

# #Plants Do That!

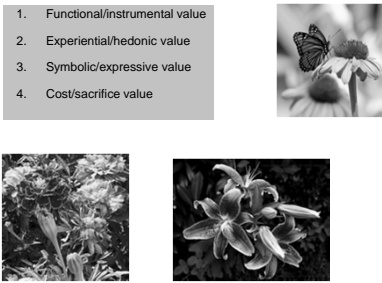
Bridget K. Behe, Ph.D.,  
 Professor of Horticultural Business Marketing & Management  
 Department of Horticulture  
 Michigan State University  
 behe@msu.edu

## Marketing defined

- “Marketing is an organizational function and a set of processes for **planning, creating, communicating, and delivering value** to customers and for managing customer relationships in ways that benefit the organization and stakeholders (AMA 2014).”


## How do we “assign” value?

1. Functional/instrumental value
2. Experiential/hedonic value
3. Symbolic/expressive value
4. Cost/sacrifice value



## Benefits Plants Bring

1. Economic benefits
2. Environmental benefits
3. Well-being benefits

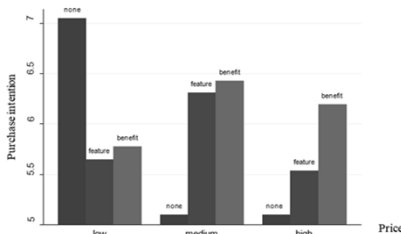


## Features and benefits

- Features are attributes of the product (e.g. height, flower color, flower duration, time of flowering, etc.)
- Benefits are the value the feature brings to the consumer (dwarf plant, less maintenance or see over it at dinner table).

## Features and benefits

For a low price, all they need is price. Moderate price? Need features and benefits. High price? Need benefits!



Price	none	feature	benefit
low	~6.8	~0.5	~0.6
medium	~0.2	~0.6	~0.6
high	~0.2	~0.4	~0.6

Zhu, Z., B. Behe, P. Huddleston, and L. Sage. 2017. How do Pricing and the Representation of Price Affect Consumer Evaluation of Nursery Products? A Conjoint Analysis. *International Food and Agribusiness Management Review*, 20(4):477-491. DOI: 10.22434/IFAMR2017.0003

### #PlantsDoThat

Horticulture: The Art, Science, & Business of Plants

Horticulture contributes \$196 billion to the US economy across a diverse array of businesses. We're the green economy. Horticulture benefits the wealth and health of every citizen and every community in the US.

Produced by National Initiative for Consumer Horticulture

**Where We LIVE**

- Green roofs provide beauty and moderate rooftop temperatures, reducing heat loads and lowering energy costs.
- Office plants reduce employee sick time by 14% and improve work productivity and speed.
- Green roofs provide beauty and moderate rooftop temperatures, reducing heat loads and lowering energy costs.
- Office plants reduce employee sick time by 14% and improve work productivity and speed.

**Where We WORK**

- Green roofs provide beauty and moderate rooftop temperatures, reducing heat loads and lowering energy costs.
- Office plants reduce employee sick time by 14% and improve work productivity and speed.
- Green roofs provide beauty and moderate rooftop temperatures, reducing heat loads and lowering energy costs.
- Office plants reduce employee sick time by 14% and improve work productivity and speed.

**Where We SHOP**

- Green roofs provide beauty and moderate rooftop temperatures, reducing heat loads and lowering energy costs.
- Office plants reduce employee sick time by 14% and improve work productivity and speed.
- Green roofs provide beauty and moderate rooftop temperatures, reducing heat loads and lowering energy costs.
- Office plants reduce employee sick time by 14% and improve work productivity and speed.

**Where We PLAY**

- Green roofs provide beauty and moderate rooftop temperatures, reducing heat loads and lowering energy costs.
- Office plants reduce employee sick time by 14% and improve work productivity and speed.
- Green roofs provide beauty and moderate rooftop temperatures, reducing heat loads and lowering energy costs.
- Office plants reduce employee sick time by 14% and improve work productivity and speed.

### What's next?

## NICH

NATIONAL INITIATIVE FOR CONSUMER HORTICULTURE

### #PlantsDoThat... Where We Live

IMPROVING THE GREAT MICHIGAN: Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**YOUR BRAND ON NATURE**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**FACTS**

- Plants with plants have increased sales.
- Horticulture is an important component of what makes Michigan an exceptional state.
- Horticulture benefits the wealth and health of every citizen and every community in the US.

**BRING ON THE OM**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**COMFORT IS KING**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**FACTS**

- Plants with plants have increased sales.
- Horticulture is an important component of what makes Michigan an exceptional state.
- Horticulture benefits the wealth and health of every citizen and every community in the US.

**FRIENDLY FLORA**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

Infographic produced by National Initiative for Consumer Horticulture (NICH). Learn more at [connect-2-consumer.com](http://connect-2-consumer.com).

### What's next?

## NICH

NATIONAL INITIATIVE FOR CONSUMER HORTICULTURE

### #PlantsDoThat... Where We Live

IMPROVING THE GREAT MICHIGAN: Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**YOUR BRAND ON NATURE**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**FACTS**

- Plants with plants have increased sales.
- Horticulture is an important component of what makes Michigan an exceptional state.
- Horticulture benefits the wealth and health of every citizen and every community in the US.

**BRING ON THE OM**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**COMFORT IS KING**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**FACTS**

- Plants with plants have increased sales.
- Horticulture is an important component of what makes Michigan an exceptional state.
- Horticulture benefits the wealth and health of every citizen and every community in the US.

**FRIENDLY FLORA**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

Infographic produced by National Initiative for Consumer Horticulture (NICH). Learn more at [connect-2-consumer.com](http://connect-2-consumer.com).

### What's next?

## NICH

NATIONAL INITIATIVE FOR CONSUMER HORTICULTURE

### #PlantsDoThat... Where We Live

IMPROVING THE GREAT MICHIGAN: Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**HOSPITAL HERO**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**PAIN RELIEVER**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**ENERGY BOOSTER**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**STRESS BUSTER**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

**BOOST PROFESSIONALISM**

Plants with plants have increased sales. Horticulture is an important component of what makes Michigan an exceptional state. Horticulture benefits the wealth and health of every citizen and every community in the US.

Infographic produced by National Initiative for Consumer Horticulture (NICH). Learn more at [connect-2-consumer.com](http://connect-2-consumer.com).

### Download infographics

Press Release Archives

<https://www.consumerhort.org/category/press-release/>

NATIONAL INITIATIVE FOR CONSUMER HORTICULTURE

STRATEGIC PLAN GOALS ORGANIZATION MEETING MINUTES SPREAD THE WORD CONFERENCE

CATEGORY: PRESS RELEASE

**September 7th Conference Call**

Attending: Clint, Susi, Gail, Casey, Julie | Marketing and Communications Update (NICH) & Communications Update Call (planned in late, so missed this part of the call). Press Release ...

**NICH Releases The Power of Plants: Enriching Lives, Creating Jobs, Building Wealth, Saving Money**

Consumer horticulture contributes \$196 billion to the U.S. economy and creates more than 2 million jobs. Plants benefit society in many ways. Consumer and society engagement through plants permeates all

### Thank you!

Connect-2-Consumer

<http://connect-2-consumer.com/>

Dr. Bridget K. Behe, Ph.D., Professor  
Department of Horticulture  
Michigan State University  
behe@msu.edu

MARKETING MINDSET PODCAST

Sign up today!