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## **Producttest Indoor Pot Plants Poland**

"Which pot plants do Polish consumers like?"

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**2008 / PT 2008-84**

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**Zoetermeer, september 2008 - René van Paassen**

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Productschap Tuinbouw, Afdeling Markt & Innovatie

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# Samenvatting

## Algemeen

Op verzoek van Bloemenbureau Holland heeft het Productschap Tuinbouw in juni 2008 een producttest voor kamerplanten opgezet in Polen. Hiervoor vonden er vier groeps gesprekken plaats met vrouwen in twee leeftijdsgroepen in Warschau en Krakau. Het doel van het onderzoek was te ontdekken met welke planten Nederlandse leveranciers zich op de Poolse markt van kamerplanten kunnen onderscheiden van hun concurrenten. Welke planten hebben de voorkeur van de Poolse consument en waarom (niet)? Welke prijs vindt men acceptabel voor de planten? Hiervoor zijn de belangrijkste Nederlandse exportproducten, zoals Phalaenopsis, Kalanchoë, Anthurium en Dracaena meegenomen, aangevuld met een aantal noviteiten.

## Aankoopcriteria

De aankopen van kamerplanten zijn meestal impulsaankopen. De respondenten zien een plant wanneer ze andere aankopen doen en wanneer ze een aantrekkelijke plant tegenkomen, overwegen ze een aankoop. Het belangrijkste criterium voor de aankoop van een plant is het uiterlijk. Factoren als prijs, breedte van het assortiment en verzorgingsinformatie worden pas beoordeeld wanneer een plant de aandacht heeft weten te trekken. Hiervoor moet de plant op zich mooi zijn, maar dient deze ook gezond en van goede kwaliteit te zijn. Men kijkt kritisch of een plant (en evt. bijbehorende pot) in het eigen interieur past, of wanneer het een cadeau betreft, dat het past bij de persoonlijkheid en het interieur van de ontvanger.

Ondanks de emotionele houding die men heeft ten aanzien van de planten die zij thuis hebben, hebben zij een rationele aanpak ten aanzien van de aankoop van planten. Dit komt voor een groot deel doordat het om een levend product gaat en men het risico klein wil houden dat men geld verspilt aan een plant die thuis snel sterft. Hierdoor staat men soms voorzichtig tegenover de aankoop van planten die zij niet kennen, met name wanneer het dure en exotische nieuwe producten betreft. Hogere prijzen vindt men vooral acceptabel wanneer planten:

- groter/spectaculairder zijn
- exotisch/uniek/apart zijn
- trendy zijn
- de indruk wekken dat de productie moeilijk is (bv. Arbeidsintensief)

## **Aankoopkanalen**

Kijkend naar de verschillende mogelijke aankoopkanalen, is het tuincentrum volgens de respondenten de ideale plaats om kamerplanten te kopen. Het tuincentrum is goed ingericht om planten in goede conditie te houden (licht, luchtvochtigheid, watergift, etc.) en ze hebben een breed assortiment. Bovendien heeft personeel veel kennis over de verschillende planten, waardoor men hier goed terecht kan voor hulp bij de keuze van een plant of tips ten aanzien van de verzorging van de plant en de plaatsing in huis.

Wanneer de respondenten naar een bouwmarkt gaan, kijken ze veelal ook naar het plantenaanbod. Ze bezoeken de bouwmarkt echter ook speciaal om planten te kopen. Voordelen van dit aankoopkanaal zijn een breed plantenassortiment en de verkoop van vele accessoires (o.a. potten) en plantverzorgingsproducten. Consumenten geven aan dat zij meer vertrouwen in dit aankoopkanaal zouden hebben, wanneer er meer aandacht wordt besteed aan de inrichting, klimaat in de winkel, opleiding van het personeel en informatievoorziening voor de klant (bv. Point-of-Sale materiaal).

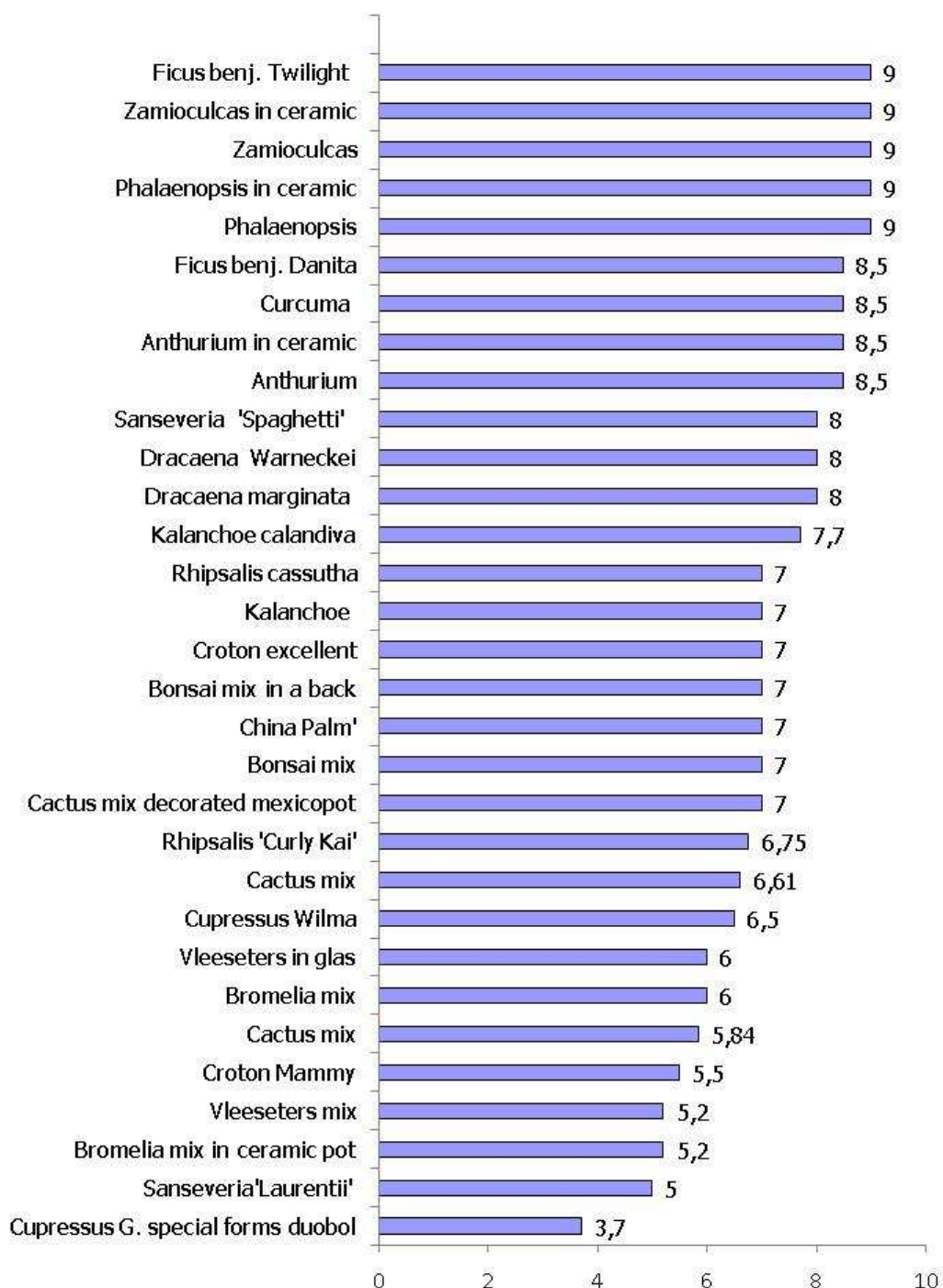
De bloemist is een minder goed alternatief wanneer men op zoek is naar een plant. De bloemist heeft wel veel kennis, maar is gespecialiseerd in snijbloemen en heeft doorgaans een beperkt assortiment aan kamerplanten. Bovendien zijn de planten hier duurder. Wanneer een plant mooi moet worden verpakt voor een speciale gelegenheid (cadeau), dan wordt de bloemist wel als een geschikt afzetkanaal gezien.

Over het plantenaanbod bij de supermarkt is men over het algemeen negatief. De planten krijgen geen speciale plaats in de supermarkt waarbij rekening wordt gehouden met de lichtbehoefte, waterbehoefte en luchtvochtigheid. Bovendien wordt er ruw met de planten omgegaan, zowel door klanten als door personeel. Het personeel heeft bovendien geen verstand van planten en kan ook niet om tips worden gevraagd. Het assortiment aan kamerplanten is smal en veelal actiematig rond speciale dagen, zoals Moederdag.

## **De test-producten**

Bij de keuze van de producten voor de test, zijn de belangrijkste Nederlandse exportproducten, zoals Phalaenopsis, Kalanchoë, Anthurium en Dracaena meegenomen, aangevuld met een aantal noviteiten. De consumenten hebben deze planten op verschillende punten beoordeeld en tot slot heeft iedere plant een score gekregen van 1 (slechtst) tot 10 (best). De Ficus, Zamioculcas en de Phalaenopsis kregen hierbij de hoogste score (zie de onderstaande figuur).





### **Toegevoegde waarde**

De 'toegevoegde waarde' concepten werden niet altijd gewaardeerd door de consumenten in de test. De extra kosten voor een pot werden over het algemeen als aantrekkelijk beschouwd. Wanneer een plant echter samen met een pot wordt verkocht, zal deze pot in het interieur van de consument moeten passen. Of in het geval van een cadeau zal deze bij de ontvanger moeten passen. Er werd veelal aangegeven dat de kleur van de pot bij de bloemkleur moet passen, of juist zo neutraal mogelijk moet zijn. Een andere optie is dat er een display met potten dichtbij de planten wordt geplaatst. De grootte van de pot dient ook te passen bij het formaat van de plant. De respondenten gaven aan dat zij liever zien dat de plastic pot van de plant meer wordt gedecoreerd. Hierdoor ziet de plant er aantrekkelijker uit in het schap (of als cadeau), terwijl de consument thuis zijn eigen potten kan gebruiken (of zelf een passende pot kan uitzoeken).

Eventuele planthoezen moeten niet zo vol bedrukt zijn dat de plant niet goed zichtbaar meer is (zoals bij Kalanchoë). De bonsai zaten in de toegevoegde waarde versie in een tasje. Voor in het schap werd dit door de meeste consumenten negatief beoordeeld. De planten waren hierdoor moeilijker te beoordelen en men was bang dat de plant hierdoor een slechter microklimaat kreeg. Voor het transport van de plant stond men wel positief tegenover de tasjes, er werd dan ook voorgesteld om deze los naast de planten te plaatsen.

### **Prijs**

Iedere plant die meer kost dan 40 zloty wordt gezien als duur. Dure planten moeten groot en spectaculair zijn en bovendien dienen deze planten unieke bloemen te hebben. Hiernaast moet er zeer goede informatie worden meegegeven, aangezien het risico dat de plant dood gaat bij dure planten (en zeker bij onbekende planten) als extra groot wordt ervaren. Relatief dure planten zal men vooral kopen bij gespecialiseerde aankoopkanalen, zoals een tuincentrum of een bloemist. Factoren waarvoor men een meerprijs overheeft zijn met name uiterlijk (kleur, vorm, stijl) en service (personeel met verstand van planten en verzorgingstips). Ook wanneer men het idee heeft dat de productiekosten van een plant hoog zijn (bv. veel arbeid) of wanneer het een totaal nieuwe plant betreft, vindt men een hogere prijs gerechtvaardigd.

# 1 General information

For customers plants are an important element of their life. They serve a number of functions:

- **Decorative** – a natural tool for decorating various types of spaces both at home and outside of it. Plants are often a part of the interior design vision, being selected to match the character and style of an interior they are at. They please the eye, adding proper character/style of a given place
- **Emotional** – a home full of plants is a very warm and friendly place. Plants offer comfort, they calm you down and allow you to enjoy their beauty. Consumers have a very emotional attitude towards their plants, and often talk to them, believing that this shall allow them to grow beautifully.
- **Functional** – they enrich the air, increasing the level of oxygen.

The respondents devote their time to plants, taking care of them and making sure they grow properly. They actively seek information about growing methods and try to adjust the plants they buy to the character of their dwelling.

The required maintenance/care is a factor taken into account when a plant is purchased, since it largely determines success. The information is initially obtained from a salesperson and from an info leaflet attached to a plant.

The key criterion affecting the purchase of a plant is its appearance. Such factors as the price, additives or a wide assortment are of secondary importance and are taken into account only when a given plant has managed to attract attention, is visually attractive, in good condition, and appears to be healthy.

## 1.1 Distribution channels

The attractiveness of distribution channels is largely affected by three key factors:

- Quality of plants – appearance and condition
- Plant display mode – a separate area meant especially for plants, with some access to daylight, etc. Women expect plants they buy to be stored at the point of sale in proper conditions, as this gives them the certainty that a given plant shall not wilt immediately after the purchase.
- Access to maintenance information

This is why the respondents pointed to a gardening centre as an ideal place of purchase in the case of this product category. At the same time, the least attractive distribution channel would be according to them a grocery hypermarket, since the plants offered there were believed to be of very low quality, moreover, consumers claimed that no professional advice could be obtained at this type of venues.

The image of **DIY** stores as a plant distribution channel is better than that of **grocery supermarkets**, but not even partially as positive as that of **gardening centres**. Consumers who do not shop for plants at this type of stores believe that plants purchased there are of inferior quality, that the storing conditions are not proper, which is why they wilt fast. This type of a conviction results from the following :

- The profile of this type of a store assumes the availability of many product categories, which means that they do not specialise in plants. Often there is no separate area for plants, no competent staff that would not only take care of them, but also provide customers with competent information about varieties available.
- Negative experience – some consumers recalled situations in which plants bought at such venues wilted immediately after having been brought home.

## 1.2 Prices

The respondents, despite their very emotional attitude towards plants they own, have a rather rational approach to buying them. This results mainly from the fact that these are 'perishable' goods, and the risk of wasting money invested is relatively high. Higher prices are justified in the case of plants that are:

- Larger/more spectacular
- Exotic/unique/unusual
- Trendy
- Making an impression that they are difficult to produce or need a lot of labour to produce

One of the key elements affecting the possible acceptance of high price is the subjective feeling that a given plant can be long-lasting. The respondents want to be sure that the costs incurred shall be returned, i.e. that the plant shall live longer.

Moreover, the price is a crucial criterion in the context of those plants which shed blossom and do not have flowers for a longer period of time. The respondents expect that plants they buy shall bloom long and frequently.

**The prices of presented concepts in this study were generally perceived as attractive.** Some women even had reservations if they were real.

**The most positive price surprises included:**

- **8AB** (Phaelenopsis) – attractive price taking the size into account (number of flowers)
- **14AB** – Rhipsalis 'cassutha' and 'Curly Kai' – plants not popular on the Polish market. The respondents were nicely surprised, guessing that maybe the manufacturer wished to encourage them to familiarise themselves with the plants by offering them at a very attractive price (for consumers it is less unpleasant if a plant bought at an attractive price does not deliver the goods)
- **15AB** (Ficus) – proposals perceived as very attractive, at very affordable prices, taking into account both the style (classic, but at the same time, timeless) and the size (relatively large, 'giftable').

**The most disappointing proposals price-wise included:**

- **12AB** – Sanseveria ‘Laurenti’ (12A) an old-fashioned flower, commonplace, ordinary, the proposed price was far higher than the expected one. Sanseveria ‘Spaghetti’ (12B) despite being a new variety, did not justify such a high price with its style. Women are ready to pay price premium for decorative, spectacular and large, rather than only ‘unique’ plants
- **7B** (meateater mix) - even though the new variety comes in a very attractive and modern version (a transparent vase), the risk related to its maintenance is too high to justify such a high price, according to customers.

**1.3 Tested concept – Style**

	<b>A (standard)</b>	<b>B (added value)</b>
1. Cactus mix	Old fashioned	Modern
2. Bonsai	Modern/Trendy	Modern/Trendy
3. Bromelia mix	Old fashioned	Old fashioned
4. Cupressus	Classic	Trendy
5. Croton	Classic	Novelty
6. Dracaena	Classic	Novelty
7. Meateater mix	Novelty	Novelty/Trendy
8. Phalaenopsis	Classic/Trendy	Classic/Trendy
9. Zamiculcas	Modern/Trendy	Modern/ Trendy
10. Anthurium	Old fashioned	Old fashioned
11. Kalanchoe (A), Calandiva (B)	Classic	Classic
12. Sanseveria	Old fashioned	Trendy/Novelty
13. Curcuma (A), China Palm (B)	Novelty/Modern	Novelty/Modern
14. Rhipsalis	Novelty	Novelty
15. Ficus Benjamina	Classic	Classic

The plants were presented either in standard versions or in ‘value-added’ variants (a pot, a bag, or a new variety):

- **Those plants which came with a pot or a bag** were rated neutrally.  
**A bag or a pot were not treated as an actual benefit.** According to the respondents the extras added were not attractive and in this context not worth paying more for. **Nevertheless, the very idea of increasing the attractiveness of plants sold was not rejected.**
- An extra pot would be a particularly good idea in the case of plants purchased as a gift.
  - Nevertheless, the pots need to either correspond to the colour of the plant or be as universal as possible, as this reduces the risk of rejection of a pot that does not match any interior design elements.
  - Also the size of the pot should match the style and size of the plant.

- In the case of 2AB (Bonsai) proposal the pot met with a very positive response, corresponding to oriental character of the plant.
  - An example of a poorly matched pot is the one in 9B (purple pot, Zamioculcus), not only rejected because of its characteristic colour, but also inadequate size (too small in relation to a large plant)
- **New varieties/species** – the very idea of new varieties met with a very positive response. The respondents expect they shall be given an opportunity to buy new, unique and unusual plants.
    - Nevertheless, they expect those novelties not to cost a lot. They are aware of the fact that a new variety/species has to cost more, nevertheless, from their point of view buying unknown plants, which originally grow in different climate conditions, is always related to the risk that a given plant shall not take roots. In this context the price does matter, and consumers are ready to buy such a plant, provided its price does not exceed a certain level. The study findings clearly indicate that any price over PLN 40 is perceived as high. More expensive plants have to be large, spectacular, with unique flowers, and they definitely need to come with maintenance information. Moreover, they should rather be available at distribution channels specialising in flora (florists', gardening centres).

### **Most attractive concepts**

Among the presented novelties concept 13A met with the most positive response. The Curcuma made a tremendous impression with its size, spectacular appearance and beautiful flowers.

Other concepts perceived as attractive included Orchids, Ficus Benjamina. The orchid was appreciated for its delicacy, colour of flowers, and good value for money. Ficus was liked for its universal character, and was at the same time perceived as a timeless classic.

### **The least attractive concepts**

The least liked novelty was Concept 5B – the new variety of Croton looked ill and poor, its uniqueness was not convincing enough to trigger purchase intent .

Also the 7AB failed to appeal. It seems to be targeted at youths or possibly also men, for whom the carnivorous character of the plant should not be a barrier.

Also some well-known plants, e.g. Sanseveria 'Laurenti' (12) were not appreciated. The plant was referred to as old-fashioned, often evoking negative associations with communist times.

### **Distribution channels - DIY**

- If the presented plants were to be sold at DIY stores, the following elements would have to be taken particular note of:
  - The image of this type of stores as a plant provider. At the time being some consumers do not buy plants there as a rule, even though they do not always have an idea what plants sold there actually look like. In order to affect the change in the opinion about DIY stores, it seems advisable to promote the plant portfolio as attractive, new, but first of all of high quality.
  - The maintenance conditions and display of those plants. In order to add credibility to high quality of plants sold there it seems necessary to:
    - Ensure a separate area for plants – preferably with at least partial access to daylight, partially in the open air – this type of location should boost the credibility of offering many varieties, which often need different climatic conditions.

At the time being, among the plants presented during the study, only the two following ones are rather unlikely to be accepted at the DIY distribution chain:

- Concept 13A and B have the highest prices. Despite the declared purchase intent, the price is likely to become a barrier hindering it. Such plants tend to be purchased at specialist stores (FLORIST'S, GARDENING CENTRES) at which high quality is credible, the storing conditions are proper, while competent staff can provide shoppers with expert hints concerning their maintenance.

All other proposals would be accepted at DIY stores.

### **Distribution channels – Gardening Centres**

The most believable distribution channel for all the plants presented would undoubtedly be a gardening centre. At this type of venues consumers expect also more unusual and expensive proposals that are more demanding with regards to their maintenance needs .

### **Distribution channels – Supermarkets**

Consumers expect to find there inexpensive plants resistant to relatively poor maintenance conditions offered by such venues:

- **1AB – Cactus mix**
- **11AB - Kalanchoe, Calandiva**

Also seasonally flowering plants, which are not expected to last could also be sold there, as consumers buy them being aware of the fact that they shall wilt after some time e.g. Orchid (8AB), Anthurium (10AB)

## 2 Introduction

### 2.1 Background information

The export of indoor pot plants to Poland is growing fast. In 2007 the total export value of the pot plants exported to Poland was 37,9 million euro. This is an increase of 28% compared to 2006 and an increase of 169% compared to 2000.

Our most recent data suggests that in 2004 the florist is the most important purchase channel, followed by sales on the street and the supermarket. We expect the sales through supermarkets to increase, since this is a trend that is visible through the whole of Europe (with the settlement of more and more big retail chains).

Little information is available on the needs and wishes of consumers regarding their pot plant purchases. Which pot plants do the Polish find attractive? Do they want added value (f.e. special pots)? Which colours and mixtures do they prefer? How do they perceive price in relation to the plants offered? What do they think about the current assortment?

### 2.2 Objectives

The main aim of the research is to ascertain what varieties (and what presentations) of indoor pot plants appeal to the Polish consumer;

The following objectives were addressed:

- To gain insight into consumers' attitudes towards indoor pot plants and purchasing behaviour
- To determine drivers for purchase
- To establish on what criteria Polish consumers select indoor pot plants, (and thus conversely establish reasons why they would not buy). For example, is it the condition/appearance of the plant, presentation (i.e. sold in pot), shape, size, species, quality, value for money, ease of care and so on
- To assess how needs change when buying for someone else compared to when the pot plant is purchased for themselves/the home, if at all
- To ascertain which concepts of indoor pot plants are preferred by the Polish consumers (i.e. which they are more likely to purchase) and why
- To identify where (i.e. which purchasing channel) consumers would buy the concepts from
- To ascertain how the concept indoor pot plants should be presented
- To establish price levels that the Polish consumers are comfortable paying for the concepts, and the point where the price becomes a barrier to purchase

### 2.3 Methodology



At the request of Productschap Tuinbouw, Polish market research agency GfK Polonia conducted four focus groups in total.

The focus groups were conducted with frequent buyers of indoor pot plants (described as someone who purchases indoor pot plants at least 3 times a year). The research focused on female consumers only, as they are the main purchasers of indoor pot plants. In addition, the following recruitment criteria was applied to each group:

- All respondents were mainly or jointly responsible for shopping for the household
- All respondents were aged between 25-45; 46 – over 50 years of age
- Half the respondents worked full time, the remaining half worked part time
- Half the respondents were living without a partner, the remaining half were living with a partner
- Half of the respondents were buying their pot plants in DIY Stores at least once a year.

The groups were held in Warsaw and Cracow

At each of the groups respondents were shown concept pot plants, as pictured in chapter 4.



### 3 General insights

- Plants make an important element of most respondents' life. They are appreciated for their visual attractiveness and positive impact they have on the environment we live in.
  - *'I buy plants to please myself'.*
  - *'Plants calm me down, my place is then really friendly and peaceful, and the ambience is so nice. Plants help me ease my mind'*
  - *'This is such a substitute for nature, a symbol of normality, and an important element of building space around you'.*
- The respondents are strongly attached to their plants, and some of them also have a sentimental approach to them.
  - *'When I forget to water my plants, I feel terribly guilty, and I always apologise to them for it'.*
  - *'When I moved, the first thing I had to take were my plants. When they were already there at my new apartment, I felt really at home thanks to them '*
  - *'I inherited plants from my late granny. She is not there anymore, but they make me think of her'.*
- The respondents devote their time to their plants, and seek information about some maintenance tips concerning particular varieties, trying to grow them in the most appropriate conditions.
  - *'What is the key problem, I think, is the lack of time. Plants require care and maintenance. This is why I think they should be adjusted to your lifestyle. If you are very busy and hardly ever spend any time at home, you should buy yourself a cactus'.*
- Another key attribute of pot plants is the fact that they can be kept in a number of locations (both indoors and outdoors). The respondents usually keep their plants in their apartments, in patios, or in gardens.
- The key advantage of pot plants over cut flowers is their lifespan and longevity.
  - *'Pot plants are first of all more durable and more practical than cut flowers'.*
- Because of the fact that a plant is a permanent décor element, a product purchased needs to meet both the taste preferences of the buyers/gift-receiver and the character of a given interior.
  - *'We very often buy plants as a gift. This is not an easy task, since such a plant has to go well with a given person and their apartment'.*

- *'We buy something different for older individuals who live in traditional interiors, and different for younger ones who have very large and modern homes. it all has to match'.*
- The respondents appreciate the most those plants which offer long lifespan. They are proud if plants they grow are in good condition and they enjoy the outcomes of their maintenance efforts.
  - *'I have had some plants for years, some of them are even almost too large for my apartment now'.*
  - *'It is the best when you manage to grow something from a seed, because then you can see step by step how it grows'.*

### 3.1 Maintenance

Plant maintenance is a very time and effort consuming activity, which can be compensated for when a given plant grows well and meets the owner's expectations (looks attractive, is healthy and fine-looking). Due to its key role in the growing process, consumers actively seek information about how they can maintain the plants they have. The data is collected:

- During the purchase. The respondents ask salespersons for advice, and they read labels attached to pots.
- After purchase. Some study participants seek additional information, turning to publications devoted to plants or browsing the web.

### 3.2 Favourite varieties

The respondents have their favourite varieties, which they have been growing for years. They know their needs and maintenance requirements. The majority of them prefer the following varieties:

Flowering pot plants	Non-flowering pot plants
<p><b>The most popular:</b></p> <ul style="list-style-type: none"><li>• Violets (African and Viola alpina)</li><li>• Orchid</li><li>• Cactus</li><li>• Pelargonium</li><li>• Anthurium</li><li>• Azalea</li></ul> <p><b>The remaining ones:</b></p> <ul style="list-style-type: none"><li>• Primrose</li><li>• Kalanchoe</li><li>• Spathiphyllum</li><li>• Guzmania</li><li>• Hyacinth</li><li>• Begonia</li><li>• Amaryllis</li><li>• Surphinia</li><li>• Camomile</li><li>• Rose</li><li>• Pansy</li><li>• Asparagus</li></ul>	<p><b>The most popular:</b></p> <ul style="list-style-type: none"><li>• Fern</li><li>• Ivy</li><li>• Ficus Benjamina</li><li>• Dracaena</li><li>• Yuka</li><li>• Palm</li><li>• Croton</li></ul> <p><b>The remaining ones:</b></p> <ul style="list-style-type: none"><li>• Papyrus</li><li>• Maranta (prayer plant)</li><li>• Begonia</li><li>• Scindapsus</li><li>• Thuya</li><li>• Crassula ovata (money plant)</li><li>• Diffenbachia</li></ul>

Most people have a preference for flowering pot plants. Foliage is often perceived as a sign of health of a plant.

### 3.3 Purchase criteria

The respondents usually make impulse purchases of plants, not planning them in advance. They very often visit plant stands when doing other type of shopping and if they notice an attractive plant, they start considering its purchase. This is the reason why the **key purchase driver is attractive appearance**, which affects the purchase both for home use and for a gift.

- *‘When I do shopping and when a certain plant catches my eye, I shall buy it – even if this is for some kind of a distant occasion’.*
- *‘For me what counts the most is the appearance. When I do not like a plant, I shall not even look at its price’.*
- A crucial choice driver is the quality of plants. According to the respondents a plant characterised by high quality is healthy first of all (*‘a plant cannot be infected and cannot have any insects in the pot’*) which is linked to its appearance at the same time (*‘you can tell the quality by looking at the foliage - it should be fully open and glossy’*).
- According to the respondents the appearance of a plant is affected to the largest extent by the quality of care. Proper maintenance ensured by the staff includes taking into account specific demands that particular species might have.

Other crucial triggers facilitating the purchase of plants include:

- **broad offer.** The respondents prefer places of purchase which allow them to choose from the possibly broadest range
- **availability of expert advice, being provided with product info.** This is particularly important when shopping for new/exotic varieties

### 3.4 Attributes the respondents would be ready to pay more for

- **Appearance** (colour, shape and style) as well as **quality of service** (i.e. staff providing customers with information about products purchased) were believed to be crucial enough to be paid more for.
  - *‘If a plant looks attractive and additionally I have a chance to find out how to take care of it, and how long it shall live, then it is most definitely worth paying more for’.*
- **Presentation mode and attractive combinations** met with an ambivalent response. Even though they do partially affect the appearance and attractiveness of products, they themselves do not justify price premium.
  - *‘The display can suggest how you can arrange it at home, but it is not worth paying more for’.*

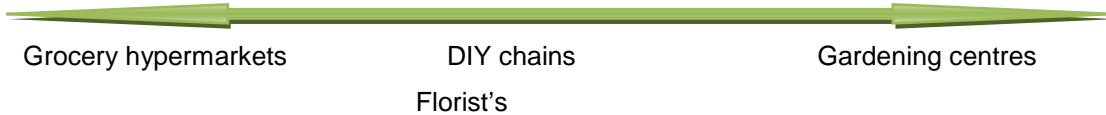
The respondents were also very sceptical about any additional elements not directly related to the attributes of the plant purchased itself (not affecting its appearance, and not saying anything about its maintenance).

- **Environmental protection issues were not believed to be attractive enough in the context of plants.** According to the respondents plants as such are environmentally friendly and natural products; which is why any benefits related to this area would not justify a higher price.
- **The lifespan guarantee was perceived as a promise which would be very difficult to keep.** Even though the respondents accept the money back guarantee after a couple of days if a given product has lost its value, guaranteed long life does not seem to be too believable in the context of this category (as the condition of a plant is affected by numerous factors).
- **The guarantee of quality was also criticised,** since it was believed to be affected to the largest extent by the maintenance at the point of sale (as well as the growing process, transportation and storage). When neglected by the buyer, the condition of each plant can deteriorate, which the manufacturer can hardly be held responsible for.
- **The factor indirectly affecting high price of a given plant was the (natural) origin of the plant.** The more exotic/less known a given plant is, the more acceptable a higher price seems to be. Moreover, the respondents pointed to the fact that a higher price would also be justified in the case of older, larger and more spectacular plants, as they take more time and effort to grow.

According to the respondents the discussed distribution channels can be ranked from the least to the most attractive ones in the following order:

**the least attractive**

**the most attractive**



### 3.5.1 Grocery hypermarket

The vast majority of the respondents have a very negative opinion about plants offered at hypermarkets, which is why they buy them there sporadically only. Most of them have no confidence in the quality and long lifespan of plants offered there .

Such a negative opinion is largely affected by the profile of this very place of purchase:

- **Conditions in which plants are stored.** The display mode not taking the needs into account – exposure to sun rays, watering, and proper humidity. Plants are often jammed on shelves, their pots are dented, and leaves are broken. This is why plants offered at hypermarkets are not perceived as attractive.
  - *‘ Those plants look wilted. They are not watered, and even if they are, then usually they receive too much water. Some are even dried’ .*
  - *‘ They look as if they were artificially kept alive’ .*
  - *‘ It is really difficult to get to those plants. They stand very close to one another. And it is difficult to get to those who stand further away. You can see that they are touched and moved all the time which is something plants do not like’.*
  - *‘ For instance when you buy them at supermarkets before Christmas they are in those pots, but with no roots. And it often happens that they die before Christmas is over’.*
  - *‘ Generally the mess there is just terrible, all the varieties are mixed up’.*
- **No professional advice.** It is extremely difficult to find an employee that could competently give information about a plant.
  - *‘ At a hypermarket there is nobody you can ask for advice. Even if you find someone, they usually know little about plants’ .*
- **Limited range of plants offered.** The standard offer of pot plants is usually very poor, being extended only seasonally, prior to some holidays (mother's day, grandmother's day).



- *‘ At Tesco there are only two or three species of plants. There is almost nothing to choose from’ .*

Because of such a negative evaluation of plants offered at hypermarkets, their purchases are usually impulse ones, and considered only in emergency situations when a plant is needed ‘instantly’.

Despite many critical comments, some of the study participants pointed to some positive aspects of shopping for plants at hypermarkets:

- those stores tend to organise attractive sales
- fresh plants (‘just delivered’ ) the quality of which does not differ much from that of such products offered elsewhere

### **3.5.2 Do-It-Yourself chains (DIY)**

The respondents have a look at the plant offer both when doing major DIY shopping, but they also visit such venues especially to buy plants.

According to the respondents, the key advantages of plants offered at DIY stores included:

- broad offer. Besides many varieties, DIY stores offer many accessories (pots, saucers, plant care products)
- far higher comfort of shopping for plants in comparison to grocery hypermarkets

Some respondents were critical about the staff, not always available and not always competent.

The plant offer at DIY stores is better than that at hypermarkets, but has too many drawback in order to compete against gardening centres.

Consumers stressed the following:

- Improper storage conditions for some species – this concerns in particular delicate plants, difficult to maintain, because of specific conditions they require (access to daylight, proper humidity, etc.)
  - Consumers believe that plants purchased at this type of venues, because of not being stored in proper conditions are not stored in proper conditions are likely to be of inferior quality (rooting)
- According to the respondents there are also no professional, competent staff members responsible for plants exclusively

In order to increase the attractiveness of plants at DIY stores, the study participants suggested the following:

- Hiring gardeners in charge only of taking care of flowers and providing customers with professional advice
- Separate and spacious area for storing plants, preferably with access to daylight and fresh air

### 3.5.3 Florist's

One of the key advantages is the fact that this distribution channel offers fresh cut flowers at the same time.

- *'I have more trust in flowers sold at florist's. They are nearly always fresh'.*

This is the reason why most respondents prefer florist's when shopping for cut flowers, but sporadically look for pot plants there .

Flower shops are preferred by those who buy plants for special occasions – usually as a gift, since salespersons there decorate and wrap the plants attractively, and offer expert advice. The most popular occasions plants are shopped for at florist's include: mother's day, grandmother's day, and the end of the school year.

- *'When shopping at a florist's we are always sure that the plant shall be wrapped nicely. Even if it is a pot plant in such a plastic pot, it is always elegantly wrapped, so you can buy it without a cover'.*

The key weaknesses of a florist's include: too little room for a wide assortment of pot plants and high prices of plants offered.

### 3.5.4 Gardening centre

According to the study participants a gardening centre is the best venue to shop for plants. This is where the majority of the respondents prefer to make this type of purchases at.

Plants offered at gardening centres:

- are properly taken care of and are characterised by very high quality – they are properly taken care of, stored in proper conditions, most suitable for a given species. According to the respondents they last longer, while their purchase is not burdened with a risk that a given plant might wilt soon.
  - *'None of my plants purchased at a gardening centre has ever had problems with taking roots'.*
- they come from a trustworthy source – usually directly from a manufacturer

Moreover, the offer at gardening centres is:

- very broad (the broadest among all the types of venues at which pot plants are available)
  - *'At a gardening centre you can also buy more unusual and demanding plants'.*

The attractiveness of this distribution channel is also largely affected by good availability of competent staff

- *‘Gardeners display their own plants there, and I remember that once an employee there asked me what kind of an apartment I had – what it looked like. They also asked me about the exposure to sun, i.e. whether it was rather dark or rather sunny. They told me what would be good for me and suggested a set of plants which now grow really well’.*
- *‘People working there are really passionate about plants, and I can really feel it when shopping there’.*

Products purchased at gardening centres are usually bought for home use; less often as gifts. Shopping at this type of venues is usually well thought out and planned in advance.

### 3.6 The purpose of shopping

Consumers buy indoor pot plants for various types of occasions:

- As a gift – plants purchased as a gift need to meet certain criteria, first of all they have to be:
  - Adjusted to an occasion –the occasions that pot plants are purchased for include: name days, birthdays, home-warming.
  - For name days and birthdays customers tend to select more decorative, and spectacular variants. If a plant is to be the only present, it has to be large. The study participants pointed to such plants as: Viola Alpina, African Violets, Orchid, Zamioculcas, Croton, Anthurium, Yucca, all sorts of Palms;
- *‘At our company we receive for all the name days and birthdays Zamioculcas, it is very popular these days’*
- Home-warming is a good occasion to buy a less standard, or simply a trendy plant. Consumers stressed that on such occasions they tried to look for something that would match the interior of a person who was to receive it. The most popular plants include Cacti (in the case of younger individuals), Zamioculcas, Orchids, and all types of novelties. The study participants could not point to many names, since on such occasions plants are usually selected on the basis of their appearance. The most appealing are unusual species, non—standard leaf shape, etc.
- *‘My daughter has recently visited a friend of hers, and she has bought a cactus, but I know that that friend collects them, so it was agreed with her in advance.’*
- *‘I have recently bought a plant quite similar to this Chinese Palm, but I am not sure what it was. To some extent it resembled grass, but the person I bought it for wanted something for a very large and light corner in her living room’.*



- For graves – on such occasions consumers look for long-lasting plants, resistant to weather change, thus these hardly ever are indoor varieties, unless they are bought for the funeral, e.g. Peonies, Anthurium, but they are also not expected to last for too long, but to look good during the ceremony.
  - The most popular outdoor grave plants include: chrysanthemum, senecio cineraria (dusty miller), as well as some perennials.
- For own use – the respondents buy those plants that ‘catch their eye’. Then they gather information about maintenance conditions, and if it turns out that a given plant is suitable for their dwelling, they buy it, often not even being aware of its name. The study participants look for plants that:
  - Match their interior;
    - *‘I have a lot of space at home, so I prefer large ones. I like yuccas, I like papyrus, and since I prefer wicker in my bathroom, I have a bamboo there as well.’*
  - Are proper for conditions in their home:
    - *‘This is obvious that if I live in a house which is rather cold, I shall definitely not buy those plants that love warmth, as they could wilt right away’*
    - *‘Well, I take it into account what conditions a given plant requires, whether I shall find for it a proper place, with right exposure to sun, etc.’*

People tend to spend more money for a plant if it's a present, if it's decorative/ornamental or if it's a new variety.

## 4 Evaluation of presented indoor pot plants

The study participants evaluated various pot plants in standard and value added versions (for example a new variety or with a ceramic pot). They were also requested to evaluate various varieties of the same species. They were asked to divide them in to one of the following categories: 'novelty', 'classic' 'old-fashioned', 'trendy'. They were also encouraged to create alternative groups in case of any doubts. Particular proposals were polarising for consumers, some, however, were perceived identically by the majority of consumers, regardless of their age or place of residence.

### 4.1 Concept 1AB: Cactus mix

1A Standard	1B Value added
<p><b>'Traditional – depending on the variety, either old-fashioned or timeless' – nevertheless, the ones presented during the study were perceived as commonplace.</b></p> 	<p><b>'trendy'</b></p> 

Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• 'Cute', looks very spectacular among other cacti</li> <li>• long lifespan, does not require particular care</li> <li>• does not take much room</li> <li>• sometimes makes a surprise and starts blooming</li> <li>• has its own unique character and style</li> <li>• In the pot version (1B) more modern, proper for young people</li> </ul>	<ul style="list-style-type: none"> <li>• Such a relic. In the presented variants rather not unique, ordinary</li> </ul>

- Cactus is believed to have been there for always, sometimes also being perceived as a relic, if supported with proper interior design can be perceived as modern (e.g. in a minimalist apartment). Cacti are very specific, and have their meaning, which positively affects their evaluation.

- *'Cacti have been there for always, and they are beautiful, even though they are not particularly decorative, there is something special to them, and when they make a group, surrounded with stones, plus some kind of nice unusual shapes, this all makes them look perfect'*
- *'For me cacti are always cute, they are so full of character, and they have their own meaning, while some of them also bloom, which is also an advantage'*
- They were also appreciated because of great diversity of varieties, and the fact that they could be very interestingly arranged.
- All the consumers agreed that a cactus would not make a good gift, as the receiver could treat it as an offence or malice
- The pot versions were rated higher. The species, which on its own is unusual (thorns, various shapes) gained even more attractiveness thanks to a pot with funny patterns.
- *'You rather do not give a cactus as a present, that could be malicious, unless this is someone you know well and you are sure they shall not feel offended'*
- Some claimed that having a cactus at home could bring bad luck;
  - *'I do not grow cacti, they are said to bring bad luck, which is why you should not have them at home'*
- Cacti in a larger group can look very spectacular specially if more unusual varieties are included;
  - *'such an arrangement with cacti looks really nice, especially if there are some more unusual varieties in it, and on the other hand, it is not sensitive to weather, and it always looks the same, it does not wilt, nothing shall happen to it, it just pleases your eye'*
- The pot itself was rated high because of the fact that it matched the style and character of the plant well. Nevertheless, because of the patterns and the colour, it seemed not to be universal enough, as it would not look good in all kinds of interiors;
  - *'Generally pots are relatively expensive, but I would not like each of my pots to look different, and this one here would definitely not match my interior. I would not buy it, especially taking into account the fact that I'd have to pay more for it than for a plant in a regular plastic pot, which I can later on put in a matching cover'*
  - *'Most definitely that cactus looks better, more attractive in that pot, and it could make a good present, if you decided to give a plant like that to anyone.'*
  - *'I guess I would not buy it because of that pot, because I'd be afraid it would not match my interior.'*

#### Consumer price perception: 1A

Expected price	Actual price
9.85 zł	9.50 zł



Most study participants guessed the price correctly, believing it to be relevant for such a plant.

#### Consumer price perception: 1B

Expected price	Actual price
14 zł	13.39 zł

According to the respondents the plant looked slightly more expensive than it actually was. The price was considered attractive and encouraging, especially for a plant with a pot included. Nevertheless, its attractive price does not necessarily have to trigger purchase intent. The respondents had a positive opinion about the price of the plant along with the pot, yet the pot itself was not accepted by everyone. Some claimed it was 'funny, fancy' but unlikely to match the pots they already had at home. For consumers that was a problem, since they did not feel like paying more for something they would not use.

#### 4.2 Concept 2AB: Bonsai

2A Standard	2B Value added
<p><b>'Classic/ modern/trendy'</b></p> 	<p><b>'Classic/ modern/trendy'</b></p> 

Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• A miniature tree, a beautiful plant, a 'luck tree'</li> <li>• Style: modern, oriental, unusual</li> <li>• In the presented variant goes well with small apartments with little space inside (an imitation of a garden)</li> </ul>	<ul style="list-style-type: none"> <li>• The packaging variants were rated low – plants inside looked damaged and neglected. A conviction that they could not breathe inside</li> <li>• A plant that needs to be constantly taken care of, difficult to be maintained in proper condition, many tiny leaves suggest that removing dust from them would be extremely effort-consuming</li> <li>• Expected high price</li> </ul>

- Bonsai trees were unanimously rated positively. They look elegant, and noble. The plant would make a great gift.

- Japanese-like style of the plant suggests a certain type of interior (it shall not look equally well in every apartment). Good for either modern interiors or those in Asian style. Not suitable for older individuals living in more dated apartments.
  - *'Goes well with interiors decorated in such an Oriental style'*
  - *'I cannot see it at my granny's place. It is just a small tree, but still, I somehow can imagine that at their old-fashioned flat it would look rather ridiculous'.*
- The size of the plant was referred to as proper – a miniature of a genuine tree.
  - *'Makes me think of a real tree, evoking such warm family associations, a piece of a garden at home'*
- The added bag was instantly rated negatively. The study participants were not convinced it would be worth paying more for:
  - It conceals the plant, making it look wilted, not having enough air;
    - *'But do we have to evaluate those trees in foil? Because they look so fatigued',*
    - *'No, in that bag they really do look hopeless, as if they were suffocating, and you do not see them properly',*
    - *'made me think of boxwood in this bag (a commonplace plant, non-flowering)',*
    - *'I'd start suspecting instantly that the staff cannot take proper care of those plants in this foil, in which they can neither breathe nor be properly watered'*
  - The women stressed they liked the functionality of the packaging (easy to carry, move with it) , nevertheless, they did not like it as a potential decorative element – as it does not make the plant look prettier, but only less visible. Additionally, the respondents did not like the idea of a plant standing in foil wrapping all the time (no air)
    - *'The bags are good, but let them just hang somewhere near, I select a plant and put into such a bag, because it actually is good for carrying, it is stiff, so the plant shall not get damaged when you travel with it.'*
  - Only older Krakow respondents liked the idea of a bag. They liked it because of certain functionality, but also aesthetic value. According to this group of respondents the bag added modern and unique character to the plant.
- Very pretty pot, matching the style and character of the plant.
  - *'Because of this Japanese style of this plant this pot is really suitable because of its styled shape, it really does correspond to the character of the plant'*
- Imitation of a large plant, 'it is really nice to have a kind of a tree at home'.
- Bonsai trees represent various styles. Because of their Japanese origin they are perceived as traditional, but at the same time, since they imitate real trees (they are tree-shaped) they look innovative. Moreover they also enjoy a lot of popularity and are in, because of which they can be attributed to the 'trendy' group.
  - *'You can most definitely say that they are trendy and they are a kind of a novelty on the market'*



- Bonsai are known to be very difficult to maintain and to have special climatic requirements. The study participants stressed they needed light, but not too direct, and frequent watering, and that even some minor neglect causes them to wilt instantly
  - *'All you have to do is just look at the leaves, this is no crassula family, which means that they are difficult to maintain, they have very delicate leaves, which suggests I shall have to spray and dust them, that they shall require a lot of care, but on the other hand they are really lovely'*

#### Consumer price perception: 2A

Expected price	Actual price
24 zł	33 zł



The actual price turned out to be higher than expected. Nevertheless, according to the study participants it was justified, since the plant was perceived as difficult to produce and very demanding. Another factor affecting its price was also the popularity it enjoys.

#### Consumer price perception: 2B

Expected price	Actual price
30 zł	34.9 zł

The expected price was usually higher than the expected one, which meant that the ladies would not really be eager to buy the plant at the proposed price. The main problem was the bag, which did not make a positive impression on the majority of the study participants, as it was believed to conceal the plant and limit its access to oxygen. The only advantage of the bag was the fact that it could facilitate transport, yet in such a case the product would not have to stand in it all the time. The respondents suggested the packs could be displayed somewhere near the plants.

### 4.3 Concept 3AB: Bromelia

3A Standard	3B Value added
<p><b>'Classic - old-fashioned'</b></p> 	<p><b>'Trendy'</b></p> 

Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Masculine – proud</li> <li>• Associations with tropical countries – the flower itself is relatively unique</li> </ul>	<ul style="list-style-type: none"> <li>• Krakow: looks artificial, as if it were made from plastic, unnaturally intense colour, too glaringly</li> <li>• Commonplace, uninteresting</li> </ul>

- In Warsaw the plant was not clearly rejected, nevertheless, it also did not stir enthusiastic reactions. The ladies had a look at plants that were not so much in bloom, which could also have affected their evaluation. The plants were made chiefly of foliage, with some buds only, which were not too prominent. As such the plants were perceived as commonplace, not unique and not spectacular enough .
- The proposal was liked more by older consumers, especially the Krakow ones, being perceived as very decorative, and spectacular, which is why they could make a great gift even for more important occasions. Especially the flowers were liked for their distinctive, and saturated colours, as well as the colour of buds.
- According to the respondents the plant could appeal to rather older consumers who appreciated decorative character and size the most about plants they like.
- The variant with a pot looked better (proper proportions between the size of the pot and the plant), nevertheless some of the study participants claimed that the colour of the pot was not universal enough, and that it would not necessary match each interior.
- According to the respondents (regardless of the location) the plant was rather classic, or even outdated, which was due to the leaves associated with other plants available on the market for years (Yucca)
  - *‘those leaves make me think of some typical plants, those from communist times. Well, those leaves really do look familiar, while the flower itself looks so artificial, just as if it were made of plastic, but this is undoubtedly something new’*
  - *‘I would not like to offend anyone, but this is a very red-neckish flower, it makes me think of such uncool plants’*
  - *‘When I went for a wedding somewhere in the countryside and I bought a lovely dry flower arrangement, I was criticised for bringing some old leaves instead of a decorative flower, and this one makes me think of something that is very decorative, very artificial, and plastic-looking, good for countryside weddings’*

### Consumer price perception: 3A

Expected price	Actual price
21 zł	19.59 zł



The respondents guessed the actual price correctly, and believed it to be suitable for the product. Some Krakow respondents were positively surprised with its actual price. They even claimed it was ‘suspiciously’ low, being convinced that the actual price would definitely be higher.

### Consumer price perception: 3B

Expected price	Actual price
22 zł	22.49 zł

Overall, the respondents guessed the price correctly. When estimating the price some respondents tended to overestimate the value of the pot. The actual price of the plant along with a pot turned out to be a nice surprise.

#### 4.4 Concept 4AB: Cupressus

4A Standard	4B Value added
<p><b>‘Classic/ timeless’</b></p> 	<p><b>‘Novelty’</b> – because of its unusual shape</p> 

Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• A garden or patio plant</li> <li>• Beautiful, coniferous</li> <li>• Version B <i>‘looks fancy, as if someone has worked hard to achieve this effect’</i></li> </ul>	<ul style="list-style-type: none"> <li>• Unnaturally saturated green colour</li> </ul>

- The cypresses met with a relatively positive response.
- The 5A idea was referred to as Classic, relatively well-known to consumers. It was rated generally positively, but it failed to generate high purchase intent.
  - *‘It can make a great gift for someone who has a large balcony or a garden’*
- The B variant was spontaneously described as: lovely, funny, different, unusual, spruce.
- The B variant met with less positive reactions than the standard one did. The ladies were of the opinion that this way of styling of the plant made it look somewhat artificial. Moreover, they also did not like the interference with the natural growth process.
  - The respondents were also wondering what further growth would look like, and whether they themselves would have to continue cutting it.

- The B variant was believed to represent the modern style. Thanks to its unusual shape it could fit to a sterile, modern and minimalist interior.
- Those respondents who did not like this solution were bothered the most by a too 'thin leg/stem' on which a relatively tall plant rested. They had doubts how resistant to wind or rain it would be; (since all the respondents positioned it as an outdoor plant)
  - *'this results from our mathematic perception, all the triangular objects seem to be more stable, while something with a very thin stem and a sphere up there is likely to fall, every time wind blows'*
- Some study participants, both from Warsaw and from Krakow, did not like the colour of the presented cypresses, believing it to be unnatural, and consequently making the plant look artificial;
  - *'this is no natural green colour, I have already figured it out, I am Inspector Gadget. It has been artificially obtained'*

#### Consumer price perception: 4A

Expected price	Actual price
20 zł	14 zł

The vast majority of the study participants expected a higher price than the actual one. The information about the true price met with a certain level of disbelief, but was appreciated a lot at the same time. The purchase intent, which was low at first, grew significantly when the respondents learnt the actual price.

#### Consumer price perception: 4B

Expected price	Actual price
31 zł	28.79 zł

Most respondents guessed the price correctly, while some expected it to cost even more, which was suggested by the format believed to require a lot time to grow.

#### 4.5 Concept 5A: Croton Excellent

##### 5A Standard

##### 'Classic/timeless'



Positive impressions	Negative impressions
<ul style="list-style-type: none"><li>• Beautiful, spectacular plant</li><li>• Large, decorative leaves</li><li>• A great space-filler</li><li>• Universal: for everyone, on numerous occasions, for all kinds of interiors</li></ul>	<ul style="list-style-type: none"><li>• Gives off toxic substances</li><li>• The shape of leaves is so ideal that they look artificial (less popular opinion)</li><li>• Pretentious, overwhelming – dissonance between a huge plant and a small pot</li></ul>

- The study participants claimed to be well-familiar with Crotons. They admitted it had been on the market 'since always', being somewhat commonplace, but at the same time beautiful. Positive perception of Croton seems to result from its leaves, which were referred to as charming, and decorative because of their:
  - Shape
  - Colour – merging colours – green, orange, yellow
    - *'Those leaves are really lovely, so wide-stretching, huge, and decorative, and those merging colours, it is just lovely.'*
- The women admitted that Crotons were not easy to maintain, that they needed a lot of light, and should be regularly wiped and polished, etc.
  - Some of the study participants complained that despite trying really hard they did not manage to keep a Croton alive.
    - *'I have bought it a couple of times, I have always wanted to have it, but I never manage to keep it for longer. What is the use of its lovely leaves, if they cannot please my eyes for longer.'*

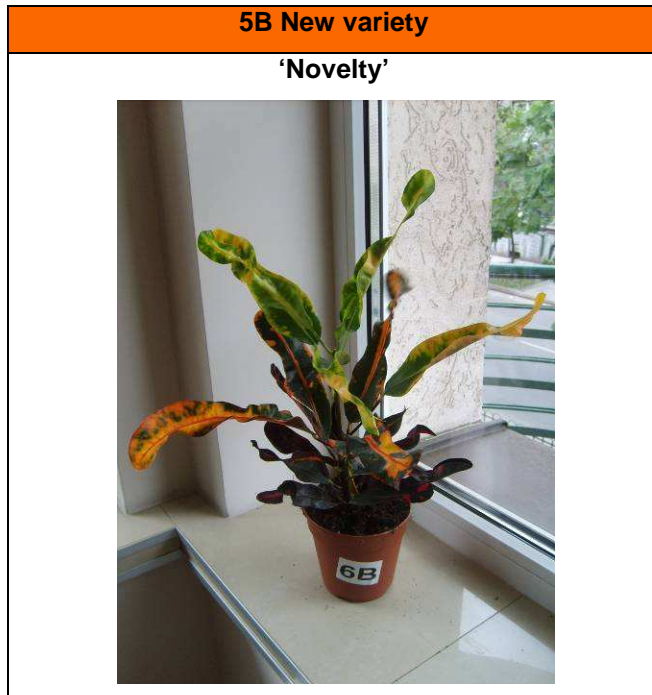
- *'Those plants are very moody, they need a lot of those phyto something to go through those veins, they have to have a lot of light, and far more room, this one here (4A) definitely has a pot which is too small, it is all about proper rooting.'*
- Croton was perceived as classic, but at the same time always trendy. In spite of having been present on the market for a really long time, it was not considered dated.
- One of the key advantages of Croton is its universal style, matching all kinds of interiors, which makes it a good choice for both home use and as a gift. It can be given to anyone, regardless of their age.
  - *'for me Croton is so universal that no matter what colours you have at home, it shall always fit in.'*
- In every single group there was at least one woman claiming that Croton produced some toxic substances, even though the ladies could not specify what type of toxins these were. Nevertheless, this information reduced purchase intent.
  - *'It is deep down in my mind that all those plants with white elements in their leaves are toxic, and Croton is most definitely one of them, I do not know exactly what this is about – is it so that the Croton juice is toxic, or maybe something like that...'*
  - *'It is harmful in general, I guess that Crotons produce some chemical substances, I hear this Croton produces some kind of a poisonous juice'*
  - *'I hear that this type of leaves are poisonous, but it is not only so that they are toxic if you eat them, but they also give something toxic off.'*

#### Consumer price perception: 5A

Expected price	Actual price
19 zł	9.32 zł

The vast majority of the respondents overestimated the price. The actual one turned out to be very attractive, and generated high purchase intent.

#### 4.6 Concept 5B: Croton Mammy



Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Unique, unusual</li> <li>• Colourful</li> </ul>	<ul style="list-style-type: none"> <li>• 'Anorectic Croton'</li> <li>• 'Looks very poor'</li> <li>• 'Modest, skinny, fatigued'</li> <li>• 'old-fashioned'</li> <li>• 'Suffers from vitamin deficiency'</li> </ul>

- The plant was spontaneously referred to by the respondents as weak, 'fatigued', which was due to twisted, yellowish leaves. Some of the respondents claimed they would buy it as it made them feel sorry for it, *'you feel like saving it, improving its condition.'*
  - *'I'd give it to someone telling them to love it, because it is really so poor, and twisted in such a nice way.'*
  - *'So very poor'*
  - *'I'd give it to someone telling them it is an entirely new format, a new variety or something like that, that this is a product for those who wish to do something good. I'd tell them 'have it and do good''*

- The 5B proposal was undoubtedly perceived as a new variety of a well-known Croton present on the market for a long time.
  - Nevertheless, its uniqueness and innovativeness failed to convince the study participants to reach for it, as they claimed that the plant looked ill, as if it had been attracted by some kind of bacteria. Here the yellow colour on leaves did not add charm, but suggested that the plant started wilting or was too dry
    - *'Its form is really interesting, but it is not too appealing at the same time. Looks a bit like a mutated handicapped to me'*
    - *'It is unique, but looks as if it were sick.'*
- The respondents were of an opinion that this Croton variety would look good with another light green plant as this would allow for softening its dark shade
  - *'Maybe if it were in a different pot, it would no longer be so dark and could look really interesting and different.'*
  - *'It could look great combined with other plants, maybe even that light green cypress, or other ones maybe, because this dark colour here needs some softening'*
- They also claimed that negative perception of the plant could result to some extent from the fact that the product came in a small, dark and plastic cover which reduced its distinctiveness.
- Not everyone would appreciate the real value of this Croton variant, so it could be either for those who know a lot about plants, or for modern and original individuals.
  - *'Rather not for everyone, but for individualists, such as young people, with guts.'*
- It would fit to a modern interior.
  - *'It shall look good in a modern interior, I can see a black and white interior in front of my eyes'*
- The shape of the leaves suggests it is a new variety of Croton. Among all the study participants only one was familiar with it, while all the others attributed it to the Novelty group.



#### Consumer price perception: 5B

Expected price	Actual price
16 zł	14 zł

For most respondents the actual price came as no surprise, and claimed it was appropriate. Some Warsaw customers expected a higher price of the product.



#### 4.7 Concept 6AB: Dracaena

6A Standard	6B New variety
<p><b>'classic/timeless'</b></p> 	<p><b>'Novelty'</b></p> 

Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Very pretty</li> <li>• Traditional, popular, timeless, “charming”</li> <li>• Relatively easy to maintain</li> <li>• A perfect space-filler</li> <li>• Universal – fits to all types of interiors, regardless if their style</li> <li>• A popular gift</li> <li>• Associated with elegant office interiors</li> <li>• A perennial, available all year long</li> </ul>	<p>Negative comments pertained solely to the new Dracaena variant (6B):</p> <ul style="list-style-type: none"> <li>• More commonplace than the regular one</li> <li>• Less decorative</li> <li>• Lacks elegance, lightness, finesse</li> <li>• Cannot make a good present, as it is not decorative enough</li> <li>• Good for home use</li> <li>• Vs. 6A less distinctive, more commonplace, nothing special</li> </ul>

- The 6A version was rated positively by all the study participants, being referred to as elegant and noble.
  - The respondents appreciated two stems of different heights, as it added modernity to the proposal.
  - Proper size – *‘it is large enough to make a good gift, but at the same time, small enough not to require any extra space.’*
    - *‘Apart from that they are good to grow, sometimes when I forget to water it, this dracaena still looks OK’*
    - *‘Shall look good in all kinds of interiors, can be given on any kind of an occasion’*
    - *‘Goes well with virtually all kinds of interiors, at a museum, at a church, at a gallery, for a granny, I also have one.’*

- The 6B version also met with a positive response, yet it was not liked as much as the, traditional 6A was.
  - Not decorative enough. Most study participants claimed it was too commonplace, ordinary. Despite the fact that it is a new variety, it is not eye-catching or attention grabbing.
  - Its style does not resemble that of a traditional Dracaena – its character is less distinctive, it is less 'predatory'.
  - Because of the species as well as typical appearance considered traditional, and because of the fact that it is a new unknown variety positioned it among 'novelties' .
  - It seems to be the most appropriate for home use. As it is less elegant and not as decorative as the traditional Dracaena, it would not be that appropriate to make a gift.
    - *'This one here is less spectacular, it would no longer be as good for a gift as this typical Dracaena is, this one looks warmer, more homey, better for own use, I guess.'*
- Few opinions only indicated that the 6B variety was preferred. Those women who liked it stressed that its advantages included:
  - Colour of foliage (light-coloured rim and the deep green centre); *'looks like highlights in two colours, for me this is just great'*
  - The shape of foliage – less regular,
  - More interesting stem – 'bamboo-like'

#### Consumer price perception: 6A

Expected price	Actual price
22 zł	22.6 zł

The respondents guessed the price correctly, and believed that it would be attractive and positively affect purchase intent.



#### Consumer price perception: 6B

Expected price	Actual price
22 zł	43 zł

The actual price of the variety was perceived as very high and unjustified. The respondents did not identify it as an attractive novelty. The plant is perceived as an unknown variety of a very traditional plant, and as such can not justify the high price.



#### 4.8 Concept 7AB: Meateater mix

7A Standard	7B Value added
<p><b>'Modern'</b></p> 	<p><b>'Modern'</b></p> 

Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Cool, something new</li> <li>• Practical solution for home; <i>'after all nobody likes flies'</i></li> </ul>	<ul style="list-style-type: none"> <li>• Repulsive, since they consume insects</li> <li>• A suspicion that their smell could be unpleasant</li> </ul>

- The plants polarized opinions to a large extent. On the one hand they were considered repulsive because of their character (carnivorous), on the other they fascinated the respondents with their uniqueness (the shape, the way in which they consume insects)
  - *'I do not like it, the very nature of this plant, i.e. that it catches flies, is simply gross.'*
  - *'The shape is really OK, and it is a perfect solution for summer, as it can catch flies.'*
  - *'Looks very unusual, I'd even say that it is intriguing'*
  - *'Those plants are chiefly for connoisseurs, I myself neither want to look at them nor want to have them at home.'*
  - *'The shape is really cool, I could have it and scare my friends with it'*
  - *'Looks like a plant from a horror movie of some kind'*
- The study participants did not have any knowledge about this type of plants. They did not know if the plants would be easy to maintain, and how the plants could grow further. Unique appearance itself is rather unlikely to attract attention and trigger purchase.

- The study participants did not declare purchase intent, they would not know how to deal with the plant. They were also of the opinion that in the case of such a species information on maintenance would be a must.
  - *'We know nothing about it, we do not know how to feed it, how to grow it, what fertilisers it needs, how to repot it, so I would not buy it as I would be afraid that I could spend a lot, because it is most definitely expensive, and then it could die after a couple of days only'*
- The study participants joked that it would probably not be difficult to maintain, as it would be able to find food on its own,
- On the other hand, they were concerned that such a species would have some special climatic requirements, especially taking into account the fact that the plants were perceived as fragile and delicate;
  - *'I guess it might be difficult to maintain, because where can we find soil like this here in this jar, and it also does not seem to be the best solution for our climate, it makes me think of the tropics more.'*
- The study participants would neither like to buy it as a gift, nor receive it from others.
- They were of the opinion that the plant could be appreciated by younger people, especially those who like to stand out and value originality high.
  - *'My son would love to grow something which is so weird, it is really nice to have something unusual in a room.'*
  - *'Youths might buy such plants as a gift for one another, as they would make gifts with guts.'*
  - *'For some kind of a 16-year old, who is fascinated with tarantulas and other spiders, because it is just great to put it on a window sill and boast about it among pals, that it has for instance already caught 3 flies'*
- The best liked was 7B, which looked aesthetic thanks to a pretty vase. The idea of placing the plant in a transparent vase was rated high as modern and innovative – *'you can see the roots which are unusual and look like weed'*.
  - *'The pot is very interesting, you can see the entire cross-section of the plant with the entire root system and it really does look intriguing'*
  - *'There is something very sterile about this plant, somehow it makes me think of a lab, I can see it on a work top at this kind of a kitchen that you can see in ads: so clean, modern, with a silver fridge and a talking dishwasher'*
  - *'It looks really nice in it, so very modern'*
  - *'The plant itself in this variant with those pots is new, but repulsive at the same time. The only good thing about it is that it really looks nice in this jar, reminding me a bit of an aquarium with weed, but still it really does look good'*

#### Consumer price perception: 7A

Expected price	Actual price
13 zł	14.5 zł



The actual price met with an ambivalent response. Warsaw respondents, even though they estimated the price correctly, claimed that the plant was too small to cost that much. Nevertheless, they knew that the price could not have been lower because of the character of the plant (novelty, most probably having some special maintenance requirements ). In Krakow the reactions to the price were somehow more positive, and the respondents claimed they would accept such an expenditure even if the plant was not to take roots.

#### Consumer price perception: 7B

Expected price	Actual price
22 zł	45.99 zł

All the respondents criticised the suggested price. It turned out to be far too high, especially in the context of potential short lifespan and difficulties with maintenance. The vase which was rated positively, still did not justify such a high price.

#### 4.9 Concept 8AB: Phalaenopsis

8A Standard	8B Value added
<p><b>'Classic/timeless' – currently trendy</b></p> 	<p><b>'Classic /timeless' – currently trendy</b></p> 

Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Beautiful, spectacular, delicate, unreal, magic, stunning</li> <li>• Makes a perfect gift – elegant, refined</li> <li>• Can match all kinds of interiors – universal</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to maintain</li> <li>• Expensive</li> </ul>

- Rated very high by all the respondents, believed to be trendy/in. Charming, extraordinarily beautiful.
  - *'Beautiful, liked by everyone, I guess, in every colour, good for all kinds of interiors, always looks beautiful, provided it is taken proper care of.'*
- Good both as a gift and for home use:
  - *'You can really be proud when giving it to someone, because orchids are known to be expensive, so the receiver knows they are not given just any plant, and apart from that they are beautiful, very decorative, delicate, I'd like to receive one of those myself.'*
    - At home it would make a perfect décor – at stylish interiors it could fit in well since it is in good style, in less carefully designed interiors it could serve as a decorative element.
- Orchid is a popular and classic plant, it has been on the market for a long time, but has become very trendy recently
  - Consumers admitted that orchids were very popular, despite their high price.
- Because of their delicacy Orchids are not easy to maintain, they require proper climatic conditions, the right kind of a pot and proper level of humidity.
- The size of Orchids presented was considered proper – consumers were aware of the value of the plant, knowing that the larger the specimen, the higher the price had to be. The presented versions presented all the beauty and sophistication of the plant, without ruining the budget at the same time.
- The pot was rated relatively positive, even though it did not seem to be necessary, since the plant attracted attention with the very beauty of its flowers. The respondents also had an impression that Orchids required special pots, or covers which had to be transparent so that some light could access roots as well.
  - *'the pot is pretty, but I guess that Orchids should have glass pots, because their roots need light.'*
- This was one of few plants that the women would not like to see sold at chain stores . They claimed that this type of venues never ensured proper service, i.e. nobody could take proper care of plants sold there. Shopping for plants there is therefore burdened with a risk that they shall wilt fast.

**Consumer price perception: 8A**

Expected price	Actual price
26.5 zł	29.9 zł



The actual price was believed to be right. Only some Krakow respondents were of the opinion that it was too high for such a small plant.

**Consumer price perception: 8B**

Expected price	Actual price
31 zł	32.9 zł

Most respondents guessed the price correctly. Some were positively surprised, since usually a pot increased the price considerably. In this context consumers would like to buy the variant in a pot, especially taking into account that the presented proposal was rated high.

**4.10 Concept 9AB: Zamioculcas**

9A Standard	9B Value added
<p><b>'Modern'</b></p> 	<p><b>'Modern'</b></p> 

Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Very pretty, decorative</li> <li>• Classic – mono-chromatic, but very trendy/in at the time being</li> <li>• Easy to maintain</li> <li>• Grows fast</li> <li>• Proliferates nicely</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to maintain</li> <li>• Expensive</li> <li>• The pot (9B) is not universal enough and too small for such a large plant</li> </ul>



- Zamiculcas is a very popular and trendy plant. All the study participants liked it a lot.
  - *'Zamia is a lovely plant, very trendy and extremely decorative'*
  - *'It is beautiful, this deep green colour of foliage, and it looks so very healthy.'*
  - *'I'd say that this Zamia is pretty, but the leaves are so perfect that it looks almost artificial.'*
- The respondents claimed it was a universal plant:
  - Matches all kinds of interiors
  - Good both as a gift and for home use
  - Liked by everyone, regardless of age
- The idea of a pot as added value was appreciated, because this made the plant look more elegant and decorative.
  - Nevertheless, in this context the pot presented was disappointing, since it was believed not to match the plant with regards to both
    - Its size – too low against the plastic cover – *'this protruding cover looks really trashy, no class at all'*
    - and colouring – the blue colour determines the style too much – according to the respondents the best pot would be a white or a green one, as then it would be more likely to match other pots already owned.
  - *'Now all those interior designs are really fancy, but generally I'd like to receive the plant without a pot, because I have my own preferences when it comes to pots, and I would not like someone to give me such a purple pot that would not match anything at all'*
  - *'A distinctive colour is never good, as it determines a certain style, you might make the right choice, but you might just as well be totally wrong, so why pay more and give someone something they do not need?'*
  - The only advantage of the pot presented was its price, which increased the cost of the plant slightly only. The women admitted that such a large pot would cost a dozen or so PLN, so here along with the plant it was a good deal.

#### Consumer price perception: 9A

Expected price	Actual price
25 zł	23.5 zł



Most respondents estimated the price correctly, which they also considered attractive and encouraging. Some consumers expected the plant would be more expensive, and they were also the ones who declared the highest purchase intent.

#### Consumer price perception: 9B

Expected price	Actual price
28 zł	29.49 zł

The actual price met with an enthusiastic response among some Warsaw respondents, who considered it very attractive in the context of the size of the plant and its visual attractiveness. Krakow respondents were more reserved in their reactions and claimed that the actual price was adequate for the presented plant, especially in the value added variant with a pot. The pot was considered relatively cheap, but at the same time unattractive. Consumers are unlikely to buy variants with unattractive pots, even if their prices are low.

#### 4.11 Concept 10AB: Anthurium

10A Standard	10B Value added
<p><b>'Classic'</b></p> 	<p><b>'Classic'</b></p> 

Positive impressions	Negative impressions
<p><b>Older age group</b></p> <ul style="list-style-type: none"> <li>• Classic and modern at the same time</li> <li>• Long lifespan</li> <li>• Decorative, elegant, feminine</li> <li>• Unique because of the small flower variety</li> </ul>	<p><b>Younger age group</b></p> <ul style="list-style-type: none"> <li>• The shape and the colour of both foliage and flowers is so perfect, plant looks artificial</li> <li>• Chaotic composition, foliage prevails</li> <li>• Old-fashioned style – made the respondents think of the teacher's day</li> <li>• Evokes associations with cut Anthurium commonly known as the mother-in-law's tongue – preferred by older individuals,</li> <li>• Good for funerals</li> </ul>

- The Anthurium proposal polarised opinions among age groups. Younger study participants disliked it, while older ones were very enthusiastic about it.
- Regardless of the city, younger respondents believed Anthurium to be Classic/old-fashioned.
- According to younger respondents the plant would be most suitable for: teacher's day, grandmother's day, funerals.
- The proposal was rejected by younger participants due to the following:
  - The impression of artificiality – all the foliage in identical shapes, very glossy, very saturated colours – an impression that the plant is made from plastic.
    - *'This makes me think of those cut flowers which are repulsive and old-fashioned, and have nothing to do with flowers, they are so artificial, when you look at them you see how perfect and glossy they are – they look like plastic to me.'*
  - chaos – too much foliage mixed with flowers– impression of mess
    - *'I do not like the fact that foliage is of the same height as flowers are, you do not know what this is all about, such a mess, generally there is too much of that foliage.'*
  - Associations with old age, with funerals
    - *'I'd like it far more if the flowers were cut and only the foliage were left, it would look then less artificial, and would no longer be this old 'mother-in-law's tongue'*
    - *'Generally it would look better without those flowers in bloom, they make me think of those larger cut ones, which you always gave to your teachers on their day, or buy when visiting a cemetery'*
    - *'they are good for a granny, kitschy to some extent.'*
  - 10B was criticised for the shade of pink, which made the proposal look even more artificial than the red one.
- At the same time, most younger consumers admitted that Anthurium as a pot plant was far more acceptable than as a cut flower. The elements that were rated relatively high included:
  - Size of flowers – different than in the case of the cut variant – smaller heads which do not look that artificial and obtrusive – being more subtle and more delicate
- Older consumers had a very positive opinion about Anthurium. They referred to the proposals as traditional, but trendy at the same time, present on the market for years. At the same time the new variety with smaller flowers looked modern, fresh, and trendy.
  - *'Because it is classic and trendy at the same time. Those flowers are so tiny, I guess it is a new variety of some kind, now this plant is enjoying a comeback of some kind'*
  - *'They are lovely because they are so delicate, so subtle, those flowers are so tiny, they look so very light.'*
  - *'I like everything about them, both the foliage and the flowers'*
  - *'They can make a perfect gift, because both the foliage and those flower are so juicy, everyone shall like them for sure'*
  - *'This plant is so very decorative, it attracts attention, you look at it and your eyes really rest.'*

- Anthurium would be suitable for all kinds of occasions, because of its decorative character and richness of colours it can make a good gift too. At the same time older study participants claimed they would like to receive it themselves. They also spontaneously claimed they would like to buy it for themselves.
- According to consumers the plant would match all kinds of interiors.
- The pot was rated higher in Warsaw, but this could have been affected by the fact that one of the proposals was in a red pot matching the colour of flowers (pot is not in photograph, but is like in proposal 3B), while those in Krakow were presented the 10B proposal in a purple pot (pot is not in photograph, but is like in proposal 11B).
- In both cases the respondents claimed that the colour of the pot reduced the universality of the product, making it less suitable for all kinds of interiors, and considerably reducing purchase intent.
- Most consumers admitted that a pot was of particular significance when shopping for a plant which is:
  - To make a gift – then it is an attractive additive making a plant look more attractive and elegant .
  - At the same time when it is to be purchased for home use, the relevance of a pot is lower, since consumers usually have their favourite types of pots that match other ones in their home collection.

#### **Consumer price perception: 10A**

Expected price	Actual price
26 zł	29 zł

The vast majority of the study participants expected such a price, also believing it to be adequate for the plant which is relatively large and very decorative.

#### **Consumer price perception: 10B**

Expected price	Actual price
28 zł	37.49 zł

The actual price was considered high, but rather justified in the context of a pot considered attractive (Warsaw). In Krakow the respondents rejected the idea of buying the plant in a pot (a purple one – like the one in proposal 11B). The pot did not match the flower, and it was not universal enough to go well with pots that the respondents already had in their homes.

#### 4.12 Concept 11AB: Kalanchoe, Calandiva



Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Sweet, modest</li> <li>• Nice foliage, 'just like cabbage'</li> <li>• Blooms nicely</li> <li>• Easy to maintain</li> </ul>	<ul style="list-style-type: none"> <li>• The foil was too overwhelming, concealing the flowers</li> <li>• Commonplace, ordinary, not sophisticated enough</li> </ul>

- Commonplace, traditional, decorative, but rather for home use, too modest to be given as a present.
  - *'If it is to be a present, it can be offered to a granny, grannies usually prefer cheaper and more modest plants, as long as they are colourful and bloom nicely.'*
- The wrapping is too heavy and conceals the plant too much. According to the respondents a transparent foil would look better, since it would protect the plant without concealing it at the same time.
  - *'This one is just hopeless, it is totally repulsive, you do not see the plant, and this foil does not fit in here at all, it is so heavy, good for funerals, just hopeless.'*
- Out of the two proposals the navy blue colour was preferred. Black was referred to as sad, suitable for funerals, not corresponding to light and joyful character of the plant.
  - *'Here it is somewhat better, at least this colour does not make me think of a funeral, even though it still spoils the entire effect, and why conceal something that is so lovely.'*
- The A version was rated high, yet it failed to generate purchase intent.

- The B version was referred to by all the respondents as intriguing – smaller flowers, more delicate and more sophisticated at the same time, resembling small roses.
  - This variety, unlike 11A would be suitable for all kinds of occasions, including a present, as it no longer appears to be too modest and commonplace.
  - *'This one here is more elegant, good for a present'*

#### Consumer price perception: 11A

Expected price	Actual price
9.5 zł	5.69 zł

Most women overestimated the price and considered the actual one very attractive.

#### Consumer price perception: 11B

Expected price	Actual price
10.5 zł	7.89 zł

The actual price was perceived by most respondents as affordable and low.

#### 4.13 Concept 12A: Sanseveria 'Laurentii'



Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Characteristic – commonly known as ‘swords’</li> <li>• Long lifespan – has been there for always, once planted, it can live for years</li> <li>• Monument – a living symbol of ancient times</li> <li>• The green rim around leaves– something new and fresh</li> </ul>	<ul style="list-style-type: none"> <li>• Commonplace,</li> <li>• Old-fashioned</li> <li>• Uninteresting, ordinary</li> <li>• Dull, no interesting format</li> <li>• Dry, cold – no warmth</li> </ul>

- The 12 A proposal polarised opinions. Few respondents liked it because of its tradition and the fact it has been on the market for such a long time. Most did not like it because of its old-fashioned and dated image. The perception of the plant was affected neither by the age, nor the place of residence.
  - Perceived as a living symbol – it made some think only of communist times, and others of their carefree childhood .
  - *‘For me it is ugly, repulsive, dated, in the past you could find it just about everywhere, so it makes me think of such a relic, of something old’*
  - *‘Makes me think of my granny’s old place, somewhere in the corner, covered with dust, forgotten, neglected’*
  - *‘This plant makes me think of a dirty net curtain covered with dust’*
  - *‘What is good about it is its simplicity, and probably if it came in a nice pot, it could be very intriguing’*
  - *‘It is beautiful being as modest and as old as it is, but now it is back because of its simplicity’*
  - *‘I makes me think of my school days, of my family home, because in the past you could find them at everyone’s place, I still remember them from my childhood.’*
- The plant is likely to be spectacular, provided it is accompanied by interesting interior design arrangement. In the right kind of a place the plant itself looks proud and modern;
  - *‘ Always at school corridors, and now after all those years I treat it almost like a piece of furniture, it is really cool. When you find the right kind of a place for it, a good sill, it might look like a furniture item, something extra’*
- Many respondents were of the opinion it could look interesting with other plants;
  - *‘It could look good with other plants, e.g. In a large pot along with something else, in an entirely different style, which would make it look softer, and the entire composition could look more intriguing.’*
- The unquestionable advantage of the plant is ease of maintenance, it does not require any special conditions or care.
  - *‘Easy to grow, there is nothing you have to do with it’*



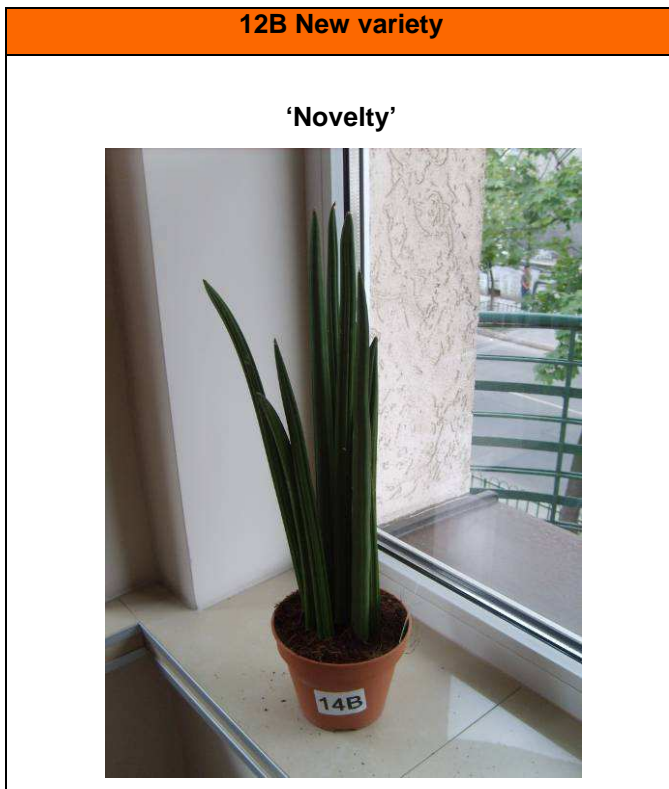
- The respondents also noticed that this well known plant was enriched with rims in lighter shade of green, which positively affected the perception of the plant, making it look fresher and more modern.

#### Consumer price perception: 12A

Expected price	Actual price
11 zł	26 zł

The respondents considerably underrated the price, thus the actual one was perceived as far too high and unjustified, in the context of such a popular and commonplace plant.

#### 4.14 Concept 12B: Sanseveria 'Spaghetti'





Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>Novelty</li> <li>Sharp, temperamental</li> <li>Associations with strength, masculinity</li> <li>Modern</li> <li>Modest</li> </ul>	<ul style="list-style-type: none"> <li>Associations with 'exuberant chives or onion'</li> <li>Not decorative enough (ordinary '<i>noting but sticks</i>')</li> <li>No information what maintenance it requires</li> </ul>

- The plant was considered by all the respondents very unique. None of the study participants had ever come across it before.
- The opinions about 12B were divided – for some of the respondents it was too simple and not sophisticated or decorative enough.
  - *'You can buy such wooden plants at a market before Christmas or Easter, just a couple of sticks in a pot, this is what it makes me think of. It lacks this kind of pliability that a plant should have'*
- Some women, at the same time, appreciated the minimalist character of the plant, believing that it would perfectly fit into the latest interior design trends, i.e. minimalism and simplicity.
  - *'It is just lovely and groovy, it has the power, it has the guts, a mad original, wrap it up, I'll take it'*
  - *'So soaring, so proud, for me this is like a monument, there is so much strength to it.'*
- Most study participants claimed the proposal was a 'novelty', and 'trendy/in'.
  - *'it is very modern, plus some kind of a fancy pot, it is sober and modern at the same time.'*
- According to the study participants 12B would go well mainly with modern interiors. A person who would appreciate its charm and value would be someone who knows a lot about plants and keeps on looking for novelties, or someone who is very extravagant, eccentric, and rather young .
  - *'It is very simple and original, would match modern interiors perfectly.'*
  - *'I guess that it is very temperamental, so it should be owned by someone who would be able to appreciate it. But at the same time this is not a plant for everyone, my husband would ask 'did it come with a goat?'*
- Older consumers were rather not interested in such a plant, as they believed it to be too simple, not decorative and spectacular enough.
- The occasions the plant would be suitable for were not identified, as the key determining factor here would be the personality of a person receiving it, rather than type of occasion.

#### Consumer price perception: 12B

Expected price	Actual price
19 zł	38.29 zł

High price is to some extent justified by the originality of the plant, nevertheless, for some it is not acceptable. The plant does not look that expensive, it is too simple and modest, it does not have any flowers and it is not particularly large.

#### 4.15 Concept 13A: Curcuma

##### 13A New variety

'Novelty'



Positive impressions	Negative impressions
<ul style="list-style-type: none"><li>• Beautiful, decorative, spectacular</li><li>• Impressive</li><li>• Novelty</li><li>• Curcuma evokes associations with a spice</li><li>• Wildness</li><li>• Lightness</li></ul>	<ul style="list-style-type: none"><li>• Tropical flower – so it might require specific climatic conditions and be difficult to maintain because of that</li><li>• Requires a lot of space</li></ul>

- Curcuma was rated high by all the study participants.
- All the study participants agreed that the presented plant was very beautiful, impressive, and decorative.
  - This was suggested by both beautiful foliage and charming, sophisticated flowers.
    - *'There is nothing I can criticise about it, it is just lovely'*
    - *'the shape of those flowers is very interesting and pretty, while those leaves add a lot of charm to it.'*

- The respondents agreed that Curcuma, because of its size and decorativeness, would make a great gift even for such major occasions as weddings or anniversaries. They expected a rather high price.
  - According to consumers the character of the plant was very universal, suitable for everyone, while its purchase would be determined by the significance of an occasion.
  - Nearly all the study participants admitted that they would like to buy such a plant for themselves or someone close to them in order to please them.
    - *'I'd love to have it at home, because it would make it look beautiful'*
    - *'I'd give it to someone I like a lot, wishing to really please them'*
- The only negative opinions were expressed by younger respondents in Krakow. One of the women claimed that the plant bloomed seasonally only, and that then it dried and nothing but an empty pot was left, and that it needed to be repotted, and a lot of care was needed in order to bloom again
- Under the influence of this comment, some respondents admitted that buying an unknown, exotic plant would be risky, especially when the price was high and no information about maintenance was available, while Curcuma was spontaneously perceived as expensive and requiring special climatic conditions.
- According to consumers Curcuma would be difficult to maintain which was suggested by its delicate flowers. Since the plant looked tropical, the respondents suspected that it would require special conditions and care, thus spending a lot of money on it would be particularly risky.

#### Consumer price perception: 13A

Expected price	Actual price
46 zł	69 zł

Even though the expected price was much lower than the actual one, the respondents did not feel disappointed when it was revealed. They claimed that it was rather adequate to original plants, which usually cost more. The only problem was the lack of knowledge about how easy the plant would be to maintain, which lead to higher level of suspicion and reluctance to spend such a high sum on something that might not take root or wilt fast if the conditions are not right for it.

- *'When I hear that it simply dries, I think it makes no sense to spend so much on something that shall dry in a month, because since I do not know this plant, I do not really know how it shall behave in our climate.'*

#### 4.16 Concept 13B: China Palm

##### 13B New variety

##### 'Novelty'



Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Summer garden, terrace – not for home</li> <li>• The foliage made the respondents think of green pea leaves, or of papyrus</li> <li>• Good space filler</li> <li>• Good for an office, where it could introduce some freshness, a tinge of nature</li> </ul>	<ul style="list-style-type: none"> <li>• Requires a lot of space</li> <li>• Resembles grass, ordinary, not noble enough</li> <li>• Would not make a good gift, for own use only</li> <li>• Seems to require special conditions – good humidity, access to sun</li> <li>• <i>'Mixed grass, rush, not distinctive enough'</i></li> <li>• <i>'Cannot be given as a present, it is not decorative, or attractive enough'</i></li> <li>• <i>'Not everyone would appreciate it'</i></li> </ul>

- The plant was spontaneously mistaken for a Papyrus;
  - *'I guess this is a Papyrus,*
  - *'But this is not a palm, this is Papyrus',*
  - *'Looks like a kind of a Papyrus to me.'*

- What was surprising was the fact that the foliage grew to the bottom, and not to the top like in the case of most plants. According to the respondents this suggested that the plant was new, exotic and unusual.
- The plant made a relatively good impression on the respondents, nevertheless its appearance was neither eye-catching, nor generated purchase intent.
- In each group, however, there were some women who considered the plant attractive and were ready to pay the suggested price for it.
- The plant is so characteristic that it would have to be purchased only on certain type of occasions, e.g. to fill space, provided it corresponded to the style of a given interior and plants already found there
- The proposal was considered a novelty.
- The style was referred to as: oriental, exotic, 'foreign', interesting, mysterious.
- According to some it was very tasteful, matching spacious and light interiors with rattan and wicker elements.
- The plant is definitely likely to find its target, but shall rather not appeal to mainstream consumers. It can be purchased by those who are able to appreciate its uniqueness and originality.
  - *'It is all pretty, such nice foliage, it is thick, it is original and large, and size is what makes the most spectacular impression.'*
  - *'I do not like this type of plants, because they look like bulrush to me, somewhat bland.'*
  - *'This is not for everyone, it requires very individualistic approach, because not everyone shall be able to accept such a plant'*
- The respondents expected that the plant would grow fast and high, so its purchase would be – according to the study participants – determined by the amount of free space at home. The plant requires a lot space, not only because of its size, but also the character, it should stand in a central location, not surrounded by other plants.
- Consumers suspected that it would require a lot of watering

### Consumer price perception: 13B

Expected price	Actual price
40 zł	51.89 zł

Despite having underestimated its price, the respondents were not surprised with the actual price. The plant was perceived as a 'premium' variant, which justified its higher than expected price. Nevertheless, it did not generate purchase intent. Despite the fact that the respondents expected a high price, the reasons why the plant was so expensive were neither relevant nor convincing to them. The respondents were aware of the fact that new and exotic plants had to cost a lot, nevertheless, they saw few reasons for paying that much for it (e.g. no flowers).

- *'This is not this kind of an unusual thing that could attract attention and enchant you'*
- *'It seemingly is new and unique, but I would not say that it is all that special, looks a bit like reed to me, only those green leaves and nothing more'*

#### 4.17 Concept 14A: Rhipsalis cassutha

##### 14A Standard

##### 'Novelty'



Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Unusual, original</li> <li>• Resembles grass or bulrush</li> <li>• Similar to asparagus</li> <li>• Corresponds to modern interiors</li> <li>• Postmodernism</li> </ul>	<ul style="list-style-type: none"> <li>• Requires a lot of space to grow nicely</li> <li>• No information about maintenance</li> <li>• <i>'Looks like a fern that has lost its leaves'</i></li> </ul>

- The plant was spontaneously evaluated as very attractive and original, but also modest and somewhat poor. No flowers or foliage
  - *'Well, this is nice, such grass, rather unusual, I have not seen anything like that before'*
  - *'Looks like a stick insect to me', 'just grass, there is nothing to it really'*
- It would not make a good gift, since it is not spectacular enough
  - *'I cannot imagine anyone saying 'how cool' when receiving a gift like this''*
  - *'It looks so poor, I'd be ashamed to give it to someone as a present'*
  - *'I do not think it could be a good present, because it is not decorative enough, it is rather for someone more original, who knows more about these things.'*
- According to consumers such plants would be purchased mainly by younger people with less conventional attitude towards life. It would not be attractive for traditionalists, who would consider it weird. It does not feature any obvious elements suggesting attractiveness: flowers, shape of leaves, size, etc.
  - *'Makes me think of something post-modern, but really post. So very modern. Maybe it could become popular in a very specific social circle.'*



- Purchase intent could largely be affected by the presentation mode. According to the study participants it needs to be displayed in a hanging position as only in such a way it can attract attention with its uniqueness
  - *'It would look really great at a store if a couple of them at different stage of growth were hanging one next to the other, so that you could see what would happen to them.'*
  - *'It should definitely hang, so that you can see those stems'*
- The plant was considered a novelty, it would go well with a modern interior, but also with a kitchen in countryside style (hanging herbs)
  - *'Rather modern, since the plant is rather modest, but I can also see it in some kind of a countryside kitchen with all those pots and herbs, e.g. basil'*
- The study participants did not know what care the plant required. Some claimed it would be good for terraces and balconies, others were of the opinion it would prefer lower temperatures.

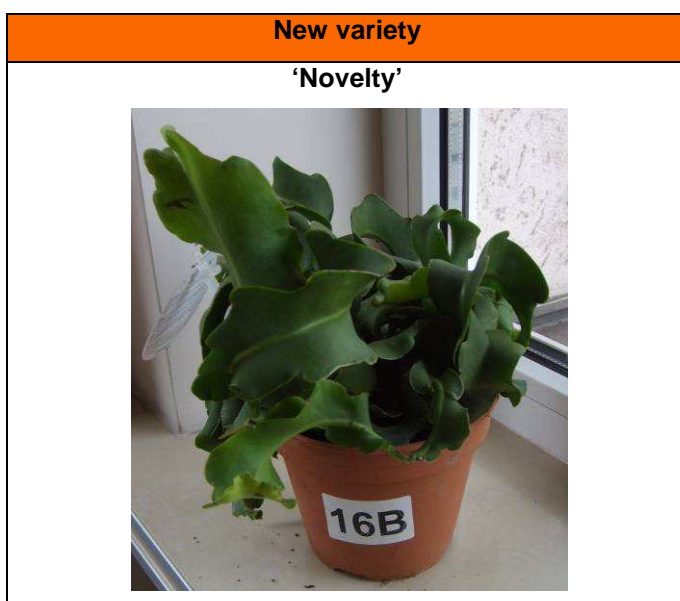
#### Consumer price perception: 14A

Expected price	Actual price
21 zł	16.50 zł

The actual price was perceived as attractive and encouraging by some of the study participants in the context of a new and unknown plant.

- *'The price is really good, we like it, I guess that novelties should not be too expensive, because that discourages us – not only do we not know the plant and its maintenance, but we also have to pay a lot for it, because this is usually the way it goes'.*

#### 4.18 Concept 14B: Rhipsalis 'Curly Kai'



Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>Original, unique, unusual</li> </ul>	<ul style="list-style-type: none"> <li>Weed</li> <li>Does not resemble a pot plant too much</li> <li>Twisted foliage suggests some kind of an illness</li> </ul>

- The plant stirred considerable interest, being referred to as unique and unusual. The respondents liked its twisted foliage, its deep dark colour, and the size.
  - 'It is just great, it makes me think of weed, only better nourished'*
  - 'Cool, so different'*
  - 'I have not seen anything like that before, it is really awesome, it really is'*
- The study participants wondered how it could grow further. They came to a conclusion that it would be better if it did not become much larger, as then it could look like 'mutant, weirdo';
  - 'I hope it does not become too large, because then it could turn into a true weirdo.'*
- Some consumers were of the opinion that the proposal differed too much from typical plants, which is why they had no interest in it.
  - 'it has nothing to do with a plant, it is nothing but some kind of a twisted weed'*
  - 'I do not like the way it looks, it looks as if ill'*
  - 'Looks weird, in a way unique, but I am not really interested in it'*
  - 'It is interesting, but not great'*
  - 'Looks somehow weird, not like a pot plant, but some kind of weed'*
  - 'I do not like those leaves, because they look ill'*
- The plant would not make a good gift. It is not decorative enough.
  - 'I would not give it to anybody, as I would not like them to think that I bought them something ill on a sale.'*
  - 'If I received it, I would not water it, to get rid of it as soon as possible'*
- It is unlikely to appeal to mainstream customers, but rather to individualists, or those who seek novelties.
- The study participants found it hard to think what type of interiors the plant would match, since it would be determined by the personality of the owner rather than the interior or occasion it would be purchased for
  - 'This could be liked by some crazy individualists'*
  - 'I like it, because those leaves are so nicely twisted, but I don't have a clue where I could put it'*





- *'I'd put it on my kitchen sill and I think it could look good there as it is somehow modern, but at the same time good for a kitchen. At the same time, I cannot imagine it in my living room or a bedroom, as it is not impressive enough.'*

#### Consumer price perception: 14B

Expected price	Actual price
19 zł	26.69 zł

Most respondents had a negative approach to the recommended price, which seemed to be unjustified and far too high. Consumers claimed that despite its originality the plant was not that impressive. They are ready pay price premium for uniqueness, yet they did not find this particular style convincing. No elements that the respondents would be ready to pay more for, e.g. flower, size, impressiveness, style.

#### 4.19 Concept 15AB: Ficus Benjamin

15A Standard	15B New variety
<p><b>'Classic'</b></p> 	<p><b>'Classic'</b></p> 

Positive impressions	Negative impressions
<ul style="list-style-type: none"> <li>• Classic, beautiful</li> <li>• Beautiful foliage</li> <li>• Lovely, charming</li> <li>• Modern because of small leaves</li> </ul>	<ul style="list-style-type: none"> <li>• Requiring a lot of care and effort if it is to always look good</li> </ul>

- The plant was referred to as lovely and charming. The women perceived it as one of the prettier plants.
- It was universal enough to go well with any kind of an interior.
  - *'This plant would look good in a lounge and a kitchen, it is just lovely and elegant.'*
- It is would make a good gift and could also be purchased for own use.
  - *'Well, it is so lovely and so very decorative, I have one at home, and I'd like to buy it as a gift for someone as well.'*
  - *'Very pretty, and very impressive.'*
  - *'I'd give it to everyone, and I'd buy it for myself as well'*
- The key weakness of a Ficus is that it is difficult to care of;
  - Requires a lot of light
  - Maintenance is time and effort consuming, many tiny leaves that need to be dusted
  - Is not resistant to draught and does not like changes of location
  - *'But it is not easy to keep them in proper condition, they need so much light'*
  - *'They can lose foliage totally unexpectedly, when they do not like the aura at your apartment, with no reason whatsoever'*
  - *'Very complicated care, because they can lose all the leaves if you change their location.'*
- Proposal 15A with lighter-coloured foliage is considered more interesting
  - Reminds of a mini tree
  - Attractive colour of foliage
  - *'Lovely colour of leaves, they look beautiful'*
- Light elements suggest that 15A requires a lot of daylight (more than 15B)

#### Consumer price perception: 15A

Expected price	Actual price
23 zł	22.60 zł

The respondents guessed the price of the proposal correctly, they were of the opinion that it was attractive for such a lovely and decorative plant. They also claimed that because of very interesting colour of foliage the A variant could be slightly more expensive than the B one.

**Consumer price perception: 15B**

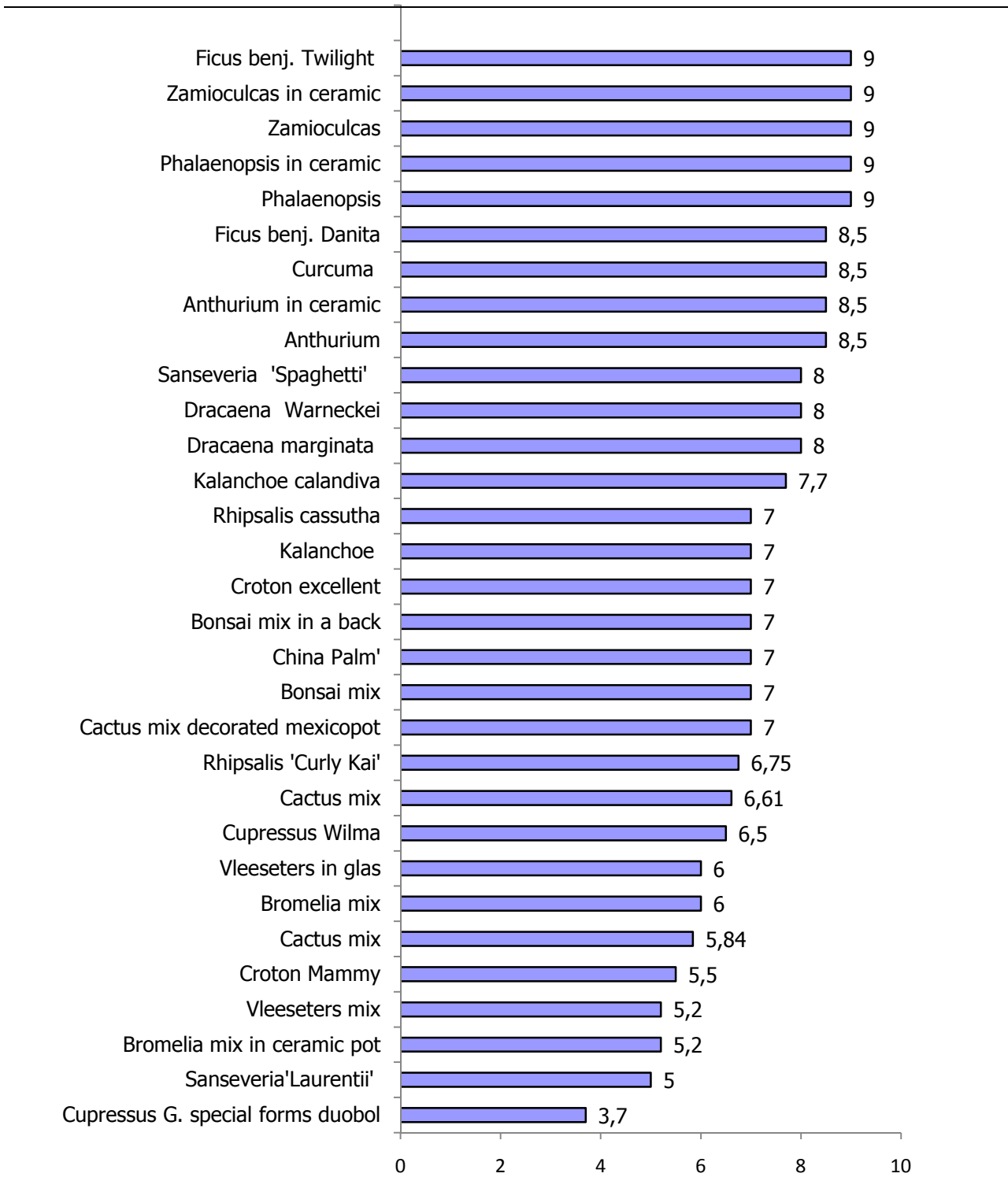
Expected price	Actual price
21 zł	22.60 zł

Most respondents guessed the price correctly. They would like to buy the presented plant at the suggested price.

#### 4.20 The most attractive indoor pot plant proposals

The study participants were asked to rate each plant presented, on a scale from 1 to 10, where 1 was the lowest, and 10 the highest score. The ranking scores are presented in the chart below.

**Chart 1.** *Concept ranking*



**The highest rated concepts:**

- 1<sup>st</sup> = 3 plants with the same number of points: **Ficus Benjamina Twilight** (Concept 15A), **Zamioculcas** (Concept 9AB), **Phalaenopsis** (8AB)
- 2<sup>nd</sup> = **Ficus Benjamina Danita** (Concept 15B), **Curcuma** (Concept 13A), **Anthurium** (Concept 10AB)
- 3<sup>rd</sup> = **Sanseveria 'spaghetti'** (Concept 12B), **Dracaena** (Concept 6AB)

**The lowest** rated concepts:

- 1<sup>st</sup> = **Cupressus G. Special form Duobol** (Concept 4B)
- 2<sup>nd</sup> = **Sanseveria 'Laurenti'** (Concept 12A)
- 3<sup>rd</sup> = **Bromelia mix** (Concept 3AB)

## 5 Value added in concepts proposed

### 5.1 Pot

The pots presented, even though their prices were perceived as attractive, were not an attractive purchase trigger. This resulted chiefly from the fact that the colours of the proposed pots were suitable only for certain types of interiors. The women would be reluctant to pay for a pot that would not match the ones they already have at home. Also when shopping for gifts consumers are afraid to buy pots in too distinctive colours, which might not be appreciated by the receiver.

What seems to be a far better solution is to decorate a plastic pot, as in such a case the plant looks attractive, while the receiver is not forced to keep it in a pot which does not match already owned ones. The women claimed that very interesting decorative wrapping could be made with the use of foil, crepe paper, and some raffia.

### 5.2 New varieties of known species, and brand new species

Both new varieties and new species attract attention because of the very fact that they are new, nevertheless, not all of them trigger purchase intent. In order to be convincing a given plant has to be:

- Inexpensive – cheap plants are acceptable, even if they turn out to be difficult to maintain and do not take roots .

or

- Very impressive, decorative, large, objectively attractive (pretty shape of foliage, flowers).

## 6 Maintenance info

The maintenance information is vital in the context of purchasing plants and is one of the key choice drivers in the case of new and exotic varieties.

The respondents expect basic care information to be displayed on a pot. The following type of information is the most desirable:

- Frequency of watering
- Fertilisation (frequency and type of fertiliser) and repotting
- Optimum exposure to the sun
- Optimum climatic conditions/humidity

This type of information needs to be legible and available in Polish.

According to consumers this type of information needs to be either attached to a plant, or to a pot in an elegant, discreet manner.

## 7 Potential distribution channels

The study participants expected the presented plants to be available from gardening centres, DIY stores and florists.

### 7.1 Gardening centres

The presence of all the presented plants would not be surprising at gardening centres. This distribution channel is expected to offer both popular and new species. There is a common belief that at such venues plants offered are characterised by highest quality, while the conditions in which they are stored are optimum, even for new products.

- *'Such new and luxurious, e.g. this 13A Curcuma or this fly-eater (7AB) should rather be available from those more specialised gardening centres, where you can be sure that they are taken proper care of and they are properly displayed. They can also tell you what to do with the plant, what type of soil to buy, what pot – a larger or a smaller one, because if this is a plant we do not know, we have no idea how it shall grow.'*

### 7.2 DIY stores

Consumers admitted that most of the proposed plants would be available at Do-It-Yourself stores. Some plants, such as Curcuma or China Palm would be too delicate to be sold at DIY stores. Nevertheless, the actual reason why women would be reluctant to buy this type of plants was their high price. As conditions at this type of stores usually are far from optimum, shopping for expensive plants would entail higher risk of a financial loss (in case such a plant wilts, does not take roots, or turns out to be too difficult to maintain).

- *'Those DIY markets are mass-market oriented, so I guess they have a lot of choice but of not necessarily high quality plants. But when it comes to selection it is really broad, as various types of people come there, and you can find virtually anything there – just as they say – everyone can find something for themselves.'*
- *'Unfortunately many of those plants should not be sold at venues of this type at all, because of too poor conditions the risk is too high that those delicate species shall wilt soon. So for instance those Orchids or Bonsais would not be sold there at all, but since they are hot nowadays, everyone wants to buy them.'*
- *'Actually speaking what is really bothering for us is to see all those plants which require special treatment, and which might die if they do not get it, when they are not watered properly, when the temperature is not right, when the exposure to the sun is not OK, etc. They should not be sold at all those DIY or hypermarket chains, since if we know that they are not treated the right way there, they are likely to start losing leaves, wilt, etc. when we bring them home.'*



- *'Of course I shall buy such a Curcuma, I can even spend PLN 100 because I just love the way it looks, but on the other hand I guess it is better to go to a store which specialises in and at which I can be sure that I am provided with all the information about it I need.'*

### **7.3 Super/hypermarket**

The respondents expected far worse choice than at DIY chains, as there are no separate plant sections there (which is often the case at DIY stores, e.g. Castorama, at which there is a separate hall selling plants only). This means that the conditions for storing delicate plants is not appropriate. Consumers mainly expected to find seasonal, flowering plants (e.g. Orchids) at super/hypermarkets.

### **7.4 Florists'**

Consumers would not expect such a broad range of varieties at a florist's. They would rather expect new varieties (Curcuma, Chinese Palm, Bromelia) and the trendiest ones (Anthurium, Zamioculcas, Orchid, Dracaena) in enriched variants (e.g. with an extra pot, a decorated pot cover, etc).

### **7.5 Ikea**

Consumers expected there chiefly new, unique variants, e.g. Sanseveria spaghetti (12B), Curcuma (13A), China Palma (13B), Cacti in pots (1B), Rhipsalis (14AB), the meateater mix in glass (7B) or trendy ones like orchids (8) and Zamioculcas (9).