



Horticultural  
Development  
Company

# New Project

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## PC 288

Poinsettia: Investigation of  
consumer preferences

**Project Number:** PC 288

**Title:** Poinsettia: Investigation of consumer preferences

**Start and end dates:** 1 July 2008 to 30 June 2009 (1 year)

**Project Leader:** Dr Debbie Fuller, University of Warwick

**Project Co-ordinator:** Mr Gary Shorland, Double H (Nurseries) Ltd

**Location:** Preference Mapping panels will be carried out at Sensory Dimensions Ltd, Reading, and sensory panels will be held at WHRI, Wellesbourne.

## **Background and project objectives**

A series of HDC funded projects have evaluated the performance of new poinsettia varieties grown on a range of UK commercial nurseries with different growing systems. Whilst these trials have examined quality attributes against current market expectations, there is an apparent gap in knowledge about which attributes are deemed desirable by the final customer. More recent work (PC 279, 2007/08), combined standard variety trials with studies which examine consumer attitudes to poinsettia purchase using consumer based focus groups. It is proposed that this initial phase of consumer research is extended to a more detailed assessment through Preference Mapping in order to provide quantitative information relating to how the market is segmented, who the main consumers are for different product types and the relative importance of the different attributes which contribute to overall plant quality. This links well with how the performance of new varieties tested may be judged against the requirements of the end customer.

Further information

Email the HDC office ([hdc@hdc.org.uk](mailto:hdc@hdc.org.uk)), quoting your HDC number, alternatively contact the HDC at the address below.

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