

PROBLEMS AND PROSPECTS OF MARKETING OF FLOWERS IN KRISHNAGIRI DISTRICT

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Abstract

Flower industry is emerging as a blooming business not only in India, but in other countries as well. Floriculture denotes cultivation of flowers, developing new varieties of commercial value, sale of flowers as raw commodities, processing, distribution, etc. for the local and international market. This paper attempted to understand the demand and retail marketing of cut flowers in Krishnagiri district, as the demand for flowers in this area is also increasing at a faster rate with the development of new urban/semi-urban areas and rise in the standard of living of people with the corporate people making their entry to these areas. This study was based on primary data and interviewed with 150 flower sellers in Krishnagiri district. The study highlights that majority of the customer are casual buyers in study area. Well organized and planned marketing efforts are required to break the inertia. The frequency of customers buying flowers for presentation is not very high. Modern cut flowers can fulfill an affordable gifting option for the people.

Key words: Flower marketing, floriculture, agricultural marketing, ornamental crops, etc.

1. Introduction

The use of flowers has a central place in many of the Indian cultural and religious practices. Religious worship does not take place without offering of flowers occasions such as marriage and even welcoming some one call for an offer of flowers. In addition women in some parts of the country adorn themselves with flowers. Daily arrangements of expensive cut flowers are an inherent part of decoration in luxury hotels and affluent homes. Flowers are increasingly given on happy occasions and on sad occasion to cheer those affected. As a result of improvement in the general level of well-being in the world and growing middle class has led to burgeoning flowers industry. India is blessed with a diversity of agro-climatic conditions prevailing in the different regions. A wide range of climatic conditions in the Indian subcontinent ensure that it is ideally suited to produce almost all the ornamental crops throughout the year.

Cut flowers and ornamental plants play an important role in the floriculture industry. In many advanced countries, ornamentals are the major exportable crops. In India, ornamental commodities will increase tremendously in the near future. Continuous efforts are being made in ornamental crop research during the last five decades which has generated awareness in the recent advances made by the universities and research institutes in this direction. Currently, floriculture is recognized as a lucrative profession. The demand for flowers in the world market is growing at around 15 per cent each year. Though scale of investment is high in floriculture the return on investments is also high. Gestation period of floriculture is comparatively less compared to other high investment areas in agriculture. Local market has annual growth of 25-30 per cent. Lot of demand is there by foreign countries for floriculture products.

Trade in floriculture can play a significant role in promoting economic development. A developing country like India which has a competitive advantage in the production of cut flowers and the export of these items could be the main source of foreign exchange earnings. Further, right treatment of flowers, packaging, storage and transport of flowers is nowhere near the required standards. The growers of cut flowers do not receive fair prices for their flowers due to inefficient marketing system. The absence of proper grading at the growers level has further aggravated the problem since there is no incentive to good quality flowers. The price of flowers depends on the quality, supply pattern, demand and freshness. Besides, some vendors who sell the cut flowers from pavements on roadsides have up-market shops and bouquets in major cities. The large super markets and retail chains coming up across the country are further fillip to this growth.

2. Objectives of the study

The study attempted to understand the demand and retail marketing of cut flowers in Krishnagiri district, as the demand for flowers in this area is also increasing at a faster rate with the development of new urban/semi-urban areas and rise in the standard of living of people with the corporate people making their entry to these areas.

3. Methodology

This study is based on primary data collected from randomly selected 150 flower sellers in Krishnagiri district of Tamil Nadu. Simple tabular form and percentage techniques are used to present the study findings.

4. Findings

Tamil Nadu is considered as one among the progressive states with excellent potential for horticulture development in general and floriculture in particulars. Many flowers such as Rose, Saamathi, Maligai, Jaathimalli, and are commercially grown in the state. The following finding presents position of flower marketing in Krishnagiri city.

TABLE 1
Socio-Economic Profile of the Flower Sellers

Demographic Variables	Frequency	Percentage
Age (years)		
25 to 30	43	28.67
31 to 35	79	52.67
Above 35	28	18.67
Gender		
Male	108	72
Female	42	28
Caste		
SC/ST	70	46.67
OBC	31	20.67
Other	49	32.67
Education		
Illiterate	55	36.67
SSLC	67	44.67
HSS	19	12.67
Degree	19	12.67

It is evident from the Table 1 that 28.67 per cent of the respondents were in the age group of 25 to 30 years, 52.67 per cent of the respondents belong to age group 31 to 35 years, and 18.67 per cent of the respondents belong to above 35. As observed from the table, it is found that there are 108 male flower sellers and 42 female flower sellers. It is found that out of the total, 46.67 per cent of the respondents are SC and ST, 27.67 per cent of the respondents belongs to OBC and remaining 32.67 per cent of the respondents are upper caste. 36.67 per cent of the respondents are illiterate, followed by 44.67 per cent of the respondents who have S.S.L.C education. 12.67 per cent of the respondents have H.Sc education and 12.67 per cent of the respondents have other education.

TABLE 2**Distribution of Respondents by Size of Shop**

Sl. No	Size of the Shop	Frequency	Percentage
1	Small size	91	60.67
2	Medium size	43	28.67
3	Large size	16	10.67
Total		150	100.00

Out of 150 respondents, 91 respondents have small shops, 43 respondents have medium size shops and 16 respondents have large shops.

TABLE 3
Working Hours

Sl. No.	Working Hours	Frequency	Percentage
1	4-6	94	62.67
2	7-9	40	26.67
3	Above 9	16	10.67
Total		150	100.00

About 62.67 per cent of the sellers work for 4 to 6 hours, 5 per cent of the sellers work for 7 to 9 hours, and 26.67 per cent of the sellers work for above 9 hours.

TABLE 4
Types of Flowers Selling

Sl. No.	Types of Flower	Frequency	Percentage
1	1 to 5	100	66.67
2	6 to 10	25	16.67
3	Above 10	25	16.67
Total		150	100.00

Out of 150 sellers, 100 respondents sell 1 to 5 types of flowers, 15 respondents sell 6 to 10 types of flowers and 25 respondents are selling more than 10 types flowers.

TABLE 5
Flowers Demanded

Sl. No.	Flowers Name	Frequency	Percentage
1	Saamathi	28	18.67
2	Maligai	52	34.67
3	Jaathimalli	35	23.33
4	Rose	9	6
5	Aarali	26	17.33
Total		150	100.00

Out of 150 respondents, 18.67 per cent of the respondents stated that Saamanthi have more demand, and 34.67 per cent of the respondents said Maligai have more demand. 23.33 per cent of the respondents stated that Jaathimalli have more demand, followed by rose (6%), and Arali (17.33%).

TABLE 6
Sources of Flower Collection by the Sellers

Sl. No.	Source	Frequency	Percentage
1	Direct farmer	112	74.67
2	Whole sale market	38	25.33
Total		150	100.00

Out of 150 sellers, 74.67 per cent of sellers collect flowers from farmers, and 25.33 per cent of the sellers purchase flowers from whole sale market.

TABLE 7
Methods Followed by Florists to Attract Customers

Sl. No.	Methods	Frequency	Percentage
1	Price	102	68
2	Quality	16	10.67
3	Service	22	14.67
4	Variety	10	6.67
Total		150	100.00

Out of 150 respondents, 68 per cent of the respondents are saying that customers are attracted by their shop because of low price compared to other sellers. 10.67 per cent of the respondents stated that customers are attracted because of quality flowers. Whereas 14.67 per cent of the respondents agreed that they attract customers by their service.

TABLE 8
Daily Income of the Respondents

Sl. No.	Daily Income (Rs.)	Frequency	Percentage
1	Rs 100 to 500	43	28.67
2	Rs501 to 1000	60	40
3	Rs 1001 to 1500	29	19.33
4	Rs 1501 to Above 1501	18	12
Total		150	100.00

Out of 150 respondents, 28.67 per cent of the respondents are falling in between Rs.100 to 500 daily income, 40 per cent belong to the daily income range of Rs. 501 to 1000, 19.33 per cent of the respondents belong to daily income group of Rs. 1001 to 1500 and 12 per cent belongs to the daily income range of above 1501.

5. Conclusion

Well organized and planned marketing efforts are required to break the inertia. The frequency of customers buying flowers for presentation is not very high. Modern cut flowers can fulfill an affordable gifting option for the people. Flower as product has to be developed and similar taste has to be developed among the consumers. The challenge is to have a high shelf-life of the flowers and to really make the non-customers start liking the flowers. Price normalization and price bands especially during seasons can improve the scenario. Highly disorganized state of the flower market will make it very difficult to achieve price normalization and price-bands. The retailers should further develop the communication with the customers.

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