

Title Extrinsic and intrinsic attributes used in the selection and quality control of ornamental crops

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Abstract

Increased living standards and a more healthier lifestyle have placed an increased emphasis on quality issues associated with most commercially available fruit, vegetable and ornamental crops. With ornamental crops, plant and product quality attributes now have an added dimension where quality and quality perception can be influenced by attributes that are either intrinsic or extrinsic to the product, as well as those based on experience and perceived benefit. The objective of the investigation examined a range of original studies over a twenty-two year period, 1989-2011 that identified the principle intrinsic (coming from within the ornamental crop or are satisfaction related), extrinsic (emerging from outside the ornamental crop) attributes and perceived benefits of ornamental crops. Results show that ornamental plants, in particularly cut flower and landscape plants, provide for a greater selection, functional range and higher order benefit, all of which should be used to advantage in the market place. Perceived benefits, or those that are detected by instinct or inference, rather than by recognized perceptual cues, relate to the surrounding environment, society, economics and health and the servicing of higher order needs. Greater emphasis should be placed on these perceived benefits in the selection of quality and quality perception of ornamental crops. These studies highlight the need for increased consideration for intrinsic and extrinsic research to be undertaken that will enable us to better understand plants, plant products and services and assist in determining what is right for the purchaser.