

## **BIBLIOGRAPHY**

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## **ABSTRACT**

The study was conducted in Baguio City and La Trinidad, Benguet to determine the different types of cutflowers sold by flower shop owners and their sources, the marketing practices of cutflower shop owners, and the problems they encountered. There were thirty respondents who were the sources of information used in this study. Findings showed that the common flowers sold by the flower shop owners in Baguio City and La Trinidad were aster, chrysanthemum, anthurium, rose, statice, orchids, gladiola. All these flowers were supplied by farmers in the different barangays of La Trinidad, Benguet, some came from Atok, and Sablan except for orchids supplied by traders from Nueva Viscaya and Manila. All the marketing practices like buying, selling, grading and sorting, pricing and packaging were commonly done by the flower shop owners in Baguio City and La Trinidad, Benguet. Majority of the flower shop owners were doing flower arrangements and majority of them acquired their skills through observations from other florists and friends in the industry. A few of the respondents encountered problems like lack of buyers, delayed payment, delayed orders from farmers, and poor quality of flowers.



## TABLE OF CONTENTS

	Page
Bibliography. ....	i
Abstract. ....	i
Table of Contents . ....	ii
INTRODUCTION. ....	1
Rationale of the Study. ....	1
Importance of the Study. ....	2
Statement of the Problem. ....	2
Objectives of the Study . ....	3
Scope and Delimitation . ....	3
REVIEW OF LITERATURE . ....	5
Supply and Demand Factor . ....	5
Quality . ....	5
Packaging . ....	7
The Types of Flower Business. ....	7
METHODOLOGY. ....	9
Locale and Time of the Study . ....	9
Respondents of the Study. ....	9
Data Gathering. ....	9
Data Gathered . ....	9
Data Analysis. ....	9
RESULTS AND DISCUSSION . ....	10

Respondents' Profile .....	10
Types of Flowers Sold and Their Sources. ....	11
Marketing Practices of Flower Shop Owners. ....	13
Basis of Pricing Flowers and Pricing Objectives. ....	18
Packaging Materials Used .....	19
Types of Buyers of Flowers. ....	19
Number of Respondents Doing Flower Arrangements. ....	20
Marketing Problems Encountered. ....	21
<b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS. ....</b>	<b>23</b>
Summary. ....	23
Conclusions .....	24
Recommendations .....	26
<b>LITERATURE CITED. ....</b>	<b>27</b>
<b>APPENDIX</b>	
A. Letter to the Respondents .....	28
B. Survey Questionnaire. ....	29

## INTRODUCTION

### Rationale of the Study

Cutflowers refer to fresh flowers and flower buds that have been cut from the plant suitable for bouquets, wreaths, corsage and special flower arrangements.

Marketing is the delivery of customer satisfaction at a profit. The twofold goal of marketing is to attract new customers by promising superior value and to keep current customers by delivering satisfaction. Main outlets for cut flowers include wholesale florists, retail florists, farmers markets, roadside stands and pick-your-own operations. Selling directly to businesses, adding value to the product by arranging the flowers in some manner may increase sales. Cutflower production is one of the prime sources of income for Baguio and Benguet farmers. Chrysanthemum, roses, anthurium, gladioli, statice, carnation, callas, daises and aster are the key commodity cutflower being produced in Baguio and Benguet. Flowershop is a business includes arranging flowers, packaging, buying and selling, pricing, grading and sorting. It is also a marketing process of cutflower that satisfies the need of buyers or consumers.

Benguet, one of the coolest places the Philippines can ever bestow, does not only attract visitors because of its variety of tourist attractions. Tourists are drawn to come to Benguet, via Baguio City, the country's summer capital, because of its thousands of cut flower varieties that abound all year round. And business has never been so good as it is today, when imported cut flower species from other countries have been propagated and are now mushrooming all over the province and the nearby places on commercial scale. What makes Benguet ideal for cut flower farming is attributed to two important factors:



fertile soil and the cool atmosphere that abound. This is not to mention the high elevation that keeps the ground moist all the time. No wonder that Benguet has not slackened as a primary source of cut flower export in the country. Most of the cut flower exports were sourced out from the upland areas of the Cordillera Administrative Region, where Benguet province is a part. According to Teresita L. Rosario of the University of the Philippines' Horticulture Department, the major players in the marketing of the cut flowers in the Philippines are the breeders/growers, input suppliers, traders, cooperatives, transporters, brokers, exporters, importers, institutional buyers and walk-in consumers. (Jeratso, 2008).

#### Importance of the Study

The study would provide helpful information in improving the marketing practices of cutflower shops in Baguio City and La Trinidad, Benguet. The findings in the study would also increase the level of awareness of people about the cutflowers. The study would serve as reference material for students and researchers who will be interested on the marketing of cutflowers.

#### Statement of the Problem

The study aimed to answer the following questions:

1. What are the different types of cutflowers sold by the flower shop owners?
2. Where are the sources of the cutflowers sold by the owners?
3. What are the marketing practices of flowershop owners in terms of?
  - a) Buying Practices
  - b) Selling Practices
  - c) Grading and Sorting



d) Display Arrangement

e) Pricing

f) Packaging

4. What are the problems encountered by the flowershop owners in terms of marketing?

5. How did they solve their problems?

### Objective of the Study

The objectives of the study were to determine:

1. the different types of cutflowers sold by the flower shop owners.

2. the sources of the cutflowers sold by the owners?

3. the marketing practices of flowershop owners in terms of?

a) Buying Practices

b) Selling Practices

c) Grading and Sorting

d) Display Arrangement

e) Pricing

f) Packaging

4. the problems encountered by the flower shop owners in relation to marketing.

5. the solutions employed by the flowershop owners to the problems encountered.

### Scope and Delimitation

The study was concerned about the marketing practices of cutflowers shop owners in selected areas of Baguio City and La Trinidad, Benguet. It covered the different types



of cutflowers sold by the flowershop owners, their marketing practices, the sources of the cutflowers they sold, and the marketing problems they encountered and the solutions they employed.



## REVIEW OF LITERATURE

According to (Jeratso, 2008) Tourists are drawn to come to Benguet, via Baguio Citty, the country's summer capital, because of its thousands of cut flower varieties that abound all year round.

Barangay Bahong, considered as the center of the local cut-flower industry in this part of Benguet, together with other cut-flower producing barangays of La Trinidad, such as Ambiong and Alno, will be the main source of blooms for the annual Panagbenga. Not only flower farmers hope for additional profits from the yearly spectacle (Catajan, 2010).

Flowers in bloom these days, including farm technologies used and other products were properly showcased in recent flower festival. Ornamentals and cutflowers such as roses, calla lily, chrysanthemum, Malaysian mums, sunflowers, everlasting, daisies and other colorful and bright flowers made their appearance in the festival was the result, to a large part, of the work of researchers and farmers. Researchers from the Benguet State University (BSU) particularly the Horticultural Research, Development and Training Institute (HORTI) and Bureau of Plant Industry (BPI)-Baguio including private ornamental farms all worked together to make use of ornamental research outputs. This will also work to sustain the required supply of flowers, not only during the flower festival conducted annually during the month of February but in other occasions where flowers are needed such as during weddings and other special occasions. With year-round production now possible and with good local partnerships, these will make the flower industry a booming community enterprise (Aquino, 2003).





Pricing is considered by many to be the key activity within the free enterprise system. Product price influences wages, rent, interest, and profits. That is the price of product influences the price paid for the factors of production like labor, land, capital, and entrepreneurship. Price thus is the basis regulatory of economic system it influences the allocation of those factors of production. High cost of wage attracts labor, high interest rates attract capital, and so on. In the allocation of scarce resources, price determined what will be produced (supply) and who will get the product that is produced (demand) (Daplian 2001).

Cutflower price depends largely on the type, quality, variety, and species of flower being produced. The sized of flower, season and the type of market also affect them. The price of cutflower is highest in flower shop because of the better quality, presentation, packaging and handling services.

#### Supply and Demand Factor

Continuity of supply is important to buyers, and the season of individual flowers may be extended by choice of early, mid and late-season varieties, and by cultural treatments. There are periods when flowers are plentiful but demand is limited, especially in January and early February, with resulting low returns. At all times, grading should be done with extra care and only the best quality sent to customers, as it is important to maintain a good reputation among buyers.

#### Quality

Flowers must be well grown, clean and free from pests and diseases. The attention required to produce good quality flowers is well paid for by greater market returns. The flowers must be at the right stage of development to suit the buyer and to ensure the



longest possible vase life. Buyers tend to keep buying off known growers who have consistent high quality product (Elgar, 1998).

### Packaging

According to (Esiong, 1996), packaging materials also affect the rate of deterioration of the harvest depending upon the type of materials used and its vulnerability to the environment conditions. It is also important to choose the proper packaging materials to have maximum protection against post harvest losses.

Cutflower need to be packed in sizes that are easy to handle. Packaging certainly affects appearance of the product. It is well known that cutflowers are bought by consumers because of the aesthetic value (Pantastico, 1975).

### The Types of Flower Businesses

According to (Spencer, 2010) Flowers play a major part in our life. Their delicate beauty allows us to convey messages to loved ones for all sorts of special occasions. The three kinds of floral services.

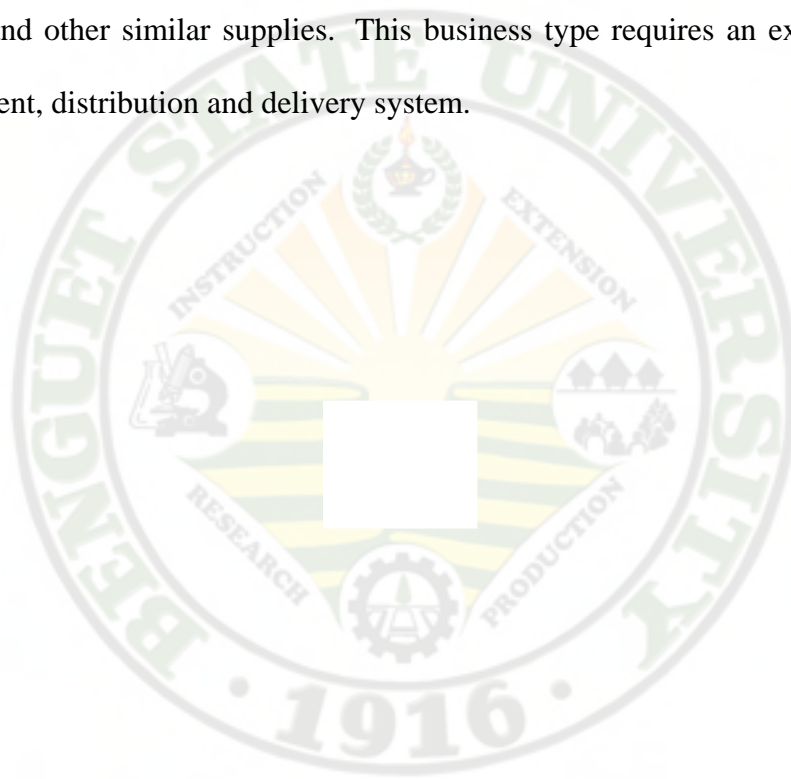
1. A wholesale florist supplies retailers with potted plants and fresh-cut flowers through flower markets or direct delivery to flower shops. Some wholesale florists grow their own flowers as well. This type of service will require years of knowledge, experience, and a larger capital. One should be knowledgeable in the basics of maintaining fresh inventory and the supply chain involved in flower transport.

2. A retail florist service is suitable for entrepreneurs who love flowers and love talking to clients. A florist does more than just sell flowers - they sell the art of arranging flowers. There are several ways to approach flower retailing. The key element is the skills



and knowledge in floral design, arrangement, and care. One of the most flexible characteristics this business is it allows you to set up shop in almost any type of location. Flower shops can be located in hospitals, shopping malls, grocery stores, or street stalls depending on your business objectives and available capital.

3. A Floral products supplier sells complimentary items used by florists in making arrangements. This involves selling items such as vases, ribbons, floral foam, baskets, and other similar supplies. This business type requires an extensive inventory management, distribution and delivery system.



## **METHODOLOGY**

### Locale and Time of the Study

The study was conducted at Baguio City and La Trinidad, Benguet from November, 2011 to January, 2012.

### Respondents of the Study

The respondents of the study included eight (8) flower shop owners in Km.5 La Trinidad, Benguet and thirty two (32) in Baguio City.

### Data Gathering

A survey questionnaire was used in gathering the information and a follow-up interview was also done.

### Data Gathered

The data collected included the different types of cutflowers sold by the flower shop owners, their marketing practices,, the source of the cutflowers they sold, the problems encountered and the solutions employed by the flower shop owners to the problem encountered.

### Data Analysis

The data gathered were tabulated, analyzed and presented using frequency counts and percentage.



## RESULTS AND DISCUSSION

### Respondents' Profile

Table 1 presents the background information of the respondents according to age, gender, civil status, educational attainment and number of years engage in the business.

Age. The result of the study showed that the age of the respondents, ranged from 20 to 77 years old. Majority were adults with ages 41 – 60 years old, 37% were young adult with ages 20 -40 years old and only 3% were in their senior years of above 60 years old.

Gender and civil status. The were 90% female and only 10% male. Majority were married (80%), 16% single, and 3.33% were widowed.

Educational attainment. There were 50% who reached high school level, 36.66% reached college level and 13.33% reached elementary level.

Number of years engaged in the business. The finding shows that 40% of the respondents had been in the business from 1 – 5 and 6 – 10 years each and 10% for 16 – 20 years; 6.66% for 21 – 25 years; and 3.33% for 11 – 15 years. This finding shows that many of the flower shop owners are still starting their business.

Table 1. Respondents' profile

PARTICULAR	FREQUENCY	PERCENTAGE
Age Bracket		
20 – 40	11	37
41 – 60	18	60
Above 60	1	3
TOTAL	30	100



Table 1. Continued...

PARTICULAR	FREQUENCY	PERCENTAGE
Gender		
Male	3	30
Female	27	90
TOTAL	30	100
Civil Status		
Single	5	16.66
Married	24	80.00
Widowed	1	3.33
TOTAL	30	100.00
Educational Attainment		
Elementary	4	13.33
High school	15	50.00
College	11	36.66
TOTAL	30	100.00
No. of years engaged in the business		
1 – 5	12	40.00
6 – 10	12	40.00
11 – 15	1	3.33
16 - 20	3	10.00
21 - 25	2	6.66
TOTAL	30	100.00

#### Types of Flowers Sold and Their Sources

Table 2 presents the distribution of respondents base on the types of flower they sold and the sources of these flowers. The different types of flowers purchased and sold by the respondents were Aster (87%), Anthurium (83%), Rose (83%), Chrysanthemum (57%), Statice (20%), Orchids (20%), Gladiola 37%), and other flowers like Malaysian



mum, Astomeria and Carnation (23%). Findings showed that the major flowers sold by the respondents were: Aster, Anthorium, Rose and Chrysanthemum.

The sources of the different flowers were Shilan, Bahong, Sadag, Atok, Sablan, Ambiong, Bineng, Beckel, Alno, and Manila and Nueva Viscaya for the Orchids. It can be grasp from the result that the major source of flowers, except for Orchids, sold by cutflower shops in La Trinidad, Benguet and Baguio City is the municipality of La Trinidad with Shilan and Bahong as the leading sources. The sources of Orchids were Nueva Viscaya and Manila.

The results further showed that 70% of the respondents were buying Asters from Bahong. For the Anthurium, the respondents were distributed between Shilan (33.33%), Bahong (26.66%) and Atok (23.33%). There were 3.33% who were buying their Anthurium from Sadag, Alno. Bahong was the source of rose for 50%, Shilan for 23.33%, Ambiong for 10% and only 3.33% for Sadag, Alno. The sources for chrysanthemum were Shilan (23.33%), Ambiong (20%), Sablan (10%) and only 3.33% for Bahong and Alno. The source of statice, Malaysian mum, astomeria and carnation was Atok, Benguet.



Table 2. Types and sources of flowers sold by the flower shops in Baguio and La Trinidad

SOURCE	TYPES OF FLOWER															
	A		B		C		D		E		F		G		H	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Shilan	5	18	12	43	7	23	5	29	1	17	0	0	11	80	4	57
Bahong	21	75	8	29	16	53	2	12	5	83	0	0	0	0	0	0
Sadag	0	0	0	0	2	7	0	0	0	0	0	0	0	0	0	0
Atok	0	0	6	21	0	0	1	6	5	83	0	0	0	0	5	71
Sablan	0	0	0	0	0	0	4	24	0	0	0	0	0	0	0	0
Ambiong	0	0	0	0	3	10	4	24	0	0	0	0	3	20	0	0
Bineng	0	0	0	0	0	0	1	6	0	0	0	0	0	0	0	0
Alno	0	0	2	7	0	0	0	0	0	0	0	0	0	0	0	0
Alapang	2	7	0	0	2	7	0	0	0	0	0	0	0	0	0	0
NV	0	0	0	0	0	0	0	0	0	0	2	33	0	0	0	0
Manila	0	0	0	0	0	0	0	0	0	0	4	67	0	0	0	0
TOTAL	27	100	28	100	30	100	17	100	6	100	6	100	14	100	9	100

Legend: A- aster, B – anthurium, C- rose, D- chrysanthemum, E- statice, F- orchids  
 G- gladiola, H- other flowers (Malaysian mum, astomeria, and carnation)  
 NV – Nueva Viscaya

#### Marketing Practices of Flower Shop Owners

The marketing practices of the flower shop owners in Baguio City and La Trinidad, Benguet consisted of the different activities performed by the respondents from the purchase of the flowers until they sell the flowers.

Buying practices. The buying practices includes purchasing, mode of buying, and mode of paying. Table 3 presents the different practices of the respondents under buying. The finding shows that the respondents either purchase directly from the farmers or they purchase from other cutflower traders. Almost all the respondents (93%) are purchasing





Table 3. Buying practices of flower shop owners in Baguio City and La Trinidad, Benguet

PRACTICES	FREQUENCY	PERCENTAGE
Purchasing		
Direct from farmers	28	93
From other traders	2	7
TOTAL	30	100
Mode of Buying		
By order	28	93
Buy what is available	2	7
TOTAL	30	100

their flowers from the farmers. Only 7% are purchasing from other traders. As to mode of buying, the respondents either buy their flowers by order or buy what is available in the market. Finding shows that almost all (93%) the respondents buy their flowers by order basis. For the mode of paying their purchases, majority (73%) pay on cash basis. Three percent each pay on cash advance basis, by installment, and by consignment while 18% on credit basis.

Pre-sale practices. Table 4 presents the pre-sale practices of the respondents. These pre-sale practices are the activities done on the flowers before selling them. These pre-sale practice were removing the yellow or dead leaves, trimming the stems of the flowers, and removing the infected or damaged flowers. Most of the respondents practiced the first two but less than fifty percent practiced the last one for aster, anthurium, and rose. For chrysanthemum, 94% of the respondents applied all the three practice while for static and orchids, 100% applied all the three practices. Forty three



Table 4. Pre-sale practices of flower shop owners in Baguio City and La Trinidad, Benguet

PRE-SALE PRAC- TICES	TYPES OF FLOWER															
	A		B		C		D		E		F		G		H	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
1. Remove dead leaves	26	96	26	93	26	87	16	94	6	100	6	100	6	43	6	86
2. Trimming the stem	24	90	24	86	24	80	16	94	6	100	6	100	6	43	6	86
3. Remove the damaged flowers	12	44	12	42	12	40	16	94	6	100	6	100	6	43	6	86
Classifying																
1. by length	20	74	20	71	20	67	10	59	6	100	6	100	6	43	6	86
2. by variety	22	81	22	79	22	73	10	59	6	100	6	100	6	43	6	86
3. by color	24	89	24	86	24	80	10	59	6	100	6	100	6	43	6	86

\*Multiple response

percent and 86% applied all the three practices in gladiola and other flowers, respectively.

Another pre-sale practice is classifying the flowers. Most of the respondents selling aster, anthurium, and rose classified their flowers using all the three practices.

Grading practices and reasons for grading. Table 5 presents the grading practice of the respondents and the reason for grading their flowers. The grading practices followed by the respondents were grading by size, by stem length, by variety, by color, and by bloom quality. The result shows that majority of the respondents selling aster, anthurium, and rose graded their flowers by size, by stem length, by variety, and by color but less than 50% graded these flowers by bloom quality. In the case of chrysanthemum.



Table 5. Grading practices of flower shop owners in Baguio City and La Trinidad, Benguet and their reasons for grading

GRADING PRAC- TICES	TYPES OF FLOWER															
	A		B		C		D		E		F		G		H	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Reasons for Grading																
Easy to market	11	50	11	39	11	37	11	65	0	0	0	0	0	0	0	0
Preferred by buyers	16	59	16	57	16	53	16	94	6	100	6	100	6	43	6	86
Practices																
By size	20	74	20	71	20	67	16	94	6	100	6	100	6	43	0	0
By stem length	16	59	16	57	16	53	16	94	6	100	6	100	6	43	6	86
By variety	18	67	18	64	18	60	16	94	6	100	6	100	6	43	6	86
By color	17	63	17	61	17	57	16	94	6	100	6	100	6	43	6	86
By bloom quality	12	44	12	43	12	40	16	94	6	100	6	100	6	43	6	86

\*Multiple response

almost all of them graded the flower using all the above practices while in the case of static and orchid, all the respondents used all the above practices. For gladiola, there were 43% adopting each practice of grading and for the other flowers (Malaysian mum, astomeria, and carnation) 86% adopted all the practices except grading by size. Majority of the respondents grade their flowers because their buyers prefer to buy graded flowers.

Selling practices. The selling practices included mode of selling, unit of selling, and means of attracting buyers. For the mode of selling, most of the respondents practice whole-sale-retail for aster (85%), anthurium (82%), and rose (77%) while less than 50%



practice purely wholesaling for these flowers. In the case of chrysanthemum, 59% each for the two practices. In the case of static, orchid all the respondents practiced both. For gladiola, 43% for each practice and for Malaysian mum, astomeria and carnation 88% for each practice (Table 6). As to their unit of selling, most of them are selling by dozen and this is true to aster (89%), anthurium (86%) and rose (80%). Many of them also sold these flowers by bundle and a few sold them by piece. Most of the flowers that were sold by piece were rose, chrysanthemum, static, and orchid. Gladiola was sold by dozen and per piece but Malaysian mum, astomeria and carnation were sold only by dozen. The respondents attract buyers by offering discount, by “suki” system, and by making their display attractive to the customers.

Table 6. Selling practices of flower shop owners in Baguio City and La Trinidad, Benguet

SELLING PRACTICES	TYPES OF FLOWER															
	A		B		C		D		E		F		G		H	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
<b>Mode of Selling</b>																
Wholesale	10	37	10	36	10	33	10	59	6	100	6	100	6	43	6	88
Wholesale-Retail	23	85	23	82	23	77	10	59	6	100	6	100	6	43	6	88
<b>Unit of Selling</b>																
By dozen	24	89	24	86	24	80	10	59	6	100	6	100	6	43	6	86
By piece	8	30	8	29	8	27	10	59	6	100	6	100	6	43	0	0
By bundle	15	56	15	54	15	50	10	59	6	100	6	100	0	0	0	0
<b>Mean of Attracting Buyers</b>																
<b>Offer</b>																
Discount	16	59	16	57	16	53	10	59	6	100	6	100	6	43	6	86
<b>“suki”system</b>																
Arrange-Ment of display	18	67	18	64	18	60	10	59	6	100	6	100	6	43	6	86

\*Multiple response



## Basis of Pricing Flowers and Pricing

### Objectives

Table 7 presents the basis of pricing and pricing objectives of the respondents. Most of the respondents (83%) adopted the prevailing market price while 17% used acquisition cost plus mark up. The pricing objectives of the respondents are: to satisfy their customers (100%) and a few had the following: (1) to increase market share and they do this by lowering their price a little so that customers who hop from one flower shop to another would find their price cheaper and buy from them; (2) to maximize profit, the respondents price their flowers higher specially when flowers are in demand; (3) to be competitive, they use the prevailing market price so that they will not lost their regular customers “suki”; (4) to have greater return on investment, the respondents either use the prevailing market price or price their flowers a little higher than the prevailing price by putting a higher mark up.

Table 7. Basis of pricing and pricing objectives of flower shop owners in Baguio City and La Trinidad, Benguet

PARTICULARS	FREQUENCY*	PERCENTAGE
<b>Basis of Pricing</b>		
Acquisition cost + profit	5	17
Prevailing market price	25	83
<b>TOTAL</b>	<b>30</b>	<b>100</b>
<b>Pricing Objectives</b>		
To satisfy customers	30	100
To increase market share	8	27
To maximize profits	8	27
To be competitive	6	20
To have higher return on investment	6	20

\*Multiple Response



### Packaging Materials Used

There were three kinds of packaging materials used by the flower shop owners in Baguio City and La Trinidad, Benguet. These were Styrofoam box, plastic wrapper, and cartoon box. Ninety percent of the respondents packed their flowers in Styrofoam box before they transport, 20% wrapped the flowers in plastic (these were the respondents who do flower arrangements), and 85% use cartoon for packing materials. These packaging materials were used in all the flowers sold by the respondents (Table 8).

### Types of Buyer of Flowers

Table 9 presents the type of buyers whom the respondents sell their flowers. The respondents sell their flowers to retailers, wholesaler-retailers, direct consumers, and institutional buyers like hotels, churches, and restaurants. Most of the respondents sell their aster flower to all these types of buyers except for direct consumers and hotels where lesser number of respondents sell to them. This is the same case for anthurium and rose. For chrysanthemum, majority sold their flower to all the institutional buyers. In the case of statice and orchids, all the respondents sold their flowers to all the types of buyer. For the gladiola and the other flowers, 43% of the respondents sell their gladiola all the buyers and 86% for the other flowers also sell to all the buyers.

This finding implies that the respondents have different types of buyers for their flowers and most of them sell their flowers to wholesaler-retailer, churches and restaurants.



Table 8. Types of packaging materials used by the flower shops in Baguio and La Trinidad

PACKA- GING MAT.	TYPES OF FLOWER															
	A		B		C		D		E		F		G		H	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Styro	5	18	12	43	7	23	5	29	1	17	0	0	11	80	4	0
Plastic	21	75	8	29	16	53	2	12	0	83	0	0	0	0	0	0
Cartoon	0	0	0	0	2	7	0	0	0	0	0	0	0	0	0	0

Legend: A- aster, B – anthurium, C- rose, D- chrysanthemum, E- statice, F- orchids  
G- galdiola, H- other flowers (Malaysian mum, astomeria, and carnation)

Table 9. Types of buyers of flowers from the flower shops in Baguio and La Trinidad

BUYERS	TYPES OF FLOWER															
	A		B		C		D		E		F		G		H	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Retailers	15	56	15	54	15	50	6	35	6	100	6	100	6	43	6	86
W-Rs	23	85	23	82	23	76	6	35	6	100	6	100	6	43	6	86
Consumers	12	44	12	43	12	40	6	35	6	100	6	100	6	43	6	86
Hotels	13	48	13	46	13	43	13	76	6	100	6	100	6	43	6	86
Churches	25	93	25	89	25	83	13	76	6	100	6	100	6	43	6	86
Restaurants	23	85	23	82	23	77	13	76	6	100	6	100	6	43	6	86

Legend: A- aster, B – anthurium, C- rose, D- chrysanthemum, E- statice, F- orchids  
G- galdiola, H- other flowers (Malaysian mum, astomeria, and carnation)

### Number of Respondents Doing Flower Arrangements

Table 10 shows the number of respondents doing flowers arrangements, the types of flower arrangement, and how they acquired their skills in flower arrangement. Of the 30 respondents 24 or 80% are doing flower arrangements and the types of flower .



Table 10. Number of respondents doing flower arrangements, types of flower arrangement, and how skills were acquired

PARTICULARS	FREQUENCY	PERCENTAGE
Distribution of Respondents		
Doing flower arrangement	24	80
Not doing flower arrangement	6	20
TOTAL	30	100
Types of flower Arranegment*		
Corsage	23	77
Bouquet	23	77
Wreaths	15	50
How Skill is Acquired*		
Training	6	20
Observed from other florists	16	67
Learned from relatives and friends	8	33

\* Multiple response

arrangement to do are corsage with 77%, bouquet (77%), and wreath (50%). As to how they acquired their skills, only 20% under went formal training while 80% did not have formal training but learned the skill by observing other florists (67%), and learned from relatives and friends (33%).

#### Marketing Problems Encountered

Table 11 presents the marketing problems encountered by the respondents. Finding shows that majority of the respondents encountered problem on lack of buyers (53%). Thirty percent encountered problem of late payment by buyers, 20% encountered delay of orders from farmers, 10% not enough supply of flowers, 13% on poor quality of flowers, and only 3% on high cost of packing materials. Ten percent of the respondents





mentioned other problems like spoilage, returns by customers, and bad weather that hinders their marketing activity.

Table 11. Problems encountered by the respondents

PARTICULARS	FREQUENCY	PERCENTAGE
Lack of buyers	16	53
Late payment	9	30
Delay of orders from farmers	6	20
Poor quality of flowers	4	13
Not enough supply of flowers	3	10
High cost of packaging	1	3
Other problems	3	10



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

This study was conducted to find out the following: the types of flowers sold by the flower shop owners of Bauio City and la Trinidad, Benguet and their sources of flowers, their marketing practices, and the marketing problems encountered by the respondents. Thirty respondents taken from the different flower shop owners in Baguio and La Trinidad were the sources of data for this study.

The findings of the study showed that majority of the respondents were 41 – 60 years old, most of them were female, married, many of them were reached the college level and were in the business from 1 to 10 years. The kinds of flower sold by the respondents were aster, anthurium, rose, chrysanthemum, statice, orchids, gladiola. There were a few respondents who were selling Malaysian mum, astomeria, and carnation. The major sources of these flowers, except for orchid was Shilan and Bahong. Other sources of some of these flowers were Sadag for roses, Atok for anthurium, chrysanthemum and statice, Sablan and Bineng for chrysanthemum, Ambiong for roses, chrysanthemum, and gladiola, Alno for anthurium, Alapang for aster and chrysanthemum, and Nueva Viscaya and Manila for orchids. For the Malaysian mum, astomeria, and carnation, were coming from Shilan and Atok.

The marketing practices of the respondents consisted of the different activities they performed from buying to selling. It was found that most of the respondents were buying their flowers directly from the farmers by order basis. Before they sell the flowers, they remove the dead leaves, trim the stems, and remove the infected or damaged flowers. They classify them by length, by variety, and by color and they also



grade the flowers by size of flower, by stem length, by variety, by color and by bloom quality. Grading was done because buyers prefer the graded flowers. It was also found that most of the respondents were wholesaler-retailer. Most of them sold their flowers by dozen but there were some who sold by piece specially statice and orchid. Some flowers were also sold by bundle. In order to attract buyers, the respondents offer discount, establish a special relationship with their regular buyer, “suki”, and arrange their display nicely so that buyers would be entice to enter their place. As to their pricing, most of them use the current market price, all of them price their products in such a way that their customers are satisfied. There were three kinds of packaging materials used by the respondents; Styrofoam box, cartoon, and plastic wrapper. The respondents sold their flowers to retailers, other wholesaler-retailers, direct consumers, and institutional buyers like churches, hotels, and restaurants.

Most of respondents were also doing flowers arrangements aside from selling the flowers. The types of flower arrangement they were making were corsage, bouquet, and wreath. Most of them acquired their skill on flower arrangement through personal observation from other florists. The problems encountered by some of the respondents were lack of buyers, late payment by their buyers, delay of orders from the farmers, poor quality of flowers, not enough supply, high cost of packaging materials and other problems like spoilage, sales returns by customers and bad weather condition.

### Conclusions

Base from the finding the following conclusions were drawn:

1. The municipality of La Trinidad, Benguet is the major source of flowers being sold in the different flower shops in Baguio City and La Trinidad, Benguet with Bahong



and Shilan supplying majority of the flowers except for orchids which only comes from Manila or Nueva Viscaya. The different flower shop owners are buying directly from the farmers and they do it by order basis.

2. Flower shop owners perform different marketing practices on the flowers before they are sold in order to increase their values. The flowers are graded by color, by variety, and by length of stem in order to satisfy the desire of the buyers. The flower shop owners sell their flowers to retailers, to other wholesaler-retailers and direct to consumers. The flower shop owners price their flowers using the market price which means that their price is based on market competition.

3. The flower shop owners, like any other business, encountered many problems. One of the problems was on lack of buyers. This problem arises because Filipinos, specially the Cordillerans are not fond of giving flowers to loved one and friends so demand for flowers are seasonal depending on special occasions. Poor quality of flowers is another problem met. Most of the farmers producing flowers are not necessarily flower lovers, rather they are looking at the commercial value of the flower so more often quality consideration is overlooked.

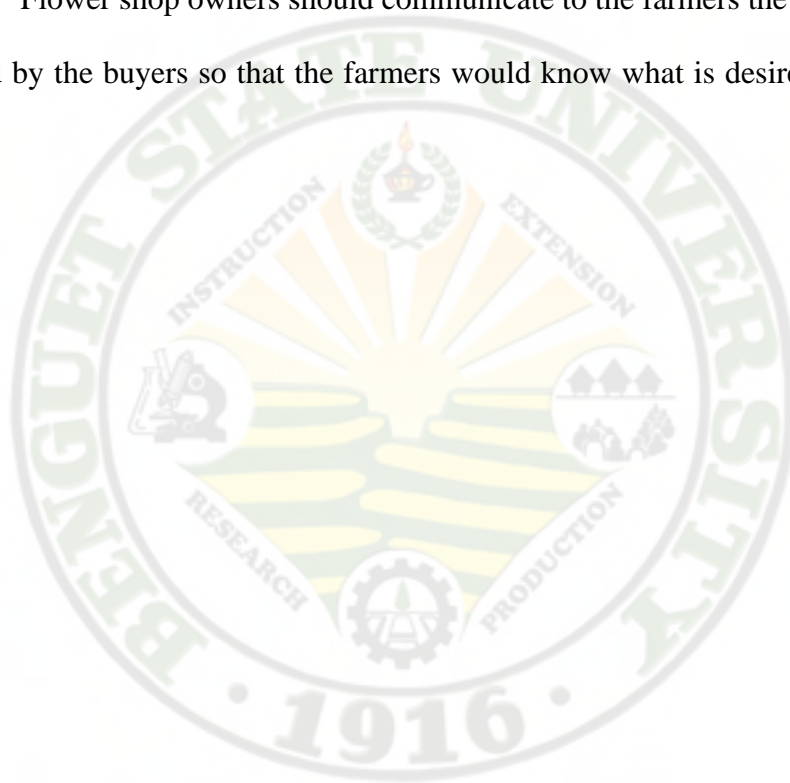
4. Majority of the flower shop owners are making flower arrangements but most of them did not undergo any training on flower arrangement. They just observed other florists doing it and they imitate.



### Recommendations

Based on the conclusions, the following recommendations are forwarded:

1. Product enhancement should be improved and practiced by the respondents to attract more buyers. Flower shop owners should undergo some training on flower arrangement to improve their skills.
2. Flower shop owners should communicate to the farmers the quality of flowers demanded by the buyers so that the farmers would know what is desired by the ultimate buyers.



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APPENDIX A  
Letter to the Respondents

College of Agriculture  
Department of Agricultural Economics and Agribusiness Management  
Benguet State University La Trinidad, Benguet

Sir/Madam:

I am a graduating student of Benguet State University taking up Bachelor of Science in Agribusiness, major in Enterprise Management. As part of the course requirement, I am presently conducting a research study titled “MARKETING PRACTICES OF CUTFLOWER SHOP OWNERS IN SELECTED AREAS IN BAGUIO CITY AND LA TRINIDAD, BENGUET”.

May I then request a portion of your precious time to answer the attached questionnaire. Please give your honest answers for the success of this research. Rest assured that all information you provide will be treated with almost confidentiality.

Thank you very much for your supports, God Bless.....

Very respectfully yours,

Margie M. Aro  
Student Researcher

Noted by:

Evangeline B. Cungihan  
Adviser



## APPENDIX B

### Survey Questionnaire

#### 1. General Information

Name: \_\_\_\_\_ Age: \_\_\_\_\_ Sex: ( ) Male ( ) Female

Address: \_\_\_\_\_

Civil Status: ( ) Single ( ) Married ( ) Separated ( ) Widowed

Educational Attainment: ( ) Elementary ( ) High School ( ) College

No. of years engage in the business: \_\_\_\_\_

#### 11. Types of flowers and its sources

Cutflower type	Sources of Cutflower(ex.Benguet)
Aster Anthurium Rose Chrysanthemum Statice Orchids Gladiola Others(pls.specify), _____	

