

**ASHESI UNIVERSITY COLLEGE**

**INVESTIGATING THE ATTITUDES AND HABITS OF MIDDLE-INCOME  
GHANAIS TO PURCHASING CUT FLOWERS IN ACCRA, GHANA**

By

**JOANNA AKOSUA ASIEDU**

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Business Administration

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## DECLARATION

I hereby declare that this dissertation is the result of my own original work and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: .....

Candidate's Name: Joanna Akosua Asiedu

Date: 17th April 2014

*I hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by Ashesi University College.*

Supervisor's Signature:.....

Supervisor's Name: Anthony Ebow Spio

Date: 17th April 2014

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## ABSTRACT

The middle-income bracket in Africa is one that is growing and doing so rapidly. Ghana has been identified as having around "46.6% of the population belonging to the middle class who is gaining strength due to increased jobs, wealth, and political participation" (Grail Research, 2012).

With this notion in mind, the middle-income bracket is being exposed to varying lifestyle changes as well as opportunities broadening their scope and exposing them to different cultural ideas. The purpose of this paper is to investigate the attitudes and habits of middle-income Ghanaians toward purchasing cut flowers in Accra.

Unlike the western and European countries that have embraced the purchase and the use of cut flowers as a part of their culture, as Africans it is not innate quality we imbibe (International Marketing, 2012). Hence, the interest developed to understand the rationale behind Ghanaian consumers who chose to buy cut flowers and for which occasion they buy cut flowers. What motivates them to and how often they buy?

A research conducted by Czinkota et al. in 2012 identified that the floral industry in Ghana is relatively young compared to other markets such as Kenya, Tanzania and South Africa. However, there is evidence of growth in this market based on consumer changing preferences and the prevalence of the culture and knowledge of cut flowers unto the Ghanaian scene. This study focuses solely on the understanding the attitude and habits of the middle-income bracket to buying cut flowers and how this information could enhance potential growth within the industry here in Ghana. With just a few dominant forces in the trade, it will be highly beneficial for suppliers to know how consumers react to the product and as such know how best to market them in order to sell more and improve the culture of buying flowers here in Ghana considering there is a positive attitude to buying cut flowers and they do so regularly.

**Keywords: Attitudes, Habits, Middle-Income, Cut Flowers**

## CHAPTER 1: INTRODUCTION

### 1.1 Background:

The cultivation of flowers popularly known as floriculture creates an avenue for creativity that enhances the physical environment and is an area of agriculture that focuses on the growth of flowers and how best to market and sell them to customers.

The Floral Industry is a lucrative one worth more than £1.5 billion a year in sales in the UK alone. In countries such as the United States, the UK, France, Greece, Germany and the Netherlands, the floral industry contributes significantly to the agricultural sector (International Marketing, 2012). In Africa, Kenya is one of the Africa's largest exporters of cut flowers. (The Guardian, 2011)

The Dutch floral market is known to be a market leader in the world, "operating on a global scale with an increasing number of turnovers based on international activities. The total export was growing with 4.1% from 5.7 billion euro in 2002 till 5.9 billion euros in 2004. The growth of cut flowers was 2.1% from 3.0 billion in 2002 to 3.1 billion euros despite problems in the export to US and Russia. The five leading countries in cultivating cut flowers are Germany, UK, France, Italy and Belgium" (Van Hermet, 2005).

It is apparent that the culture of purchasing cut flowers is not a central part of the Ghanaian culture and as a result, the consumption of flowers by the Ghanaian can be said to be low. Many Ghanaians are not familiar with the purchase and use of natural floral products (International Marketing, 2012). In countries such as Tanzania, Zimbabwe and Ethiopia the industry is at its infant stage with Kenya and South Africa being identified as market leaders in the exportation of cut flowers (Czinkota et al., 2012). What influences consumers to buy a flower as opposed to using their hard earned money to buy something else comes down to certain traits or characteristics defined by that consumer.

Therefore, understanding consumer behavior plays a major role in determining how Ghanaian consumers relate to the floral industry and in effect helping understand the attitudes and habits of Ghanaian consumers in buying cut flowers will be instrumental in adding to existing data about the Ghanaian floral industry.

## 1.2 Overview of the Ghanaian Floral Market:

The floral industry has been widely acclaimed and popularized in most western countries. What this suggest is that as a part of their culture and traditions, the concept of purchasing flowers is one that they appreciate and view as having a deeper sense and that resonates more with them. Ghana is considered as one of the growing African countries with a rising middle-income class (Deloitte Report, 2012). Significantly what this means is that more and more Ghanaians are being exposed to western concepts especially regarding the purchase and use of natural floral products i.e. cut flowers and ultimately being able to back their purchases with money. As such the Ghanaian consumers' mentality toward floral products is changing and this is translated in how much and how often they purchase flowers.

The primary reason for every business' existence is to satisfy a need in the market and in turn make profit. Generally, the Ghanaian floral industry is an emerging one with a few leading companies in the trade. Unique Floral, Jandel, Alpha Beta Flowers, New Dawn Floral Shop are some companies in the flower business that deal primarily in the supply, marketing and sale of cut flowers and other floral products. These companies tend to focus on a target group of consumers who can afford to buy flowers; be it for personal use or on special occasions.

The focus on the middle-income Ghanaian is mainly because of the raise within this particular class of people, the changes in their habits and lifestyle patterns. A 2012 study conducted by Deloitte explains the middle class as a growing class "as people who do not derive their income from farming and rural economic activities. Rather, they live in urban centers. In terms of residence, middle class households tend to reside in bigger and more permanent dwellings equipped with modern amenities mainly with higher levels of tertiary education. Hold salaried jobs and are small business owners. They tend to have fewer children than previous generations and certainly than those in the rural areas. Middle-income households usually have strong vested interest in their children's welfare. They tend to opt for private education and health services, send their children to overseas universities. In terms of asset ownership, the middle class is typically associated with the widespread ownership of major household or durable goods such as refrigerators, telephones, flat screen TVs and automobiles. They have more recreational time and

harness technology” (Deloitte Report, 2012).

The size of the Ghanaian floral market according to Ghana Exports Promotion Authority is a relatively young industry with potential of growth. Realizing that it is expensive to buy flowers, it deters most Ghanaians from buying natural flower and rather prefers artificial ones (Czinkota et al., 2012). The cost of purchasing floral products is relatively high as such it requires a certain target group making a particular income range to afford the purchase of flowers.

### 1.3 Objectives of the Study:

The main objective of the paper is to shed light on this research gap by providing insights of the Ghanaian consumers’ attitudes and habits during the purchasing of floral products. In addition, the goal of the research is to demonstrate the factors that influence consumers’ attitudes for purchasing cut flowers. Understanding consumers’ choice when purchasing floral products will also enable florists to consider better the needs of consumers and improve the marketing efficiency of the florist industry (Oppenheim, 1996).

#### OBJECTIVES:

- To understand what the attitudes and habits of middle-income Ghanaians to purchasing cut flowers
- Considering their buying habits, how often they buy and for which occasions.

The discovering of these objectives will enhance literature on the subject here in Ghana and add to existing literature. As a result, the considering of *attitudes* and *habits* will be very crucial in analyzing the research question because it is a dependent factor on which conclusions will be drawn.

### 1.4 Problem Statement:

The rationale of this study is to investigate the attitudes and habits of middle-income consumers in purchasing floral products i.e. cut flowers. While there are a few suppliers of floral products and services in Ghana, the knowledge of flowers is not very widespread and therefore as a consequence, there are very few people being exposed to the benefits of the floral industry (Czinkota, 2012). This study will try to understand the consumer’s

attitudes, habits and what prompts the purchase of cut flowers, especially the fact that it is not of our culture.

### 1.5 Research Questions:

The main questions this paper will seek to answer are:

- What are the attitudes of middle-income consumers to cut flowers?
- What are their buying habits to cut flowers?
- What motivates those who buy fresh cut flowers, to do so?

### 1.6 Theoretical Frameworks:

In understanding the attitude of middle-income consumers and how they purchase floral products, we ought to begin with the basic factors of consumer behavior, which are triggered by the consumers' innate feelings due to some exposure they have come to have about a product or service.

Maslow's Hierarchy of Need as well as the ABC Model of Attitudes and Hierarchy of Effects was used in analyzing the kind of product flowers are and what need it serves leading to an in depth understanding of consumer attitude and what informs their decisions to buy.

#### 1.6.1 Standard Learning Hierarchy: Think, Feel and Do

The ABC model primarily emphasizes the interrelationships among feeling, knowing and doing. "The traditional process of attitude formation starts with the formation of beliefs about an attitude object. At this point, a person approaches a product decision as a problem-solving process". A consumer is likely to make the decision by either going through one of these three processes:

1. Consumer forms beliefs about a product as he/she accumulates knowledge regarding relevant attributes
2. Consumer evaluates these beliefs and forms a feeling about the product
3. Consumer engages in a relevant behavior, such as buying the product that offers the attributes he/she feels good about.

### 1.7 Research Design:

The research design is a primary collecting data process, and is supported by secondary data from research done on the topic in general and then narrowed down into the Ghanaian context i.e. discussing the floral industry globally and then considering consumer attitudes in Africa and then Ghana. It includes one on one interviews (in-depth) with selected middle-income earners and was also with some managers of thriving floral businesses e.g. Jandel, Unique Floral, and Crystal Park in and across Accra. Primarily the study was a descriptive and exploratory research with mixed method; quantitative and qualitative data in order to be able to measure the levels of purchasing of cut flowers that was influenced by the attitudes and habits of the consumer. The sampling method used was purposive sampling with snowballing. It was reflective of how the Ghanaian consumer especially the middle income consumer has come to appreciate the floral industry by depicting it in his/her natural floral purchasing attitudes.

### 1.8 Conclusion:

In many developed economies the floral industry contributes significantly to the agricultural sector hence adding to economic growth. The floral industry is one that could potentially become one of Ghana's reputable industries contributing considerably to our economy and enhance Ghana's floral industry can potentially enjoy these benefits, thus the main purpose of this paper is to understand the middle-income Ghanaians attitudes and habits to purchasing cut flowers, possibly contributing to the growth of agricultural sector; and extending it to the economy.

The study will seek to understand and explain what influences the attitudes and habits of purchasing flowers by middle-income Ghanaian consumers. In as much as the Ghanaian middle class is growing, it inadvertently affects their purchasing choice and influences their selection.

### OUTLINE OF RESEARCH:

#### CHAPTER 1- INTRODUCTION

The introduction basically gives a general overview of the floral industry, both internationally and locally. Focusing on the benefits and its significance to developed

economies in terms of its contribution to their economic growth and how the augmentation in the knowledge of cut flowers has become so wide spread, more and more middle income Ghanaians are being exposed to the benefits of purchasing flowers.

## **CHAPTER 2- LITERATURE REVIEW**

This chapter will review existing literary works that have been conducted on the topic. As such it will consider both old and relatively new data on the floral industry. Both international and local and will seek to find links or similarities in relation to consumer attitudes to buying cut flowers. It will take an in-depth look at various floral markets and exporting countries such as the Netherlands, Germany, The UK, Kenya and some others. Paying detailed attention to consumer buying habits in these countries and how they have defined consumer attitudes and habits to buying fresh cut flowers, will serve as benchmark for understanding the dynamics within the Ghanaian context.

## **CHAPTER 3- METHODOLOGY**

The methodology primarily gives a detailed account of how data will be collected and analyzed. The research will be done in two parts; using qualitative and quantitative data. Methodology plays a significant role in defining and understanding the topics main objectives and it also aids in the structuring of the information gained in order to draw valid and reasonable conclusions.

## **CHAPTER 4- DATA COLLECTION & ANALYSIS**

This part of the research will discuss the data collected both qualitative and quantitative. Will compare, contrast and analyze the themes found. The themes found will then be analyzed based on significant similarities running through them and will aid in drawing conclusions. In analyzing the qualitative data, content analysis will be used and in answering the qualitative data, excel graphs and charts will be used in analyzing the information gathered.

## **CHAPTER 5- CONCLUSIONS AND RECOMMENDATIONS**

Draw conclusions on findings and make clear recommendations as to what the research believes to be potential research topic that can be generated from this research topic.

## **BIBLIOGRAPY & APPENDIX**

## CHAPTER 2: LITERATURE REVIEW

### 2.1 INTRODUCTION

Around the world, there has been various research conducted on understanding consumer behavior in the floral industry. In this chapter, a discussion of other literary works done on the topic of Consumer behavior and the Floral Industry will be considered.

This review of existing literature will assess consumer-purchasing attitudes in relation to cut flowers with respect to Accra, Ghana; whether or not Ghanaians especially of the middle class purchase cut flowers and for those that do not, if they can adapt to the culture of purchasing flowers and by doing so how it enhances economic growth and the personal growth of individuals? The discussion of existing data better defines this research because it supports already existing phenomenon within the field of study and at the same time extends or opens the cracks i.e. in relation information yet to be gained about the cut flower industry and consumer attitudes.

With the summary and synthesizing of various sources of research on the topic, the study will also find the link it has with these past studies and will endeavor to make its own stance clearly at the conclusion of the review in categorically identifying the attitudes of middle-income consumers in the purchasing of natural floral products; especially the Ghanaian context.

### 2.2 REVIEW OF LITERARY WORKS

#### 2.2.1 Defining Consumer Attitudes, Habits and Cut Flowers

From the **Agricultural Economic Review** by Baourakis et al, (2001) Floriculture is described as an intensive agricultural activity, the area that is dedicated to the growing of flowers. In advanced economies, the capital investment required for glass houses and other equipment tends to be very high. As such, financing for growing cut flowers is relatively expensive.

In most developed parts of the world, an article by Behari explained that 'there has been incredible advancement in cultivation practices and significant research, which has completely revolutionized the floral industry. It explained that consumers of cut flowers

have become more quality conscious and show an unending demand for innovation' (Behari, 1993). This demonstrates that consumers have developed a good eye for the choice of flowers especially in relation to quality. The choice of flowers depicts the need of the consumer to purchase flowers that are of good quality in which they can find value for their money.

Some consumers enjoy the purchasing of natural floral products i.e. cut flowers to beautify their surroundings, especially as gifts or for their homes. Hence it was important to understand what constitutes consumer behavior and how it played out in the context of the floral industry.

Hawkins et al explained consumer behavior as "the study of how, what, when and why people purchase certain products and services". As such it goes beyond the consumer selecting to buy a certain product, it goes to show the very emotion, motive attitude and behavior of the consumer, which leads to the act of purchasing the good or service. With this understanding, it was noted by Huang & Yeh, that the concern on the minds of practitioners of flowers is "how to sell more flowers and in order to do that there was a need to understand the driving forces that influence consumers' choices in regard to the purchases of cut flowers, such as to buy or not to buy, how much to buy, or what kinds of flowers to buy, and this knowledge will help florists in easing such concerns" (Huang & Yeh, 2009).

One author expounded on a framework for understanding consumer choices. He explained that it as a "proposed theory of consumption values in explaining consumer choice behavior. In the conceptualization of their theory, there were five consumption values (i.e., functional value, social value, emotional value, epistemic value, and conditional value) that influence a consumer in his/her choice of whether to buy or not to buy, what types of product to buy, and what brands to buy (Sheth et al, 1991).

### **2.2.2 History of Floral Industry: Cut Flower Market**

The floral industry has witnessed a significant amount of change over the years. Initially founded as a means of improving the agricultural sector in most developed economies, the evolution of the floral industry dates back to over a long period of time. Tracing back its history, the floral industry dates back to the 19<sup>th</sup> century in England when flowers were

grown on large scales on vast estates. Also, “the establishment of greenhouses in the Netherlands in the 16 and 1700’s introduced the formal cut flower production where spring flowers were brought into bloom early in the winter. In particular, lilac bushes were dug out of the field in the fall, subjected to natural cold temperatures to break dormancy and forced in greenhouses” (North Carolina State University, 2014).

Presently around the world, the floral industry is considered a dynamic, global and fast growing industry making greater margins. With the Dutch horticultural sector considered a global trendsetter in supplying diverse floral markets across the world (Netherlands Enterprise Agency, 2013).

The Dutch Floral Market has become a household name in the international export market for cut flowers and recent fact and figures were released by the Netherlands Enterprise Agency explained that “in 2011, total horticultural production amounted to €8.6 billion. Exports (including re-exports) amounted to €16.2 billion”. Horticulture accounts for 39 percent of Dutch agricultural production. “The share of horticulture in the total Dutch exports in 2010 was 4% (share of agricultural exports 34%). The Netherlands has an exceptionally large share of the world trade in horticultural products, at 24%. In trade in floricultural products worldwide, the Netherlands is dominant with a share of 50%. In flower bulbs, the share is even 80%. The Dutch produce 4.32 billion tulip bulbs each year, some 53% of which (2.3 billion) are grown into cut flowers. Of these, 1.3 billion (or 57%) are sold in the Netherlands as cut flowers and the remainder is exported: 630 million bulbs in Europe and 370 million outside of Europe. For the fourth year in a row, the Netherlands is the world’s biggest exporter (in value) of fresh vegetables. The Netherlands exported 4.6 billion kilos of vegetables in 2010, with a market value of € 4.2 billion” (Netherlands Enterprise Agency, 2013).

A little background of the cut flower market emphasized the contribution it makes to the floral market. Cut flowers are usually selected as a way of exchanging gifts or expressed as a certain feeling a consumer has developed about the product. A study conducted by the American Florists Marketing Council (AFMC) in 1979 suggested that the market had changed with fewer people buying flowers in 1979 than in 1973 when another study was conducted. It was evident that the people who bought flowers were doing so more

frequently; especially on occasions, as form of gift exchanging and mainly to others as a way of life.

Industry reports suggested there were at least two different situations for which consumers buy flowers: for their own personal use and enjoyment, and as gifts for friends or relatives on special occasions. There seems to be some important differences among the occasions for which flowers are chosen as gifts and when they are used for self/personal satisfaction. This study investigates these different segments of the flower market by examining purchaser characteristics and purchasing behavior patterns for different purchase occasions.

### **2.2.3 Elements of the Floral Industry**

There are varied facets of horticulture that make up the floral industry. Floriculture comes under the umbrella of Horticulture. From the survey done on consumers of flowers and ornamental plants was an exploratory survey conducted in the Italian Mezzogiorno regions. "It turned out that 62.6% of interviewees buy cut flowers (despite exclusive buyers of flowers represent just 10.6% of the sample) with an annual frequency (70%), although consumers who purchase from 1 to 3 times a month represent more than 27.3% of total sample" (Schimmenti et al., 2010). The floral market is broad and well classed in arrays and assortments of different types of flowers, simply to enhance the natural environment and create jobs for the unemployed.

### **2.2.4 Theoretical Frameworks**

The concept of consumer behavior takes into account how people buy, what they buy, why they buy and when they buy. This is usually inclined by what Abraham Maslow explains as the basic needs of people. Maslow's Hierarchy of needs explain that there are 5 stages of needs human beings have to satisfy. Considering that especially in the west, flowers tend to serve some form of ornamental exchange of gift or used for special occasions, this framework helps determine the need that flowers satisfy within the Ghanaian context. As such it focuses on the following questions:

- What kind of product is it?

- What need does it satisfy?
- What is the culture towards flowers in Ghana?

*The ABC Model of Attitudes and Hierarchy of Effects* defines attitudes as having three primary components; affect, behavior and cognition. These components determine how a consumer would react to an attitude object; i.e. flowers. However, although these components are important they are dependent the consumer's level of inspiration with reference to the attitude object. As such the *hierarchy of effect* explains the impact of the three components of attitude.

### 2.3 Overview of the African Floral Industry: Kenya

"Kenya's horticultural sector currently ranks as one of the economy's fastest growing industries, the third largest foreign exchange earner" (Kenya Republic, 2014). This has been suggested in a year on year expansion in fruit, vegetable and flower exports, a trend that saw the industry rise 31% in 2003 with total exports reaching 130 000 tonnes in 2003. Top on the list of fresh horticultural crops exported annually are cut flowers, French beans, etc.

The history of the export of fresh horticultural produce from Kenya dates back to the period before independence when Kenya, then a British colony, was required to contribute to the running of the budget for East Africa. After independence the industry continued to flourish with exports starting to Europe and thus opening up the potential for Kenya in the export market. "Overall exports to the European market started to increase in the 1970's with the Netherlands being the largest importer, taking a 71% share by volume, with most distributed through the auction system. Next came the United Kingdom with 20%, followed by Germany with 6%" (Kenya Republic, 2014). Kenya's ability to provide high quality products on a year-round basis, backed by daily airfreight arrivals to key destinations contributed greatly to her success story.

#### 2.3.1 Climate

Although Kenya is located on the equator, significant differences in altitude allow a 2great variety of climatic conditions from the hot coastal plain up to the cool highlands. A temperate climate prevails above 1500 m where daytime temperatures are from 22 °C -

30 °C and night - time from 6 °C - 12 °C. There are two distinct rainy seasons - "long rains" from March to June and "short rains" during September and October. Rain days are constrained to 60 - 80 days so there is excellent radiation most of the year – which is ideal for the year-round growing of quality flowers without the necessity of greenhouse conditions. Nairobi, the capital city, is a major hub and as such is very well served by major airlines and charter operators giving easy airfreight access to the European markets and to the rest of the world.

### **2.3.2 Cut Flowers**

Kenya has seen outstanding growth in its exports of cut flowers recently taking into account increasing competition from Colombia, Ecuador, Israel, India, China, Zimbabwe, Zambia, Ethiopia and Uganda. The Kenya flower industry like the horticultural sector is continuing with its rapid growth and in the year 2000 saw another 3.6 percent increase in exports to a record 38,000 tonnes. The export of roses continues to dominate the export market with sales up from 24.6 million kilograms in 1999 to 28.4 million in 2000, a 15% increase.

The Kenyan flower industry has endured significant maturing since the 1990's. Kenya's export volume has continued to grow from 14,000 tons in 1990 to 39,000 tons in 2000 to 61,000 tons by 2003 and 81,217 tons in 2005. This was reflective of a significant growth in the volume of flower exports. The value of flower exports increased from about 1 billion in 1990 to 7 billion in 2000 to 16 billion (Kenya shillings) in 2003 and to a record 22.8 billion in 2005.

In the agricultural sector, floriculture in Kenya is the second foreign exchange earner after tea, bringing in more than \$250million per annum and employing 50,000-70,000 people directly and more than 1.5 million indirectly. The sub sector recorded the highest growth in volume and value of cut flowers exported every year. It has had a growth rate of 35% annually in the last 15 years. The sector under roses is expected to keep increasing every year. The flower industry has maintained an average growth of 20% per annum. Cut Flowers from Kenya include mixed bouquets like Delphinium, Gypsophila, Lisianthus, Veronica, Asiatic Hybrid lilies, Oriental lilies, Tuberose, Birds of paradise, Birds of Ireland, Helichonia, and Ferns.

## 2.4 Studies conducted on Consumer Attitudes and Habits to buying Flowers

### 2.4.1 GREECE:

In a research by Tzavaras, Tzimitra-Kalogianni and Bourlaski (2001) discussed into detail the floral market in Greece particularly in relation to consumer purchasing behavior. The paper analyzed consumer behavior during the purchase of floral products in Greece and it also revealed the socio-economic characteristics that can possibly affect consumers' considerations concerning the selection of both cut flowers and potted plants. The paper identified that flowers have been used for conveying sympathy, congratulations, courtships and other reasons as well as gifts exchanges and decoration of rooms. The study of consumer attitudes towards the purchase of flowers is considered is an evolving subject. The main objective of the paper is to share more light on what the Greek consumers' reasons are for purchasing cut flowers and potted plants.

The paper noted that on an average respondents purchase cut flowers and pot potted plants six and five times in a year respectively. The majority of participants' i.e.- 75% prefers to buy floral products during the spring and spending an average amount of € 65 on cut flowers and € 75 on potted plants in a year.

For the varied reasons for purchasing cut flowers, the purchases were grouped into components. "The items that load higher in the first component are "I purchase cut flowers because they improve my quality of life", "as a substitute of natural plants at home", "for myself", "to have my home decorated daily" and "during all seasons of the year " allowing the factor component to be named "Purchase flowers as an element of quality of life". The second component was interpreted as "Purchase flowers for special occasions" since the items included are "on Mothers Day", "for weddings" and "for a funerals". The third component was named "Purchase flowers for religious purposes" including the items "for ceremonies that concern the worship of the church e.g. religious ceremonies", "to decorate the church for social ceremonies e.g. wedding, christenings etc.", "especially during the construction of the Christmas decoration e.g. branches of fir tree etc." and "to decorate my home only on Christian holidays such as Christmas, Easter". The forth component expresses "Purchase flowers for various occasions" which comprised the items "according to the occasion either social or personal not to the season", "for social occasions". The last

component refers to "Convenience". The factor consisted of three issues: "because I got used to it", "as a complement to the gift which I have already bought for somebody" and "as a last minute gift" (Tzavaras et al, 2001).

Connecting the socio-demographic characteristics to consumer attitudes toward buying cut flowers and pot plants in Greece, Tzavaras et al. concluded that a consumer's socio-demographic stance influenced their reasons/decisions for purchasing cut flowers and potted plants. Categorically, respondents purchased cut flowers as gifts to persons and as part of enhancing their quality of life.

#### **2.4.2 UNITED STATES: MEMPHIS, TENNESSEE:**

In A.J. Garberino's ***Consumers' Preference for Floral Products in the Memphis Market*** (1963), he sought to understand consumer's concept of floral products as well as consumer preferences and attitudes about floral products for use in home decorations and as gifts. He identified that in most parts of America as well as in Memphis; the demand of flowers can be either elastic or inelastic; depending on the use of the flower and for occasion it will be used for. Personal interviews were conducted for data collection by using one adult in each of the selected 509 dwelling units in the residential area. The respondents fell within an income bracket of \$1000- \$50,000 per year.

The research showed that consumer in the Memphis area had differing attitudes when it came to buy cut flowers. From a number of varied reasons, they each had what inclined them to buy flowers. For which specific occasions they would purchase cut flowers and how frequently they would do that.

#### **2.5 Discussion of Theoretical Frameworks**

In understanding the attitude of middle-income consumers and how they purchase floral products, we ought to begin with the basic factors of consumer behavior, which are triggered by the consumer's innate feelings due to some exposure they have come to have about a product or service.

Since the study sought to understand what the attitudes and purchasing behavior of consumers to cut flowers is, it was fitting then to have an understanding of the processes

undertaken to come to a decision as to whether to buy or not to buy. Essentially, Consumer Behavior is defined as “the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society” (Hawkins et al, 2008). Thus the concept of consumer behavior takes into account how people buy, what they buy, why they buy and when they buy. This is usually inclined by what Abraham Maslow explains as the basic needs of humans. The theoretical framework to understanding how consumers behave the way they do is defined in the diagram:

***Fig 1: Theoretical Framework for Consumer Behavior (Maslow’s Hierarchy of Needs). This framework helps determine the need that flowers satisfy within the Ghanaian context. What kind of product is it?***



**Figure 1: Abraham Maslow’s Hierarchy of Needs**

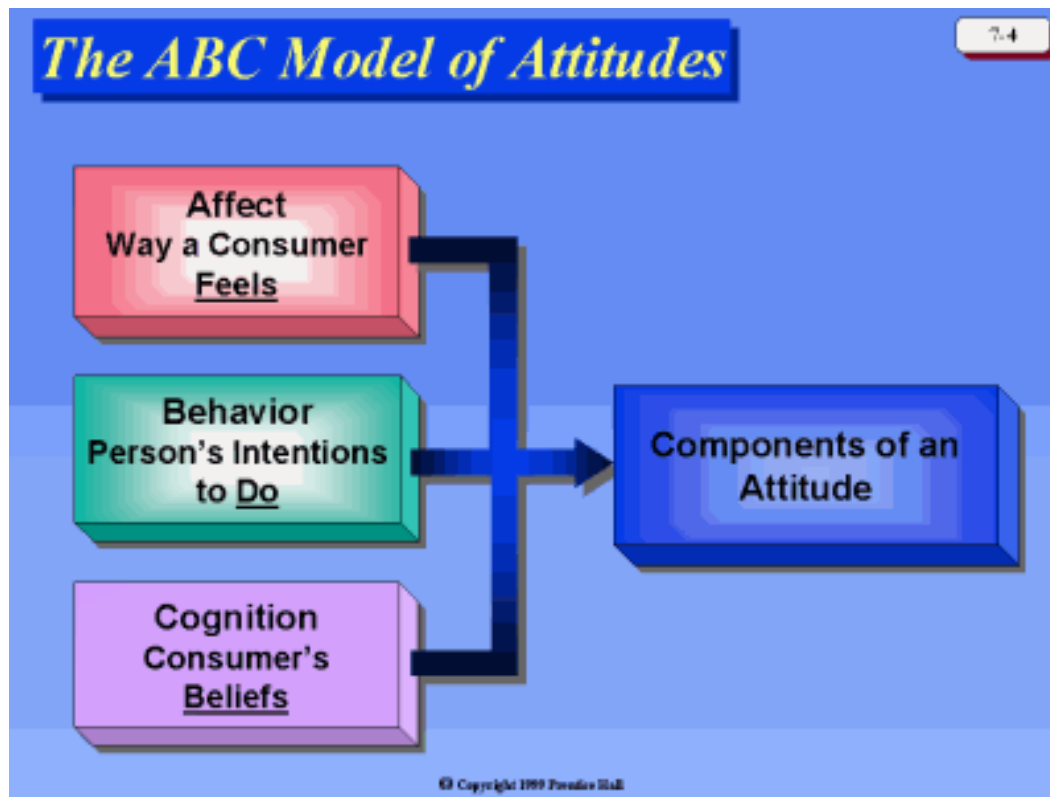
The culture of buying fresh cut flowers in most western and European countries is considered a standard or a custom. The giving and exchange of flowers is a form of exchanging gifts and expressing consideration or thought for someone. Abraham Maslow’s Hierarchy of Needs discusses how our needs are characterized into five levels. In these five levels he explains the various motivations human growth goes through or possesses. There are varied reasons for which a consumer will buy cut flowers. Flowers satisfy a need

and that need may vary depending on the consumers' circumstance. The level of Maslow's hierarchy that need flowers will fulfill is of social/ esteem or self-actualization. However linking this to the ABC Model of Attitudes and Hierarchy of effect, the purchase of flowers and why a consumer would buy flowers may fall under Affective, which focuses on the feeling or emotion that consumer has toward the product. This is affected by the Ghanaian consumers attitude which is either value-expressive or knowledge function.

The underlying factor of this study is the *attitudes* of middle income Ghanaians to purchasing cut flowers. Psychologist Daniel Katz developed *the functional theory of attitudes* and he explains how attitudes facilitate social behavior. His main idea was that attitudes serve a certain function. Consumer attitudes can be defined as how consumers relate to a product or a service.

*The ABC Model of Attitudes and Hierarchy of Effects* defines attitudes as having three primary components; affect, behavior and cognition. These components determine how a consumer would react to an attitude object; i.e. flowers. However, although these components are important, they are dependent the consumer's level of inspiration with reference to the attitude object. As such the *hierarchy of effect* explains the impact of the three components of attitude.

**Figure 2: The ABC Model of Attitude and Hierarchy of Effects**



**Figure 2: The ABC Model of attitudes**

**Standard Learning Hierarchy: Think, Feel and Do**

The ABC model primarily emphasizes the interrelationships among feeling, knowing and doing. "The traditional process of attitude formation starts with the formation of beliefs about an attitude object. At this point, a person approaches a product decision as a problem-solving process". A consumer is likely to make the decision by either going through one of these three processes:

1. Consumer forms beliefs about a product as he/she accumulates knowledge regarding relevant attributes
2. Consumer evaluates these beliefs and forms a feeling about the product
3. Consumer engages in a relevant behavior, such as buying the product that offers the attributes he/she feels good about.

From the literature review, it is evident that the culture of buying cut flowers is very existent and prevalent in European and western countries because it is a culture that has evolved and accepted over a period of time. As such, the purpose of this paper was to

understand the phenomenon of Ghanaian consumer's attitudes and buying habits toward cut flowers was the gap this research hoped to fill.

## CHAPTER 3: METHODOLOGY

### 3.1 Introduction

To be able to fully understand the middle income Ghanaians' attitude and habits to buying cut flowers, it is necessary to support the research with data, which upon analysis will inform whatever conclusions and recommendations that will be made. This study focuses on consumer purchasing attitudes of cut flowers from the floral industry in Ghana so the sample will include primarily middle income Ghanaians who purchase cut flowers.

In the previous chapter existing literary works was reviewed and discussed based on the international and Ghanaian floral market as well as consumer purchases and what inclines their choices. This chapter primarily shows the ways in which the significant data collection and analysis will be done. The method of collecting data from the selected respondents (middle income Ghanaians), secondary sources was also employed. In summary, the chapter discusses the research tools and methods that will be employed in the data collection. The section covered the types of data to be collected, from academic sources, sample sizes and also a designed questionnaire.

The research process, data collection and analysis will endeavor to reveal the link between consumer purchasing cut flowers and the attitude and habits of such consumers to natural floral product i.e. cut flowers, by answering the following questions:

#### OBJECTIVES:

- What are the attitudes and habits of middle-income consumers to floral products?
- Do they buy cut flowers? What are their buying habits towards cut flowers?

### 3.2 Operationalization

**Cut Flowers:** - the term cut flower refers to flowers or flower buds that have been cut from the plant bearing it. It is usually removed from the plant for indoor decorative use. They are typically used in vase displays, wreaths and garlands.

**Attitudes:** - defined as a predisposition or tendency to respond positively or negatively towards an idea, object, person, and situation. Attitude influences an individual's choice of action and response to challenges, incentives and reward (together called stimuli).

There are four main components that make up attitude; (1) Affective; which demonstrates our emotions or feelings, (2) Cognitive; a belief or opinion held consciously, (3) Conative which is an inclination for action, (4) Evaluative, which is either positive or negative response to stimuli.

**Habits:** - basically refers to the kinds of product consumers buy, their reasons for buying them, how often they buy and how much they spend on these products

**Middle Income:** this bracket defines families or individuals within the middle-income bracket as being individuals usually living in permanent residences and usually very highly educationally trained, very aspirational and culturally self-sufficient.

### 3.3 Research Methodology

The research purpose is exploratory and descriptive. The gap this study seeks to fill is to knowledge of what the Ghanaian consumers' attitudes and habits are to buying cut flowers primarily because it is not of Ghanaian culture to buy flowers. As such it is exploratory for it "seeks to know what is happening; to find new insights; to ask questions and to assess phenomena in a new light" (Robson, 2002).

In understanding consumer habits to buying cut flowers, it will primarily be a descriptive research. The study of attitudes encompasses knowing how much consumers buy, on which occasions they buy; as such it will be descriptive. A descriptive study seeks to describe or portray an accurate profile of persons, events or situations things such as market potential for a product or the demographics and attitudes of consumers who buy the product (Robson, 2002). In reference to descriptive research, one study conducted in Greece sought to "understand consumer behavior during the purchase of floral products in the Greek region and to reveal the socio-economic characteristics that affect consumers' considerations concerning the selection of both cut flowers and pot plants" (Tzavaras et al., 2001)

Primary and secondary data was collected and one-on-one interviews was employed from December 2013- March 2014. The respondents i.e. the middle-income consumers who purchase cut flowers; questionnaires will be designed for the collection of data. To ensure accuracy and the integrity of the data, the sample respondents themselves addressed the questionnaire. Questionnaires were also created for the suppliers and sellers of cut flowers

to ask them detailed questions about the industry. These will include both open ended and closed-ended question. Giving the respondents the opportunity to express ideas and opinions properly. The secondary data consisted of some similar research (scholarly/academic) conducted in different parts of the globe trying to understand and explain personal details of the individuals that will be a part of the research. Other secondary data sources will be published articles on the floral industry, the Ghanaian flower market, and consumer behavior in the west and within the Ghanaian context.

### **3.3.1 Selection of Respondents/ Participants & Method of Sampling**

The selection of the respondents forms the foundation toward the collection of data process. The criteria for selecting the respondents in partaking of this exercise were done by using snowball sampling. The reason for selecting this sampling method was that the sought to find middle-income consumers who buy cut flowers, who have had some exposure to western influences via travel, television, Internet and as such could refer us to other consumers of cut flowers.

Purposive sampling was used in collecting data from selected participants who directly buy cut flowers. The focus of the research was to talk to middle income Ghanaians that consume flowers in order to be able to understand why they do and what inclines them to do so. As such purposive sampling was a good sampling method because it highlighted direct or "deliberate selection of particular units of the universe for constituting a sample which represents the universe"(Research Methodology, pg.15).

### **3.3.2 Sample Size**

Interviews were conducted with two suppliers of cut flowers, one resource person from the Ghana Exports Promotion Authority (GEPA) and six middle-income Ghanaian consumers of cut flowers, for gathering the qualitative data. Thirty respondents were interviewed to for the quantitative study (Czinkota, 2012). These respondents were selected based on the criteria that they fell within the middle-income earning group who consume cut flowers.

### 3.4 Data Collection

#### 3.4.1 Questionnaires

The questionnaire for the interviews contained both open-ended and closed-ended questions. To give the respondents a fair opportunity of expressing ideas and opinions if not captured within the closed-ended questions. The questions were split into three sections; knowledge of cut flowers, varied floral companies they purchase from, description of attitudes and habits/ what need the product satisfies to them as end users of cut flowers and what inclines their preferences. The issued questionnaire served the purpose of aiding in collecting data for qualitative and quantitative analysis. 6 respondents out of the 10 responded for the interviews. The feedback received served as a basis to generate a questionnaire for 30 participants using Google Docs, because it aided in easier collection of information as well as coherent analysis.

### 3.5 Limitations of Study

The limitations of the study will include:

- Difficulty finding existing data on the Ghanaian floral market
- Challenges of meeting with resource people and participants of the study to help in answering the questions.

### 3.6 Significance of Study

The significance of this research paper is primarily to identify if the culture of flowers is inherent within the middle-income Ghanaian and as such determine if this informs their attitudes. Secondly, this research adds to existing data especially literature pertaining to or within the Ghanaian floral industry and finally to create an opportunity to delve deeper into the various factors that contribute to purchases of cut flowers by Ghanaian consumers.

## CHAPTER 4: DATA COLLECTION AND ANALYSIS

### 4.1 Data Analysis

Principally, the analysis for the data collected was done in two parts. The first part was considering the qualitative data analysis while the second focused on the quantitative data analysis.

#### **QUALITATIVE ANALYSIS:**

For gathering qualitative data, interviews were conducted with two suppliers of floral products as well as a resource person with adept knowledge about consumer behavior and floral products here in Ghana. To get the perspective of the consumers, six respondents were selected from the middle-income bracket and interviewed to get their opinions and thoughts on the cut flower market and what their attitudes to buying cut flowers here in Accra. The qualitative data was analyzed using content analysis; will look out for themes that are repetitive through the various interviews to determine the main themes that have developed.

### 4.2 Ghana's Cut Flower Market

A discussion with a resource person from the Ghana Export Promotions Authority (GEPA) was an insightful one into the Ghanaian cut flower industry. The interview revealed a considerable amount of information pertaining to Ghanaians choices when it comes to selecting flowers and for what occasions they purchase them. Most consumers of cut flowers in the country tend to prefer buying artificial cut flowers as opposed to fresh cut flowers because they are more expensive. Furthermore, the interview revealed a detailed analysis given in the *Participation of African Producers in the Cut Flower and Foliage Trade (2012)* which identified cut flowers usually placed in bouquets as having comparative advantage because it was considered as a specialty product. Mainly, "it involves a labor-intensive process which is cheaper and more available in Africa and other developing countries. However, this is still not a captive market for developing countries because of two major challenges; the ever-changing fashions/trends with regards to colors and combinations; and the strong negative influence on quality of dense packing of foliage transportation in order to reduce freight costs" (International Marketing, 2012).

The floriculture industry is relatively young in Ghana (Czinkota et al., 2012). MDK Ghana, a Holland based company, which exclusively produces foliage such as Monstera, Philodendron and Anthurium. Originally established in 2007, the company has "a much higher level of professionalism, which allows them to produce fresh bouquets, composed of many different flowers in various styles. It has a 15-hectare farm with access to large areas of water bodies" (International Marketing, 2012).

The interview with six middle-income consumers who buy cut flowers, revealed that when asked the frequency of their purchase, they revealed that they buy cut flowers often. Similar to the study conducted in Greece by Tzavaras et al. in (2001), there was a connection between the socio-demographic characteristics and consumer attitudes toward buying cut flowers and pot plants in Greece. Similarly, the interviews revealed that most of the respondents tie their ability to buy cut flowers to their economic stance mainly because they are expensive. As such, just as the study in Greece concluded that a consumer's socio-demographic stance influenced their reasons/decisions for purchasing cut flowers and potted plants likewise it was a dominant factor within these interviews.

Categorically, respondents purchased cut flowers as gifts to friends, for the decorating of their homes as well as a part of enhancing their quality of life. One respondent expressed that *"We buy flowers for our home quite often because it beautifies our home and it reflects a calm and serene feeling around the house"*. The point mentioned about enhancing the quality of life integrates the framework; the ABC model of attitudes where *affect*, focuses on a consumer purchasing a product due to how he/ she feels about the product. As such, the consumers feel that buying cut flowers makes them feel comfortable and improve their quality of life. Another respondent explained that, *"I like to buy flowers. I have always admired them and appreciated their aesthetic value. I would personally have a big garden to cultivate myself if I had the space to. I like to buy them and I do so quite often for decorative purposes"*.

Among other things, some respondents identified that they buy cut flowers for different events within the year. When they host special occasions such as weddings, parties, work related events and gifts for their friends and loved ones.

### 4.3 Culture and Knowledge of Buying Cut Flowers

From the literature review, it was evident that the attitudes of consumers to buying cut flowers are positive. Consumers tend to buy cut flowers for varied reasons such as for gifts exchanges, for relatives when they are indisposed, and for special occasions as weddings and funerals etc. consumers of cut flowers respond positively.

In Jowkar and Hayati's paper on *A Profile of Cut Flower Preserving Knowledge and Beliefs in Shiraz*, the paper emphasized that in Iranian culture, the purchasing of flowers dates back to three thousand years ago. However, in present Iranian culture, the sellers and consumers of fresh cut flowers are deterred from buying flowers because in contrast to developed countries, they do not pursue any action to increase the vase life of cut flowers. As such, they would rather have the necessary information about longer life span of flowers in order to purchase them more frequently.

"The consumer's motivation to purchase and his or her preferences regarding the purchase of flowers also implies that consumers attach value to their desire to have flowers. According to the results of previous studies conducted, consumers buy flowers to decorate their home/office, to celebrate a special event or moment, or simply for personal enjoyment" (Kim et al., 1999). There are several factors that inhibit or deter consumers from purchasing flowers, such as the low quality of products and the short vase life (Jowkar et al., 2007). Such inhibiting factors reflect the consumers' unwanted values for the floral products.

Hence from the gathering and analysis of data, most middle income Ghanaians purchase flowers often. In comparison to Kenya and Ivory Coast who understand and appreciate the culture of flowers and are known as having flower markets (Hormann D., 1978). In all, the respondents identified that they do buy flowers.

### 4.4 Understanding the Demographics

The criterion to choose a sample for this study was based on the participants being part of the middle income earning Ghanaian bracket. This would essentially restrict sample size to that bracket only. The decision to use the middle-income bracket was primarily explained in Chapter 1 and 2.

Middle-income Ghanaian consumers that buy cut flowers understand and know their purchasing patterns and habits. As such, the demographics shown in figure 1 show that they really fit within that bracket. It is evident from the demographics given that the sample that answered the questionnaire were middle-income consumers who buy cut flowers.

ATTRIBUTE	CATEGORY
Type of Industry	Floral Retail/ Supply/ Décor & Design
Resource Person	Jandel Ltd, Crystal Park, GEPC
Location/ Region	Accra and East Legon

*Table 1: Demographic (Supplier) Information- the table shows the suppliers interviewed about the floral market and consumer attitudes to buying cut flowers.*

From the supplier perspective, the words of Huang and Yeh mentioned earlier explained that the knowledge of what consumers like when buying cut flowers are determined by how “the sale of more flowers is always a concern of the practitioners in the floral market. Consequently understanding the driving forces that influence consumers’ choices in relation to the purchases of cut flowers, such as to buy or not to buy, how much to buy, or what kinds of flowers to buy, will help florists in alleviating such concerns”(Huang et al, 2009). This statement has proven to be true in the sense that suppliers of cut flowers make it a point to know the needs of the consumers and as such be able to meet those needs.

An interview with one supplier who does not sell cut flowers but buys them and uses them for events emphasized this. She identified that she buys cut flowers for events from another supplier in Tema who imports them from the Netherlands and uses them for decorations of weddings, parties, sympathy wreaths and flowers at funerals as well as corporate events e.g. Dinner parties. Unlike floral suppliers with flowers shops, these event planners and floral design expert order specifically for when events are coming up and use them. For specific seasons in the years, the events planning business has peak season and off seasons. When consumer tend to patronize cut flowers in December and as such sales are high and is very busy whiles the off seasons with mild patronage and

especially between January and March, in relation to buying cut flowers for events like weddings, parties etc.

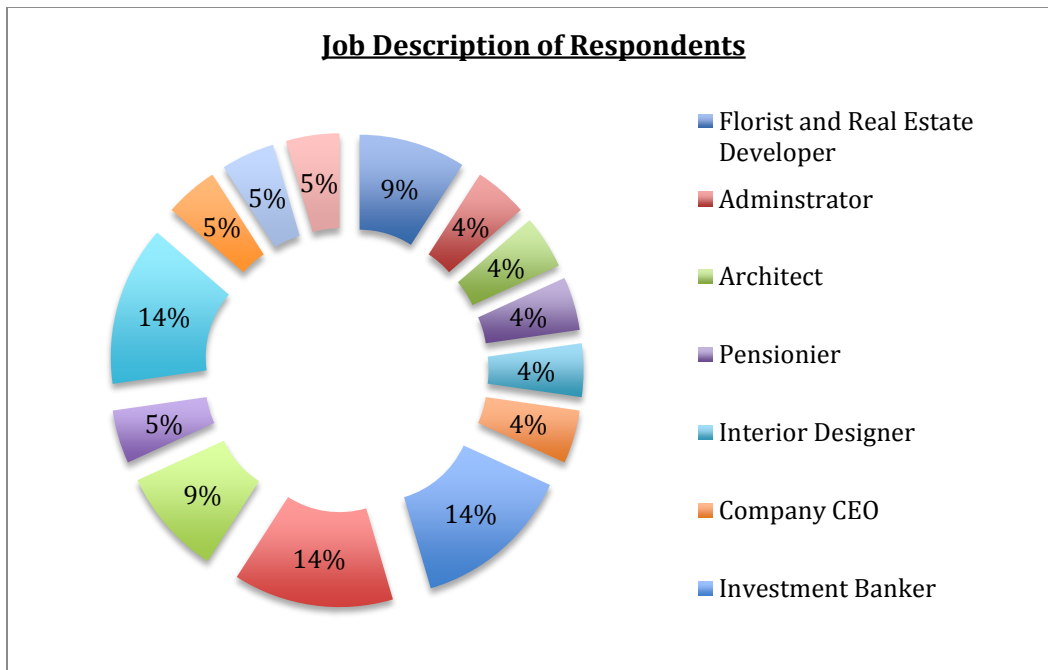
In summary, the qualitative data was used as a compliment to the quantitative data in order to generate questionnaires for the quantitative study. The qualitative data revealed an in-depth knowledge on the characteristics and traits middle income consumers considered before buying cut flowers as well as why they prefer to buy cut flower; highlighting their attitudes toward the product.

### **QUANITATIVE ANALYSIS:**

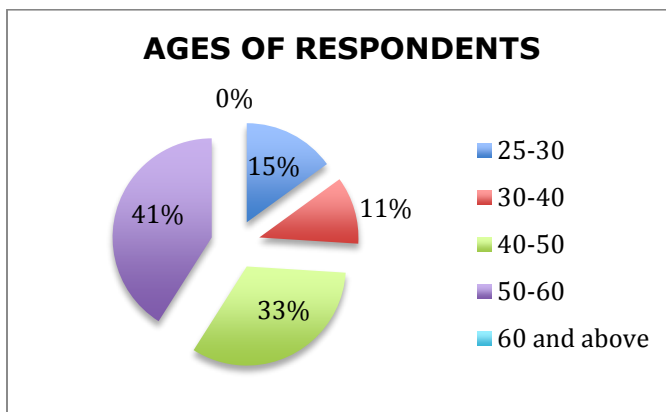
For the quantitative data, a questionnaire was created using Google Docs and was sent to consumers of cut flowers. Most of the responses came back; out of the thirty intended to answer the questionnaire, 28 answered and 2 failed to participate. In analyzing the quantitative data, Microsoft excel was used in generating charts and graphs for descriptive statistics and analyzing accordingly.

#### **4.4.1 Middle Income Ghanaians and Cut Flowers**

For the questionnaires that were sent out to the 30 respondents, all of the respondents fell within the bracket of middle-income Ghanaian consumers. They came from different professions and careers including sales executives, investment bankers, lawyers, logisticians, engineers, florists, architect, accountant, pastry chef, company CEO, corporate lawyer, interior designer etc. Most of the respondents expressed their interest in buying cut flowers. With about 41% primarily being between the ages 40-60 years and 79% owning their own homes. Figure 1 and 2 will show this in detail.



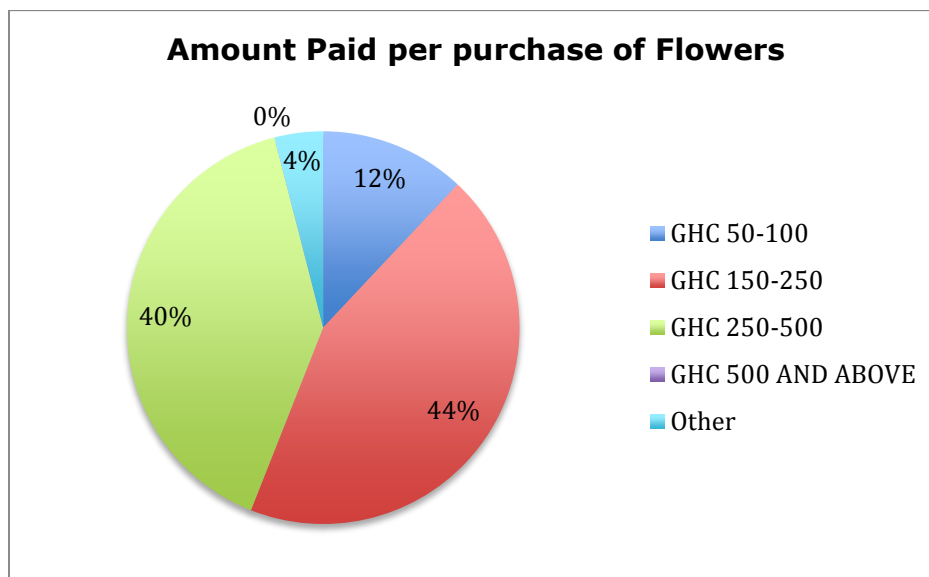
**Figure 3: Job Description of Respondents**



**Figure 4: Age of Respondents**

When asked whether they buy cut flowers or not, 79% said they do and the other 21% said they do not buy them. Since, the research was focused mainly on understanding the attitudes of those who do buy cut flowers, the questionnaire went ahead ask other things. When asked about how often they buy cut flowers, 63% said they buy cut flowers often and 37% said they do buy cut flowers but rarely. This shows that although there is some amount of knowledge on the floral industry, not many make it a point to purchase it unless it is for an important occasion.

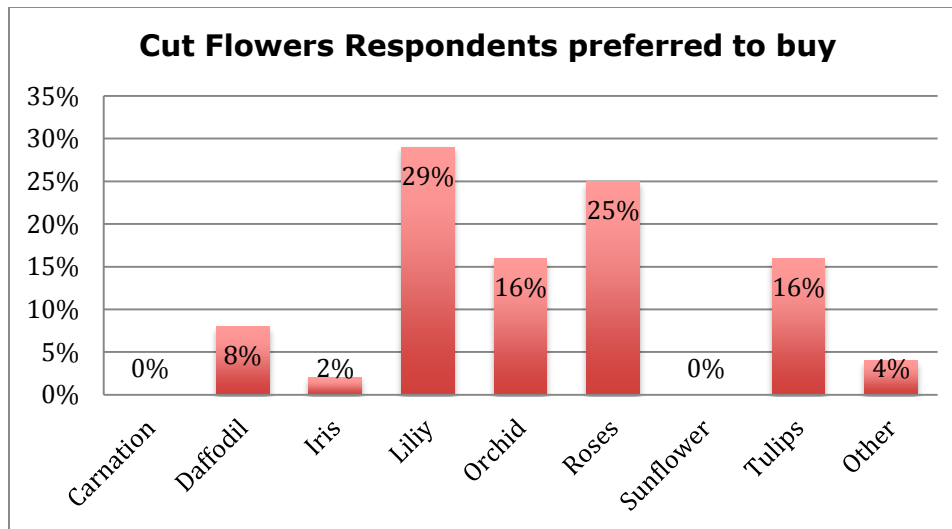
In relation to cost or price of fresh cut flowers, respondents gave price ranges within which they purchase fresh cut flowers. In figure 1 below, over 40% respondents selected a price range of GHC 150-250 depending on much of the flowers they were purchasing.



**Figure 5: Amount paid per purchase of Flowers**

Figure 3: Shows the price ranges within which Ghanaian consumers of cut flowers pay for flowers.

When asked about what cut flower they like most and would patronize, virtually all the respondents patronize cut flowers based on the certain factors they preferred some flowers to others. In the diagram below, among the numerous types of flowers, the majority of the respondents liked to buy roses; either red or white, tulips, lilies, orchids and Helichonia. Those are the few prominent flowers sold in the country.



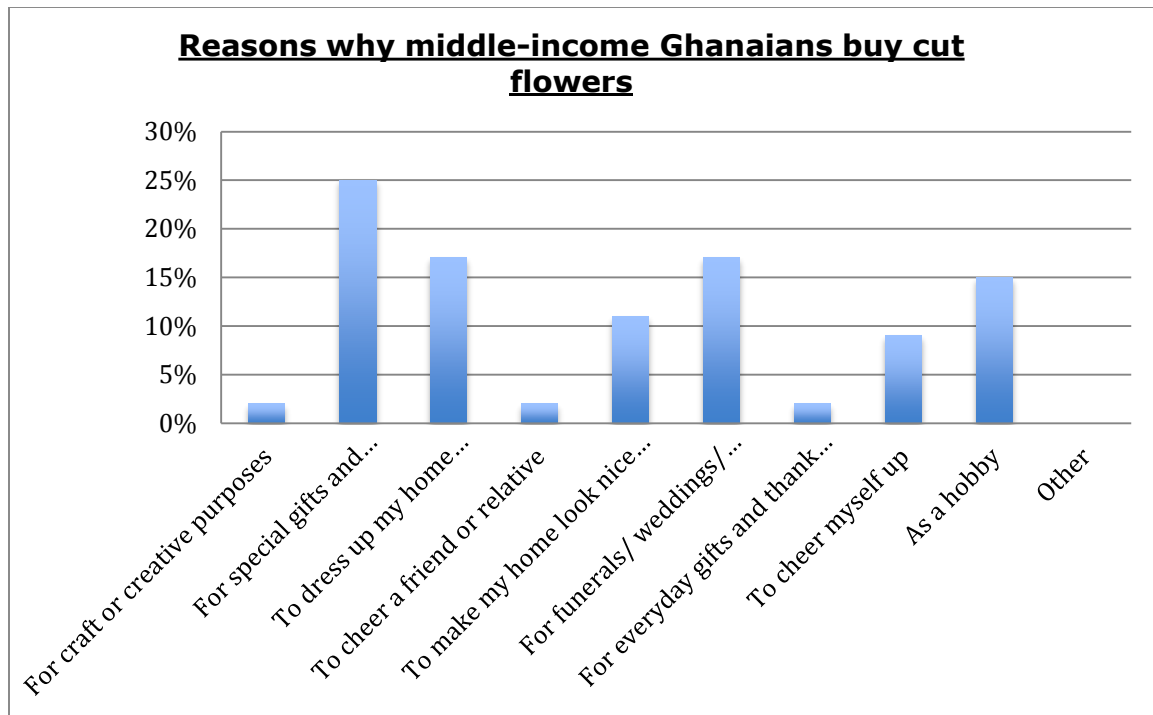
**Figure 6: Cut Flowers Respondents preferred to buy**

Figure 4: This shows the cut flowers preferred to be purchased most by the respondents.

In all, it is evident that the middle-income consumers do consume cut flowers and some on a regular basis. However their attitudes will be clearly defined under subsequent headings.

#### **4.5 Analyzing the attitudes of Middle-Income Ghanaian Consumers**

From the analysis, it is evident that the attitude of middle-income Ghanaians toward buying cut flowers is a positive one. From the data collected, the respondents mainly gave varied reasons why they buy cut flowers. These reasons are explained on Figure 5 below.



**Figure 7: Reasons why middle-income Ghanaians buy cut flowers**

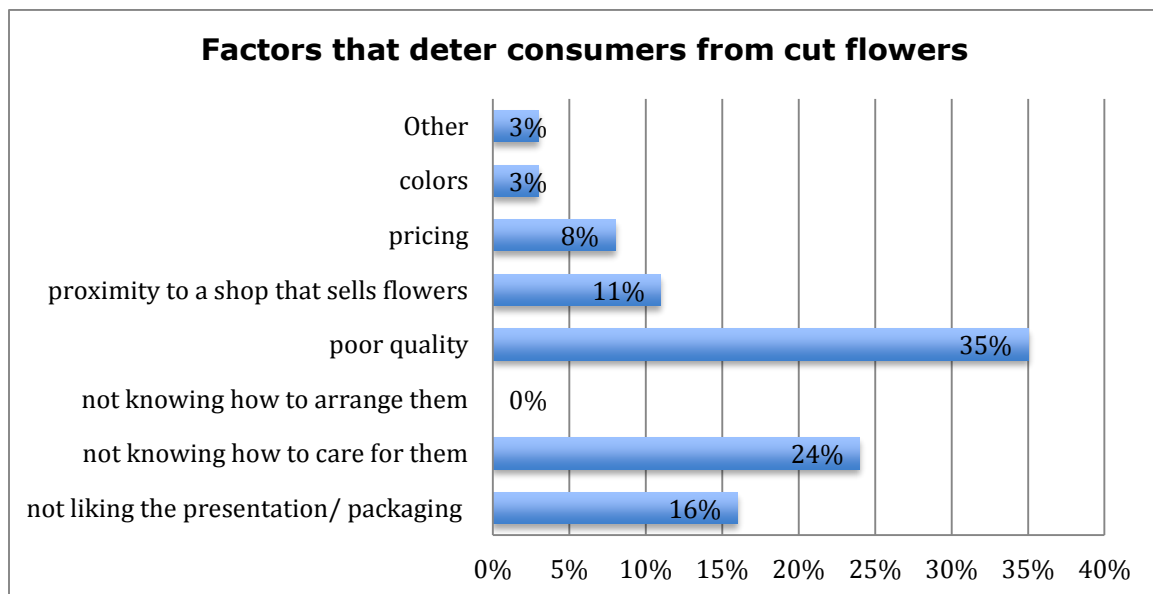
It is evident from the figure that the dominant reasons for buying cut flowers was that 25% of respondents preferred giving cut flowers as special gifts and for occasions such as weddings, dinner parties, funeral (sympathy flowers), 17% said for decorating their homes and 15% of respondents explained it as a hobby they have come to appreciate over the years.

This is evident that this group or classes of social families or individuals are drawn out based on an understanding and knowledge, i.e. a culture they have come to develop for cut flowers and floral products as a whole. Linking it to the ABC Model of Attitudes, this can be described as cognitive function where the consumer has developed a certain belief and knowledge they have developed about the product. At this point, it can be said that for the middle income Ghanaian consumer who buys cut flowers, the function the flowers may serve could be either value-expressive or knowledge function. Meaning that they perceive a value for their money whenever they purchase cut flowers. Some responses showed that it was based on some knowledge they have gathered over the years about flowers and the floral market that prompts them to buy the way they do.

Majority of the respondents explained that the most important factor they considered when buying cut flowers is the flowers long vase life or reliability, followed by the motive behind the gesture of buying flowers for a relative or a loved one among other things.

#### 4.6 Factors that deter Middle-Income Ghanaians from buying cut flowers

Interestingly however, among the 30 respondents who answered the questionnaire, 21% said that they do not buy cut flowers and they attributed it to various reasons. On the other hand, there were consumers within the bracket (middle-income) who did not like to purchase cut flowers. Not because they did not like to do so but then they do not purchase them regular basis. About 37% of the respondents said that they rarely patronize cut flowers. So some purchase them but not often. As such they ascribed not been interested in buying cut flowers because of certain factors that deters them from doing so. Some of there factors are seen in Figure 3 below.



**Figure 8: Factors that deter consumers from buying Cut flowers**

From the diagram, it is evident from the chart that the dominant factor that deters middle income Ghanaian from buying cut flowers is poor quality. Because they do not have the knowledge on how to treat and care for the fresh flowers, it tends to occur that the flowers start to lose their beauty and attractiveness. As such it becomes difficult to maintain them. When they are being purchased for the short-term use like weddings and other special functions, after these events are over, they conclude serving a purpose. However if it is

meant for decoration, for friends and loved ones as gifts, then it becomes challenging to maintain. 35% of the respondents attributed their decision not to buy flowers on the poor quality of the ones they buy.

About 24% attributed their not buying flowers to not being able to care for them well. As such they tend to die off quickly. Majority of the respondents, about 81% preferred to have the flowers they buy imported from outside the country. Netherlands, Germany, USA, UK etc. Because of they're being of a higher quality and being able to have value for their money because fresh cut flowers are very expensive.

## CHAPTER 5: CONCLUSION

Although the Ghanaian floral industry is one that is considered to be relatively young, it has the potential to become one of the leading industries in today's global economy (Czinkota et al., 2012). The study sought to understand what the Ghanaian middle income's attitude and habits are toward buying cut flowers. As such from findings in the data collection process, shows that representative of the respondents within the middle-income bracket who buy cut flowers have a positive attitude toward buying fresh cut flowers. However, just a few of them do not buy flowers often because they did not know how to care for them or some flowers they purchase come in poor quality.

Generally, within the middle class, there is a positive response for purchasing cut flowers and this is based mainly on an understanding and appreciation that flowers fulfill a need (more of self-esteem) in relation to *Abraham Maslow's Hierarchy of Needs* and have a measure of sentimental value for consumers that purchase them.

### 5.1 Introduction

The concluding chapter primarily summarizes the findings of the study and focuses on the main themes that were made evident in the data collection process; the Ghanaian middle income bracket are a group of people that have level of higher education, usually can afford their own homes, have been exposed to western influences etc., as such are very familiar with the benefits that come with buying flowers and appreciate its value as a product that is consumable.

The study's primary objective was to understand the attitudes of these consumers in relation to buying cut flowers. If they do, what incites their choices, how often do they buy them, why do they buy them? On the other hand, for those that had no affinity toward buying cut flowers, why they preferred not to and what deters them from buying cut flowers. That gave the study a clearer and wholistic view of both sides and helped in defining the attitudes better.

### 5.2 Findings

The study was mainly analyzed in the qualitative and quantitative sense. So the qualitative analysis was done using content analysis based on the interviews that had been conducted

and for the quantitative, it was analyzed using charts and graphs to establish relationships and factors that affected consumer choices when buying cut flowers.

Mainly, it was found that most middle-income Ghanaian do have a positive attitude toward buying cut flowers. As such majority of the respondents used for this study highlighted the need to have cut flowers. So, the middle-income Ghanaians consumers do buy cut flowers often and among other reasons the main one listed was for the decoration and beautification of their homes, as gifts and for special occasions as weddings, funerals (sympathy flowers) and dinner parties.

The research also revealed that there is a value expressive function in consumers buying cut flowers. According to Katz (1960), he explained that "attitudes serve different functions, one of which is value-expressive. Value expressive basically depicts attitudes that show who we are and what we stand for and believe in". This concept emphasizes the need of consumers to express his/her self-concept. So some middle income consumers mentioned that they buy flowers and care for flowers as a hobby and value the role it plays in their formation has human beings that appreciate and reflect on the aesthetic benefit of flowers and sharing that with other friends and relatives.

In relation to literature reviewed, there were some similarities in relation to attitudes towards cut flowers. Although not very significant, 79% of respondent buy flowers on a regular basis for varied reasons but the ones that mainly stood out was for special occasions such as weddings, funerals (sympathy flower), dinner parties, to decorate their homes and some as a hobby. In the study conducted in the Memphis area, these were some of the occasions the respondents in that study gave for buying cut flowers. Showing a similarity in purchasing behavior.

### 5.3 Conclusions

In all, although fresh cut flowers tend to be quite expensive, middle income consumers still make it a point to buy them because it fulfills a need and as such have a positive attitude toward buying them. Having identified the varied reasons why they buy cut flowers principally, for special occasion, for decorating their homes and gift exchanging purposes some on the other hand rarely buy cut flowers and identified factors that deter them from doing so. Naming difficulty/ challenges in caring for the, so of the flowers being

of poor quality, for the flowers that are not imported. Also, some respondents identified that sometimes they do not like the arrangement or presentations.

#### 5.4 Recommendations

Based on the condition that the floral industry is a relatively young one and not being a culture many Ghanaians understand and value, the recommendation made is that more knowledge be shared on the benefits of buying cut flowers and the floral industry in general. Also, from the research, it was evident that many detracted from buying flowers because of cost factors. In Kenya, flowers can go for as low as \$5 dollars. However in Ghana, depending on the package sold and for what occasions, the prices may vary.

Also, I recommend that to get more middle income and high net worth consumers to buy more cut flowers, more advertisements by retailers and suppliers of floral products should be done and this may attract more consumers to buy more flowers and promote the culture and knowledge of flowers in Ghana. Also, to those that sell cut flowers, information on caring and conditioning flowers, giving advice on arranging and displaying them will go a long way to help and boost the confidence of buyers of cut flowers to know how to handle them.

Finally, here in Ghana, there have recent floral conferences held by Stratcomm, an events organizing agency to influence and expose the benefits of the floral industry and how it can be supported. During such conferences, information is given on how to care for flowers and where to get quality and good flowers. Also workshops are held to support retailers and suppliers in the trade and this goes to show how to affect sales and eventually support the floriculture industry here in Ghana.

#### 5.5 Further Research Topics

Some of the possible research topics that can be developed from this research topic include:

The Floral Industry- Why it can be considered a lucrative business venture

Ghana and the Floral Industry- how the culture of flowers can be embraced

Social Entrepreneurs and why they do not venture into the Floral Market

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## APPENDIX

### FOR QUANTITATIVE DATA

#### QUESTIONNAIRES FOR CONSUMERS

**This questionnaire has been created for the purpose of analyzing a research topic on the attitudes and habits of middle income Ghanaians to buying cut flowers in Accra, Ghana. Your answers will facilitate the finding of understanding how the Ghanaian middle income bracket and how their attitudes toward purchasing flowers.**

#### DEMOGRAPHICS:

AGE RANGE:

- 25-30
- 30-40
- 40-50
- 55 AND ABOVE

OCCUPATION/ JOB DESCRIPTION: .....

HOUSING CONDITIONS:

- RENT
- PERSONALLY OWNED
- MORTGAGE

EDUCATIONAL LEVEL:

- UNDERGRADUATE
- MASTERS DEGREE
- PHD
- SENIOR SECONDARY

Do you buy you buy cut flowers?

- ALWAYS
- OFTEN
- RARELY
- NEVER

If you do, what cut flowers do you like to buy?

.....

Why do you like them?

.....

How much do you spend on cut flower? Per purchase?

- 100-200
- 200-250
- 250-500
- 500 and above

☐ Which is your favorite color range for cut flowers? (Tick 1 only)

☐ Cool and calm – shades of blues, pale pink, lilac

☐ Dramatic – purples, reds, contrasting colors

☐ Hot and bright – yellows, oranges, bright pinks

☐ Neutrals – white, cream, green

☐ Soft pastel – tones of peach, warm pinks, coral

2. Which cut flowers do you like to buy? (Please tick as many as you like)

☐ Which are your 3 favorite cut flowers? (Please tick up to 3 boxes)

☐ Anemone

- ☐ Carnation
- ☐ Chrysanthemum
- ☐ Daffodil/narcissus
- ☐ Dahlia
- ☐ Delphinium
- ☐ Freesia
- ☐ Gerbera
- ☐ Gladioli
- ☐ Iris
- ☐ Lily
- ☐ Orchid
- ☐ Rose
- ☐ Sunflower
- ☐ Sweet pea
- ☐ Tulip
- ☐ Other (please specify)

- ☐ For craft or creative projects
- ☐ For special gifts and occasions e.g. anniversary
- ☐ To dress up my home occasionally e.g. dinner party
- ☐ To cheer a friend or relative up
- ☐ To make my home look nice every week
- ☐ For funerals/ weddings/ naming ceremonies
- ☐ For everyday gifts and thank you
- ☐ To cheer myself up

☐ As a hobby

☐ Other (please specify)

- ☐ Good colors occasions- when do they buy it, where do they buy (motivation)?
- ☐ Long vase life, reliability
- ☐ Fashionable/unusual varieties
- ☐ Lots of flower for little money
- ☐ Scent
- ☐ Attractive, ready to go bouquets
- ☐ Other (please specify)

What deters you from buying flowers? (Please tick all that apply)

- ☐ Not liking the presentation/packaging
- ☐ Not knowing how to care for them
- ☐ Not knowing how to arrange them
- ☐ Poor quality
- ☐ Not being near a shop that sells flowers
- ☐ Not knowing the price
- ☐ Not liking the colors
- ☐ Other (please specify)

What would persuade you to buy more cut flowers? (Please tick all that apply)

- ☐ Advertising to remind you to buy

- ☐ Clearer price labels / name labels
- ☐ Information on how they were grown
- ☐ More advice on arranging and displaying them
- ☐ More fashionable design of arrangements
- ☐ More information on care & conditioning
- ☐ More knowledgeable or helpful staff
- ☐ More money to spend on them
- ☐ More outlets selling them / longer opening hours
- ☐ Ready-wrapped bouquets to take away
- ☐ Wider variety or choice of flowers available

Other (please specify)

7. Is it important where the flowers you buy are grown?

- ☐ No, it doesn't matter where they're grown
- ☐ Yes, I look for imported flowers

8. Where do you get advice on how to arrange and care for the cut flowers you buy? (Please Tick all that apply)

- ☐ The retailers you buy flowers from
- ☐ Newspaper gardening columns
- ☐ Specialist websites such as flowers.org.uk
- ☐ Books on flowers
- ☐ Exhibitions like Hampton Court Flower Show
- ☐ Friends, neighbors, family
- ☐ Women's magazine articles
- ☐ Gardening magazine articles

☐ TV and radio Programmes

☐ Other (please specify)

## 1.2 QUESTIONNAIRE FOR SUPPLIERS

Questions for sellers of cut flowers:

1. How long have you been in the floral business?
2. Where did you receive your training?
3. What types of flowers do you sell?
4. For which occasions do you specifically sell flowers?
5. How often do the flowers go?
6. How much of flowers do you receive in the year?
7. How often do you receive cut flowers in a year?
8. Who are some members of your clientele?
9. Who are your target group of consumers?
10. What is your budget when purchasing?
11. What is the relationship with your clientele like?
12. What is your perception of the floral industry here in Ghana?
13. What can you say about the attitudes of Ghanaian consumers to buying flowers?