



# CONSUMER ACCEPTABILITY TEST FOR DIFFERENT FLORIBUNDA ROSES GENOTYPES

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## Abstract

The field experiment was conducted at College of Horticulture Bidar, during the year 2015. Among the different genotypes, higher consumer acceptability for shape, color, size arrangement of petals and overall acceptability of 7.42, 8.14, 7.61, 7.61 and 8.07 respectively were recorded in V<sub>2</sub> (Cherishma). Whereas Lower consumer acceptability was recorded in V<sub>11</sub> (Yellow Babe) for shape, color, size arrangement of petals and overall acceptability (6.09, 5.90, 5.47, 6.07 and 5.97 respectively).

**Key words:** Floribunda roses, Genotypes and Consumer acceptability.

## Introduction

Roses belongs to the family *Rosaceae* and remains a major ornamental plant for cut flower trade all over the world. It is considered to be an ancient flower and scientists assume that the evolution of rose started 60 million years and originated in Asia. Rose is the most popular of all the flowers because of its beauty and fragrance and is called the “Queen of Flowers”. Roses are immensely important for landscaping and no garden is considered complete without roses. Rose flowers are diverse having exquisite shape, size, beautiful colours and delightful fragrance. In India, roses are grown for cut flowers, for making garlands, bouquets, in flower arrangement, vase decoration, hair adornment, for worshipping, to prepare gulkand, pankhuri and to extract essential oil, attar and rose water (Arora, 1990). In India the total area under flower crops is estimated at 30.87 thousand ha for 2013-14 (NHB, 2014). Production of loose flowers is about 96.09 thousand tonnes and 166.47 thousand tonnes of cut flowers. In Karnataka the total area under flower crops is 27000 ha and production of cut flower was 50560 tonnes (NHB, 2014).

Sensory testing is a method of evaluating genotypes in terms of the human senses of sight, smell, taste and touch. Sensory testing is often used to determine consumer acceptability. Testers taste samples and then

rate the products. sensory evaluation by scoring on a 0 - 10 point scale.

## Material and method

The experiment was conducted in the New College of Horticulture, Bidar which is situated in the north eastern transition zone *i.e.* zone-II of region-I in Karnataka state. The location corresponds to 17°58'26" North latitude and 77°29'34" East longitude. The average annual rainfall is 722mm and is at an elevation of 389m above mean sea level (MSL). The experimental field was prepared to a fine tilth by deep ploughing and harrowing. The field was ploughed twice before one month of planting and farm yard manure was incorporated at the rate of @ 20 t ha<sup>-1</sup> at land harrowing and mixed well. The experiment was laid out using RCBD with three replications and 11 genotypes, the details of genotypes are presented in table No.1. The adopted spacing is 120 cm × 90 cm. The experimental plots were irrigated immediately after the completion of transplanting, and gap filling operation was undertaken. All cultural practices have followed as per package of practices of UHS, Bagalkot.

## Results and Discussion

The data on consumer acceptability is presented in table 2.

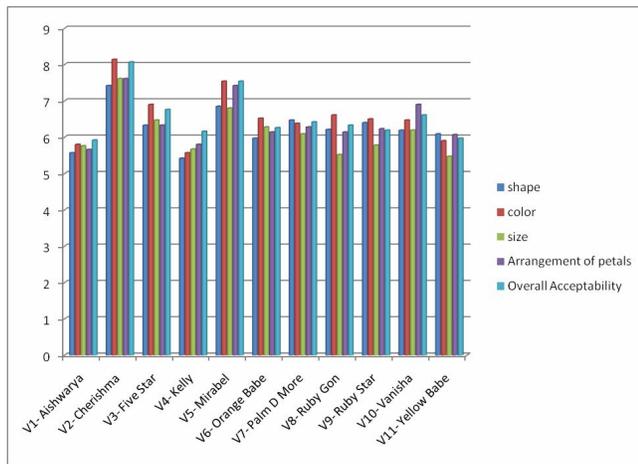
Among the different genotypes, higher consumer acceptability for shape, color, size arrangement of petals

**Table 1:** Details of genotypes details.

V <sub>1</sub> - Aishwarya
V <sub>2</sub> - Cherishma
V <sub>3</sub> - Five Star
V <sub>4</sub> - Kelly
V <sub>5</sub> - Mirabel
V <sub>6</sub> - Orange Babe
V <sub>7</sub> - Palm D More
V <sub>8</sub> - Ruby Gon
V <sub>9</sub> - Ruby Star
V <sub>10</sub> - Vanish
V <sub>11</sub> - Yellow Babe

**Table 2:** Consumer acceptability test (10 point scale).

Varieties	Consumer acceptability test				
	shape	color	size	Arrange-ment of petals	Overall accepta-bility
V <sub>1</sub> - Aishwarya	5.57	5.80	5.76	5.66	5.92
V <sub>2</sub> - Cherishma	7.42	8.14	7.61	7.61	8.07
V <sub>3</sub> - Five Star	6.33	6.90	6.47	6.33	6.76
V <sub>4</sub> - Kelly	5.42	5.57	5.67	5.80	6.16
V <sub>5</sub> - Mirabel	6.85	7.54	6.80	7.42	7.54
V <sub>6</sub> - Orange Babe	5.97	6.52	6.28	6.14	6.26
V <sub>7</sub> - Palm D More	6.47	6.38	6.09	6.28	6.42
V <sub>8</sub> - Ruby Gon	6.21	6.61	5.52	6.14	6.33
V <sub>9</sub> - Ruby Star	6.40	6.50	5.78	6.23	6.19
V <sub>10</sub> - Vanisha	6.19	6.47	6.19	6.90	6.61
V <sub>11</sub> - Yellow Babe	6.09	5.90	5.47	6.07	5.97



**Fig. 1:** Consumer acceptability.

and overall acceptability of 7.42, 8.14, 7.61, 7.61 and 8.07 respectively were recorded in V<sub>2</sub> (Cherishma). Whereas Lower consumer acceptability was recorded in V<sub>11</sub>

(Yellow Babe) for shape, color, size arrangement of petals and overall acceptability (6.09, 5.90, 5.47, 6.07 and 5.97 respectively). This result conforms the findings of Datillo (2001), Safeena and Patil (2007) in rose.

**References**

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