

## Academic Symposium

# “Bridezilla and her floral antics”: Understanding narcissistic consumer behaviour in New Zealand’s floristry sector”

**A teaching case study**

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# Context

## Who we are

Horticultural, Health and Food Marketer

Shared passion for research, teaching and case studies

## Sector involvement

Trained Horticulturist in Ornamental Flower Production is part of the team

First author served as judge, mentor and reader/writer on local and national floristry/horticultural industry completion

## Our case

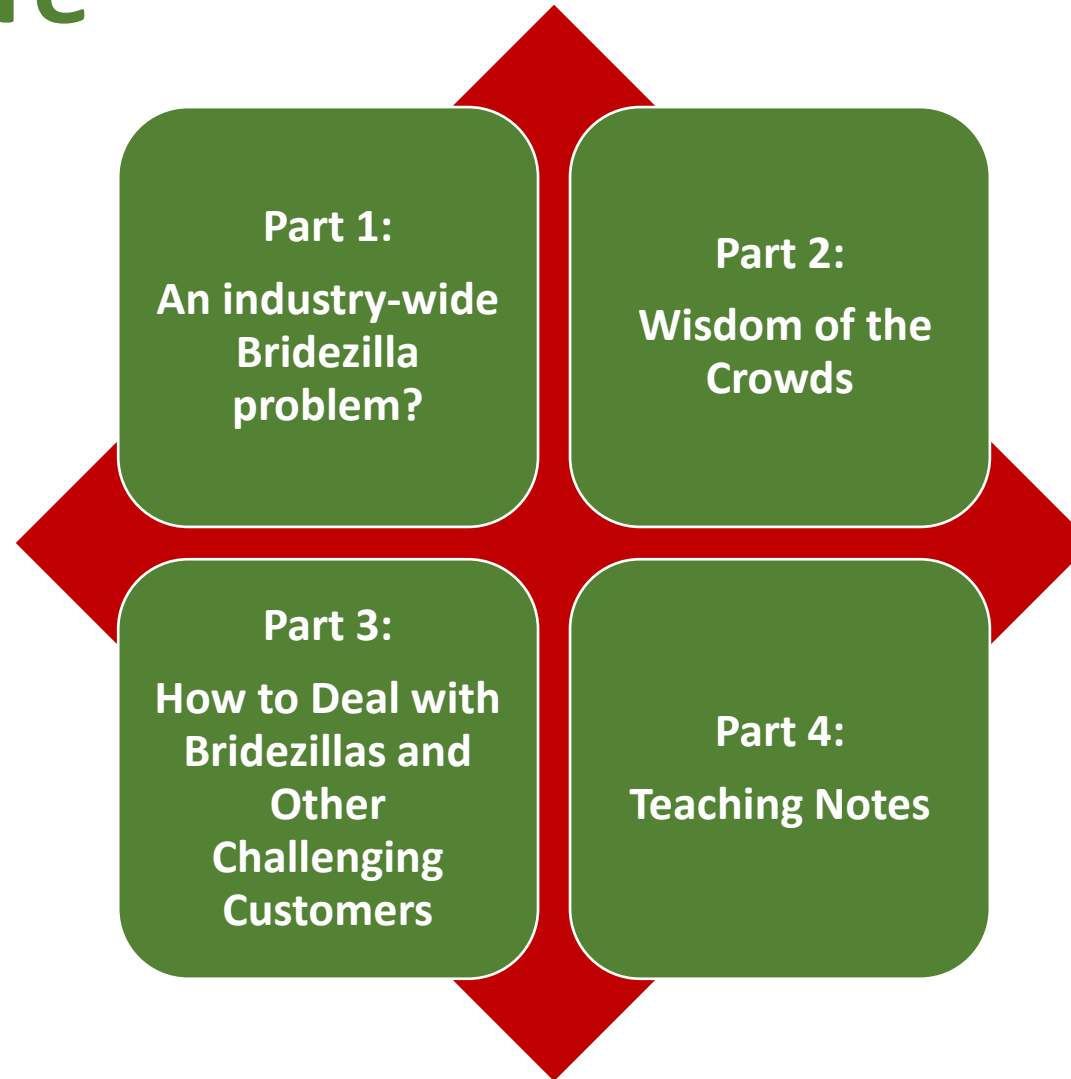
Response to an industry



# Case development

- Conversation with industry professionals
- Content analysis
- Information shared with industry in oral communication and presentation
- Teaching case scenario development based on real life events
- Case writing and submission to IFAMA 2024
- Submission to IFAMR envisioned in 2024

# Case structure



# Part 1: An industry-wide Bridezilla problem?

- The heroine: Sandra Tamāhine, the owner of “Floral Dreams”
- Sector information
- Events unfolding: A call from Helena Puawai, one of Sandra’s mentees, Auckland’s upcoming floral star.
- In wedding and event floristry it can be challenging put consumer wishes into reality  
→ Even more so if you deal with a Bridezilla
- Bridezilla creates a scene in the store in front of other consumers
- Single incident or a an industry wide-Bridezilla problem



# Part 1: Case Questions

- **Question 1:** Outline and discuss the key problems that are addressed in the case.
- **Question 2:** Please provide suggestions for Sandra, and support your ideas with some theories/literature that Sandra should consider to deal with the problems you have indicated in your answer to question 1.
- **Question 3:** As the chairperson of Women in Floristry New Zealand, Sandra feels committed to exploring the Bridezilla issue to come up with potential solutions to the problem. What should Sandra do to figure out if there is indeed an industry-wide problem?

## Part 2: Wisdom of the Crowds

- As the chairperson of “Women in Floristry New Zealand”, Sandra had decided to address Helena’s story anonymously
- Bridezilla video sparks conversation
- The conversation highlights several unrealistic demands and illegitimate expectations that Bridezillas made towards florists.
- Exposure to toxic personality traits of their consumers such as preoccupation, superiority, and entitlement.
- Accommodation and perspective taking
- No industry wide issue- but challenging regardless → Young professionals

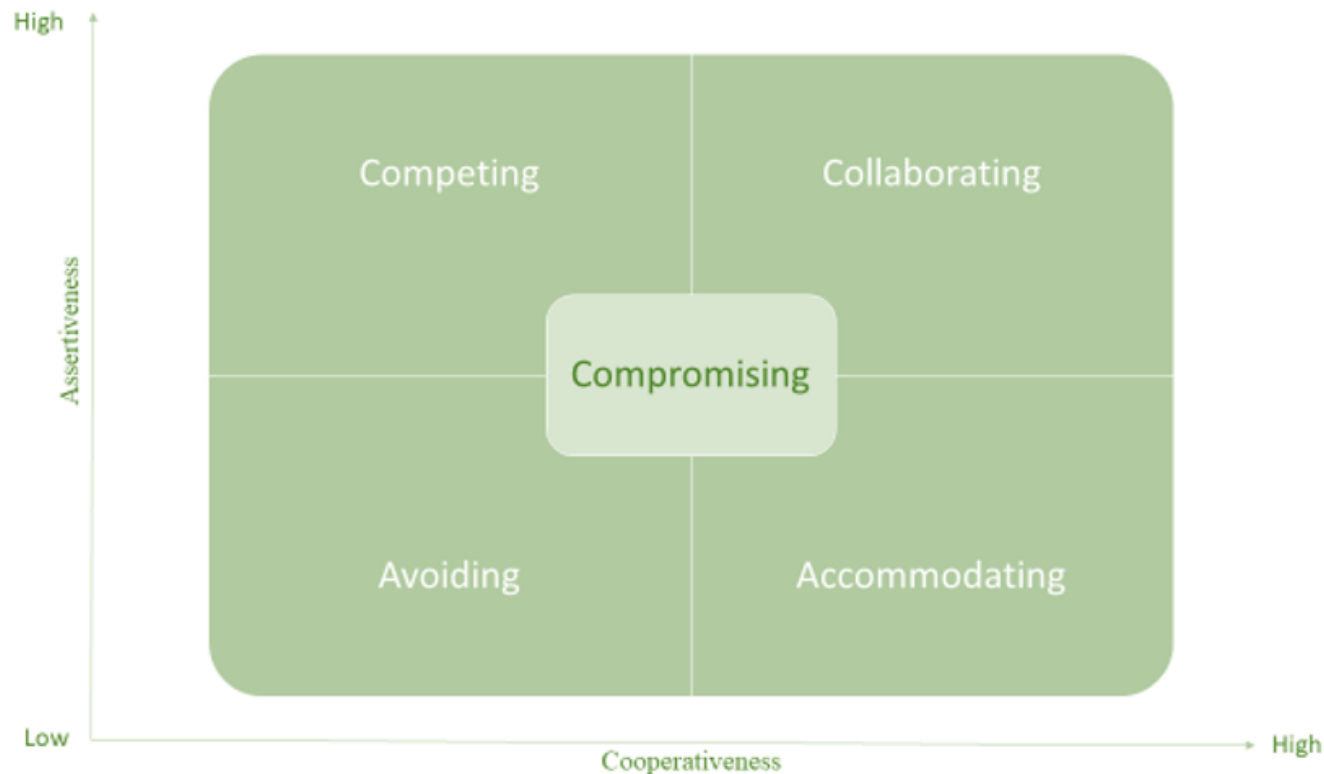


## Part 2: Case Questions

- **Question 4:** Review the summary including the industry voices displayed in the text above and think about legitimate and illegitimate consumer expectations and complaint behaviour. From a marketer's perspective, what advice would give you to florists sharing their experiences?
- **Question 5:** Sandra and the industry group discussed service delivery failures and the challenges florists face when trying to recover from service failures. Please use the service recovery concept as a lens and provide guidance for Sandra and her group, on how florists can deal with displeased consumers.



# Part 3: How to Deal with Bridezillas and Other Challenging Customers



**Wedding planner  
to the rescue?**

Figure 1: Conflict resolution model

# Part 3: Case Questions

**Question 6:** Why does Sandra doubt that the two conflict resolution avenues of competition and avoidance are practised in New Zealand's floristry industry? Please rank all conflict resolution options presented in Thomas-Killmann (1975)'s model for the suitability to mitigate conflict and tension with consumers. Please justify your answers.

**Question 7:** Use your highest-ranked conflict resolution avenue and underpin it with examples of why they are useful in florist-consumer interactions.

**Question 8:** Please outline conflict resolution strategies that are useful for florists in their interaction with consumers, including Bridezillas.

# Part 4: Teaching notes

- Strictly follows all IFAMR requirements
- Offers practical and industry relevant solution
- Bridezilla behaviour and narcissistic consumer behaviour
- Use the framework of Hunt and Vitell (2006) to determine a course of action.
- Use the process model of understanding legitimate and illegitimate expectations and complaint behaviour (Adaption from Arora and Chakraborty, 2020)
- Service recovery and conflict management theory

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# Thank you

