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Faculty of Business
Department of Marketing Management

**An Assessment of Flower Marketing the case of
Environmental concern, on JJ Kotare, Dire Roses,
and sprit flower farms**

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June, 2010

SMUC

ACKNOWLEDGMENT

First, thank to Almighty God (Kidist sillassie) for helping and giving me the wonderful time to do this senior essay. And Grace to my soul mother Virgin Mary (Dingil Mariam).

I am luck of word to thank to my advisor Ato Dawit Melak for his kind, insightful advice and follow up in preparing this paper.

My cordial thank also goes to my mother weletestadik for her all rounded care and support. Moreover, I would like to express my sincere and deepest thanks to my sisters (Mekdy, Fikir, Menby, Sisu, Nigy) and beloved brother (Meng).

I can not tell you how much I felt for your unbelievable support and genuine cooperation in all of these years.

Thank you family you are everything to me in this world.

I would also like to thank for all people of the related professionals for giving me relevant information for my study.

Thank you all !!!

Haimanot Lemma

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CHAPTER ONE

1. INTRODUCTION

1.1 Background of the study

On these recent times Flower Marketing is continuously growing in the world. And it is obvious that the country is the primary beneficiary from exporting markets in the form of foreign exchange. In addition people who are employees in the flower industry share the benefit needlessly from unemployment. The global cut-flower industry is changing. Although it was long dominated by the Netherlands, it is now a more international market, with countries such as South Korea, Colombia, Ecuador, Zambia, and Kenya all competing. There are currently twenty-six major floriculture-producing countries, fifteen of which account for 75.6 percent of global consumption. In 1997, total global cut-flower consumption was \$44.6 billion, and world cut-flower markets are expected to maintain current annual growth rates of six to nine percent.

Japan is now the world's largest cut-flower producer. The Netherlands and United States are respectively the second and third largest. These three countries account for more than half of worldwide wholesale value but represent only 20 percent of all cut-flower land in production. Emerging countries, such as Ecuador and Kenya, have demonstrated efficient production capabilities for lowed, cheap flowers, while others, such as Australia and Colombia, have exploited their production experience and unique climates to gain entrance into niche markets around the world. In 1997, the leading consuming countries were the United States (\$14.6 billion), Germany (\$7.6 billion) and Japan (\$5.4 billion) The countries with the highest per capita cut-flower consumption include Switzerland, Norway, Austria and Germany.

(www.commercialdiplomacy.org)

On the other hand, as part of social responsibility of business, marketer is required of make clean & healthy environment voluntarily. (S. serlekar, 2000:235)

As Flower Marketing demanding is showing progress from time to time. But its environmental bad effect couldn't create good friendly reflections on the societies. Growing air pollution is seriously affecting the quality of most of our livers. (S.Sherlekar.2000:235)

As flower marketing demanding is showing progress from time to time. But its environmental bad effect couldn't create good friendly reflections on the societies. Growing air pollution is seriously affecting the quality of most of our lives. (S.Ssherlekour.2000; 236)

Since all environmentally destructive activities like natural resource (any & all the elements that exist in nature which can be put to use by humans), natural resource wasting, natural resource wasting (fuel wood, burning of woodlands & grasslands) are undertaken in biotic communities in which constituencies of plants, animals and other living things interact with each other & create well defined food chains, they inevitably disrupt the ecosystem that sustains plants, wild life, livestock and humans. Also wanton wasting of woodlands and grasslands can expose the soil to extensive water. And wind erosion & spawn the unpleasant possibility of hatching a man – made desert. (Kyambalesa 2003:188).

Concern for better environment can approach maturity merely on pollution control & punishing pollutants. Concerted Environmental campaign has created a strong public opinion for environmental concerns and as consumer awareness. Industrial managements concerning the environment have accountability toward consumers, workers, citizens and of course, to future generations. Ecology alone can care for the well – being of all living beings, physical environment, mental and spiritual environment are aspects of each other under holism. (S.A sherlekar 2000:236,240).

According to the above described concept, the research focused on the situation of flower marketing and its environmental concern in the case of JJ Kotare/Flora Holland, Dire roses and Spirit flower firms.

1.2 Statement of the problem

It is basically true that socially irresponsible action is also economically irresponsible action. The reverse is also true: economically irresponsible action is also socially irresponsible action. The earth has enough for everyone's need but not for everyone's greed. On the meanwhile the effort exerted on flower farming industry in order to meet the demands, Florra Holland, Eny, flowers, Dire roses & Sprit flower firms have passed through problems related to green market. Such as, firms' concern social responsible Marketing. It involves pollution on production area which are harmful chemicals polluting human breathing system, bad effects for internal & external environment, displacement, the polluted air which exposes women for infertility, producing flowers which are not friendly to the environment and cause pollution. And also lack of social responsible marketing.

1.3 Research Questions

In light of the problem stated above, the study attempted to answer questions on the most serious problems in the case of environmental concern of flower marketing.

1. How do the firms give attention for dire effect of environmental degradation resulting from flower farming?
2. What are the feeling and awareness of people from internal and external environment towards flower industry on those firms?
3. What are the firms' plans to minimize the untold suffering and disease extracted form environmental pollution?

4. What is the role of government on women's infertility case?
5. Do the firms try to develop biotic community in which we live to meet the needs of both present and future generations (prevent human – induced pollution)?

1.4 Objectives of the study

1.4.1 General objectives

The general objectives of this study is to assess Environmental concern of flower marketing, the case of JJ Kotare/Flora Holland, Dire roses & Sprit flower farming industries.

1.4.2 Specific objectives

The specific objectives of this study are:-

- ✓ To identify the key factors those head the firms to create effective ecofriendly environment.
- ✓ To pin point the constraints challenging the industry in the case of real environment /green environment/
- ✓ To assess the environmental impact on marketing environment(internal & external /Micro /Macro)
- ✓ To indicate that Environmental friendly concerns, encourages marketers to reflect real environmental considerations.

1.5. Significance of the study

The aim of analyzing environmental concern of flower marketing has a benefit, to initiate recommendation expected to improve activities around green marketing. And to find solution for the constraints through fast activity. In addition the study will help to point out Ethiopian competitive

advantage in developing a well defined flower industry with eco friendly environment related with valuable information. Again it may somehow be a witness for the performance of the flower industry. For the above mentioned reasons the firms which the research will be activated on it will benefit from developing a more effective and harmonious public relation; concerning the eco friendly environment (the real environment). It also helps to develop competence relatively high growth for the industry and goodwill selectivity Moreover, the study is necessary when reviewed from the view point of the other researcher. The reason is that will give them some highlight for further studies on environmental and green marketing area. It will also suggest on showing possible remedies for people suffering from the polluted production area.

1.6. Scope (Delimitation of the Study)

The research attempted to cover three firms viewed on this valuable subject, though the coverage should have been focused on the whole Ethiopia flower industry. Therefore this paper will focus on the selected firms which are JJ Kotare/Flora Holland, Dire roses & Sprit flower firms found in Wholeta, Debrezait, and Sululta. On the meanwhile the study on Flower Marketing has a broad perspective as described earlier. However this paper focuses only on Environmental concern production process, and factors which affect internal and external environment with ecological aspect of flower marketing. Moreover, the study has made an effort to include the spirit flower farm related with questions raised in the research. But because of various inconveniences on obtaining relevant information, spirit flower firm has been partially excluded from the process of interpretation of the employees.

1.7 Operational Definition

-Environmental concern: - Managing environmental audits towards consumers, Workers, Citizens and Future Generations. And creating friendly environment standards through clear responsibility. (S.A Sheilekar 2000:236)

-Quality of life: - is pollution free climate that people live harmoniously with changer occurring in nature & in them. (Sherlekar 2000:233)

1.8 Research Design and Methodology

1.8.1 Research Design

In this study master plan for the conduct of the investigation employed a descriptive research method. It is because to specify problems and for acquiring information needed for solving the constraints. Therefore Descriptive method is an appropriate for the research.

1.8.2 Populations

In this study the population consisted of employees who are working inside the flower firms, firm's managers who are titled for Marketing, production Technical supervisors .And people who are residents' around flower farm areas. Employees of Ethiopian horticultures, producers, and export association were also included. Out of that population in the case of this study, the researcher included 200 people sample respondents. Questionnaires distributed for internal employees of the firms and for residents around the firms who are suffering from the pollution. Again the questionnaires dispersed for employees of other related agencies who have an ample experience with flower marketing and its concern on the environment.

➤ Sampling Technique

The researcher employed /non-random/ sampling technique. This sampling Technique helps for the researcher to conduct at available area and time. This is done for the purpose of selecting respondents that are able to give an appropriate data and to get representative number of sample elements for the research.

1.8.3. Types of Data used

In conducting this study, data gathered from primary and secondary sources. The primary data gathered from the firm's internal sources such as from employees, questionnaires, interviews. It has been used to achieve the objective of the study. In addition the secondary data obtained from company sales records; relevant documents of the firms are incorporated.

1.8.4. Methods of Data Collection

This research will conduct two kinds of obtaining data. The survey Technique or approach and observation are the data collection methods.

The Survey Technique will include questionnaire or postal inquiry and interview or field survey.

1.8.5. Data Analysis Technique

Qualitative and Quantitative data analysis technique will be used in this research study.

Qualitative data analysis will be used to narrate the interview responses as well as the responses to open ended questions together with their interpretations.

Quantitative data analysis technique was used to summarize the findings. Percentage was employed to get the total picture of the data which are going to be collected from sample respondents'. Then the data will be summarized and will be presented in the form of table.

1.9 Limitation of the Study

The student researcher intention was to do an exhaustive investigation of the problems and practice of flower farms concerning on the environment. However this has been partially curtailed by different negative impact on the study. Among these:

-Lack of language to interpret the questionnaire in to their native language. (Most the public residents and employees of the forms speak oromiphaa language. so it was hard to find the person who interpret those questionnaire into ormiphaa language)

- Unable to fill the questionnaire on time.
- Unable to cooperate in fulfilling the questionnaire.
- Lack of cooperation on the part of some employees to provide relevant data.
- Unwillingness to the concerned organization representative to give adequate information

Those the above constraints was an impediment for creating difficulty in conducting the study.

1.10 Organization of the study

The study is organized by four chapters. The first chapter deals with Introduction:- background of the study statement of the problem, research questions, objectives of the study, Significance of the study, Scope (delimitation) of the study, Operational definitions, Research design and methodology and limitation of the study . The second chapter deal about related literature review. Third chapter dealt about rata presentation and interpretation. Finally the fourth chapter conduct summary of findings, conclusion and recommendation.

CHAPTER TWO

2. RELATED LITREATURE REVIEW

2.1 Floriculture

Strictly speaking the raising of flowers,as distinguished from general horticulture. Generally, the term has come to mean any branch of horticulture that has to do with ornamental plants.

Floriculture or flower farming is a discipline of horticulture concerned with the cultivation of flowering and ornamental plants for gardens and for floristry, comprising the floral industry. The development plant breeding of new varieties is a major occupation of floriculturists.

Floriculture crops include bedding plants, flowering plants, foliage plants or houseplants cut cultivated greens, and cut flowers. As distinguished from nursery crops, floriculture crops are generally herbaceous Bedding and garden plants consist of young flowering plants (annuals and perennials) and vegetable plants. They are grown in cell packs (in flats \or trays) in pots or in hanging baskets, usually inside a controlled environment, and sold largely for gardens and landscaping. Geraniums, impatiens and petunias are the best selling bedding plants. Chrysanthemums are the major perennial garden plant in the UnitedStates. (<http://www.answers.com/topic/floriculture>)

Flowering plants are largely sold in pots for indoor use. The major flowering plants are poinsettias, orchid's florist chrysanthemums, and finished florist azaleas. Foliage plants are also sold in pots and hanging baskets for indoor and patio use, including larger specimens for office, hotel and restaurant interiors

(Definition from answers.com).

Cut flowers are usually sold in bunches or as bouquets with cut foliage. The production of cut flowers is specifically known as the cut flower industry. Flower and foliage production employs special aspects of floriculture, such as spacing, training and running plants for optimal flower harvest, and post harvest treatment such as chemical treatments, storage, preservation and packaging. In Australia and the United States some species are harvested from the wild for the cut flower market(<http://www.answers.com/topic/floriculture>).

2.2 External links

- USDA-National Agriculture Statistics Service Floriculture Crops
- University of Florida
- Pennsylvania State University Department of Horticulture
- University of Minnesota Forficata.
- North Carolina State University Floriculture Information Center
- Open Directory Project: Cut flowers and Greens Growers.

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2.3 Translations:

Dansk (Danish)

n. - blomsterdyrkning

Nederlands (Dutch)

Bloementeelt

Français (French)

n.- floriculture

Deutsche (German)

n.-Blumenzucht

Italiano (Italian)

Floricoltura

Portuguese (Portuguese)

n. – cultivo(m) de flores

Espanol (Spanish)

n.floricultura

Svenska (Swedish)

n.-blomsterodling

(Chinese (Simplified))

(<http://www.answers.com/topic/floriculture>)

2.4 Crop selection

A large range of flowers are required for both the local and export markets in varying quantities. Carnations, chrysanthemums, roses, gypsophila, static and spring flowers (daffodils, iris) are the standard florists' flowers grown in large quantities for the local market. Cymbidium orchids, Sabdersonia, zantedeschia (calla lily), lilies and protease are grown in large quantities for the export market, with only small volumes of carnations, chrysanthemums and roses exported (<http://www.answers.com/topic/floriculture>).

The choice of crops to grow will depend on a number of factors.

- Greenhouse or outdoor production. If outdoor growing is contemplated, then location, aspect, microclimate and wind exposure are of vital importance.
- A labor requirement and availability.
- Distance to market and transport facilities for carrying produce to auction, wholesalers and brokers.
- Produce demand and personal preferences. Therefore a visit to the markets and discussions with auctioneers, whole salers brokers and florists is essential. Demand for flowers varies in different markets.
- Level of finical input required.

When a decision has been made, buy the best possible stock plants or seed Modern varieties can be costly, but they have been bred and selected for the cut flower trade. Color, stem length and vase life are better, as well as vigor, production and heath (<http://www.answers.com/topic/floriculture>)

2.5 Supply and demand factors

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 extern care and only the best quality sent to customers, as it is important to maintain a good reputation among buyers.

Weather conditions can produce a glut of seasonal flowers such as carnations, narcissus, iris, gladioli, chrysanthemums and cymbidium orchids. A large supply of one flower can depress the whole market. Alternative markets should be investigated or the method of growing changed if this can reduce supply at critical times.

Good flowers need never be thrown away. If they are surplus to commercial requirements they can be donated to institutions, such as retirement homes and hospitals. This is good promotion for flower usage and can do only good for the industry as a whole. Contact your regional flower promotion committee for avenues of distribution. However, growers must only donate good quality flowers that last as long as old or poor lasting flowers will only create a negative impression amongst consumers

(<http://www.answers.com/topic/floriculture>).

2.6 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. Growers should talk to the buyers of their product, identify their needs and meet these if possible.

Fairly mature flowers are required by the south island markets. In general they should be more mature than for the North island markets, but they must never be "past their best" However, much of the product required by south island buyers is now being produced there.

Flowers must always be sold when they are fresh, so sell them as soon as possible after harvesting. A grower only gains a reputation from the quality of the flowers produced. Buyers tend to keep buying from known growers who have consistent high quality product (<http://www.answers.com/topic/floriculture>).

2.7 Harvesting

When to harvest: Cut flowers when they are ready for harvesting and during the cooler parts of the day. They are most turgid in the morning and easier to handle, but their sugar content, and therefore quality, is better at the end of

the day. Both are sound guides, so do not pick during the hot period of the day, if at all possible.

What stage to harvest:- The correct stage of development varies between flower types. Some are harvested in the bud stage

(E.g. rose, lily gladiolus freesia and iris) but most should be slightly open. The optimal development stages for harvest can be studied at the market.

Rapid cooling: Flowers particularly dark colored ones absorb a lot of heat and it is an advantage to cool them quickly. They should be taken in to a cool shed as soon as possible and placed in water. Cool store facilities especially forced air coolers are beneficial for fast removal of field heat and prolonging subsequent vase life (see Cut Flowers and Foliage-Cooling requirements and Temperature Management).

Diseased Material:- Take extra care not to harvest diseased flowers or foliage as they are not saleable. And often tend to produce ethylene gas which advances aging of the flowers and reduces subsequent vase life.

Containers: Keep all flower vases buckets and other containers scrupulously clean. Unless a lower solution (see next page) is used, discard the water every day and clean thoroughly with a disinfectant before re-use Do-not use metal containers.

Grading; There are no uniform standards laid down for flower grading in New Zealand, but it is important that individual growers' grades are uniform and consistent. Buyers then get to know what type of product a particular grower provides.

High quality is essential, but several grades can and should be used. It is acceptable to market flowers as second grade provided they are still of good and fresh quality. Smaller and short stemmed flowers come in to this category, but they can still be of good quality and useful in floral work. The very best

flowers, “enter choice” should be kept separate. The good average flowers should be “firsts” and those not up to that standard should be marketed as “seconds”

Some days, seconds from a good grower may get nearly as high a price as firsts. Do not, because of this, stop grading. The probable reason is that the buyers have confidence in that product and know that these seconds are usually of good quality.

A vital point in grading is that all flowers in a bunch must be similar. There are many ways in which they may differ, but the most frustrating for a buyer is to find a short or bent stemmed flower tucked in to the center of a bunch (<http://www.hortnet.conz/publications/hortifacts/hf305003.htm>).

Quality properties to be considered are:

- Size and shape of flower and its attachment to the stem.
- Size, number and texture of petals, and their color intensity.
- Condition of calyx.
- Strength, straightness and length of stem.
- Freedom from blemish and demand from pests and diseases.

2.8 Presentation

It is best to keep colors separate both in bunches and in containers, when vary large consignments are involved or a limited color range exists. Buyers are often looking for specific color and less damage may result if such bunches can readily be taken out of the container. However, with the bulk of flowers now being auctioned in buckets assorted colors with in the one bucket can give the best returns to growers especially for crops like chrysanthemum lily, alstroemeria, spray and standard carnations and roses.

Flowers are normally bunched in them but some crops may be sold by the stem (e.g sunflowers) or bud (e.g orchids). If different numbers are to be used in bunches, the auctioneer must be told, so that the buyers can be informed. It is also preferable to use personalized wraps around bunches so that buyers get to know your product.

Also keep different grades in separate containers Often shorts are put on top of longer stemmed and better grade flowers to utilize container space but they spoil the overall impression of the consignment. Auctioning is also speeded up when a container holds one grade only.

All containers should be marked with the grade and quantity they contain and the quantity per container should be kept constant from day to day. Damage to flowers in transit is most likely to occur when the container is not firmly packed ([http://www,answers.com/topic/floriculture](http://www.answers.com/topic/floriculture)).

2.9 Cooling

Vase life of flowers is improved if field or greenhouse heat is removed as quickly as possible after harvesting (see Cut Flowers and Foliage – Cooling requirements and temperature Management) humidity should also be controlled, and 40-80% relative humidity is recommended. If humidity is too high, spotting will occur, and if too low, desiccation can result.

A temperature of 4-5°C is suitable for conditioning most flowers but growers should check Table 1 in the document referred to above (Cut flowers and Foliage Cooling Requirement and Temperature management) for optimal holding temperatures for some of common flower crops grown in New Zealand if storage is to be longer than overnight. Flowers held for several hours or overnight in a cool store at this temperature are in a better condition for marketing than warm freshly pinked flowers. Specialist flower growers should check on the optimum temperature requirement for their

crop. Orchids, for example must not be held in temperatures lower than 7°C, and their optimum is 12.8°C

To facilitate water uptake by the stems, water should be warmer than the florists and customers want fresh flowers. Harvesting every day, cooling for a few hours or overnight and marketing the flowers the following morning will give the buyer fresh flowers daily.

Keep flowers cool in transit to and from the market and at retailer and utilize buckets containing fresh water as often as possible. If possible advise customers of flower care by including information leaflets in each consignment. (<http://www.answers.com/topic/floriculture>)

2.9.1 Use of flower preservative solutions

Flower preservative solutions normally contain carbohydrate, usually in the form of sucrose, plus a bactericide, fungicide and a wetting agent. These latter chemicals prevent organisms developing in the water and blocking the cut stems, and improve water uptake.

The carbohydrate sustains flowers placed in such solutions, but it also tends to speed up their development. This can be an advantage when flowers are cut in a tight stage (e.g. roses) as it will allow them to open in the solution.

Flower solutions also assist in keeping the foliage of cut flowers in good condition such solutions may be used between harvesting and packing at the florists shop in the customer's vase or in stem tubes during export.

There are various formulations for making flower solutions. And ready made concentrates are available for adding to water. The most commonly used preservative solutions in NZ are the Chrysalis and Regard products

(Floriculture: definition from answers.com).

2.9.2 Other problems

Ethylene gas can be protected by fruit and vegetable when they are stored. It is detrimental to cut flowers, and carnations and delphiniums, in particular, are vary susceptible. Consequently, ensure that no other produce (especially strawberries, tomatoes and apples) is kept in the flower room or cool store.

Domestic gas (coal gas) is also damaging to flowers. If problems arise with their keeping quality on a property where gas is installed, the gas pipes and vales would be chalked by a specialist for potential leaks. The slimy sap exuded from cut stems of narcissus flowers (daffodils) is detrimental to other flowers. Other flowers should be placed be to water which has been or is being used for narcissus (<http://www.answers.com/topic/floriculture>).

2.10 Local markets

Every grower should visit the flower markets regularly to be familiar with demand and the standards porcelain. This is essential so that the growers know how their products compare with those of other growers.

Market staff can advise on permutation packaging grading and other details which could improve returns. They also have knowledge of demands and trends so if you returns are poor, talk to your highest return can be obtained.

Now or intending growers should visit the flower auctions on Monday or Thursday morning (Turners and Growers) or Monday, Wednesday and Friday mornings(United Flower Auction) from 3:30 a.m to see the system of selling range of flowers offered, and presentation.

Flowers and foliage precuts a being exported in increasing quality from New Zealand, with returns of over Million revenues over the past few years. It is imperative that only quality produce is deceived by overseas markets.

Grading and presentation must be consistent.

(<http://www.hortinet.co.nz/publications/hortifacts/hf305003.htm>)

2.11 Small scale Growers

This heartfelt has been prepared for full time growers but there are large numbers of enthusiasts growing smaller amounts of flowers on a part time basis. The industries were established by such growers and hey are still important.

For people who want to grow flowers for enjoyment and to self as a side line through the markets, it is advisable to specialize in unusual lines. For example small quantities unusual foliage and other lines are needed by florists for posy vowels and other floral work, but are offered less and less by commercial growers. A discussion with flower marketers prior to planting can be useful.

Make sure the color range hosen is one which will be in demand

Only rarely an technical information replace local experience in growing a chosen crop. Reference books and bulletins on the culture of major crops have standard recommendations which must be adapted to local conditions.
(<http://www.hortinet.co.nz/publications/hortifacts/hf305003.htm>)

2.12 Concepts of Green marketing and social Marketing

According to kyambalsa (0003,64) societal marketing concept is all about a customer orientation, backed by integrated organization side foreordained at the satisfaction of customers needs as the key to achieving organizational goals while protecting long term interests of customers and the general public.

Essentialities definitional & an adoption of the antecedent, traditional definition of the marketing concept to the internal& external contrives than limits the scope of any given organizations marketing operations, clearly, this is

a more realistic business philosophy because it takes into account the broader expectations of society and the technological and resource, constraints that are brought to bear on any and every business undertaking modern times (kyambales,2003,65)

Moreover pillai and Bagarathi (2005,387), explained that modern business must have society's approval in order to function successfully and must also demonstrate social awareness or sensitivity and social performance.

According to sub elixir, modern business is regarded as an integral component of society. It must have. Society's approval in order to functions successfully. In to days world society is expecting much more from business than in the post (sherlekar 2003;522) and shareware again added that modern business does not five in a vacuum. It lives in a socio economic environment hence, it has an obligation to meet its social responsibilities to its employees, the community and the public, as well as to its owners and customers apocopation is expected to act as a good citizen in a society.

Social marketing concept according etzel et al..., (2001,15) has been forwarded as not long after the marketing concept becomes a widely accepted approach to doing business, it cam under fire, for more than 40 years critic shave. Persistently changed that marketing ignores social responsibility that is, although the marketing concept may help an organization achieve is goals it may at the same time encourage actions that conflict with societies best interest on the other hand, a firm that sufficiently extends the breadth and commitment dimensions of its marketing goals o fulfill its social responsibilities its practicing what has become known as the social marketing concept.

Pillai and Bagarathi explained the concept as follows: society is concerned with ecology & the need for preserving the environment from further human pollution. And they also added further indication about business & industry. They expressed as business and industry are leading contributors to environmental pollution for instance packaging is pollutant feature of

marketing. In order to differentiate the brands and buyers preferences, marketers use packaging, for butter, cream, cheese, etc

Marketers also use disposable products like paper napkins replaces cloth napkins, this require disposal. And also disposable drinking cups beverages are a few disposable products which add to environmental pollution due to marketing operations. Some people are of the opinion that the road side advertisements mars the road side beauty (pillai and bagarathi ,2005,388)

2.13 Environmental concern and Green marketing Campaign

According to Lindquist and Sirgy (2003, 124) Recycling itself is and industry, and the movement toward green marketing has opened up new opportunities. The rapid growth , for example of he waste management industry in recent years is just one indicator that green manufacturing and green marketing are here to say, transforming the ways in which products are developed packaged promoted and brought to market.

On the other hand Kyambalesa refers that each and every business undertaking exists by public consent with the basic and traditional role of producing certain goods and services to meet society's needs and wants. In modern society however, we all expect businesses to perform the role of social responsibility in addition o the fulfillment of their basic and traditional purpose of creating economic values.(kyambalesa ; 2003,72)

The other green marketing campaign is brand positioning green marketing has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positing their brands as ecologically sound. Marketer scan convey concern for the environmental and society as a whole (lamb et al., (2004, 517.518)

According to Hawkins et al., (2004, 89-90) green marketing includes the following as general concept.

1. Trying the purchase of a product to environmental organization or event. For example, Heinz changed the formula of its squeezable plastic ketchup containers to make them more readily recyclable, Church and Dwight eliminated plastic over wrap and converted to 100 percent recycled paper board boxes for its Arm and Hammer carpet deodorizer.
2. Developing products whose production, use or disposal is less harmful to the environment than the traditional version of the product,
3. Products that have a positive impact on the environment, or

2.14 Global marketing ethics and social responsibility

Arnould et al, (2002,116), explained that more & more Companies must contend with green marketing legislation that address the problem of what happens to goods after purchase. For instance, Germany has passed stringent green-marketing laws that regulate. The management and recycling of packaging waste called take back requirements.

Kotler and Armstrong that, the 1st wave, of modern environmentalism in the USA was driven by the environmental groups and concerned consumers in the 1960 and 1970's. They were concerned with damage to eco system caused by strip mining forest depletion, acid rain, loss of the atmospheres of one layer, toxic wastes, and litter, bad air, polluted water and chemically treated food. Kotler and Armstrong (2006, 634)

According to Arnold they have also stated that in some cases, environmental activists have moved aggressively against corporations with a poor green marketing profile. For example Mitsubishi has been targeted for its effort to build salt plants in a Mexican bay where ray whales breed (Aronould et al., 2002; 116)

Social responsibility is the major and critical point among the many marketing ethics which companies & should follow.

2.15 Cut Flower Industry in Ethiopia

Introduction of cut flowers into Ethiopia for commercial purposes goes back to 1980/81, which is now twenty years ago. The first fresh cut flower production was commenced in 1981/82 crop season. There has not been cut flower production during the Emperor era. The ex-government had established Horticulture development Computation as government responsible both for regulation and production event for marketing of horticultural products including flowers.

During the trial and adaptation periods about 20 species of different cut flowers were introduced into the country from abroad. Some of the species introduced include Carnations, Gladiolus, Delphinium, Molucella, Atriplex, Alliums, Static, Euphorbia, Carthamus, Aumimagus and Dill.

Based on the trial results, some species and varieties were selected and recommended for commercial production. But some of the recommended for commercial species; and varieties were rejected from production shortly after and other later. This had created removal of species for the production line because of failures observed in subsequent production periods (Sisay Habite, November, 1992).

Among the reasons cited for subsequent discarding in different years are:-

- Poor (decline) in yield performance;
- High price of planting materials;
- Susceptibility to diseases and nematodes
- Weathers problems;
- Lack of demand and non-profitability;
- Difficulties in management;
- Absence of proper production and post harvest handling technology
etc.

It is difficult to incorporate in this study whether the above mentioned reasons are genuinely explained or flimsy and needs further research. Few flower species like Alliums and Static are still in production line despite poor financial viability of the species and difficulties faced in production and marketing.

Production and export of cut flowers in Ethiopia was not established with well planned main objective of profit seeking but foreign exchange earnings. As the result of this, the industry was one of the highly subsidized sub-sectors during previous regime. Command based strong feeling of previous government officials and large absence of private sector driven initial start-ups and subsequent production and export operation is believed to be main root causes and failures faced the industry in the past.

The country entered the world flower market without introduction of necessary and adequate modern technologies, facilities and manpower. It is hardly to say there was proper and efficient matching of production and marketing activities. Absence of efficient management and supervision, shortfalls made at trial and adaptation stages of species, above all missing the engine role of the private sector together with the above mentioned reasons brought about unsatisfactory results. Even though some experience gained in the past twenty years, the contribution of the industry to the country's growth has been insignificant when measured from the time series view point for a long period of time.

Decreases both lands dedicated and production change in land productivity were characteristics features of Ethiopia floriculture industry. With according to the developments since 1992, no basic upturn has been practiced until recently despite changes and policy reform measures taken by the government. Before 1999, there were only two private producers and two long-established state owned enterprises operating in floriculture industry. All these four companies' production has been dominated by open field flowers of Allium's and static with a very small plot under green house plant P.L.C. Most recently, more number of flower production springing up particularly in highland rose

production and export investment activities. Rose flower production shines on the booming future prospects of Ethiopia's floriculture industry. But it should be noticed that country's floriculture industry is still at the low

(Sisay Habte, 2001.p8-9).

2.16 Cut flower production

One of most important things to keep in mind is to START SMALL. Cut flower production is highly labor intensive and can present many challenges, especially during the first years or two. Even experienced vegetable growers admit that growing flowers is a whole new global view. Usually marketing cut flowers takes more time producing them.

Before beginning production, the most important questions to ask are:

- What to grow (product)
- Where to grow it (place)
- How it will be sold (Market)

These are all interrelated topics. For example, pick your-own operation (market) might best be located near a busy highway (Place) and would concentrate on growing large, bright. Popular flowers like zinnias and sunflowers (product). Or an operation might sell to retail flower (market), who usually buy flowers in bunches (ten stems is the norm). In this case, having enough flowers to make a bunch is important, so growing enough glad, for instance, all of one color, that bloom together (Product) is important.

Many growers sell bouquets at local farmers' markets, so growing stems with lots of small flowers might be appropriate. Markets also influence what colors of flowers sell well. For instance, women often prefer dim colors (pinks, blues, purples), while men often prefer bright colors (reds, yellows, orange).

The completion will also influence what flowers are grown. If the local farmers' market is delivered with bouquets of common flowers, is there money to be

made by selling unusual or higher value flowers, such as lilies? If no one is growing lilies, is it because they are not recommended for the region, or because they are expensive to produce?

When deciding what to grow, consider what makes a good cut flower: (source: Horticulture Production Guide).

- Long vase life
- Good color and color retention
- Long harvest time
- Low cost to production
- Production of a large numbers of stems
- Good stem length (at least 18")
- Flower presentation on the stem (where the bloom is locate-high or low on the stem)
- Will it grow and flower well in your region?
- Is it prone to disease or insect damage?

Another consideration is how the cut flowers are to be produced. Thirty years ago, most cut flowers were grown in greenhouses, because that was the best way to get cosmetically perfect flowers year-round. This system fell by the wayside, to a large extent, when much of the flower production shifted to South America, where labor costs were so cheap. Field production of specialty cut flowers is now very popular, but many growers have found it observable flowers indoors and tens plant to the field later in the season. Although this system allows for earlier flowers in the spring, it increases the cost of production.

Direct seeding can cut the costs of production initially, but may contribute to other costs later on, such as labor to thin seedlings.

Production scheduling

Traditionally, consumers buy flowers for holidays and special occasions. Most of the "big" holidays (like valentines' Day and Mother' Day) do not occur during

summer, when field-grown cut flowers are coming on strong. It is up to the producer to schedule year round production so the flowers are available when they are most needed and wanted.

Ways to do this include: (Source: National Sustainable Agriculture information service).

1. Extending the season by growing spring bulbs (e.g. narcissus and tulips).
2. Using a hoop house or high tunnel to begin the season earlier.
3. Having lots of whites and pastels for May and June weddings.
4. Including continuous production of fillers, like ammajus, baby's breath, static, and greenery, if making bouquets.
5. Using slowly moving plantings of flowers that go down quickly, like sunflowers and glades, to lengthen the seasons in to of all.
6. Planting seeds of all blooming flowers (such as asters) in summer.
7. Using different cultivars of a species to get early and late production.

Harvesting floral products

Unlike agricultural crops, which are most often harvested by mechanical methods and continually over a day's time, floral crops are harvested by hand, generally in the early morning hours of the day. Hand labor is used because the sensitive nature of the crops requires careful handling. The proper stage of maturity also must be humanly judged before a flower or foliage is cut. Some automation or mechanical aids have been developed to assist the handling after harvests, but mechanical harvesting is to really practical with the space restrictions on the green houses where many of the crops are grown.

Research indicates that flowers reach at the top in mid to late afternoon and tend to last longer if cut at this time, but it is not always observable harvest at that time. Early morning harvesting is frequently done to have the flowers at their rashest when they are delivered or shipped to a central sales and/or distribution point the same morning or day that they are cut. Also, flowers

need to be processed once they are cut and must be harvested early enough to allow time for processing.

Cutting a crop at its proper stage development is critical to its long life and development as it moves through the chain of distribution. If harvested too early in its growth stage a flower will not open properly, generally will not fully develop its best coloring, and probably will open to a size smaller than it would have achieved if harvested at the proper time. If a flower is harvested late in its maturity, it will pass its peak quickly and not have the desired storage or vase life.

Different flowers have different optimum harvesting times, Heliconia, for example, should be harvested when it is fully developed and ready to use, and because it will not continue to develop once it is cut. On the other hand, carnations and gladiolus should be harvested while still in the bud stage, and snapdragons when about one-third of the florets on the spike are open. Their further opening will be accomplished during transit, storage or at the retailer.

The actual harvesting is done by workers who move through a greenhouse or field and lightly cut the stems with a sharp knife. The stems are gathered in their arms, when their arms are full, or they have gathered a prescribed number of stems. The bunches are taken to a nearby workstation and joined.

Harvest bundles are moved from the field or greenhouse to a central location where they will be packaged for shipment. Generally, cut flowers are placed in preservative-treated water and placed in cooler to condition them for shipping. Ethylene-sensitive flowers, such as carnations, snapdragons, alstroemerias, etc...should be given special treatment for the problems at this time. Depending on the shipping schedule and mode of transportation, flowers will be conditioned for several hours or overnight.

([http://www.hort.vt.edu/faculty/McDaniel/hort 21164/R8Harvesting.htm](http://www.hort.vt.edu/faculty/McDaniel/hort%2021164/R8Harvesting.htm))

World cut flower trade

Virtually every country in the world produces some sort of floral product for domestic consumption. There are about 20 countries that also produce significant volumes of cut flowers and/or foliages for export. Four countries-Holland, Colombia, Italy and Israel-account of more than 90 percent of the world cut flower exports, with sixteen other countries accounting for the remaining 10 percent. The top ten cut flower exports and their percentage of world cut flower exports are:

- | | |
|-----------------|------------------|
| 1. Holland 63% | 6. France |
| 2. Colombia 19% | 7. Spain |
| 3. Israel 7% | 8. Kenya |
| 4. Italy | 9. United states |
| 5. Thailand | 10. South Africa |
- Total= 97%

Exports do not necessarily relate with production. This is due to the importing and resale for expert of some crops. For example, Holland is the world's largest exporter of floral crops, while the United sates ranks nears the bottom of the top ten. Yet, the untitled states is the world's largest producer of floral crops, with Holland second. This discrepancy is based on the fact that the United States has a great domestic consumption of its products, plus a sizeable amount of importers whereas Holland has s up plus from both domestic production and imports, which it exports worldwide. The top five floral producers (including cut flowers, foliages and pot plants), are the United States, Holland, German, France, and Italy, with the exception of Germany, these to producers are also in the top ten exporters. The Countries which import the greatest number of floral products are Germany, Unites States, France, Switzerland, Holland, Great Britain, Austria, Belgium/ Luxembourg, and Sweden. The United States gets most of its impost from Colombia, while Holland gets most of its importer from Israel. Otherwise, Holland is the major supplying country to the remaining importing countries.

Chapter Three

3. Data presentation, analysis and interpretation

In this part of the study questionnaires distributed to different parties including the public residents, employees of JJ kotare and, Dire roses and Sprit flower/partially/ firms are presented, analyzed and interpreted. In addition interview was made with employees of Ethiopian horticulture producers and export association, firms' the production managers, marketing managers and technical managers and with available supervisors.

These findings are resulted from 200 distributed questionnaires for public respondents around those flower firms (sululta, wholeta, debrezeit) of which 120 of them were returned. And 34 interview questions conducted among 3 department heads (marketing, production and Technical) and employees of the Ethiopian horticulture producers and export Association of those flower firms.

3.1 Data Collected through Interview, its presentation and analysis

An interview was conducted with employees of EHPEA, managers of three department heads, to find out the overall information about what activates are performed concerning the environment. And the interview also touched various questions regarding firms' eco-friendly productions, serving of public complains, constraints relating to the pollution, problems regarding firms' sells in the case of green market, and any plan to reduce environmental pollution on challenges with the public. Those questions has been raised for (JJ kotare marketing manager and for Dire roses). Again an interview was made with the managers of production and technical department (JJ kotare, Dire and Spirit).The interview was attempted to touch about the opinions of the managers concerning the environment. And factors that cause for polluting the environment regarding flower products, methods for recycling of wastages in

relation with pollution, new technologies for treatment of wastes from flowers. And the techniques used to solve the problem. Moreover, their strategic plan for the future in order to solve the problem. Finally the points which will be summarized are from internal records and from Ethiopian floriculture producers and export association through their discussion.

3.2 Feedback from EHPEA employees

An interview was made with employees of EHPEA and the feedbacks are merged as follows.

As the starting main points the employees had disclosed that social responsibility is related with the living standard of all human being. It is conduct with carrying of social need & social affairs in a satisfied way; and taking accountability for the situations which affect the societies. Therefore, flower marketing can not be separated with the societies as it is performed by the society itself. Consequently the flower marketing opens the door for the societies by job opportunity and by helping the societies with infrastructure and facilities.

As far as the idea or the know-how practice relating to flower marketing required by the association employees, currently there is no satisfactory eco-friendly practice relating to flower marketing.

Asked the negative impact of flower marketing on the environment; and based on their description, most of the employees expire date the flower marketing has a pollution effect and other related problems generally. Most of them are not interested to express the specific problems of flower marketing on the environment.

The EHPA employees allocated that there was a conference held on environmental concern regarding the pollution effect. And at least there is some

protective change for the labor. It helps to show an increment of a awareness on the society.

While clarifying to the question on the environment, the employees discussed that flower firms can not only be considered as environmental pollutant. Because they have much advantage that contribute for the country. But it is not deniable to tell as environmental pollutant. It is because of the chemical which helps to fertilize the flowers & forte land.

In the way of playing a big role depending on the pollution of the environment, the employees have described that the association is the central part of the country flower firms .And they told there will be a major action regarding which eco friendly environment will be taken by the association.

Also EHPEA prepare to address environmental problems with government. According to the employee, as there is many problems on environment. But routine must be supported by the government. Then after that the EHPEA routine measures will be taken in to consideration.

Asked if the association is working on social responsibility; unlike frequently changing and developed technology; passing through various stages in order to be competitive with other flower producers other courtiers. But there is no much social responsibility to work with the public yet. There is some level of social works by it is vague to specify it clearly. However the employees general told that there is some starting point on social responsibility.

According to the employees' suggestion about displacement, they expressed that the public will earn much money than the pervious living house. And the public will get a better residence by using that money. On other hared, there will be problem to adapt the new village.

About measurement of plan of eco-friendly environment; they replied that, though the pollution existed for much longer time still there is no effort or plan

has been developed concerning "Eco friendly environment" But there will be an activity to give a well awareness of the pollution.

3.3 Feedbacks from firms' marketing the managers

This research paper attempts to underling the finding through an interview made with the marketing managers of JJ kotare and dire flower firms.

According to the experts, they have tried to respond the questions roughly. As flower marketing has some negative impact. And they didn't explain it in detail. Fortunately both of they the managers respond seemed kind of similar but not the same.

According to the marketing managers, they have tried to explain about the activities performed concerning the environment they told that there is no any activity regarding the environment. And they explained that they are working on it; and they will discover it soon or later. This sows that there is unclear idea about the activities performed by the firms regarding on the environment

Recently, though the public is affected by pollution form the flower firms. There is no any problem concerning the environment from the society. The mangers indicated the above answer for the questions it they have any problem form the society concerning the environment.

Based on the questions raised by the researcher; the public which the firms prepare any plan to reduce the pollution. According to the mangers, either the marketing department of the firms have many strategic plan concerning the environment not call as eco-friendly because of the fertilizer chemicals.

As the student raised the questions for the mangers that if they served any environmental questions from the public. And they replied that there is no any questions form republic concerning to environment.

Consequently, both of the firm managers respond the same answer about the question on the complaints of the public; if they ever face on the pollution of the environment.

Based on the question, the researcher raised about the constraints of the pollution. They both replied only about the harmful chemicals which help to fertilize the flowers.

The managers described about the major concern of the firm to take care of the public. And they said that they are now working only on public relation. And they are expecting Ethiopian horticulture producers and export association discussion to decide what major action will be taken in order to minimize the problem of the public. This shows that the firm seemed careless on taking care of the public rather than motivation of the other firms.

The managers also answered about the problems regarding firm's sells in the case of green market. They said that the pollution still has no effect on the firms' sales volume or revenues rather than factors affecting society. As a result, due consideration has been given for factors affecting society. Similarly, the firms did not encounter any resistance from the public concerning the pollution; but indirect complaints (not face to face) both from the employees and from the public do exist.

Based on the questions followed; the managers replied about the physical illness on the firms' employees suffering from pollution problem. And they clearly showed that effect brought by the pollution. The firms' pollution effect brought different employees with different illness, such as coughing pneumonia coughing, pneumonia, flu...etc

Finally the marketing managers also commented that the problem will be minimized by developing modern technologies to avoid the harmful chemicals and replace it by harmless fertilizers. But it takes much time.

From the above interview responses we can realize some but not satisfactory effort is done, to overcome problems related to pollution. Rather much

attention is given to profit and the foreign customer than the very near public residents of the firms.

3.4 Feedbacks from firms' Production manager

(JJ KOTARE, DIRE)

The interview was made with the managers of production department. Most of the feedbacks from both managers forwarded similarly not the same as well. Hence their feedbacks are merged as follows.

According to the production managers opinion, concerning the environment relates with taking responsibility of doing any action regarding various movements in order to fulfill objectives of business. In addition it is more keeping the environment clean with enthusiasm. Moreover, concerning about the environment relates with giving much attention for a green environment. Therefore based on the first question raised for the managers, they seem that they have ample awareness about the environment

Responding the mostly used questions from every dimension,if flower firms are environmental friendly. And their opinion by telling how concern for the environment is mandatory for all societies.

Both the managers' of the firms have different answers. They gave vague respond for the raised questions. The first interviewee replied that flower products are less eco friendly. And he added that, the products have less negative effect for the environment. The other interviewee responded as the products are not an eco friendly and have a negative impact on the environment. In this case the managers have different views about the eco friendly products on which their firms brought distinct impacts on the environment.

In this point of view the chemical sprayed for the flowers are the major key cause for pollution.

According to the production managers the main reasons behind the pollution are: the spray chemicals which help to fertilize the land and the flowers.

Despite so much of efforts in organizing and recycling wastages in relation with pollution is limited. It is better to say that no recycling wastages for the purpose of the pollution.

In addition, they have asked if there is any treatment on the wastes from flowers. And they replied that, there is a treatment on the wastes which are extracted from flowers.

Finally they have interviewed if they think the public has awareness on pollution regarding flower production (Green marketing).Based on their conversation they are not sure about much of the public has the know how. But some of the people might have the awareness.

3.5 Feedbacks from technical Department

As part of the effort in understanding the eco-friendly environment towards flower marketing, this interview made with JJ Kotare, Dire, Spirit technical department managers, with who responsible in charge of controlling the techniques in flower firms'.

Based on the managers respond, all of them replied the major causes for pollution are the harmful chemical spray. Hence starting from the first interview most of the employees have the awareness about the harmful chemicals.

According to response of the managers, they have described about the key factors which the researcher asked for polluting the environment in the flower marketing. Consequently, they respond that chemical fertilizers are the key factors for pollution. And also they answered that flower marketing is not creating day to day trouble on the society.

According to the managers opinion, environmental concern is taking care with eco friendly activities and one manager suggest that concerning for the

environment is cultivating trees and trying to stop harvesting trees. Therefore their respond is related with various dimensions regarding the environmental concern.

Based on the managers, they have replied for the questions which the researcher raised about the responsible party for polluting the environment (The firms, the government, the society). Based on their description they put the government in the first order then the firm then the society. Though they explained it in order; they suggest that all of them must struggle in order to reduce the negative impact of the pollution with enthusiasms. All the government the firm and the societies are inseparable to break the silent diseases. While classifying to their opinions they added that firms' owners are found from the society including the foreigners. And the society is benefited from the positive side of the firms'. Moreover the government is benefited from foreign exchange on which the firms' participation by exporting flowers. And the government is working with the interest of the investors. That means the government; the society and the firms' are responsible for polluting the environment.

Asked the techniques used to solve the problem, the first interviewee respond as there is nothing to solve the problem because he and his firm couldn't accept the problem as a major factor.

The second interviewee replied it as the techniques must be corporate with the new technologies.

The final interviewee answered that solution must be extracted with all of the world's flower farm investors. And put hi words as: two great handed is beater than one handed.

So the managers suggested their own opinions about the solution of the problems from every dimension. Though there is no any exerted effort to find a solution for the problem.

Finally the researcher asked the managers if there is any new technology for reducing the pollution. Regarding the new technology there is no news for reducing the pollution yet. But they hope there will be new technology soon.

3.6 Data Presentations and Discussion of Results Obtained from the public

✎ Response Rate

Out of 200 public respondents, 120 respondents completed and returned the questionnaire distributed to them. The questionnaire designed in corporate open and closed ended questions. The data obtained from the responses are analyzed using table and percentage with description.

3.7 Profile of the Respondents

The profile of the public respondents living around the flower firms indicated below on table 1. and according of 75(63%) are male and 45(35%) are female respondent; as well as respondents in every age group interval will be shown on the table have participated in the research survey.

Table 1: Demographic characteristics

Items	Alternatives	Number	%age
Age group	Below 25	30	25
	26-35	50	42
	36-50	30	25
	Above	10	8
	Total	120	100
Gender Ratio	Female	45	37
	Male	75	63
	Total	120	100
Children	Yes	80	67
	No	40	33
	Total	120	100

Majority of the respondents (67%) have children and the rest (33%) do not have children, this clearly shows that there is also a probability of other peoples who can be affected by the pollution beside the survey participant

Table 2: Educational Level

<i>Academic Qualification</i>	<i>Number</i>	<i>%age</i>
Reading & Writing	30	25
12 completed	45	38
Diploma holders	40	33
BA holders	5	4
BA and above	0	-
Total	120	100

The above table 2 portray that 30(25%), 45(38%), 40(33%) 5(4%) are able to read write, 12 completes, diploma holders, and BA holders in that order. This implies that respondent can understand and properly fill the questionnaire.

3.8 Objective of flower firms

The table has shown below focused on the distinctions of the aim of flower firms and the society. It has been obtained from primary and secondary data, how flower firms put their objectives a head by ignoring the social responsibility case. It doesn't mean to judge them on their targeted objectives but it is to show the difference with the societies.

Objective of flower firms

Objective of flora Holland Dire and Sprit flowers	Respo ndents	Straggl y agree	Agree	Neutra l	Strong ly	Total
High profit	No.	95	25			120
	%	79	21			100
Radical increment of foreign exchange for the country	No.	80	40	-	-	120
	%	67	33			
Finding foreign/overseas customers	No.	90	30	-	-	120
	%	75	25			100
Building loyal and long term relationship with foreign customers	No.	95	20	5	-	120
	%	79	17	4		100
Job opportunity for local societies	No.	75	45	-	-	120
	%	63	38			100
Reduction of importing of flowers	No.	50	50	10	10	120
	%	42	42	8	8	100
Customer satisfaction	No.	80	20	15	5	120
	%	67	17	13	4	100

Table3. Regarding the respondents and the secondary data are radical increment of foreign exchange forth county, finding foreign/oversea customers, building legal and long-term relationship with foreign customers, job opportunity for local societies, reduction of importing flowers and customers' satisfaction in order.

3.9 Flower firms environmental pollution

Vs

Public response

Table4.

No.	Issues raised for public	Response of the public	No of Respondents	Percentage of the respondents
1	Any concept on environmental pollution	Yes	5	4.16
		NO	3	2.50
2	Flower marketing has a pollution effect	Yes	15	12.5
		NO	5	4.16
3	Does the flower time have any kind of wastes in a living area	Yes	0	0.00
		NO	10	8.33
4	Does the pollution which comes from production area effect the residents	Yes	13	10.83
		NO	7	5.83
5	Any idea about harmful chemicals on which the firms use it for fertilization purpose	Yes	13	10.83
		NO	2	1.66
6	Did the employees explain about the harmful chemicals for public residents	Yes	7	5.83
		NO	3	2.50

Cont'd ...

7	Any hearing from employees of the firms about their illness caused by the harmful chemicals	Yes	12	10.00
		NO	5	4.16
8	Have the firms taken any activity so far on gathering the public and discussed on environmental issue.	Yes	0	0.00
		NO	20	16.66
		Total	120	100

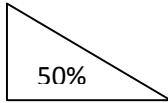
Table4. Regarding the public respondents, the table has shown above described discussion in order.

On the other hand the figure pouted below shows the response of the public and the suggestion given by the residents. The percentage and with their answer is figured as follows => next page

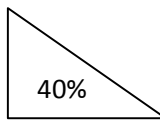
Figure1: response of the public for open-ended questions

Suggestion ... on... Pollution... image of firms

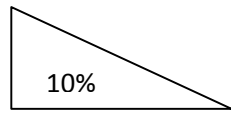
1. It is bad for our health so the firms must use their best effort; to solve the problem as much as possible.



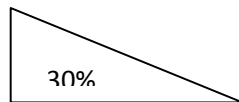
We are suffering from different diseases, hence firms should give up thinking only about their business.



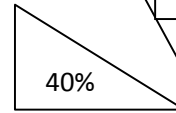
I have no comment



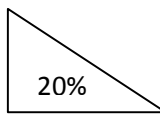
2. It is good because the firms created job opportunity's for the public



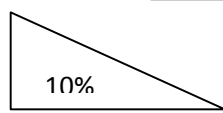
It is good b/c we are able to benefit from the infrastructure centre road, water , school...



It is bad because most of us are affected by various diseases.



I have no comment



Raised Questions

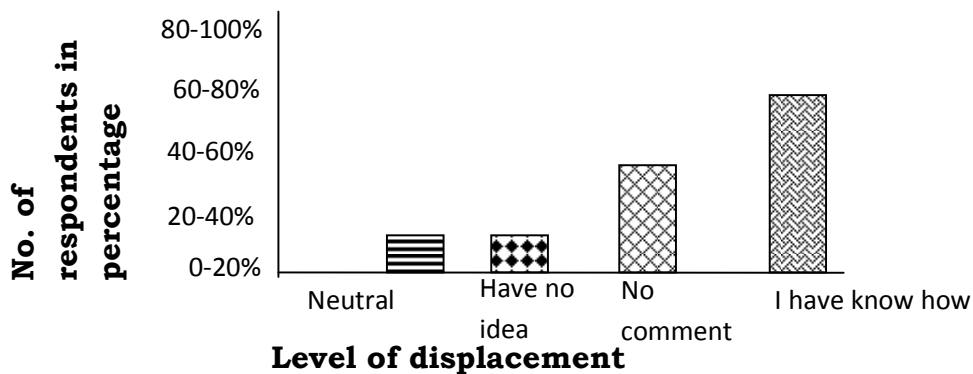
Q1. What is your suggestion about pollution which comes from the firms?

Q2. What is your image about the firms?

Flower firms and public displacement

Flower firms are the reason for displacement of the public. This figure shows that on analyzing and presenting data that were obtained in the form of questionnaire from the public residents. The public residents are exposed to relocate from one place to another place for living. It is because o the new establishment of flower firms in their living area. When the investors are leasing the vast land for flower industry, the public residents' houses will be included in the leasing tender. Therefore the public residents would be forced for displacement

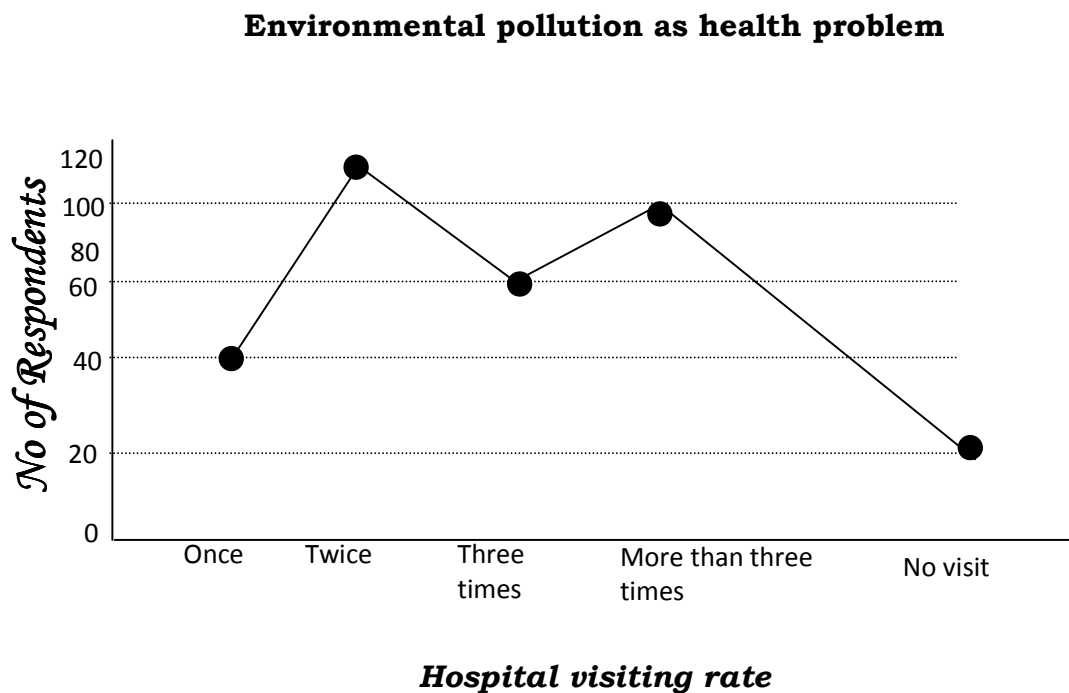
Figure2. How flower firms can be a reason for the public resident to displacement



The above graphical data summary supports that majority of the public respondents (70 %) especially who resides for lower period (more than 5 years) are highly favored to relocate from their area, as result of the establishment of flower firms. The rest (10%) are highly relocated to other places because of the land leased for investors. (10%) are medium relocated because of the distance of their village from the flower firms. The (10%) are very less relocated area because they are very for from the flower firms.

Figure3: - Environmental pollution VS Health Institution

Flower firms have harmful chemicals and bad smell that cause for the public residents to visit health institution in various times. Therefore, the public residents may get ill because of the pollution which comes out form flower firms. The graph shown below will define the health problem of the pubic & their visitation of hospitals .The hospitals are different in number but the graph based on the time interval and the number of respondents

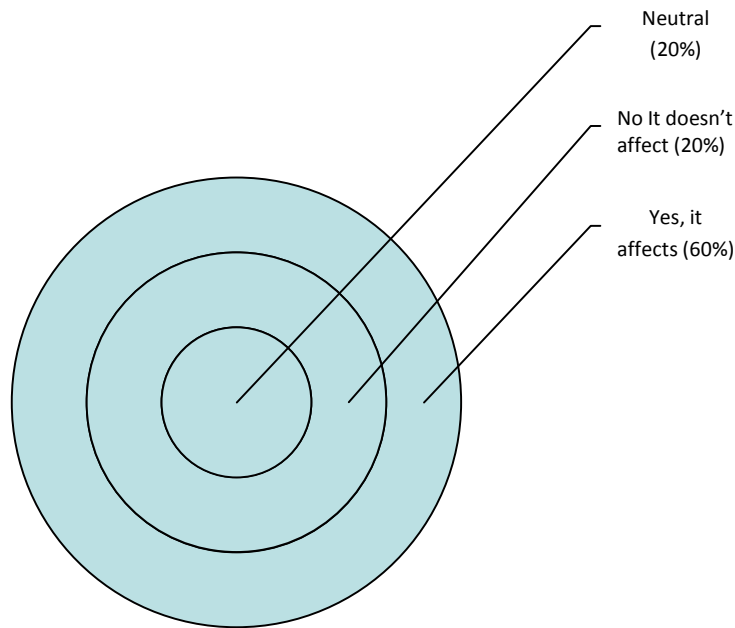


The above graph shows the number of public respondent that visited health institution, because of the harmful chemicals which comes out of the flower firms. Of the total respondents 20, 40, 60, 80, 100 and 120 have visited different health centers, for one time, two times, three times, more than three times. On the other hand 20(16%) respondents conformed they did not visit health institution because of the environmental pollution.

Hence, the data finding is indicative of the society oriented marketing which companies care for creating a healthy ad favorable environment seems to be ignored or not taken into consideration by the flower firms.

Figure/chart 4: Flower firms' impact on the residents

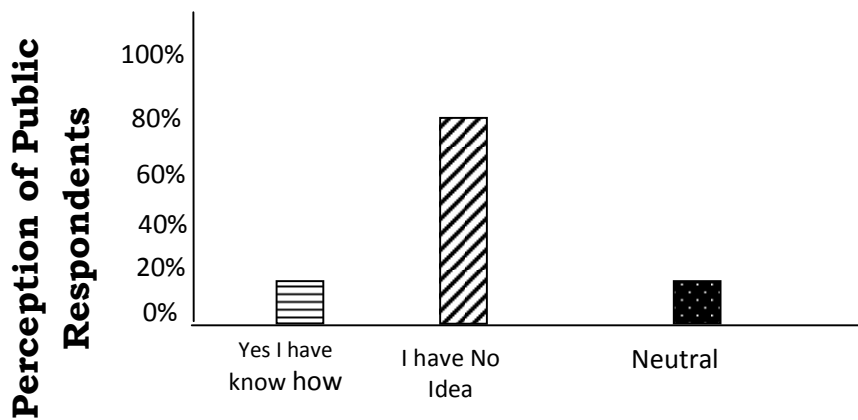
Another question that was raised about the effect of pollution on the public residing in areas where the areas where the firms are located revealed that the effect is worth considering



As it can be observed from the above figure; Most of the respondents (60%) give affirmative response for the question that the environment affects them. In other words this indicates the firms are polluting the entire public respondent. And of (20%) of the respondents said that the firms are not polluting. And the rest (20%) kept neutral answer for the question.

Women Fertility Vs Flower firms

Figure 5:- The following graph shows women in the flower firms. And the perceptions of the public about fertility .Women in a cut flower department are suffering in the case of infertility. But to show how the public has the awareness of infertility case, regarding in a cut flower department.

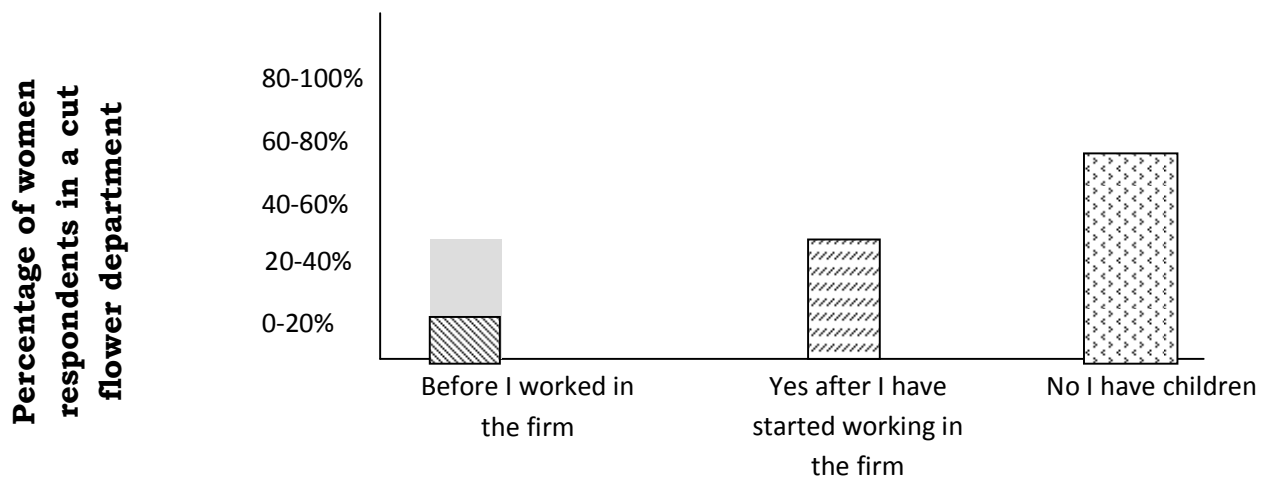


Responses of the public

The above figure shows: Most of the public respondents have no idea the case of women infertility, to those who are hired in the flower firms.

Women in a cut flower (harvest) department

Figure6:- Flower firms ' impact on women fertility, the graph which is shown below is to define response of women who are working in a cut flower department. And the suffering time when they have started cutting flower and the like.

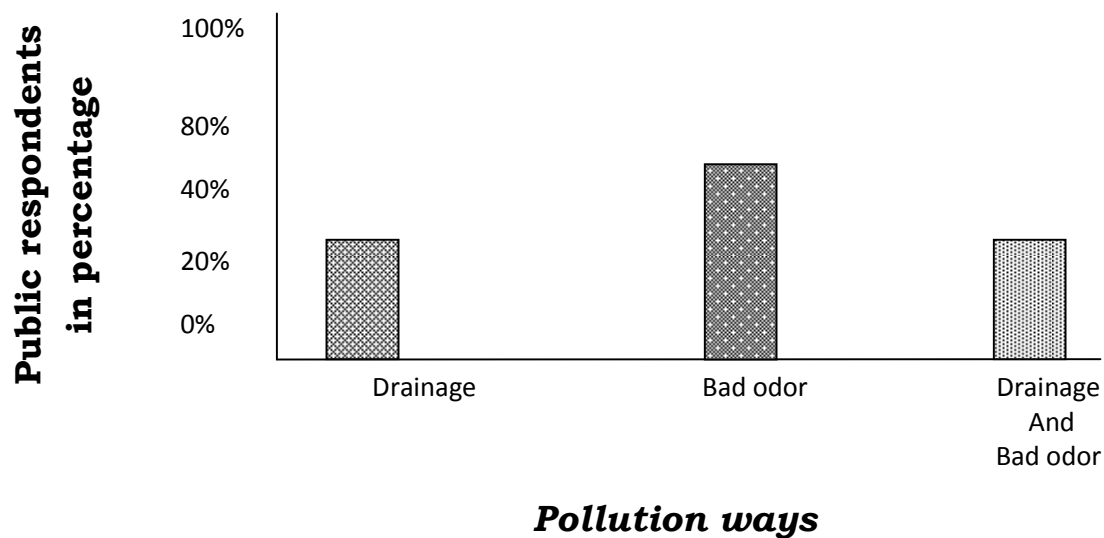


Women infertility case

As we can see under half portion of the graph (25%) are respondent who confessed flower firms are the cause for women infertility in a cut flower department. And (67%) confessed that they have got children before they are hired in the firms. Moreover (4%) confessed that they have suffered by infertility before they have started working in the flower firms. The rest (4%) told that they are healthy.

Ways of environmental pollutions the public

Figure 7:- Flower firms are environmental pollutant. And the graph which has shown below shows the percentage of the public respondent and ways of how the pollution affects them.



As we understand from the above figure /graph/ all of the respondents who confessed that the flower firms are polluting the area through bad odor

Analysis

Communication with employees of the firms from different department

Yes, I have been ill.

No, I have not

Have you ever get ill because of the pollution around the firm?

- I always take different tablets to take care of my health. Because I suppose to inspect the flowers whether they are well done on the chemicals.
- I wear nose masks and hand covers when I get to the harvesting department
- I do checkup every time when I feel uncomforted on my health
- I don't take any care. I feel healthy till now.

What do you do to take care of your health?

- Yes I am insured for medication case by the firm
- There is no daily, weekly or monthly medication given through the firm.
- There is always frisk aid for the accidents happened in the firm.

Is there any action by the firm to protect your health?

- Yes I am. I feel comfort working here I like the work environment here.
- No I don't like it because of various reasons.

- Firms better do work with the society's protection. And firms should be responsible for the negative effect of their production.
- I have no comment

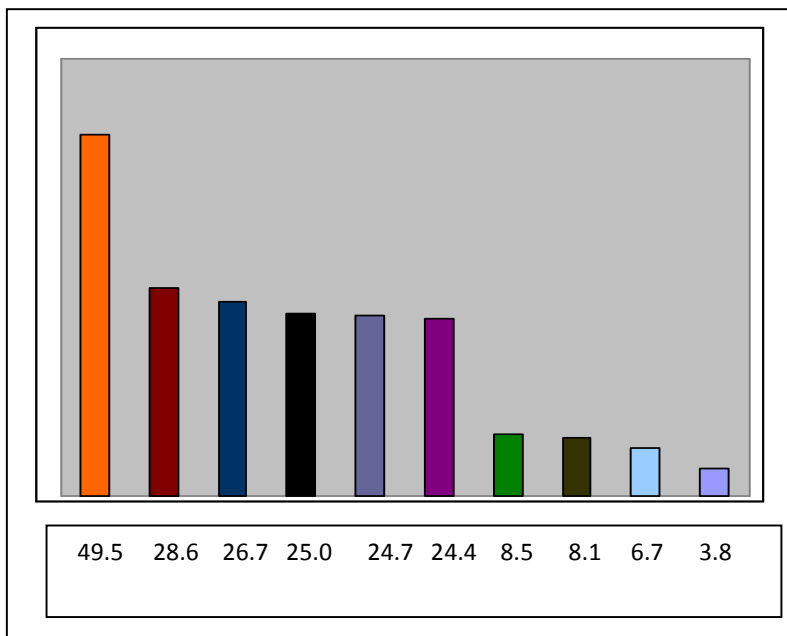
Are you happy doing your hob in the flower firm?

What do you think about firms' social responsibility?

Figure8: shows the response of women who are working in a cultivating department. And the researcher has attempted to show their answers for the raised question in the graph below. It is described in the form of graph with their percentage.

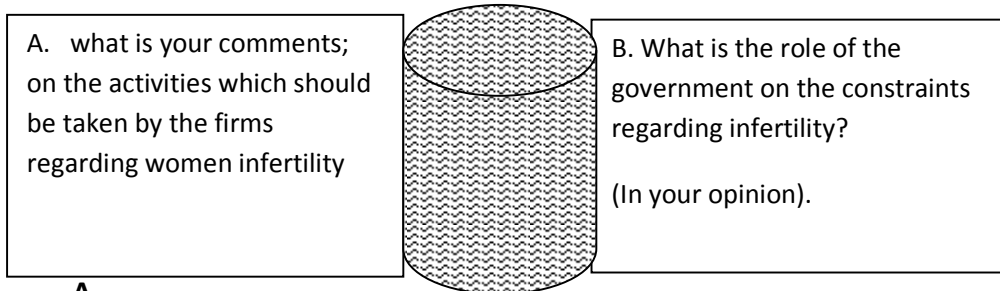
Outreaching women

Women Reach



- 49.5% = Infertility (Affected after inning to work)
- 28.6% = Have awareness about harmful chemicals
- 26.7% = No awareness about chemicals
- 25.0% = Illness after starting to work for the firm
- 24.7% = Inconvenience of working environment
- 24.4% = A waitress about the cause of infertility
- 8.5% = Good confidence of profession (cultivating)

Women spot on open and ended question



A-

- I have children but I am concerned about the rest of women who are suffering by infertility case. I comment that the firm should do something for this problem. **(20%)**
- I have children and I don't believe with this idea. **(10%)**
- I don't have any children. And I am infertile before I have started working here in this farm. **(20%)**
- I am suffering infertility since I have started working here. So I need the firm give me an opportunity for medication. And I want to have children.**(50%)**

B-

- The government must give attention for our sacrifice in life. we are here struggling life for living. But we want to be happy sharing our life with our children It is beyond our capability. So please try to listen our scream. **(40%)**
- The government should gather us and must find a solution for the problem. Unless the problem might be goes on to death. **(40%)**
- No comment. **(20%)**

❖ **The above analysis view how the firms act for the existing problem as well as the comments of women employees.**

Chapter Four

4. Summary of Major Findings, Conclusion and Recommendation

This section of the research includes summary of the major findings, conclusions drawn from the findings and the recommendations made by the student researcher as a result of the conclusions. Brief summary, then conclusion to the findings and finally helpful recommendation to the research problems are given as follows:

4.1 Summary of the Major findings

- ❖ All of respondents confessed that the pollution from Flora, Dire and Spirit flower firms affect them mostly through bad smell.
- ❖ Majority of the respondents, especially who resides for longer period in the area indicated that the establishment of flower firms is highly leading to displacement.
- ❖ Most of the employees are affected by various diseases because of the bad smell and harmful chemicals.
- ❖ The pollution has not only a negative effect by bringing diseases, but also the respondents claimed the displacement of their village.
- ❖ In the research survey 37% female and 63% male that are found indifferent age group have participated. The research data also shows respondents who have got children are founded by 34% in number there are also few pregnant women who are expecting their new babies. This indicates possibility of additional pollution affected society.

- ❖ The firms marketing manager pointed out their sales is not affected by the pollution.
- ❖ The research also shows both the public and the firms did not play an active role or take participation to work in collaboration in solving the specific pollution problem
- ❖ The managers pointed out that there is no exerted effort plan to work on the environment.
- ❖ Moreover the firms did not face any resistance from the public concerning the pollution, but indirect complaints are heard.

4.2 Conclusions

Based on the findings the following conclusions are drawn:

As the finding shows that flower firms are moving in a competitive ways with each other in order to meet their objectives.

- ❖ Bad odor is one of the ways how firms to pollute the public respondents.
- ❖ The pollution also negatively affects employees of the firms.
- ❖ Combined effort from firms and public residents which bring a change, to breathe a fresh air by protecting pollution and selling the environment are not given due considerations.
- ❖ The pollution is something of a negative factor in which all people are victims regardless of age, sex ...etc.
- ❖ The establishments of flower firms will most probably be a main factor to make people shift to other places as an immigrant. Besides that, those public residents are engaged in additional life cost, like critical health problems.

The firms and women fertility case:-

- ❖ Firms seemed to be ignorant the women infertility case in their cut flower department.
- ❖ Women in a cut flower department have less awareness about the bad effect of harmful chemicals.
- ❖ Some of the women who are working in a cut flower department face the challenges of infertility.
- ❖ Only few women have not faced infertility case.

The image of the firms on the public respondents:-

- ❖ Most of public respondents respond that they have a good image for the firms.
- ❖ The public respondents are delighted because of the job opportunity in on the flower firms.
- ❖ The public respondents are cheerful because of the public relation whom the firms made for the residents like infrastructure, road construction, electricity power... etc.

4.3 Recommendation

Based on the findings the following recommendations are essential to develop and strength of low marketing based on the finding of the study and the conclusions drawn the student has forwarded the following recommendations are essential to develop and strength eco-friendly environment in a flower marketing.

According to the finding of the study and the conclusions drawn the researcher has for warded the following recommendations and possible solutions for the

problem identified. In order to enhance the floricultural industry in a green market, the government should introduce some incentives. But it could not work as it is expected. So the governments should follow further the execution of the policy and the incentives formulated every time.

It is advisable that the firms should take care of staff members. Because staff members are internal customers; and they carry a big responsibility of handling the entire process of the floriculture industry. Unless the staff members starting from labor till the executives are healthy, there may not exist continuous achievement in the competition. The firms should focus on convenient clean with favorable climate and healthy environment in order to run long live floriculture marketing

Flower firms should be accustomed to "Eco friendly marketing" concept like socially responsible and green brand competitive advantages. Hence the firms, the government and the societies must work together in order to minimize constraints on environmental concern. This can be done through careful techniques, uninterrupted ways on which society and the environment is taken into consideration.

Moreover, the government must play a big role concerning the environmental aspect. And health institution should also prepare themselves to serve the public regarding the pollution effect. In addition, some incentives must be prepared from the public and from the government for similar projects on green environment.

Finally there should be a tight relationship between flower firms the government and the public in order to create **a clean, healthy, and green environment.**

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