural center of China. Beijing (115.7°E-117.4°E, 39.4°N-41.6°N) is located in the northern part of China and the area is about 16,411km² with around 20.7 million citizens (Baidu, 2013).



Figure.12 The location of Beijing
(Source: Baidu map, 2013)

Beijing, as the capital of China, it has many advantages in market-area requirement. There are some important reasons why Beijing is the subject area of this research (Liao,2010).

- The population base of Beijing is large, so the demands of floricultural products are high.
- Logistic is convenient in Beijing such as availability of aerial and rail ways close to the market.

- The annual per capital income of Beijing is relatively high²in 2012 (NBSC, 2013)
- The floricultural products consumption of Beijing ranked a relatively high level in China
- The local floricultural product market in Beijing is mature. There are several retailing markets and 2 large-scale wholesaling markets in Beijing.

As economy growth improve rapidly, the requirements of people's living standard have been increasing in Beijing, the floricultural product has become the part of the people's live. So, Beijing market is an important floricultural market in China which has huge development space and value of research.

3.2 Conceptual framework

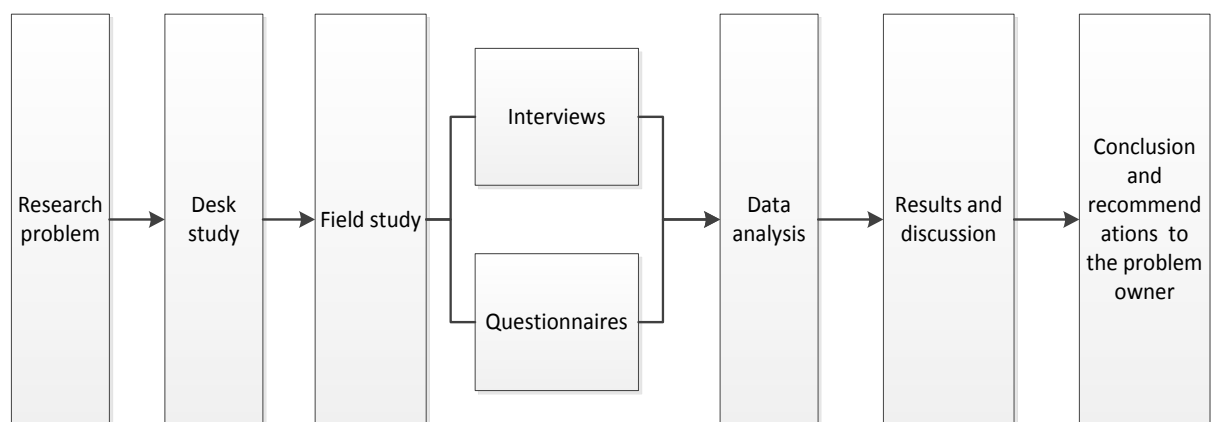


Figure.13 Conceptual framework

Figure.13 shows the schematic steps of research conceptual framework from beginning to end. The approach of this research covers both quantitative and qualitative data. Data collection were done by desk study and field study. The field study were based on interviews and questionnaires. At the end, the author will come up with the conclusion of the whole research and will provide some proper recommendations to the problem owner through the result of the interviews and questionnaires.

3.3 Desk study

Desk study is to obtain insight of the subject which it is a process to collect relevant information about the research topic. The background information data were collected through searching relevant information and resources including books, documents, journals, reports and official websites. Relevant information were acquired includes the official statistic data of cultivation area, sales volume, the market information and the consumption pattern.

² 36469 RMB is equal by 4559 euro

3.4 Field study

The case study focuses on the problem owner which was applied in this research. To analyze the consumer preference and consumer awareness of Anthurium cut flower, the interviews and questionnaires were carried out in this research.

3.4.1 Interview

The interviews were used in this research as to obtain the detail information of the value chain of Anthurium cut flower in Beijing. For one thing, one key respondent will be selected from QingYuan Spring Horticulture Co. Ltd in Sichuan Province. For another thing, two key respondents from Beijing Lai-Tai flower market were selected according to the business experience that they have about the market information of Anthurium cut flower in Beijing.

Table.8 Information of interviewees

Interviewee	Position	Purpose of interview	Interview way
Mr. Yuanqing Ma	General Manager (QingYuan Spring Horticulture Co. Ltd.)	In order to receive the information about the current value chain of Anthurium cut flower in Beijing, background information of QingYuan Spring Horticulture Co. Ltd. and marketing strategy.	Face to face (open-questions)
Mr. Yongfu Peng	Sales manager (Kunming Anthura Horticulture Company)	In order to receive the general information about the current situation of Anthurium cut flower value chain in China and related problems	Online (E-mail interview) (open-questions)
Mr. Jia Wan	Sales manager (Kunming Anthura Horticulture Company)		
Mrs. Juan Meng	Sales staff (Beijing Lai-Tai Flower market)	In order to receive information about current situation of Anthurium cut flower in Beijing market and market information about the Anthurium cut flower including price, sales volume, etc.	Face to face (open-questions)
Mrs. Qun Zhang	Sales staff (Beijing Lai-Tai Flower market)		Face to face (open-questions)

3.4.2 Questionnaire

The two set of questionnaires were adopted in this research in order to investigate the consumer preference and consumer awareness of Anthurium cut flower Beijing during the period from 16th July to 5th August.

Table.9 Information of two consumer surveys

Questionnaire type	Investigation site	Selection of respondent	Number of questionnaires	Purpose
1	Beijing Lai-Tai Flower Market	Individual consumer	100	In order to investigate the consumer preference of Anthurium cut flower in Beijing flower market
2	Bank of China (3 branches)	Bank customer	300 (100/each branch)	In order to collect the information about the consumer awareness of Anthurium cut flower

● Questionnaire of consumer preference

The questionnaires were conducted in Beijing Lai-Tai Flower Market which located in ChaoYang district of Beijing. It is the biggest floricultural products wholesaling market in Beijing which is also the largest collecting and distributing centre of flower in Beijing. It provides different services including commodity display, sales, wholesale, import and export trade, and information network of diversity varieties of flowers (Lai-Tai Flower Market, 2013). This questionnaire focuses on the consumer preference of Anthurium cut flower in Beijing. Because it is necessary to know the requirement from consumers in order to improve the sales rate. The questionnaires were done by 100 people who look around or purchase in the market.



Figure.14 The location of Beijing Lai-Tai flower market

(Source: Baidu map, 2013)

Figure legend: ★ stands for Beijing Lai-Tai Flower Market



Figure.15 Beijing Lai-Tai flower market
(Source: Ding, 2013)

- **Questionnaire of consumer awareness**

The questionnaires were given by 300 bank customers of the three branches of the Bank of China as the participants according to the several standards such as annual income, level of education, age, and occupation. The questionnaire focuses on the consumer awareness of Anthurium cut flower in order to acquire the information about the consumer's cognition so as to analyze different sales strategy of Anthurium cut flower for different customer groups.

Three branches of the Bank of China were selected in HaiDian District, ChaoYang District and ShiJingShan District, respectively.

Table.10 The information of three branches of the Bank of China

Branch name	Location	Character of location and customer
QingHua East street branch	HaiDian District	<ul style="list-style-type: none"> ● It located in University area so that the main customer groups are student (<25 years old) and elderly people (>55 years old) ● The average annual income is lower than 50,000 RMB (6,250 euro)
CuiWei branch	ShiJingShan District	<ul style="list-style-type: none"> ● The main customer groups are company officer and manager (between 25 years old and 55 years old) ● The average annual income is between 50,000 RMB (6,250 euro) and 300,000 RMB (37,500 euro)
Private banking branch	ChaoYang District	<ul style="list-style-type: none"> ● It located in central business district (CBD) so that the main customer groups are enterprise senior manager (between 25 years old and 55 years old) ● The average annual income is higher than 300,000 RMB (37,500 euro)



Figure.16 The locations of three branches of the Bank of China
(Source: Baidu map, 2013)

3.5 Data analysis

In order to analyze the consumer awareness of Anthurium cut flower in order to increase the sales rate in market of Beijing, different analysis tools such as chain mapping, SWOT (strength, weakness, opportunities and treats) and marketing 5P's (product, price, people, place and promotion) were used to analyze and summarize the qualitative data from the interview. The quantitative data from the survey respondents were analyzed by SPSS statistic programme.

4. Results and Discussion

According to the several interviews, the following chapter is divided into two main parts. The first part of the chapter aims to present the information acquired from interviewees (Appendix 6 and 7), and discuss deeply on the current situation of the Anthurium cut flower sector in Beijing and insight of Chinese Anthurium cut flower market. The second part of this chapter shows the results of consumer surveys(Appendix 9 to Appendix 12)which are included consumer preference and consumer awareness of Anthurium in Beijing market.

4.1 The current situation of Anthurium cut flower in market of Beijing

According to the author's observation and interviews with the sales staffs of the Beijing Lai-Tai flower market, the author's found some points which are discussed in the following (Appendix.8).

- Small-scale wholesaling firm in Beijing Lai-Tai flower market

Most wholesaling firms are small-scale in Beijing Lai-Tai flower market. Each firm only has small area and sales environment is a little poor. Besides, the floricultural products of each firm are largely the same in terms of variety and colour.

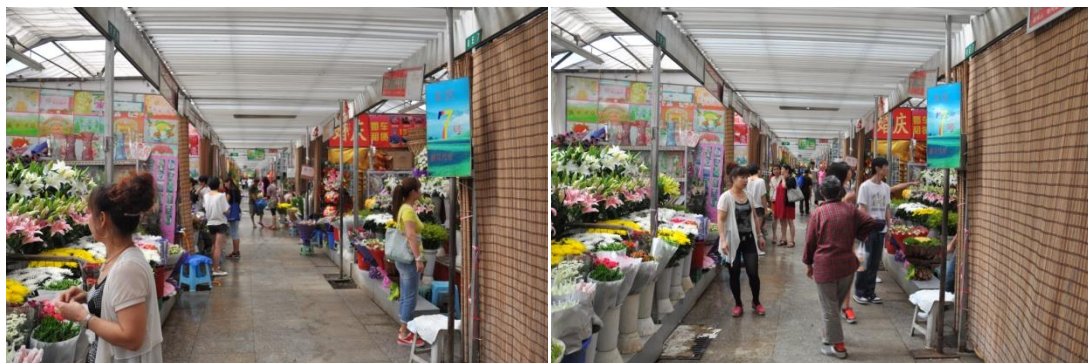


Figure.17 The wholesaling firm in Beijing Lai-Tai flower market
(Source: Ding, 2013)

- The Anthurium cut flower is not shown

Most cut flowers of floricultural products are Rose, Lily and Carnation which are shown on the sales counters because these cut flowers are the most popularity flowers purchased by consumers. The Anthurium cut flower is not shown on the sales counter of most wholesaling firms. In the process of interview, Mrs. Juan Meng³ mentioned that:

³ Sales staff in Beijing Lai-Tai Flower Market

To be honest, there is not a constant demand on buying Anthurium cut flower in Beijing Market. Furthermore, it is difficult to keep it fresh due to the high temperature in Beijing especially during summer. So I usually send my purchase order to the wholesaling producing area based on the presale orders from consumers and this is the reason that Anthurium cut flower is not available on the counter.



Figure.18 The main cut flowers are shown in sales counter (Source: Ding, 2013)

Mrs. Meng Juan mentioned that customers are not willing to buy Anthurium cut flower regularly which is caused low demand in the market. On the other hand, Qi (2012) noted that the consumers would not take the initiative to collect the information about the product if they have low demand of it. This can be interpreted that the consumers are not familiar with the product.

- The variety is very limited (red)

Most Anthurium cut flowers are mainly focus on red colour, a few flower shops have green colour. The other colours of Anthurium cut flower such as brown, white and pink which needs to be reserved. In terms of the other colour and varieties, the consumer can reserve and wholesaling firm will supply it after 1-2 days. In the process of interview, Mrs. Juan Meng mentioned that:

The red colour is the most popular colour of consumer preference due to it has good meaning for gift and festival purpose.



Figure.19 The variety of Anthurium cut flower is limited (Source: Ding, 2013)

-
- The average price of Anthurium cut flower is about 8-10 RMB (1-1.3 euro) per piece.

The price is negotiable if the consumer needs more volumes of Anthurium cut flower. In other words, the more volumes demand, the cheaper price is available. In the process of interview, Mrs. Juan Meng stated that:

The price is the most important factor concerned by most consumers no matter what kind of cut flower it is.

Meanwhile, in the process of the interview, Mrs. Qun Zhang⁴ declared that:

Some consumers would like to check many wholesaling firms (at least 3 firms or more) to ask for the price about the same products, finally, they will choose the cheapest one the firm can give.

Most of the wholesaling firms follow the same marketing strategy which can be explained if the consumers need more volumes, the wholesaling firm can give them the product with lower price or offer them a bonus, such as free packaging. It is also possible for the consumers to receive their favorite products with lower price if they try to make bargain.

- The education level of sales staffs of floricultural products are commonly low

Most sales staffs of wholesaling firms in Beijing Lai-Tai flower market do not have relatively high education level. They are not able to introduce the product to the consumers with details. Although their business is related to the flowers, they have superficial knowledge about floricultural products.

- The infrastructure is not sufficient in Beijing Lai-Tai flower market

According to the author's observation, the indoor market does not have cooling systems. Also, the wholesaling firms do not set up with cooling storage which leads to decrease the quality of the floricultural products under high temperature condition. Generally speaking, most sales staffs only use traditional water sprayer to decrease the temperature and prevent cut flowers from wilting.

- Artificial Anthurium cut flower

The author found some few wholesaling firms sell artificial Anthurium cut flower in Beijing market. The most important thing is that they sell the artificial cut flower in lower price in compare with the natural one (average price of artificial Anthurium cut flower is 4-6 RMB, 0.5-0.8 euro). Mrs. Qun Zhang mentioned that:

⁴ Sales staff in Beijing Lai-Tai Flower Market

Some consumers are willing to buy artificial Anthurium cut flower to decorate indoor environment due to two reasons. First is the price of artificial Anthurium cut flower is cheaper than natural flowers and consumer thought the artificial and natural Anthurium cut flower have the relatively same decorative appearances. The second reason is some consumers do not have time to manage the Anthurium cut flower.



Figure.20 Artificial Anthurium cut flower (Source: Ding, 2013)

- The effect of the new policy

During the interviews, when it comes to the implications of the new policy, the two interviewees, Mrs. Juan Meng and Mrs. Qun Zhang mentioned that their perspectives, respectively and they have relatively the same points about the effect of the new policy.

1. *They lost the former consumer group (governmental organizations) which gives rise to the sales volumes of Anthurium cut flower decreased sharply due to the new policy which was implemented by Chinese government in March 2013.*
2. *They found most individual consumers did not know or even never heard of what Anthurium cut flower it is.*
3. *They believed that the individual consumer group in the most populated country in the world has potential to boost the development of Anthurium cut flower market.*

4.2 The current marketing strategy of QingYuan Spring Horticulture Co. Ltd.

The company changed marketing strategy in order to cope with the implementation of the new policy. During interview with Mr. Ma⁵, described the current marketing strategy as follow,

The marketing strategy plays a vital role in company's products selling processes. The company whether can sell good or not it depends on the marketing strategy. The current marketing strategy focus on individual consumer group market, furthermore, the important factor in current marketing strategy that we consider is to find out what are their preference and what they want about the Anthurium cut flower in order to grasp more individual consumers.

Compared with the former marketing strategy, there are clear differences between the former and current marketing strategy. First of all, the target consumer group is different. The former marketing strategy was concentrated on selling the products to organizations (including governmental and social) group because these organizations occupied the largest proportion on the sales volume of Anthurium cut flower. This can ensure the company has stable sales volume (QingYuan Spring, 2013). However, due to the governmental organizations were removed from the market according to the new policy, and Mr. Ma believed that the social organizations do not have high potential development, hence, the individual consumers especially those who have high educated and high income has become the target consumer group of QingYuan Spring Horticulture Co. Ltd. which has huge potential development space because China has a huge population and the raise in wealth and the demand of high quality living standard in China will promote the domestic floricultural consumption (Yang, 2012). Li (2006) also stated that the floricultural products consumption is mainly focus on urban cities because the monthly average income is commonly high. Therefore, developing market for those high-income individual consumers as the main target consumer group can help company to increase the sales rate of Anthurium cut flower.

Secondly, the marketing approaches between former and current marketing strategy were totally different. The former marketing approach of company was aimed to develop new organizations group and make good friendship with them in order to build long-term and stable supply-demand relationship due to the purchasing volume of organizations group especially governmental organizations were relatively large and the high purchasing frequency (QingYuan Spring, 2013). However, the current marketing approach is to find out what the individual consumer needs and wants, then we supply according to the consumer's preference.

Different individual consumer has different preference about the Anthurium cut flower. This is also the reason why it is more difficult to sell products to individual consumer than organizations group. Generally speaking, the organization group did not have higher or

⁵ General Manager of QingYuan Spring Horticulture Co. Ltd

various requirements about colour or varieties, and most organizations group purchased for the purpose of indoor environment decoration. Mr. Ma said.

Therefore, analyzing consumer preference can help company to grasp the individual consumers group.

4.2.1 The major difficulties and opportunities faced by QingYuan Spring Horticulture Co. Ltd.

As mentioned before, the QingYuan Spring Horticulture Co. Ltd. has changed the marketing strategy since the new policy was implemented and the target consumer group has transferred from organizations group to individual consumer group. In the process of the interview, when it came to the major difficulties, Mr. Ma mentioned that:

Currently, the major difficulty of the company in Beijing market is the low sales volume of Anthurium cut flower, which is relatively new in the market, in compare with other available cut flowers.

Li (2007) noted that the floricultural consumption is a rational consumption. Almost no person is willing to buy floricultural product irrationally if they do not know clearly about it. Hence, increasing the consumer awareness of Anthurium cut flower is pre-condition factor can help company to open the individual consumer market in Beijing.

As for the opportunities of the company, Mr. Ma indicated that:

Actually speaking, China has a huge population (about 1.3 billion) which is also the advantages. Imagine that, if each person buys a flower of Anthurium cut flower, the sales volume will be amazing! I believed that the developing and expanding individual consumer group is an opportunity for the company

As mentioned before, Li (2006) noted that the individual consumers who have high-income are the main consumption group in urban cities like Beijing. For another thing, as the economy growth rapidly, the average income and expenditure of the people increased gradually, more and more people would like to buy floricultural products to elevate the quality of living standard and enrich the spiritual life, hence, it has a huge potential development in individual consumer market (Yang, 2012). Therefore, it also means it is a big opportunity for company in the future development.

4.3 Consumers' preference of Anthurium cut flower purchasing in China

The consumer survey of consumer preference was conducted among a total of 100 consumers in Beijing Lai-Tai flower market. Data from the survey participants with horticulture background were not considered in data analyzing to acquire the data which can represent the individual citizens. The questionnaire of consumer preference was designed in two parts, the first part is background information of consumer and the second part is consumers' preference of Anthurium cut flower. Among these respondents, the percentages of male and female respondents were 43% and 57%, respectively.

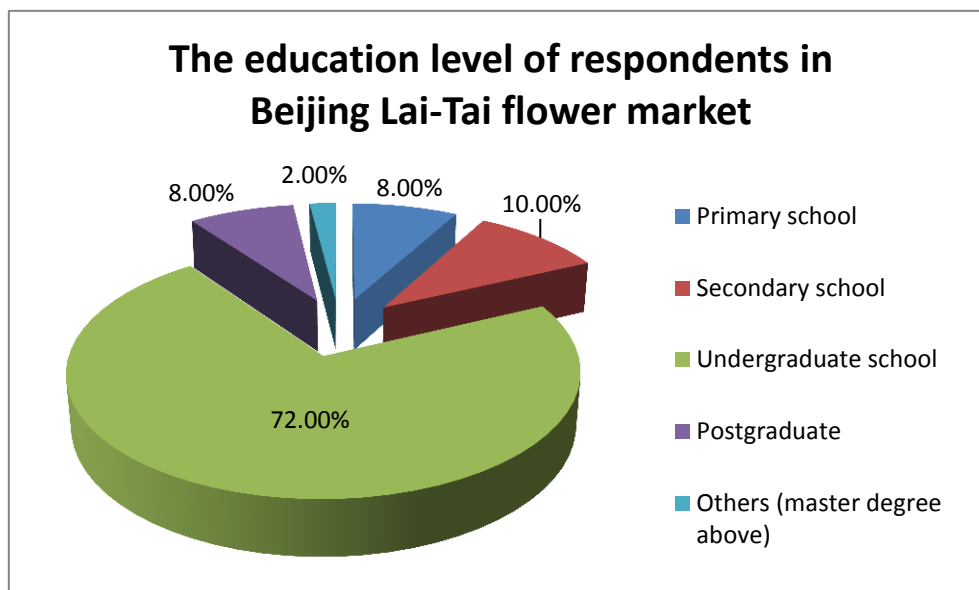


Figure.21 The education level of respondents in Beijing Lai-Tai flower market (Questionnaire of consumer preference) (n=100)

The education level of the respondents is presented in Figure.21. The results shows 82% of them were high educated. Figure.22 shows the monthly average income of the most respondents (89%) is over average income of urban citizens in Beijing (around 3000RMB). These two figures illustrate most consumers have bachelor degree or above and the average income (monthly) are higher than 3001RMB which can confirm Li (2006) statement that the floricultural products consumption is mainly concentrated on urban cities because the average income (monthly) is commonly high. Hence, the consumers who have certain level of education and higher average income (monthly) are willing to purchase floricultural products.

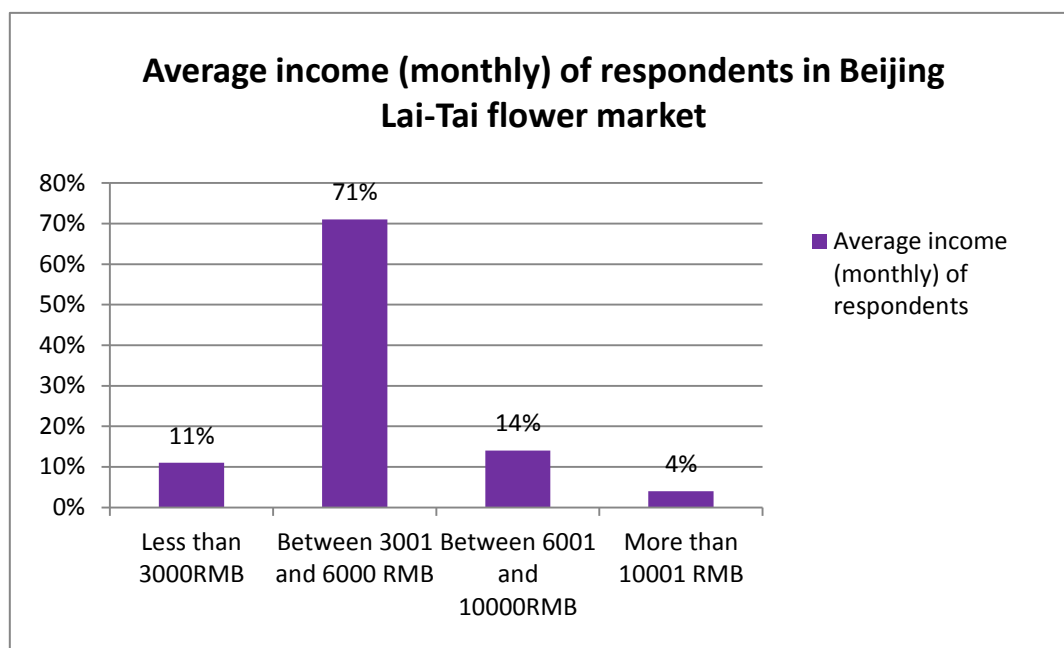


Figure.22 Average income (monthly) of respondents in Beijing Lai-Tai flower market (Questionnaire of consumer preference) (n=100)

Table.11 The average age of respondents by average monthly income in Beijing (n=100) (Unit: years old)

Region/income	<3000RMB	3001 to 6000 RMB	6001 to 10000RMB	>10001 RMB
Beijing	24	27	33	35

Combining the survey results which are depicted in Figure.22 and Table.11 shows that the 85% of respondents in 27-33 age group who have relatively high monthly income are the dominate consumers group in Beijing floricultural products market. This outcome is agreed with Wang (2010) statement that the 26-35 age group of consumers accounted as the largest consumption group of floricultural products.

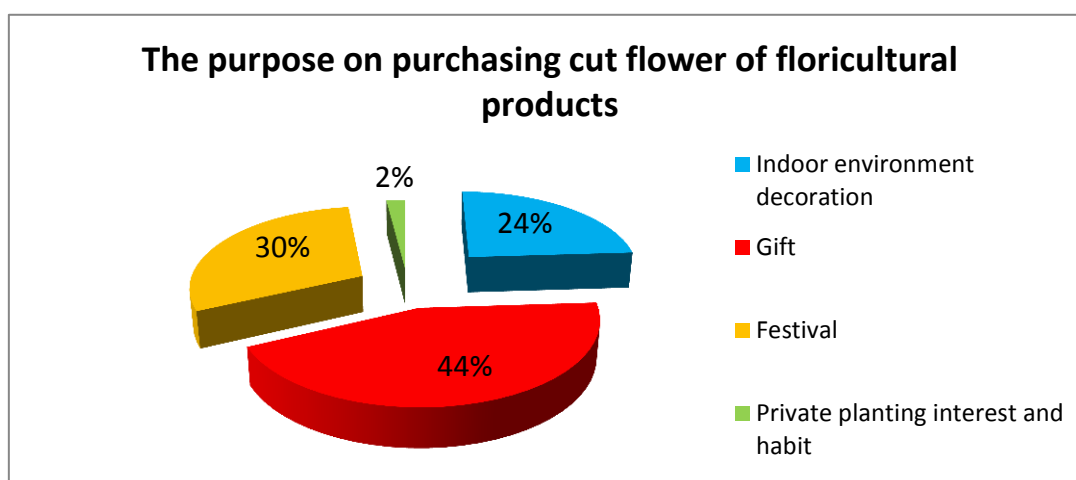


Figure.23 The purpose on purchasing cut flower of floricultural products (n=85)

According to the Figure.23, purpose of purchasing cut flower is for gift as the largest proportion (44%) which is followed by festival and indoor environment decoration by 24% and 30%, respectively. Only 2% respondents buy cut flower of floricultural products due to private planting interest and habit. According to the Wang (2010) statement, purchasing floricultural products as gifts and festival purpose are the main consumptions in individual consumer group. Therefore, the main purposes of individual consumers purchasing floricultural products are gift and festival.

In the second part of consumer survey, respondents were asked for their experience in purchasing Anthurium cut flower (Table.12). Among 76% of the respondents who had the experience of buying Anthurium cut flower, most of them bought Anthurium cut flower for two main purposes; gift (52%) and festival (36%). Regards to the frequency of purchasing Anthurium cut flower, 91% of them bought Anthurium cut flower 1 to 3 times a year and none of them bought Anthurium cut flower over 7 times a year.

This part of result can confirm the statement of Wang (2010) that the customers prefer buying Anthurium cut flower mainly for purpose of gift in festival and special occasions such as Spring Festival (Chinese New Year) because Anthurium cut flower has special meaning in Chinese culture which stands for happiness and luckiness. Hence, selling the Anthurium cut flower in special events in suitable color currently is the best way to sell the Anthurium cut flower to individual customers. The result of frequency of purchasing Anthurium cut flower also can approve the Yang (2012) statement that the average consumption level of floricultural product is relatively low.

Table.12 Respondent response on purchasing the Anthurium cut flower

Question	Answer	Frequency	Percentage (%)
Have you ever bought Anthurium cut flower?	Yes	76	76%
	No	24	24%
How often do you buy Anthurium cut flower?	1 to 3 times a year	69	91%
	4 to 6 times a year	7	9%
	7 to 9 times a year	0	0%
	>10 times a year	0	0%
What is your purpose on purchasing Anthurium cut flower?	Indoor environment decoration	8	11%
	Gift	39	52%
	Festival	28	36%
	Private planting interest and habit	1	1%

The Figure.24 illustrates the reasons of not purchasing Anthurium cut flower. Among the respondents who did not have the experience of purchasing Anthurium cut flower (24 out of 100), 25% believed that the price of Anthurium cut flower is relatively expensive. Also Wang (2011) and Lan (2010) presented that the price is the determinant factor of purchasing floricultural products for Chinese consumers, hence the price is the first reason influencing the decision on purchasing floricultural

products. Furthermore, 34% of the respondents do not even heard about the Anthurium cut flower or do not deeply understand it. Besides, Wang (2011) noted that due to the relatively low consultant knowledge and education level of the sales staffs in flower market, customers cannot receive the expected explanation from them which can lead to the low understanding of product among individual customers. On the other hand, delay in receiving the products due to the reservation, uncertainty in quality of the product along with unpleasant looking are the main reason of the respondents (41%) The rest of consider that Anthurium cut flower

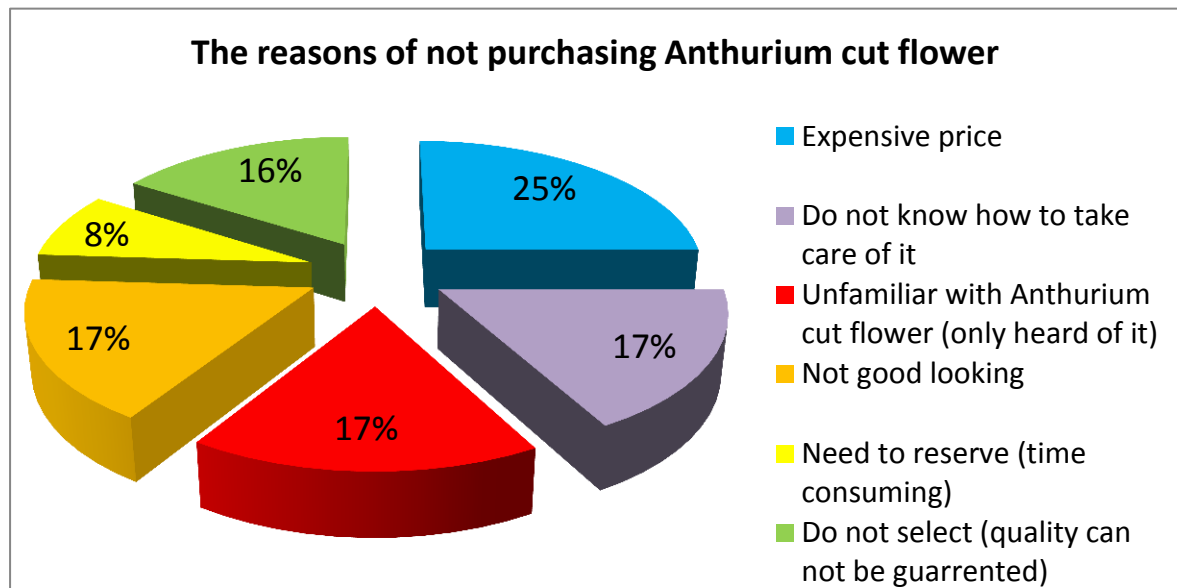


Figure.24 The reasons of not purchasing Anthurium cut flower (n=24)

The Figure.25 shows the selection of place on purchasing Anthurium cut flower and consumers' preferences such as colour and size. According to the Figure.25 (A), wholesaling market with a frequency of 51/76 is the most favorable place for purchasing Anthurium cut flower in the Beijing market. It can be interpreted that the wholesaling market is the most important sales platform in Beijing market which can approve the statement of Lan (2010) that the wholesaling market has been the favourite purchasing location for the large number of individual consumers until now. 51 of the 76 respondents selected the wholesaling market as the favourite place to buy Anthurium cut flower due to the high number of varieties and relatively reasonable price which can confirm the statement of Lan (2010) that the diversification of species, more options for consumers and cheaper price are the main advantages of buying floriculture products from the wholesaling market.

As shown in the Figure.25 (B), the red colour of Anthurium cut flower is the most popular species with a frequency of 58/76, followed by the pink one (13/76). Wang (2010) noted that the red colour stands for happiness, celebration, enthusiasm, auspiciousness and all of them are good and beautiful in cultural aesthetics of China. Besides, most Chinese people (68/76) prefer purchasing large size of Anthurium cut

flower which can approve the statement of Wang (2010) that the Chinese people prefer large size cut flowers because it looks like more beautiful and exalted which is not only suitable for gift, but also for festival (Figure.25 C).

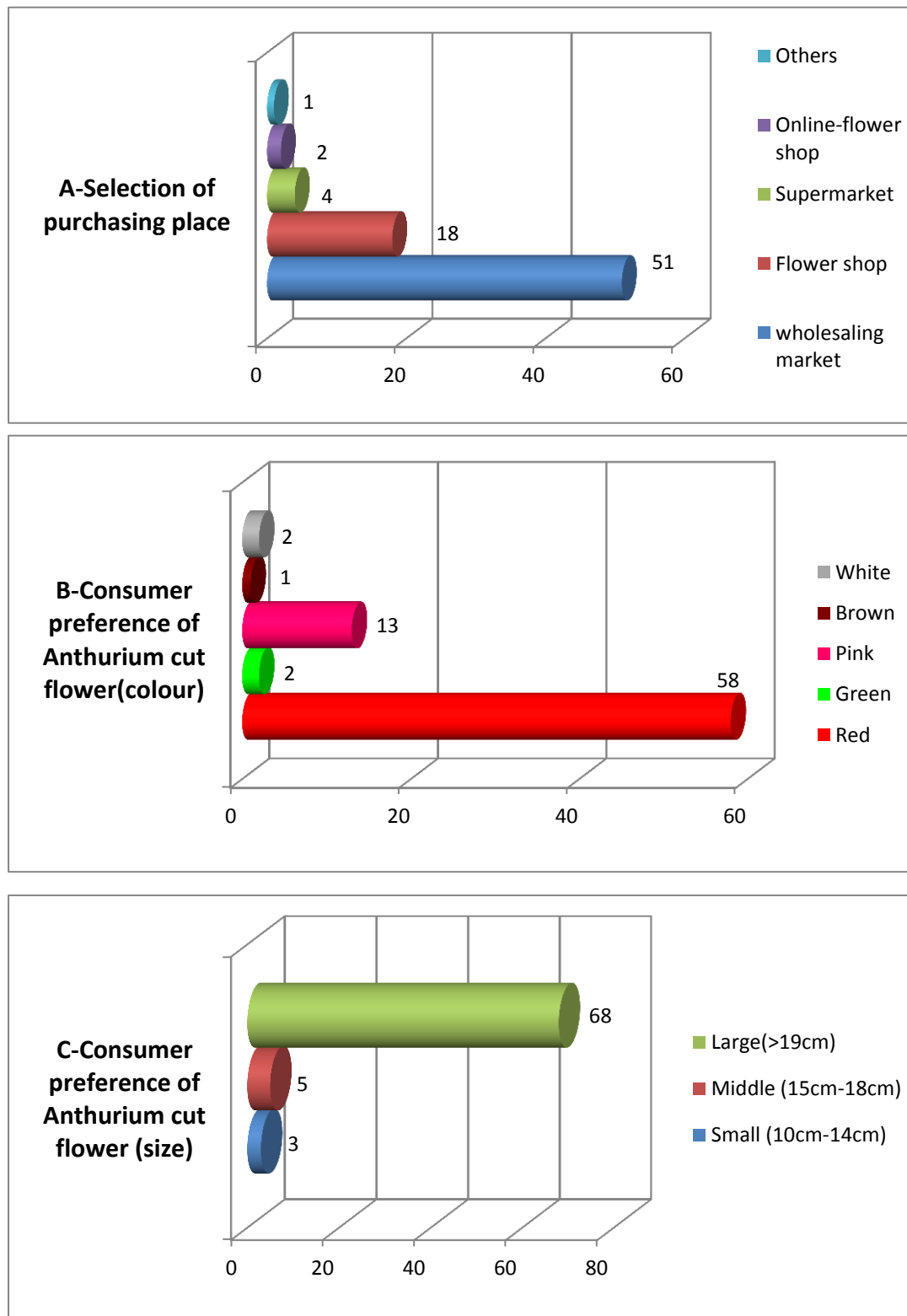


Figure.25 Selection of purchasing place (A). Consumer preference of Anthurium cut flower colour (B) and size (C). (B) is multiple response (n=76)

Table.13 Respondents response on discussion of Anthurium cut flower (n=100)

Question	Answer	Frequency	Percentage (%)
What is the most important factor you concern when you first time buy Anthurium cut flower?	Price	79	79%
	Quality	11	11%
	Packaging	2	2%
	Variety	3	3%
	Colour	5	5%
What problem of Anthurium cut flower do you hope to improve?	Price	83	83%
	Quality	15	15%
	Packaging	1	1%
	Variety	1	1%
What is the reasonable price of Anthurium cut flower you hope? (per flower)	8-10 RMB	5	5%
	5-7 RMB	10	10%
	Below 5 RMB	85	85%

All respondents were asked to discuss about their point of views on purchasing and expectation of Anthurium cut flower. As shown in Table.13, when it comes to the most important factor influencing their purchasing-decision, most respondents (79%) believe that the price is the vital factor which they concern in cut flower buying. This can approve the Lan (2010) statement that the price is still the dominate factor affecting the consumers' purchasing decision. Compared with the other commodities such as electronic products and household essentials, the practical value of floricultural product is far lower than them, hence most consumers only concern about the price but not the other factors such as packaging, variety and colour. As for the improvement of Anthurium cut flower, it is still the majority of consumers (83% of 100 respondents) hope the price of Anthurium cut flower reach to the reasonable adjustment. Furthermore, the most respondents (85% of 100 respondents) hope the price of Anthurium cut flower becoming cheaper.

Table.14 The consumer preference of Anthurium cut flower

Points of concerns	Consumer preference
Colour	Red
Purchasing place	Wholesaling market
Size	Large (>19cm)
Purchasing of purpose	Gift, festival
Price	Below 5 RMB (The cheaper, the better)
Others	<ul style="list-style-type: none"> ● Convenient transportation ● Good purchasing environment ● Diversification of varieties ● Good quality ● Professional consultant and service

4.4 Consumer awareness of Anthurium cut flower in Beijing

The consumer survey was conducted among a total of 300 citizens from three branches of Bank of China in different districts in Beijing. Respondents with non-agricultural backgrounds were eligible to participate in the survey to acquire the data which can represent the normal condition of consumer. The questionnaire was designed in two parts: background information of consumers and consumers' awareness of Anthurium cut flower.

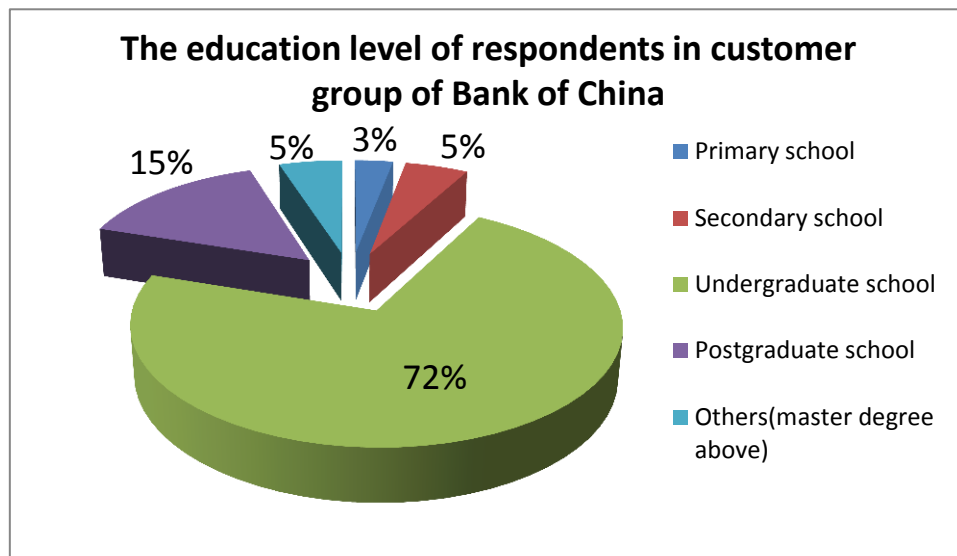


Figure.26 The education level of respondents in customer group of Bank of China (Questionnaire of consumer awareness) (n=300)

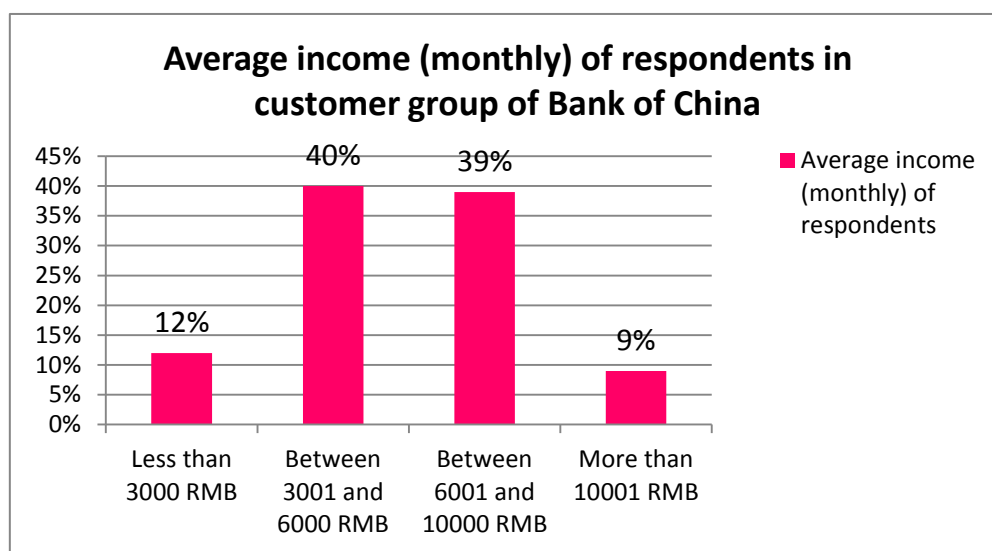


Figure.27 Average income (monthly) of respondents in customer group of Bank of China (Questionnaire of consumer awareness) (n=300)

Figure.26 shows that the 92% of respondents have high level of education. Figure.27 presents that the monthly average income of the 88% of the respondents was over 3000RMB. Besides, Figure.28 shows that the most of the respondents (92%) usually buy cut flower more than 3 times a year. The combination of these three results can confirm the statement of (Wang, 2011) that consumers with high level of education and stable income are willing to buy floriculture products in Beijing.

Table.15 Respondent response on the cut flower of floricultural products

Question	Answer	Frequency
Do you usually buy cut flower of floricultural products?(Figure 28)	Yes (more than 3 times a year)	276
	No (less than 3 times a year)	24
Which cut flower of floricultural products do you usually buy? (choose the major) (Figure 29)	Rose	114
	Lily	86
	Carnation	56
	Tulip	28
	Others	16
What is your purpose on buying cut flower of floricultural products? (Figure 30)	Indoor environment decoration	48
	Gift	126
	Festival	108
	Private planting interest and habit	12
	Others	6

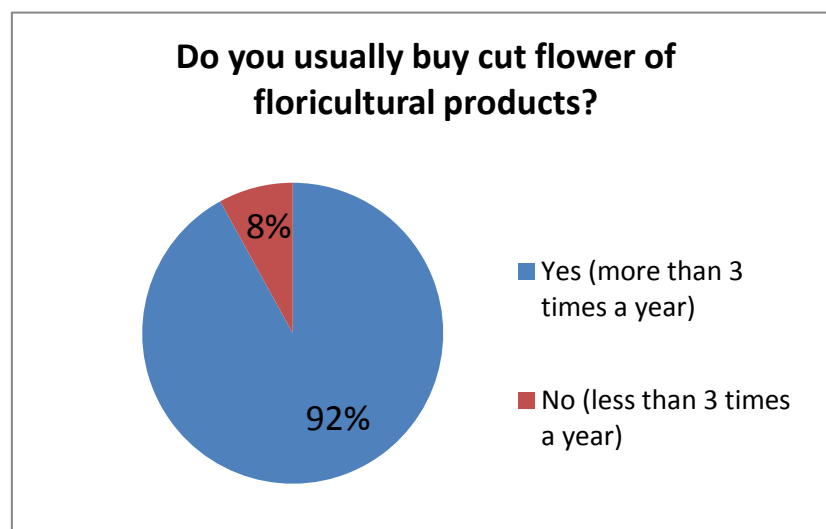


Figure.28 The frequency of consumers' purchasing cut flower of floricultural products (n=300)

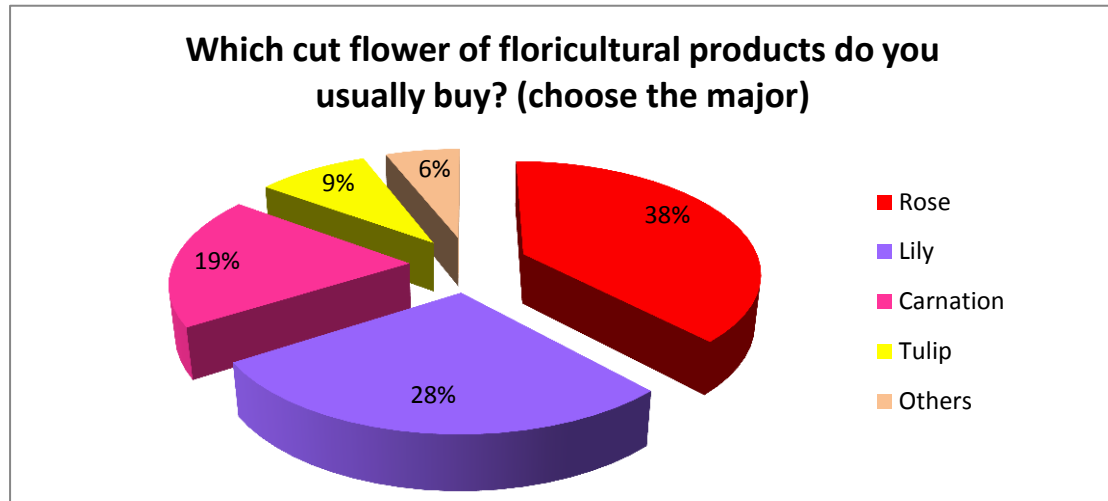


Figure.29 The varieties of cut flowers usually purchased by consumer (n=300)

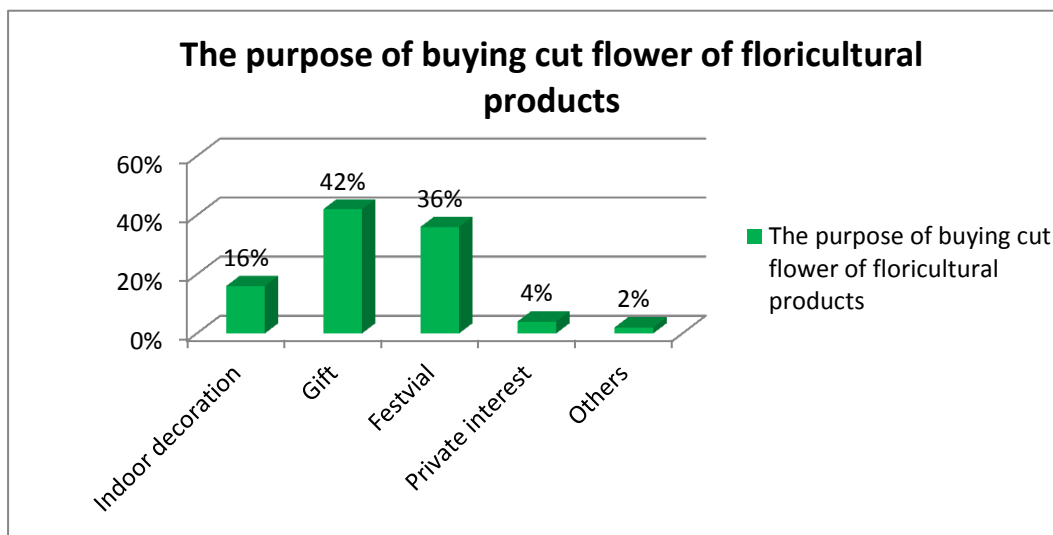


Figure.30 The purpose of buying cut flower of floricultural products (n=300)

As shown in Table.15, when it comes to the first priority in buying cut flower among the available options in the market (Figure.29), rose is the most preferable cut flower for buying follow by lily, carnation and tulip in the Beijing market. It can confirm Wang (2010) statement that these four cut flowers are the most popular cut flowers which are purchased by consumer because these flowers have good meaning and good-looking and they can be used as gift during the period of various festivals. According to the interviews in Beijing Lai-Tai Flower Market, these four cut flowers were also mainly exhibited and sold on the sales counters of each wholesaling firm (Figure.18). Besides, only 2 respondents usually buy Anthurium cut flower which can explained the individual consumers' demand of Anthurium cut flower is low in Beijing market. On the other hand, Figure.31 shows that 89% present of the respondents did not hear about Anthurium cut flower. This can confirm the statement of Qi (2012) that the consumers do not take initiative to collect information about the product if the consumers have low demand about it.

In terms of the purpose of buying cut flower of floricultural products (Figure.30), 42% and 36% of respondents purchased as gift and festival. Also the findings show that the purpose of buying cut flowers for indoor environment decoration is relatively low in compare with gift and festival buying purposes. Mr. Peng⁶ also mentioned that most individual consumers preferred buying Anthurium pot plants more than cut flowers which are used in indoor housing decoration. This can approve the Ma (2010)statement that most consumers prefer buying potted plant more than cut flowers as indoor environment decoration because they believe the potted plant has long shelf-life, easy to manage and has function of eliminating pollutants in the air.

Table.16 Respondents response on the awareness of Anthurium cut flower

Question	Answer	Frequency
Have you heard of Anthurium cut flower? (n=300) (Figure.31)	Yes	34
	No (Unawareness)	266
Are you familiar with Anthurium cut flower? (Level of awareness among the respondents who heard of Anthurium cut flower) (n=34) (Figure.32)	Just heard of it but do not quite understand (Aided awareness)	26
	Can think of it and have relatively clear impression (Unaided awareness)	6
	Can think of it immediately and have strong preference (Top of mind)	2
How do you know the Anthurium cut flower? (n=34)(Figure.33)	Through family member or friend	12
	Through media (television, advertisement, etc)	3
	Understanding from flower market (wholesaling market, flower shop, etc)	3
	Through books (magazine, newspaper, journals, etc)	16
Have you ever bought Anthurium cut flower? (n=34) (Figure.34)	Yes	10
	No	24
Would you like to buy a floricultural product if you do not know completely? (n=300) (Figure.35)	Yes	0
	No	300
Do you have interest to know information about Anthurium cut flower? (n=266)(Figure.36)	Yes	187
	No	79
Are you willing to buy Anthurium cut flower when you know it clearly later? (n=266)(Figure.36)	Yes	177
	No	89

⁶Sales manager of Kunming Anthura Horticulture Company

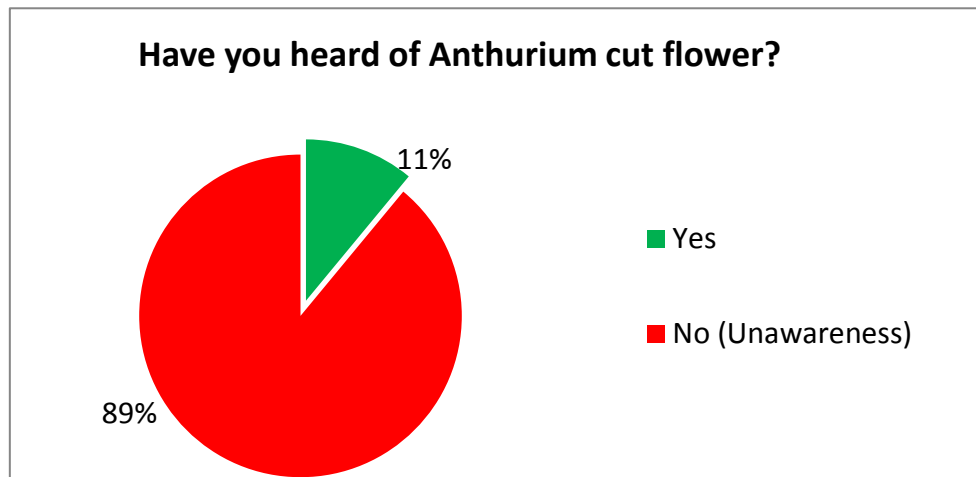


Figure.31 The awareness of Anthurium cut flower (n=300)

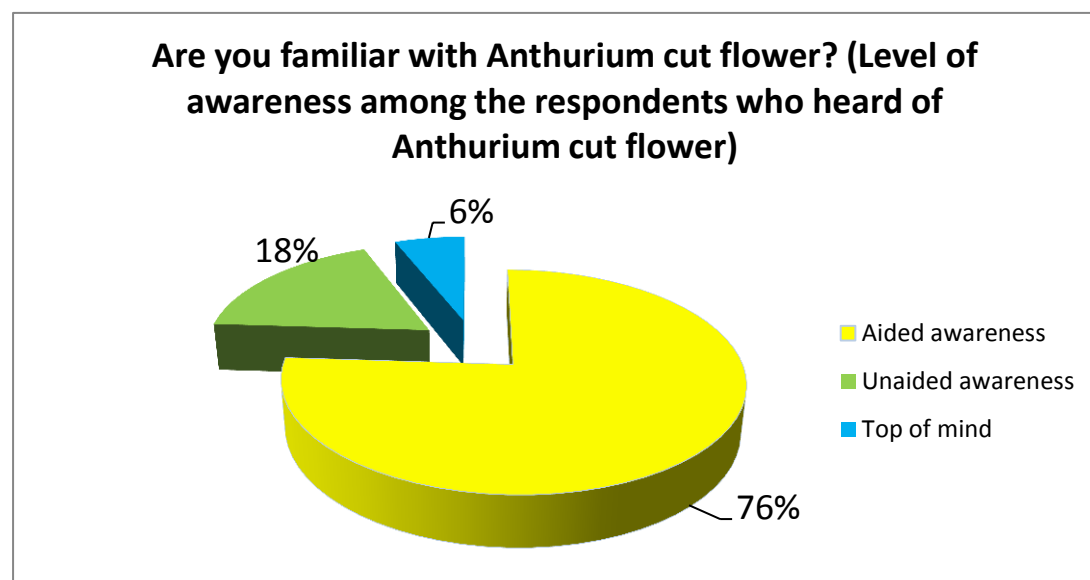


Figure.32 The familiarity(level of awareness) of Anthurium cut flower (n=34)

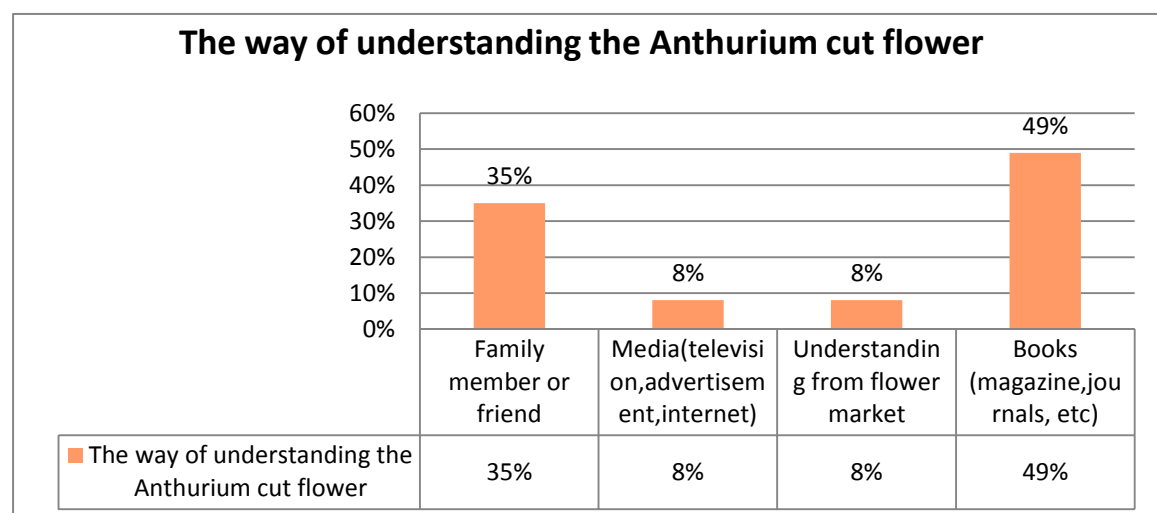


Figure.33 The way of understanding the Anthurium cut flower (n=34)

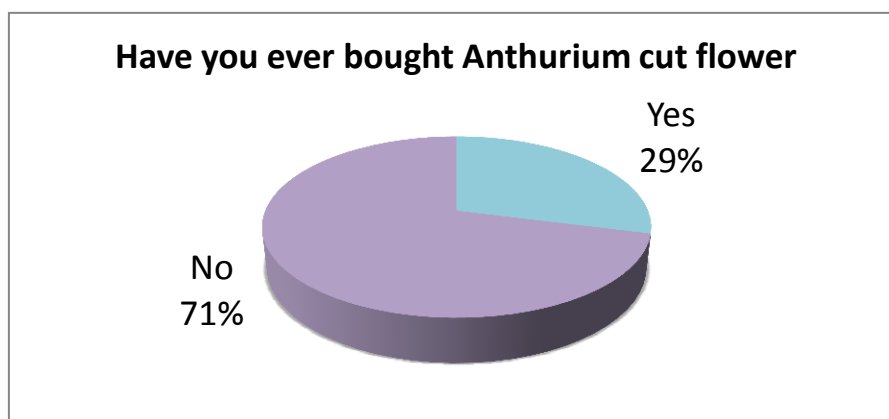


Figure.34 The experience of purchasing Anthurium cut flower (n=34)

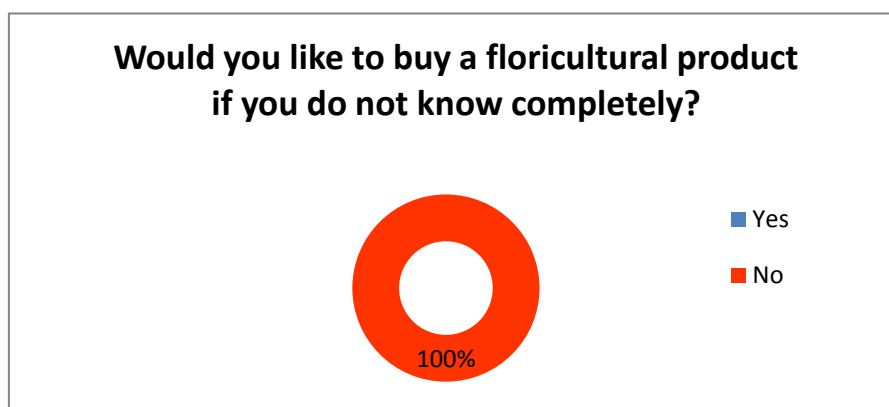


Figure.35 The attitude of purchasing a floricultural product if consumer does not know (n=300)

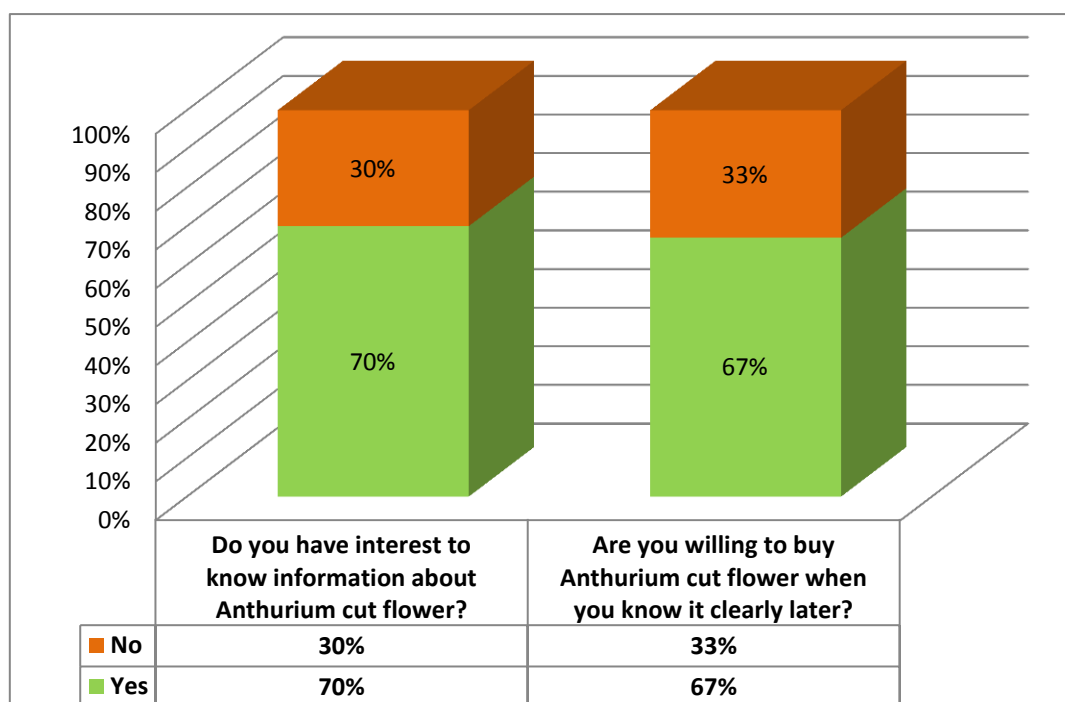


Figure.36 The interest of understanding and buying Anthurium cut flower (n=266)

In the second part of survey, respondents were asked about Anthurium cut flower awareness (Table.16). Figure.32 shows the level of awareness of Anthurium cut flower. Among 34 respondents who heard of the Anthurium cut flower, 26 respondents (76%) only heard of it but they did not have quite understanding of it. This group is in aided awareness level. 18% respondents who can think of it and have clear impression through tips or suggestions which is level of unaided awareness, and only 2 respondents can response immediately and express the strongly preference which is the top of mind level (Qi, 2012). Combining the survey results which are depicted in Figure.31 and Figure.32, shows that most respondents (97%) have the awareness level between unawareness and aided awareness of Anthurium cut flower. This can also confirm the statement of Qi (2012) that the levels of unawareness and aided awareness belong to the low awareness of the product. Hence, these consumers who have low awareness of Anthurium cut flower were hardly purchasing it in a large extent.

Among the 34 respondents who heard the Anthurium cut flower through books (magazine, newspaper, and journals) (49%). and introduction of family member or friend (35%) (Figure.33). This is agreed with Wang (2011) statement that due to the low education level of sales staffs in wholesaling market and insufficient publicity strength of media, most consumers become familiar with Anthurium cut flower mainly through books and introduction of family member or friend. Among those who heard the Anthurium cut flower, only 10 respondents (29%) purchased the Anthurium cut flower (Figure.34). Combining the Figure.32 and Figure.34, the results can confirm the statement of Qi (2012) that the consumers have the low awareness of the product, they are not willing to buy it. Figure.35 shows that all the respondents do not want to buy floriculture products if they do not have any familiarity with it. It can completely prove Li (2007) statement that the floricultural consumption is rational consumption. Basically speaking, no one wants to buy floricultural product irrationally if they do not understand completely. When it comes to whether the respondents are willing to understand and purchase Anthurium cut flower after understanding (Figure.36), most respondents (around 70%) are interested in knowing Anthurium and to buying. Wang (2010) noted that the purposes of consumer purchasing floricultural products are mainly for gift and festival consumption currently. On the other hand, Yang (2012) believed that the rise in wealth and the demand of high quality living standard in China will promote the domestic floricultural consumption which means the more and more consumers especially those who have high education level and high-income are willing to buy floricultural products not only for the gift and festival purpose, but also for the promotion of living standard. Hence, most consumers are interested in and want to understand and purchasing Anthurium cut flower which means the Anthurium cut flower has huge potential development space in individual consumer consumption in market of Beijing.

5. Conclusions

Based on the results and discussions, SWOT is used in this chapter as a conclusion to present the strengths and the weakness of QingYuan Spring Horticulture Co. Ltd., also the opportunities and threats of Anthurium cut flower sector in Beijing market.

Table.17 SWOT analysis of QingYuan Spring Horticulture Co. Ltd. in market of Beijing

Internal	
Strengths	Weakness
<ul style="list-style-type: none"> <input type="checkbox"/> Sufficient facilities (producing base, processing warehouse) <input type="checkbox"/> Special departments (producing, processing, training and marketing department) responsible for each level's management <input type="checkbox"/> High diversification of Anthurium cut flower products 	<ul style="list-style-type: none"> <input type="checkbox"/> The experience is limited in cultivating, marketing due to the set up time is short
External	
Opportunities	Threats
<ul style="list-style-type: none"> <input type="checkbox"/> The rise in wealth (average income) and the demand of high quality living standard of individual consumers will promote the floricultural consumption <input type="checkbox"/> Buying Anthurium cut flowers as the purpose of indoor environment decoration for individual consumers has potential development <input type="checkbox"/> Consumers have interest and are willing to understanding and purchasing the Anthurium cut flower <input type="checkbox"/> On-line flower shopping has a huge potential development space 	<ul style="list-style-type: none"> <input type="checkbox"/> Insufficient market information system such as variety, quality <input type="checkbox"/> The education level of sales staff which are company's clients in Beijing wholesaling market is relatively low <input type="checkbox"/> Low consumer awareness of Anthurium cut flower <input type="checkbox"/> The sales environment of floricultural products wholesaling market is poor <input type="checkbox"/> The basic infrastructure such as fridge, cooling storage is insufficient in each wholesaling firm <input type="checkbox"/> The market competition between artificial and natural Anthurium cut flower

QingYuan Spring Horticulture Co. Ltd. is a young ornamental horticultural products company which is active in the cultivation and sales on diversity of Anthurium cut flower varieties and other products since 2010. Not only owns it sufficient growing conditions such as producing base, processing warehouse, but also are there different departments such as producing, processing, training and marketing departments which are responsible for the each level of management.

In the past, the governmental organization consumption occupied the largest market share (about 50%) in the purchasing volume of the Anthurium cut flower. However, due to the new policy implemented by Chinese government, the governmental organization consumption group was removed from the market which causing the sales rate of Anthurium cut flower has a decline trend to a large extent. Nowadays, the individual consumer group has become the major consumption group in floricultural products market in Beijing. As the economy growth rapidly, the increase in wealth and the demand of high quality living standard of individual consumers in China are promoting the growth of the floricultural consumption. It means more and more individual consumers are willing to understand and purchase floricultural products, gift and festival are the main purposes of buying floricultural products. According to the consumer survey, most consumers (approximately 70%) have interest and are willing to understand and purchase the Anthurium cut flower.

However, based on the consumer survey of consumer awareness of Anthurium cut flower, around 90% respondents did not familiar with or even never heard of the Anthurium cut flower, the low awareness of consumer is the most important impediment influencing the purchasing volume of the Anthurium cut flower. On the other hand, insufficient marketing information, low education level of sales staffs which are company's clients in Beijing floricultural products wholesaling market, poorly sales environment, insufficient infrastructure in wholesaling firms are also the major factors influencing the individual consumers' purchasing on Anthurium cut flower. Besides, the market competition between artificial and natural Anthurium cut flower which is also the vital factor affecting the sales rate of Anthurium cut flower.

6. Recommendations

The recommendations presented in this chapter and the whole recommendations would be divided into two parts: short terms and long terms. For one thing, short terms of recommendations are mainly focus on improving current marketing strategies of QingYuan Horticulture Co. Ltd. according to the consumer preference. For another thing, the long term recommendations provide the suggestions for future development of QingYuan Horticulture Co. Ltd. depends on how to elevate consumer awareness in order to increase the sales rate in market of Beijing.

6.1 Short term recommendations

1. According to the consumer survey of Anthurium cut flower in market of Beijing, (summary of consumer preference showed in Table.14). It is better to investigate and conclude the consumer preference of Anthurium cut flower constantly to fascinate and build good relationship with individual consumer group who knows the Anthurium flower such as providing customer's book for consumer to put forward the suggestions and comments after they purchase every month, thus it is easy to conclude the consumer's preference.
2. It is better that the marketing department of company design sales promotional activities during the period of the festival and some special occasions such as big discount for the customers on their birthday.
3. The training department of company can provide free training courses on Anthurium cut flower such as managing vase life. Besides, they introduce new Anthurium cut flower varieties for the company's clients which are wholesalers in Beijing floricultural products market in order to elevate the education level and knowledge background of sales staffs.
 - New customers (Once per month)
 - Permanent customers (twice a year)
4. The marketing department of company can use the strength of media through advertising via Television, newspaper and e-social networks to improve the consumer awareness of Anthurium cut flower in Beijing
5. It would be an applicable marketing strategy if the company's marketing department dispatch the leaflets on introduction to Anthurium cut flower along with the floricultural products to the wholesaling markets which can lead to increase in familiarity with the Anthurium cut flower among individual customers in Beijing
6. It would be better that the company invest the money to some promoting activities, such as national floricultural products festivals, as a partial or exclusive financial

sponsor to show the company's products which can acquire an opportunity to promote the company to the visitors and let them understand more about company's products

7. The company could organize the exhibition of Anthurium cut flower in Beijing which can provide information and knowledge for the consumers annually. The interactive entertaining activities could be held during the exhibition by the company's marketing department. The attendances will be provided with the presents from company with the concept of Anthurium cut flower. Besides, during the exhibition, the company could invite the professional florists to introduce and teach individual consumers how to design and arrange the Anthurium cut flower in indoor environment decoration.

6.2 Long term recommendations

1. I would recommended the marketing department of company to establish special online-flower shop of Anthurium cut flower to boost the sale channel. Along with that, providing the rich information and explanation of Anthurium cut flower such as the introduction to the varieties and their indoor management is indispensable. Meanwhile, it is better to give the bonus to the customers who buy their products online by providing free flower express service.
2. It would be nice if the marketing department of company establish flower and gift shops with Anthurium as a design theme in Beijing which can provide directly cut flower products with lower price in the markets. It is not only supply shop of the different Anthurium cut flower varieties, but also it can sell many various souvenirs and living things related to Anthurium such as cup and T-shirt.
3. It could be a good idea if the company build and expand their own brand strategy which brings the position of company as certain sign in customers' mind in order to increase the consumer awareness to the Anthurium cut flower and the company rapidly.
4. Enterprise culture is the core of the enterprise future development. According to the definitions of SRE and CSR in the Literature Review, the QingYuan Spring Horticulture Co. Ltd. owns SRE, but SRE is part of the CSR, it also means the level of CSR is higher than SRE. It is better to upgrade SRE to CSR for higher reputation and enterprise influence which contributes to the society.

For example:

- The company can provide some job positions with low skill requirements such as grader and sorter in processing warehouse for disabled people

- The company can use the recycled paper or card boards for advertising leaflets and packaging, the other meaning is to disseminate the awareness of environmental protection for the people in the society
- The company can corporate with some universities to provide training and practice opportunities of Anthurium for college students

According to the results of the consumer surveys, Anthurium cut flower features where categorized in five criteria of marketing to fit the table. The result of marketing 5P's tool was used in developing marketing strategy for the company which was applied in the recommendation.

Table.18 Marketing 5P's of Anthurium cut flower

Product	Anthurium cut flower
Price	According to the result of consumer survey, people hope the price of Anthurium cut flower becoming cheaper
Place	Concentrating on the floricultural products wholesaling market, retailing market and supermarkets in Beijing
Promotion	<ul style="list-style-type: none"> ● Providing consumers' book to record consumer's suggestions and comments in order to conclude the consumer's preference ● Establishing the Anthurium as a theme of the flower & gifts shop in Beijing ● Designing sales promotional activities of Anthurium cut flower during the period of the festival and some special condition ● Dispatching the leaflets relating to the introduction of Anthurium cut flower ● Organizing the exhibition of Anthurium cut flower and provide information and knowledge for the consumer
People	<ul style="list-style-type: none"> ● Society organizations such as enterprise, hotel, school, hospital ● Individual consumer (high educated and income consumers)

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Appendix

Appendix.1

The average temperature per month of main cultivation area (unit: centigrade)

Cultivation area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Yunnan	14.5	16.5	19.8	22.6	24.1	24.5	24.3	23.8	22.9	20.9	17.6	14.8
Guangdong	13.9	14.6	17.8	21.9	25.7	27.4	28.6	28.3	27.2	24.3	19.9	15.7
Hainan	17.9	18.8	21.7	25.3	28.0	28.6	28.8	28.2	27.2	25.3	22.4	19.3
Sichuan	5.5	7.2	11.6	16.5	21.0	23.5	25.2	24.9	21.0	16.9	11.8	7.1
Chongqing	7.2	8.9	13.2	18.0	21.8	24.3	27.8	28.0	22.8	18.2	13.3	8.8
Jiangsu	2.1	3.7	8.5	14.8	20.2	24.4	27.9	27.7	22.7	16.9	10.4	4.1
Zhejiang	4.0	5.0	9.3	15.5	20.5	24.2	28.5	28.0	23.3	18.0	12.3	6.3
Shanghai	3.7	4.6	8.5	14.2	19.2	23.4	27.8	27.7	23.6	18.3	12.4	6.1
Shandong	-1.0	1.3	8.0	15.6	22.0	26.4	27.4	26.3	21.7	16.0	8.2	1.4
Henan	-1.0	2.0	7.9	15.1	21.1	25.9	27.7	25.8	20.7	15.0	7.9	1.8
Beijing	-4.3	-1.9	5.1	13.6	20.0	24.2	25.9	24.6	19.6	12.7	4.3	-2.2
Heilongjiang	19.1	-15.1	-4.1	6.6	14.6	20.1	22.6	20.9	14.3	5.4	-5.7	-15.3

(Source: Zhou, 2005)














The relatively humidity per month of main cultivation area (unit: %)



Cultivation area	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Yunnan	74	69	64	65	73	79	82	83	82	81	80	77
Guangdong	73	80	83	86	85	85	83	83	79	74	69	68
Hainan	83	86	85	83	80	81	80	83	84	83	79	79
Sichuan	82	81	79	79	77	81	86	86	86	86	84	84
Chongqing	83	79	76	76	78	81	76	72	81	84	84	84
Jiangsu	74	75	74	75	75	78	82	81	80	78	77	74
Zhejiang	75	78	79	79	79	82	79	80	83	80	76	74
Shanghai	74	76	76	78	80	83	83	82	81	77	75	74
Shandong	52	52	48	47	49	54	73	75	66	60	57	54
Henan	59	62	61	61	61	59	77	80	75	71	66	60
Beijing	43	47	49	48	53	61	76	79	70	64	58	49
Heilongjiang	73	70	57	49	50	64	77	78	70	63	67	71




(Source: Zhou, 2005)

Appendix.2

The main varieties of Anthurium cut flower in China

Name of varieties		Colour	Size of flower	Florescence
Baron		light pink and green	18-22 cm	47 days
Calore		red	14-17 cm	29 days
Casino		orange	14-16 cm	32 days
Cheers		pink	12-14 cm	35 days
Choco		deep brown	15-17 cm	34 days
Essencia		green	17-20 cm	43 days
Fantasia		light yellow	13-14 cm	36 days
Feska		pink	11-13 cm	47 days
Fire		red	13-15 cm	23 days
Maxima Elegancia		pink	10-12 cm	40 days
Mender		green	14-16 cm	42 days
Midori		green	14-16 cm	20 days
Moment		light yellow and white	12-14 cm	25 days

Morano		brown and red	14-17 cm	28 days
Narita		red and green	15-17 cm	29 days
Nunzia		light yellow and red	13-15 cm	23 days
Peruzzi		green and pink	11-13 cm	28 days
Pistache		green	14-16 cm	28 days
Sante		light pink	12-14 cm	27 days
Sharan		orange	14-16 cm	28 days
Simba		white and green	16-19 cm	29 days
Sirion		deep pink	11-13 cm	43 days
Sonera		red and green	18-21 cm	39 days
Spice		red and green	20-22 cm	35 days
Sumi		white	12-14 cm	27 days
Tropic Night		deep brown	15-17 cm	29 days
Tropical		red	12-14 cm	23 days

Verino		green	12-14 cm	24 days
Vito		red	11-13 cm	43 days
Xavia		pink	7-9 cm	29 days

(Source: Anthura. n,d)

Appendix.3

The meaning of sending cut flowers in main festivals in China

Main festivals		Suitable for variety of flowers	Meaning
Traditional festivals	Chinese New Year (Spring Festival)	<ul style="list-style-type: none"> ● Lily (yellow or red) ● Verbena ● Peach blossom ● Butterfly orchid ● Anthurium (red) ● Peony (red) 	<ul style="list-style-type: none"> ● Happy and festive ● Family harmony ● Wishing future success ● Happiness ● Lucky
	Pure Brightness Festival	<ul style="list-style-type: none"> ● Pansy ● ColumneaGloriosa ● Chrysanthemum (white) ● Lily (white) 	<ul style="list-style-type: none"> ● Missing, ● mourning ● sadness
	Lantern Festival	<ul style="list-style-type: none"> ● Anthurium (red) 	<ul style="list-style-type: none"> ● Lively and festive atmosphere
	Middle Autumn Day	<ul style="list-style-type: none"> ● Chrysanthemum (yellow) ● Cymbidium 	<ul style="list-style-type: none"> ● Wishing family reunion
	Double Ninth Day	<ul style="list-style-type: none"> ● Chrysanthemum 	<ul style="list-style-type: none"> ● Missing family member away from home
	Dragon Boat Festival	<ul style="list-style-type: none"> ● Lily ● butterfly orchid ● Anthurium ● gardenia 	<ul style="list-style-type: none"> ● Wishing family happiness, working smoothly
	Chinese Valentine's Day	<ul style="list-style-type: none"> ● Lily ● Tulips ● Anthurium 	<ul style="list-style-type: none"> ● Everlasting love
Important festivals	New Year	<ul style="list-style-type: none"> ● Lily (yellow or red) ● Verbena ● Peach blossom ● Butterfly orchid ● Anthurium (red) 	<ul style="list-style-type: none"> ● Everything is going well in the new year ● family harmony ● happiness
	International Women's Day	<ul style="list-style-type: none"> ● Cymbidium ● Carnation ● Lily 	<ul style="list-style-type: none"> ● Expressing the elegant, noble, kindly and warmth of women
	International Labour Day	<ul style="list-style-type: none"> ● Gerbera 	<ul style="list-style-type: none"> ● Respect to laboring people
Western festivals	Mother's Day	<ul style="list-style-type: none"> ● Carnation (red, yellow, pink, white) 	<ul style="list-style-type: none"> ● Thanksgiving and blessing to mother
	Father's Day	<ul style="list-style-type: none"> ● Rose (yellow) ● Lily (yellow) 	<ul style="list-style-type: none"> ● Thanksgiving and wishing to father
	Christmas Day	<ul style="list-style-type: none"> ● Poinsettia (red, pink, white) ● Lily (yellow) 	<ul style="list-style-type: none"> ● Blessing and increasing the joyful atmosphere
	Valentine's Day	<ul style="list-style-type: none"> ● Lily ● Tulips ● Anthurium 	<ul style="list-style-type: none"> ● Everlasting love
	Thanksgiving Day	<ul style="list-style-type: none"> ● Carnation ● Lily 	<ul style="list-style-type: none"> ● Giving thanks and showing appreciation to family member and friends.

(Source: Wang, 2010)

Appendix.4

The meaning of floricultural products as gift consumption

Occasion	Suitable for variety of floricultural products	Meaning
Leaving (friends)	<ul style="list-style-type: none">● Pansy● Rose● Common Zinnia● PaeoniaLactiflora	<ul style="list-style-type: none">● Missing● Friendship● Hard to leave and separate
Blessing friends succeed	<ul style="list-style-type: none">● Canna Indica● Alocasia	<ul style="list-style-type: none">● Making effort● Strong
Wedding	<ul style="list-style-type: none">● Lily (white)● Anthurium (red)● Morning Glory● Camellia	<ul style="list-style-type: none">● Eternal and everlasting love● Honest● Happily married● Happiness family
Congratulate an elderly person on his birthday	<ul style="list-style-type: none">● Rohdea japonica● Cymbidium	<ul style="list-style-type: none">● Wishing elderly person has good healthy and a long life● Keep youth forever
Company opening	<ul style="list-style-type: none">● Rosa Chinensis● Crape Myrtle	<ul style="list-style-type: none">● Blessing earning more money
Visiting patients	<ul style="list-style-type: none">● Primrose● Gladiolus● Wild Lily	<ul style="list-style-type: none">● Wishing a speedy recovery to patients
Getting promotion (working)	<ul style="list-style-type: none">● Anthurium● StrelitziaReginae	<ul style="list-style-type: none">● Promoting to a higher position● Working smoothly

(Source: Wang, 2010)

Appendix.5

The change of meeting site and reception site in 2001 and in 2013 (New policy)



Picture legend: the meeting site in 3rd March in 2001 (left) and in 2nd March in 2013 (right)

(Source: Zhang, 2013)



Picture legend: the reception site in 2001 (left) and in 2013 (right)

(Source: Zhang, 2013)

These pictures illustrate the difference and change of meeting site and reception site in Chinese previous and current public occasion of governmental organizations. In the former, many different kinds of flowers were used in meeting sites and reception sites, but now, it is not allowed the governmental organizations to buy flowers in public occasions.

Appendix.6

The checklist for the general manager in QingYuan Spring Horticulture Co. Ltd.

The background information of QingYuan Spring Horticulture Co. Ltd.

1. The history of QingYuan Spring Horticulture Co. Ltd.
2. The operation principle of QingYuan Spring Horticulture Co. Ltd.
3. What kind of products QingYuan Spring Horticulture Co. Ltd. is selling?
4. What are the production cost / selling price of different kind of products?
5. What is the marketing strategy of selling Anthurium cut flower in Beijing?
6. What type of consumers QingYuan Spring Horticulture Co. Ltd. is focusing on? (target consumer group) How about future?
7. What is the corporate social responsibility of QingYuan Spring Horticulture Co. Ltd.?
8. What is the future development of QingYuan Spring Horticulture Co. Ltd.? (Accessing new market / developing new products / finding new marketing strategy)?

The current value chain of Anthurium cut flower in QingYuan Spring Horticulture Co. Ltd.

1. The input supplier (where / who / logistic)
2. Chain actors, supporters and functions in the value chain of Anthurium cut flower
3. What are the problems of the current value chain?
4. Quality and quantity requirement from the market
5. Information flow (How can QingYuan Spring Horticulture Co. Ltd. get the information from different actors / consumers? What type of information QingYuan Spring Horticulture Co. Ltd. need?)
6. Marketing strategy
7. How does QingYuan Spring Horticulture Co. Ltd. deliver the products to customers?

Beijing market

1. What are the difficulties faced by QingYuan Spring Horticulture Co. Ltd. in Beijing market?
2. What is the strategy QingYuan Spring Horticulture Co. Ltd. wants to do solve those problems?
3. What are the advantages of QingYuan Spring Horticulture Co. Ltd. in sales marketing in Beijing market?
4. What are the potential faced by QingYuan Spring Horticulture Co. Ltd. in market of Beijing?
5. Does QingYuan Spring Horticulture Co. Ltd. feel interested about the consumer preference in Beijing market?
6. If yes (5), what are the consumer preferences you want to know?

Appendix.7

The checklist for the sales staff (wholesaling firm) in Beijing Lai-Tai Flower Market

1. Where do your products (Anthurium cut flower) come from?
2. What are the main varieties of Anthurium cut flower do you sell?
3. What is the sales rate condition of Anthurium cut flower?
4. What is the average price of Anthurium cut flower?
5. Which varieties of Anthurium cut flower are popular / preferred by consumer?
6. What colour/ size of Anthurium cut flower are relatively popular / preferred by consumer?
7. Who is the main consumer group of purchasing Anthurium cut flower?
8. What are the features of consumer group of purchasing Anthurium cut flower? (Age, sex, etc)
9. What are the negative sides do you face when you sell the Anthurium cut flower?
10. According to your observation, what are the main problems influencing the consumer's purchasing decision?
11. According to your observation, do you think which problems are the most important factors concerned by consumer?
12. How do you evaluate the consumer awareness of Anthurium cut flower in market of Beijing? (High or low)
13. According to your sales condition, what is the main purpose of Anthurium cut flower purchased by consumer?
14. If you want to expand business or increase the sales rate, which problem do you want to improve?
15. What do you think of the effect of the new policy?

Appendix.8

The information in interviews of the sales staffs (Mrs. Juan Meng and Mrs. Qun Zhang)

Interviewees:

Mrs. Qun Zhang (Sales staff in Beijing Lai-Tai flower market)

Mrs. Juan Meng (Sales staff in Beijing Lai-Tai flower market)

1. Why don't you show the Anthurium cut flower on your sales counter?

Mrs. Juan Meng mentioned that;

Generally speaking, most consumers would like to buy Rose, Carnation and Lily because these cut flowers are familiar and popular with consumers, and there are relatively more varieties and colours of these cut flowers for consumer to choose. As for the Anthurium cut flower, to be honest, there are few consumers buy it and sometimes it maybe has no consumer buying it in a week. Furthermore, it is difficult to keep it fresh due to the high temperature in Beijing in summer. So, I don't show the Anthurium cut flower on the sales counter. But we can supply the Anthurium cut flower based on the consumer's demand and reservation.

2. How many varieties of Anthurium cut flower do you sell? Only red colour?

Mrs. Juan Meng mentioned that;

Most consumer prefer purchasing the red colour of Anthurium cut flower because Chinese people like the red colour, and no matter the consumer buy it for festival or gift purpose, the red colour is a good choice which has good meaning. As for the other colours, We have a handbook of Anthurium cut flower about colour and variety, you can select what you want and what you like, if some consumers require green, brown, white and pink, we need purchase from producing area such as Yunnan Province according to the consumer's requirements. Generally speaking, after the consumer's reservation, we purchase as soon as possible, the consumer needs to wait for 1-2 days.

3. How much the average price of the Anthurium cut flower?

Mrs. Juan Meng mentioned that;

The price is the most important factor concerned by most consumers no matter what cut flower it is. Sometimes a lot of consumers did not buy at the end due to they were not satisfied with the price. But, if consumers need more volumes, we can give them a good price. Or when some consumers are still not satisfied with the price, to be honest, we can give them a bonus.

Mrs. Qun Zhang mentioned that:

Some consumers would like to check many wholesaling firms (at least 3 firms or more) to ask for the price about the same products, finally, they will choose the cheapest one the firm can give. So, I believe that the price plays the vital role in the consumers' final decision of purchasing currently.

4. What do you think of the artificial Anthurium cut flower?

Mrs. Qun Zhang mentioned that:

Some consumers are willing to buy artificial Anthurium cut flower to decorate indoor environment because of two reasons. In the first place, the price of artificial Anthurium cut flower is cheaper than natural flower (The average price of artificial Anthurium cut flower is between 4-6 RMB, 0.5-0.8euro), meanwhile some consumers thought the artificial and natural Anthurium cut flower have the relatively same decorative effect in indoor environment decoration. In the second place, some consumers do not have time to manage such as water-spraying and do not know how to look after the Anthurium cut flower.

5. What do you think of the effect of the new policy implemented by Chinese government?

Mrs. Juan Meng mentioned that;

In the past, I had relationship with some agencies of governmental organizations and I supplied the Anthurium cut flower regularly for them every year. Since the Chinese government implemented the new policy in March 2013, the governmental organizations were wiped from the flower market causing I lost the largest consumption group. The expenditure of governmental organization occupied at least more than half in the total sales volume of Anthurium cut flower. Another reason is the demands of the individual consumer and social organizations are not large, so the sales rate of Anthurium cut flower decreased sharply. But, I wanted to promote the sales rate Anthurium cut flower in the individual consumer group because the advantage of China is the population. I think it was a big challenge.

Mrs. Qun Zhang mentioned that:

Due to the new policy implemented by Chinese government, the sales volume of Anthurium cut flower was becoming worse and worse. And I found most individual consumers did not know or even never heard of Anthurium cut flower when they bought cut flowers. However, although the governmental organization group was not allowed to buy cut flowers, I felt it was an opportunity because the individual consumer was an enormous consumption group due to the huge population of China. Thus, making the individual consumer to know the Anthurium cut flower will be the first action.

Appendix.9

Questionnaire for the Chinese consumers I – Consumer preference (English version)

Dear respondents, I am the master students at Van Hall Larenstein University of Applied Science, the Netherlands. The purpose of this survey is to provide the information of the consumers' preference to the Anthurium cut flower. Such results can help the Chinese horticulture wholesaling firm - QingYuan Spring Horticulture Co. Ltd. to find new marketing strategy to increase the sales rate of Anthurium cut flower in market of Beijing.

This questionnaire has two parts:

Part 1: background information of consumers (No. 1 to 7)

Part 2: consumers' preference of Anthurium cut flower (No. 8 to 22)

You would spend 3 to 5 minutes to fill in this questionnaire. Thank you for your cooperation!

Part 1: Background information of consumers

1. Gender

☐ Male

☐ Female

2. Age _____

3. What is the highest level of formal education that you have completed?

☐ Elementary school

☐ Secondary school

☐ Undergraduate school

☐ Postgraduate school

☐ Others _____

4. Do you know about cut flower of horticulture products?

☐ Yes, I know relatively

☐ No, I don't know more

5. Do you usually buy cut flower of horticulture products?

☐ Yes

☐ No

6. What is your purpose on buying cut flower of horticulture products?

☐ Indoor environment decoration

☐ Gift

☐ Festival

☐ Private planting interest and habit

☐ Others _____

-
7. The monthly average income
- ☐ Less than 3,000 RMB
 - ☐ Between 3,001 RMB to 6,000 RMB
 - ☐ Between 6,000 RMB to 10,000 RMB
 - ☐ More than 10, 001 RMB

Part 2: Consumers' preference of Anthurium cut flower

8. Have you ever bought Anthurium cut flower? (if no, please go to Question 18 directly)
- ☐ Yes
 - ☐ No
9. If yes, how often do you buy Anthurium cut flower?
- ☐ Once to three times a year
 - ☐ Four to six times a year
 - ☐ Seven to nine times a year
 - ☐ More than ten times a year
10. What is your purpose on buying Anthurium cut flower?
- ☐ Indoor environment decoration
 - ☐ Gift
 - ☐ Festival
 - ☐ Private planting interest and habit
 - ☐ Others _____
11. Where do you usually buy the Anthurium cut flower? (Choose the major one)
- ☐ Wholesaling market
 - ☐ Flower shop
 - ☐ Supermarket
 - ☐ Online-flower shop
 - ☐ Others _____
12. Continued Question 11, why do you select? _____
13. What colour of Anthurium cut flower do you usually purchase? (Multiple choices)
- ☐ Red
 - ☐ Green
 - ☐ Pink
 - ☐ Brown
 - ☐ White
14. Among the answers in Question 13, which colour of Anthurium cut flower is your favorite? _____

-
15. What size of Anthurium cut flower do you prefer to buy?
- ☐ Small (10 cm – 14 cm)
 - ☐ Middle (15 cm – 18 cm)
 - ☐ Large (> 19 cm)
16. Continued Question 8. If no, why not? (Multiple choices)
- ☐ Price is expensive
 - ☐ Spending time to manage them
 - ☐ Unfamiliar with Anthurium cut flower
 - ☐ Others _____
17. Among the answers in Question 16, which answer is the most important reason?
- _____
18. If you know the more information about Anthurium cut flower later, do you want to buy these products?
- ☐ Yes
 - ☐ No
 - ☐ Probably
19. What is your concerning about Anthurium cut flower when you first time buy these products? (Multiple choices)
- ☐ Quality
 - ☐ Variety
 - ☐ Colour
 - ☐ Price
 - ☐ Others _____
20. Among the answers in Question 19, which one is the most important?
- _____
21. What problem of Anthurium cut flower do you hope to improve? (Multiple choices)
- ☐ Price
 - ☐ Quality
 - ☐ Packaging
 - ☐ Variety
 - ☐ Others _____
22. Among the answers in Question 21, which one is the most important one?
- _____

23. What is the reasonable price of Anthurium cut flower you hope?

- ☐ 8-10 RMB
- ☐ 5-7 RMB
- ☐ Below 5 RMB

-The End-

Thank you for your time and cooperation!

Appendix.10

Questionnaire for Chinese consumers I – Consumer preference (Chinese version)

尊敬的受访者，我是荷兰万豪劳伦斯坦应用科技大学的研究生，此份调查问卷的目的地是希望可以获取关于消费者对于红掌切花偏好的信息，所得的结果是为了帮助清源春天花卉有限公司了解消费者偏好从而寻找新的营销方式从而提升红掌切花在北京花卉市场上的销量。

本调查问卷共包括 2 部分：

第 1 部分：消费者基本资料（第 1 至 7 题）

第 2 部分：消费者关于红掌切花偏好（第 8 至 22 题）

需要耽误您 3-5 分钟填写这份问卷，非常感谢您的宝贵时间与合作！

第 1 部分：消费者基本资料

1. 性别

☐ 男

☐ 女

2. 年龄_____

3. 您的教育程度？

☐ 小学

☐ 中学

☐ 大学本科

☐ 研究生

☐ 其他 _____

4. 您了解鲜花么？

☐ 是，我相对了解

☐ 了解不多

5. 你经常买花卉切花么？

☐ 经常

☐ 不经常

6. 您买花卉切花的目的是什么？

☐ 室内环境装饰

☐ 礼物

☐ 节日庆祝

☐ 个人养花兴趣与爱好

☐ 其他 _____

-
7. 您的月收入是多少?
- ☐ 3000 人民币以下
 - ☐ 3000 至 6000 人民币之间
 - ☐ 6000 至 10000 人民币之间
 - ☐ 10001 人民币以上

第2部分: 消费者对于红掌切花偏好

8. 您买过红掌切花么? (如果回答没有, 直接从第 18 题开始回答)
- ☐ 有
 - ☐ 没有

9. 您多久买一次红掌切花?
- ☐ 每年 1 到 3 次
 - ☐ 每年 4 到 6 次
 - ☐ 每年 7 到 9 次
 - ☐ 每年 10 次以上

10. 您购买红掌切花的目的是什么?
- ☐ 室内环境装饰
 - ☐ 礼物
 - ☐ 庆祝节日
 - ☐ 个人养花兴趣与爱好
 - ☐ 其他 _____

11. 您经常在哪里买红掌切花? (选最主要的)
- ☐ 花卉批发市场
 - ☐ 花卉商店
 - ☐ 超市
 - ☐ 网上花店
 - ☐ 其他 _____

12. 在第 11 题回答中, 为什么您会选择在那里买? _____

13. 您一般购买什么颜色的红掌切花? (多选题)
- ☐ 红色
 - ☐ 绿色
 - ☐ 粉色
 - ☐ 棕色
 - ☐ 白色
 - ☐ 其他 _____

14. 在第 13 题回答中, 哪个颜色是您最喜欢的? _____

15. 你喜欢买多大的红掌切花？

- ☐ 小 (10 cm – 14 cm)
- ☐ 中 (15 cm – 18 cm)
- ☐ 大 (> 19 cm)

16. 接第 8 题，如果答案为不，为什么？（多选题）

- ☐ 价钱贵
- ☐ 需要花时间管理
- ☐ 对红掌切花不熟悉
- ☐ 其他 _____

17. 在第 16 题答案中，您觉得哪个答案是最重要的？ _____

18. 如果您以后了解了红掌切花，你会去买这类的花卉产品么？

- ☐ 会
- ☐ 不会
- ☐ 有可能

19. 在您第一次买红掌切花前您最关心的是什么？（多选题）

- ☐ 质量
- ☐ 品种
- ☐ 颜色
- ☐ 价格
- ☐ 其他 _____

20. 在第 19 题的答案中，您觉得哪个答案最重要？ _____

21. 您觉着有什么关于红掌切花的问题您希望改进？（多选题）

- ☐ 价格
- ☐ 质量
- ☐ 包装
- ☐ 品种
- ☐ 其他 _____

22. 在第 21 题答案中，你觉得哪个答案是最重要的？ _____

23. 您希望红掌切花是一个怎样的合理价位？

- ☐ 8-10 人民币
- ☐ 5-7 人民币
- ☐ 5 元人民币以下

非常感谢您宝贵时间和合作！

Appendix.11

Questionnaire for Chinese consumers II – Consumer awareness (English version)

Dear respondents, I am the master students at Van Hall Larenstein University of Applied Science, the Netherlands. The purpose of this survey is to provide the information of the consumers' awareness to the Anthurium cut flower. Such results can help the Chinese horticulture wholesaling firm - QingYuan Spring Horticulture Co. Ltd. to find new marketing strategy to increase the sales rate of Anthurium cut flower in market of Beijing.

This questionnaire has two parts:

Part 1: background information of consumers (No. 1 to 8)

Part 2: consumers' awareness of Anthurium cut flower (No. 9 to 14)

You would spend 3 to 5 minutes to fill in this questionnaire. Thank you for your cooperation!

Part 1: Background information of consumers

1. Gender

☐ Male

☐ Female

2. Age _____

3. What is the highest level of formal education that you have completed?

☐ Elementary school

☐ Secondary school

☐ Undergraduate school

☐ Postgraduate school

☐ Others _____

4. Do you know about the varieties of cut flower of horticulture products?

☐ Yes, I know relatively

☐ No, I don't know more

5. Do you usually buy cut flower of horticulture products?

☐ Yes, more than 3 times a year

☐ No, less than 3 times a year

6. Which cut flower of horticulture products do you buy?(choose the major one)

☐ Rose

☐ Lily

☐ Carnation

☐ Tulip

Others _____

7. What is your purpose on buying cut flower of horticulture products?

- ☐ Indoor environment decoration
- ☐ Gift
- ☐ Festival
- ☐ Private planting interest and habit
- ☐ Others _____

8. The monthly average income

- ☐ Less than 3,000 RMB
- ☐ Between 3,001 RMB to 6,000 RMB
- ☐ Between 6,000 RMB to 10,000 RMB
- ☐ More than 10, 001 RMB

Part 2: Consumer awareness of Anthurium cut flower

9. Have you heard of Anthurium cut flower? (if no, please go to Question 12)

- ☐ Yes
- ☐ No

10. Are you familiar with Anthurium cut flower?

- ☐ Just heard of but do not quite understand
- ☐ Can think of it and have relatively clear impression
- ☐ Can think of it immediately and have strongly preference

11. How do you know the Anthurium cut flower?

- ☐ Through family member or friend
- ☐ Through advertisement (floricultural products)
- ☐ Understanding from flower market (wholesaling market, flower shop, etc)
- ☐ Through books (magazine, newspaper, journals, etc)
- ☐ Others _____

12. Have you ever bought Anthurium cut flower?

- ☐ Yes
- ☐ No

13. Would you like to buy a floricultural product if you do not know?

- ☐ Yes
- ☐ No

14. Do you want to know information about Anthurium cut flower? (if no, the questionnaire finish)

- ☐ Yes
- ☐ No

15. Are you willing to buy Anthurium cut flower when you know it clearly later?

☐ Yes

☐ No

-The End-

☐ *Thanks for your cooperation!*

Appendix.12

Questionnaire for Chinese consumers II – Consumer awareness (Chinese version)

尊敬的受访者，我是荷兰万豪劳伦斯坦应用科技大学的研究生，此份调查问卷的目的地是希望可以获取关于消费者对于红掌切花认知度及相关的信息，所得的结果是为了帮助清源春天花卉有限公司了解消费者偏好从而寻找新的营销方式从而提升红掌切花在北京花卉市场上的销量。

本调查问卷共包括 2 部分：

第 1 部分：消费者基本资料（第 1 至 8 题）

第 2 部分：消费者关于红掌切花认知度（第 9 至 22 题）

需要耽误您 3-5 分钟填写这份问卷，非常感谢您的宝贵时间与合作！

第 1 部分：消费者基本资料

1. 性别

☐ 男

☐ 女

2. 年龄_____

3. 您的教育程度？

☐ 小学

☐ 中学

☐ 大学本科

☐ 研究生

☐ 其他 _____

4. 您了解鲜花的品种么？

☐ 是,我比较了解

☐ 不,了解不多

5. 您经常买鲜花么？

☐ 是

☐ 不是

6. 您经常买哪些花？

☐ 玫瑰

☐ 百合

☐ 康乃馨

☐ 郁金香

☐ 其他 _____

7. 您买鲜花的目的是什么?

- ☐ 室内环境装饰
- ☐ 礼物
- ☐ 节日庆祝
- ☐ 个人种植兴趣爱好
- ☐ 其他 _____

8. 您的月收入是多少?

- ☐ 3000 人民币以下
- ☐ 3001 至 6000 人民币之间
- ☐ 6001 至 10000 人民币之间
- ☐ 10001 人民币以上

第二部分: 消费者对于红掌切花的认知度

9. 您听说过红掌切花么? (如果没有直接回答第 12)

- ☐ 是,听说过
- ☐ 没听说过

10. 您对红掌切花熟悉么?

- ☐ 只是听说过,并没有任何了解
- ☐ 通过提示可以想起来,有比较清楚的印象
- ☐ 能立刻想起,并且有很强的喜好感

11. 您是如何知道红掌切花的?

- ☐ 通过家人和朋友
- ☐ 通过广告(园艺产品)
- ☐ 通过逛花卉市场(花卉批发市场,花店,超市等等)
- ☐ 通过书本(新闻,报纸,杂志等等)
- ☐ 其他 _____

12. 您买过红掌切花么? (如果回答有,请直接回答第 14 题)

- ☐ 有
- ☐ 没有

13. 如果您不知道一个花卉产品,您会去买么?

- ☐ 会
- ☐ 不会

14. 您想要去更多的了解红掌切花么? (如果选不想,问卷结束)

- ☐ 想
- ☐ 不想

15. 当您知道了解红掌切花后，您愿意去买么？

- ☐ 想
- ☐ 不想

非常感谢您的宝贵时间和合作!