

Abstract:

Using the concept of market maturity, this paper explores the frequency with which consumers in Perth, Western Australia, purchase cut flowers, the occasions for which flowers are most often purchased, the price consumers are most willing to pay and the place of purchase. Most respondents purchase cut flowers on less than four occasions per year. Flowers are most often purchased for Mothers' Day and birthdays, with most consumers purchasing flowers on impulse less than two times per year. The amount of money consumers are willing to spend to purchase cut flowers varies with the occasion. Only one in five consumers are prepared to pay more than \$20 to purchase flowers for special occasions and fewer than one in ten consumers are willing to pay more than \$20 to purchase cut flowers on impulse. For the occasion days and special occasions, flowers are primarily purchased from florists. However, when purchasing flowers on impulse, more flowers are purchased from supermarkets.