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How the Generations View Flowers

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A consumer research study by the Society of American Florists (SAF) reveals how different age groups perceive, buy and use flowers and floral outlets. The information revealed by the study will be used to help direct the floral industry's promotional messages. SAF's Generations of Flowers Study assessed three generations of consumers: Generation Y (ages 18-30), Generation X (31-44), and Baby Boomers (45-60).

The Generations of Flowers Study revealed several key generational differences. Broken down by generation, the study found:

Generation Y

- Generation Y is less likely to have a high appreciation of flowers or agree with other emotional aspects associated with the gift of flowers, such as the ability to lift one's spirits. This indicates a pressing need for updating the image of flowers for this generation to allow for a higher level of personal resonance.
- Generation Y is less likely to see giving flowers as "personal" or to purchase flowers as a "personal pick-me-up." This suggests a relative lack of identification with flowers that must be addressed by the industry.
- Generation Y is less likely to differentiate florists from other retailers in terms of key attributes, such as quality and freshness.
- Only 1/3 of Gen Y are knowledgeable about the best places to buy flowers, significantly lower than other generations.
- Generation Y is most likely to purchase individual flowers, including roses, tulips, lilies, daisies and orchids, and less likely to purchase mixed flowers. This may indicate a new, individualized aesthetic relationship to flowers that could be leveraged.
- They are most likely to purchase flowers in person and deliver flowers themselves. This echoes a "personalization" trend in the gifting characteristics of this generation.
- They are most likely to purchase flowers to impress guests in their home significantly more than

other generations. This indicates an opportunity to reposition the value of flowers for the younger consumer.

Generation X

- Gen X tends to be more emotionally connected to flowers than Gen Y, yet are significantly less likely than Baby Boomers to have a very high appreciation of flowers.
- This generation strongly connects with the sensory aspects of flowers—including the color, sight, smell and fragrance.
- Gen X is most likely to purchase flowers as a traditional holiday/occasion gift for someone else, as a “just because” pick-me-up gift, and for home decoration.
- Of the three generations, Gen X is least likely to prefer purchasing flowers in person (60% vs. 66% Boomers and 74% Gen Y). They are also the generation most likely to prefer purchasing flowers over the Internet. This fits with their time-starved and tech-savvy lifestyles.

Baby Boomers

- Baby Boomers are significantly more likely than other generations to have a high appreciation of flowers and are most likely to agree with the other emotional aspects associated with the gift of flowers.
- This group is significantly more likely to purchase mixed flowers and significantly less likely to purchase specific types of flowers, including roses, tulips and lilies.
- One-half of Baby Boomers use the Internet to send flowers outside of their area, significantly higher than other generations.
- This generation is significantly more likely than other generations to consider flowers when purchasing a gift and to find flowers appropriate for a broad range of gifting situations.
- Baby Boomers can be more demanding. They consistently had the highest expectations of florists and are most likely to view the cost of flowers as a purchase barrier.