

Title Influence of consumer purchasing and non-purchasing decisions on orchid consumption in Taiwan

Author N.-H. Chen, S. Wei, C.-C. Shih and C.-M. Chen

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Abstract

With a per capita income of US\$17,000 or an adjusted per capita income for living standards of US\$33,000, Taiwan is a relatively better-off economy and has earned a reputation in the orchid industry. However, flower consumption among the general public is very modest, including orchids which Taiwan is well known for. The purpose of this study is to learn about the factors that influence consumer decision making sequence in purchasing and non-purchasing of orchid pot plants and cut flowers. Data were collected through intercepting visitors at two orchid shows, several flower markets and traditional markets. Bayesian network analysis was used to analyze the connectedness between those factors that influence consumer purchasing and non-purchasing. Results from 139 valid cases revealed the relative importance of factors determining purchasing and non-purchasing decisions. Among purchasers, the first factor in the decision making sequence was reasonable price. Once the price was acceptable, customers considered the following purchase factors jointly: offering caring instructions, longer blossom period and minimal chemical residues. Among non-purchasers, the first main factor entering the decision making sequence was 'don't know how to look after orchids', which was associated with six other factors. Improvement in these factors might increase the incentives for non-purchasers to buy orchids: longer blossom period, price reduction, minimal chemical residues, offering quality pots, offering caring instructions and market information. The implications for improving domestic consumption for flowers are also discussed.