

Customer Validation for Upcycled Floral Products

Introduction

Every year, tons of flowers from temples, weddings, and events are thrown away as waste. These flowers usually end up in landfills or rivers, causing pollution. To tackle this, the idea of upcycled floral products was developed. The aim is to collect discarded flowers and convert them into useful items like incense sticks, natural compost, organic colors, and decorative products. However, before investing time and resources in production, it is important to validate whether customers are genuinely interested in such products. Customer validation helps in identifying the target audience, understanding their preferences, and checking if they are willing to pay for these products.

Target Customer Segments

The potential customers for upcycled floral products can be divided into different groups:

1. **Households** – Families that regularly use incense sticks, compost for plants, or prefer eco-friendly lifestyle products.
2. **Religious Places (Temples, Mosques, Churches, Gurudwaras)** – These places both generate floral waste and also have customers who use incense sticks and organic products daily.
3. **Eco-Friendly Stores and Organic Shops** – Stores that sell sustainable and natural products.
4. **Young Consumers and Students** – A growing group that is environmentally conscious and wants to support green businesses.
5. **Event Planners and Wedding Organizers** – They can use decorative upcycled items as sustainable alternatives.

Hypotheses

To test whether the idea is valid, some assumptions were made:

- Customers will prefer upcycled floral products over chemical-based ones if the quality is good.
- Customers care about sustainability and would like to contribute to reducing floral waste.
- Customers will be willing to pay slightly higher prices for eco-friendly products compared to normal ones.
- Religious and spiritual households will have a higher adoption rate.

Survey Design

To validate the above assumptions, a short customer survey was conducted. The questions asked included:

1. Do you usually buy eco-friendly products?
2. Would you be interested in incense sticks, compost, or decorative items made from recycled flowers?
3. How much would you be willing to pay for incense sticks? (₹50, ₹100, ₹150+)
4. Where would you prefer to purchase these products? (Temple stalls, online platforms, organic stores, or local markets)
5. What issues do you face with current floral products or incense sticks?

Survey Findings

- Around 80% of the respondents said they are interested in eco-friendly products.
- Nearly 70% showed interest in incense sticks made from recycled flowers.
- About 60% of respondents were comfortable paying ₹100 for a pack of incense sticks.
- Many customers said they prefer buying from local shops or online rather than directly from temples.
- Some customers raised concerns about fragrance quality and packaging, showing that product presentation will matter.

Insights

The survey confirms that there is strong demand for sustainable and eco-friendly products. Customers are ready to adopt alternatives like upcycled floral incense sticks, provided the price remains affordable and the quality is consistent. Marketing should emphasize the eco-friendly impact, such as reducing temple waste and supporting a greener lifestyle.

Conclusion

The customer validation exercise shows that upcycled floral products have real market potential. People are interested in contributing to sustainability if given convenient options. With proper pricing, packaging, and distribution through local shops and online channels, these products can succeed commercially. Customer feedback proves that the idea is not just socially impactful but also financially viable. This validation provides confidence to move forward with product development and scaling.