

# The Heartbreak Bouquet - Developing Emotion Bouquets to Create Added Value

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## Introduction

Growers are looking for new ways to add value to their products. More fundamental knowledge on the perception of the emotions evoked by flowers can help to understand how to produce flowers and bouquets that fit the consumers mood.

In general, emotions influence consumer behaviour in a systematic and predictable way. This offers the opportunity to study how emotions play a role in consumer decision making and how this can be used in marketing. In this first pilot study we investigated whether we were able to measure the emotional value of individual flowers and use this information to compose emotion bouquets. On the long term we hope our knowledge helps to compose bouquets fit for every state of mind, ranging from a 'Pride-bouquet' fit for great accomplishments to a 'Heartbreak Bouquet' to ease the pain when feeling lovesick.

To measure the effects of fresh flowers on evoked emotions, a new methodology was developed. It allowed consumers to indicate to which extend they experienced a wide range of emotions when looking at pictures of a certain flower or a bouquet.

## Methods

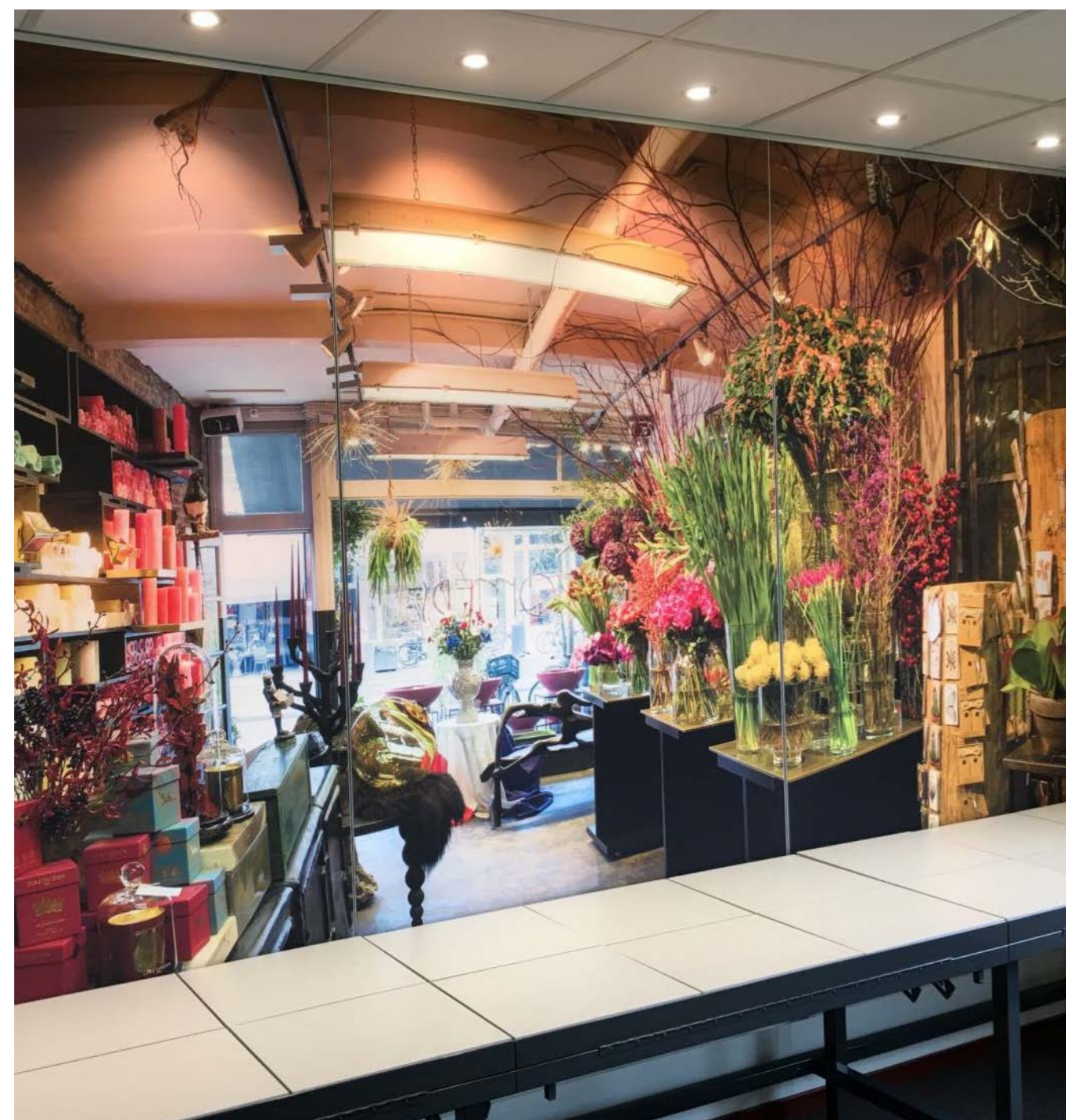


Figure 1. The "Mood Room" in which a shopping situation is simulated.

This pilot study consisted of five parts, in which the new methodology was used to collect information on the emotional value of individual flowers and the quality of resulting emotion bouquets.

Our first aim was to find out if flowers can evoke emotions and if so, can different flowers evoke different emotions? Various flowers were screened by a consumer panel (n=60), using a list of 25 emotions. In the second trial the influence of both flower colour and shape was confirmed. To develop emotion bouquets, the next step was to test a large sample of flowers (in different colours), and let respondents indicate which emotion they experience strongest when seeing a flower. A selection of seven most prominent and diverse positive emotions was made and used to screen 50 flowers on the emotion profile they would provoke.



The 'Happy'-bouquet, composed of all flowers that scored highest on 'happy'.



The 'Heartwarming'-bouquet, composed of all flowers that scored highest on 'heartwarming'.

Flowers which scored highest for a certain emotion were grouped and used to compose emotion bouquets. These emotion bouquets were displayed in the Mood Room and screened by a panel, to see if the intended emotions were provoked. This last trial was executed twice: first all flowers which scored highest for a certain emotion were grouped, regardless of their scores on other emotions. The second time only exclusive flowers for each emotion were chosen, limiting the pool of flowers for some emotion bouquets drastically. Preliminary pupil dilatation studies were also started to obtain a quick and objective measure of emotion intensity.

## Results

- Various emotions were found to play a role, depending on both type of flower and colour.
- Positive emotions were far more prominent than negative emotions.
- Two emotion bouquets generated the emotion pattern they were intended to express, but only in the trial where all the best fitting flowers were used to create the emotion bouquets.

## Conclusions

Although the scope of the research needs to be expanded and our methodology needs fine-tuning, promising data were gained. Indications were found that this could lead to the development of specific emotion bouquets with added value.

## Acknowledgements

We would like to thank Albert Haasnoot of Royal FloraHolland for his support to make this pilot study possible.

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