

# LEVEL OF PERCEPTION ON MARKETING PROBLEM ON FLORICULTURE FLOWERS IN TAMIL NADU

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## **Abstract**

In India, floriculture is emerging as an important commercial crop. A lot of importance has been given to this sector due to its multiple uses, satisfying the aesthetic needs of the people. The economic development of a country depends on the development of the core industry in which the majority of its people have been engaged for quite a long time. Indian economy has been largely based on agriculture from time immemorial. Objectives of the study, to analyse the level of perception on marketing problem on floriculture flowers in Tamil Nadu. Methodology of the study, the study is a combination of both descriptive and analytical. The farmers are continuously cultivating Jasmine/rose/cutflower intensively and extensively. Whether they get gain or loss. The familiarity and acquaintance of the researcher with the District economy has influenced the decision in selecting Tamil Nadu. The primary data as well as secondary data has been collected. Convenience sampling method has been used in this study. Suggested this study, the trends in arrivals of traditional flowers in the market of Tamil Nadu, show a substantial increase over a period of time. But there has been congestion and lack of proper infrastructure in the market. There is no agency to regulate the prices in the market. Conclude this study, The new seed policy had already made it feasible to import planting material of international varieties.

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**Keywords: Air freight, seasonal, exorbitant etc.,**

## **INTRODUCTION**

Floriculture is becoming a booming industry in the World today. This sector, according to international trade classification, encompasses (a) bulbs, tubers and tuberous roots, (b) other

live plants (including trees, shrubs, bushes, roots, cutting and slips), (c) cut- flowers and flower buds, fresh dried, dyed, bleached, impregnated or otherwise prepared, and (d) foliage, branches and other parts (other than flowers and buds) of trees shrubs, bushes and other plants and mosses, lichens and grasses, being goods of a kind suitable for bouquets or ornamental purposes, fresh, dried, dyed, bleached, impregnated or otherwise prepared. The Government of India has adopted a new Indian trade classification, which is based on Harmonized System (HS) of commodity Description and Coding Systems. HS Codes of government of India follow the Brussels Tariff Nomenclature (BTN). The description of according to this comprise of the following: a). Bulbs, tubers and Tuberose roots: These are products that may be planted in pots, boxes or similar containers. b). Live plants: These are plants that are used for permanent or semi permanent decoration in offices, homes and buildings. These are whole plants, which are suitable for planting or for ornamental purposes. c). Cut-flowers: These are flowers and flower buds with a suitable stem of varying length, which makes them suitable for bouquets or for ornamental purposes. Examples of cut-flowers are roses, carnations, chrysanthemums, orchids, gladiolus etc. d). Cut foliage: These are leaves, twinges grasses, shoots etc. The economic value of these lies not in the decorative effect of the blossoms but in its colour and shape. d) Others: These include dried flowers and foliage, propagation materials, tissue culture plants and starter and adult ornamental plants including houseplants. (For details, see, Dattatreyyulu 1997:1-2). In other words, floriculture covers a wide variety of flowers such as bulbs, tubers, live plants, shrubs, bushes, roots, cut flowers, flower bulbs, dried, bleached flowers and foliage etc.

In India, floriculture is emerging as an important commercial crop. A lot of importance has been given to this sector due to its multiple uses, satisfying the aesthetic needs of the people, This is apart from creating more employment, ensuring higher rate of returns to rural people and facilitating earning more foreign exchange. More specifically, they are being used as raw materials in the manufacture of essence, perfumes, medicines and confectioneries for direct consumption by the society. The production of flowers is an age-old occupation. This does not find a place in the literature on horticultural crops. Until last decade, the growing and selling of flowers was confined to a few families. They grew a variety of flowers on the same land which were sold close to the house, as they could not survive a long journey. The situation in the last decade has however, changed. Now, different farmers are growing different flowers both for domestic market and export purposes. The flowers were, until 1960s, confined to domestic

markets. These flowers are now moving long distances due to the availability of airfreight and hi-tech cooling systems. The economic reforms and liberalisation policies introduced from 1991 and modified EXIM policies of 1995-96 and 1999-2002 have given fillip to this sector. After liberalization, the Government of India identified this activity as a sunrise industry and accorded it 100 per cent export-oriented status. Later, many writers have termed this industry as "Rosy Business sector", a Global Concern, Blossoming Industry, Thrust Area, Money Spinning, Lucrative export-oriented sector etc. Growing demand and much higher return per unit of land than any other agricultural activity has prodded farmers to take to this sector. The growing demand for this product has also increased on account of rapid urbanization, increase in individual purchasing power among middle-income groups, increase in the number of IT Units, Hotels, Tourists, Temples, increase in GDP, Per capita Incomes, change in life-styles/ social values of the people, greater awareness among the people to improve the deteriorating environment and economic up-liftment of the people's conditions.

### **STATEMENT OF THE PROBLEM**

The economic development of a country depends on the development of the core industry in which the majority of its people have been engaged for quite a long time. Indian economy has been largely based on agriculture from time immemorial. The perennial rivers that flow across the country and the prevailing climate based on monsoon conditions coupled with a fertile soil enable India to occupy a significant position in the global map of agriculture-related activities. Madurai, Dindugul, Krishnagiri and Nilgiri has been a renowned centre for flower production and marketing. Thousands of people are involved in production and marketing of floriculture. The floriculture they produce is without parallel in variety, beauty, fragrance and export value. Though Tamil Nadu known for floriculture production since time immemorial, it still maintains its uniqueness in the Jasmine/cut flower/rose etc., industry in the southern part of Tamil Nadu. The demand for floriculture is increasing day by day. In spite of all these, the flower market in Tamil Nadu still remains under developed. There is no special area earmarked for a flower market in Tamil Nadu. The present flower market is operating at a place covering an area of twenty five cents devoid of facilities like

Poor Air-fright capacity, Seasonal Problems, Exorbitant Air Freight Cost, Lack of Regular supply, Price Fluctuation of Inland Carriers, Inadequate facilities for Timely supply, Lack of

Truck/Vessel availability and Lack of Container availability. The investigator is very much burdened by this problem. This study will help to formulate a suitable frame work to analyse the various elements of production and marketing. Such a study will ensure proper resource combinations to improve floriculture marketing and thereby increasing the profit.

### **OBJECTIVES OF THE STUDY:**

1. To analyse the level of perception on marketing problem on floriculture flowers in Tamil Nadu.
2. To give suitable suggestions to improve floriculture marketing problems.

### **HYPOTHESIS OF THE STUDY**

The Poor Air –fright capacity scores do not differ based on the low, medium and high groups overall logistic problem on floriculture farmers.

### **METHODOLOGY OF THE STUDY**

The research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and in variance with economy in procedure. It is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. The study is a combination of both descriptive and analytical. The farmers are continuously cultivating flowers intensively and extensively. Whether they get gain or loss. The familiarity and acquaintance of the researcher with the District economy has influenced the decision in selecting Tamil Nadu. Primary data required for the study were collected from the selected respondents of Tamil Nadu in order to analyze the technical efficiency of the farmers. The number of problems faced by floriculture farmers, Here studied only logistic problems. The selected respondents were contacted in person and information required for the study was collected. To instill confidence and to ensure their co-operation in getting the information, the purpose of the study was explained to the respondents and they were assured that the information thus collected from them would be kept confidential. ANOVA statistical tools used in this study.

**ANALYSIS AND INTERPRETRATION**

**TABLE NO.1  
LEVEL OF PERCEPTION ON LOGISTICS PROBLEM ON FLOURICULTURE FLOWERS– MEAN SCORE ANOVA  
Descriptive Statistics**

	<b>N</b>	<b>Minimu m</b>	<b>Maximu m</b>	<b>Sum</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Logistic problem</b>	374	80	100	34902.9	93.32	4.78

(Based on the above table Low, Medium, High was arrived)

The above table shows that the finance problem scores of respondents vary from a minimum of 80 to a maximum of 100. It is intended to group the respondents into 3 major type’s namely low, medium and high level of perception of logistic problem. For this purpose Mean and S.D are calculated. The respondents who have obtained scores of Mean – 0.5 S.D were classified into low level logistic problem and the respondents who score more than Mean+0.5 S.D were classified into high level logistic problem. The scores of the respondents falling between Mean-0.5 S.D and Mean+0.5S.D are grouped as Medium level of logistic problem. The various logistic problem scores of various factors were compared across the Low, Medium and High overall logistic problem of respondents and the results are discussed below:

**Table no.2**

**VARIOUS ATTRIBUTES INFLUENCE THE LEVEL OF PERCEPTION ON THE OVERALL LOGISTIC PROBLEM ON FLOURICULTURE FARMERS**

Null Hypothesis (H0) The Poor Air –fright capacity scores do not differ based on the low, medium and high groups overall logistic problem on floriculture farmers.

		<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Std. Error</b>	<b>F</b>	<b>P.VA LUE</b>	<b>S/NS</b>
Poor Air-fright capacity	<b>LOW &lt;89</b>	81	4.80	0.40	0.04	11.736	0.000	S
	<b>MEDIUM 89 TO 97</b>	170	4.87	0.35	0.03			
	<b>HIGH &gt;97</b>	123	4.89	0.31	0.03			

Seasonal Problems	LOW <89	81	4.60	0.47	0.05	12.529	0.004	S
	MEDIUM89 TO 97	170	4.70	0.47	0.04			
	HIGH>97	123	4.64	0.48	0.04			
Exorbitant Air Fright Cost	LOW<89	81	4.57	0.50	0.06	13.013	0.001	S
	MEDIUM89 TO 97	170	4.69	0.48	0.04			
	HIGH>97	123	4.76	0.50	0.04			
Lack of Regular Supply	LOW<89	81	4.67	0.47	0.05	12.206	0.002	S
	MEDIUM89 TO 97	170	4.66	0.49	0.04			
	HIGH >97	123	4.77	0.42	0.04			
Price Fluctuation of Inland Carriers	LOW <89	81	4.80	0.40	0.04	11.736	0.003	S
	MEDIUM89 TO 97	170	4.87	0.35	0.03			
	HIGH>97	123	4.89	0.31	0.03			
Inadequate facilities for Timely Supply	LOW<89	81	4.68	0.47	0.05	10.529	0.001	S
	MEDIUM89 TO 97	170	4.70	0.47	0.04			
	HIGH>97	123	4.84	0.48	0.04			
Lack of Truck/ Vessel availability	LOW<89	81	4.57	0.50	0.06	14.087	0.001	S
	MEDIUM89 TO 97	170	4.69	0.48	0.04			
	HIGH >97	123	4.86	0.50	0.04			
Lack of Container availability	LOW <89	81	4.37	0.49	0.05	13.092	0.006	S
	MEDIUM89 TO 97	170	4.59	0.50	0.04			
	HIGH>97	123	4.72	0.45	0.04			

Among the respondents the group belonging to high overall perception logistic problem constitutes the highest mean of 4.89 and the low group of overall perception on financial problem have scored lowest mean of 4.80 on high rate on Poor Air-fright capacity. This shows that respondents with high overall perception on logistic problem scores have higher attitude towards Poor Air-fright capacity also. Among the respondents the group belonging to high overall perception logistic problem constitutes the highest mean of 4.68 and the low group of

overall perception on Seasonal Problems have scored lowest mean of 4.60 on high rate on Seasonal Problems. This shows that respondents with high overall perception on Seasonal Problems scores have higher attitude towards Seasonal Problems also. Among the respondents the group belonging to high overall perception logistic problem constitutes the highest mean of 4.76 and the low group of overall perception on Exorbitant Air Fright Cost have scored lowest mean of 4.57 on high rate on Exorbitant Air Fright Cost. This shows that respondents with high overall perception on Seasonal Problems scores have higher attitude towards Exorbitant Air Fright Cost also. Among the respondents the group belonging to high overall perception logistic problem constitutes the highest mean of 4.77 and the low group of overall perception on Lack of Regular Supply have scored lowest mean of 4.67 on high rate on Lack of Regular Supply. This shows that respondents with high overall perception on Seasonal Problems scores have higher attitude towards Lack of Regular Supply also. Among the respondents the group belonging to high overall perception logistic problem constitutes the highest mean of 4.89 and the low group of overall perception on Price Fluctuation of Inland Carriers have scored lowest mean of 4.80 on high rate on Lack of Regular Supply. This shows that respondents with high overall perception on Seasonal Problems scores have higher attitude towards Price Fluctuation of Inland Carriers also.

Among the respondents the group belonging to high overall perception logistic problem constitutes the highest mean of 4.89 and the low group of overall perception on Price Fluctuation of Inland Carriers have scored lowest mean of 4.68 on high rate on Lack of Regular Supply. This shows that respondents with high overall perception on Seasonal Problems scores have higher attitude towards Price Fluctuation of Inland Carriers also. Among the respondents the group belonging to high overall perception logistic problem constitutes the highest mean of 4.89 and the low group of overall perception on Price Fluctuation of Inland Carriers have scored lowest mean of 4.80 on high rate on Lack of Regular Supply. This shows that respondents with high overall perception on Seasonal Problems scores have higher attitude towards Price Fluctuation of Inland Carriers also. Among the respondents the group belonging to high overall perception logistic problem constitutes the highest mean of 4.84 and the low group of overall perception on Inadequate facilities for Timely Supply have scored lowest mean of 4.80 on high rate on Lack of Regular Supply. This shows that respondents with high overall perception on Seasonal Problems scores have higher attitude towards Inadequate facilities for Timely Supply

also. Among the respondents the group belonging to high overall perception logistic problem constitutes the highest mean of 4.86 and the low group of overall perception on Lack of Truck/ Vessel availability have scored lowest mean of 4.57 on high rate on Lack of Regular Supply. This shows that respondents with high overall perception on Seasonal Problems scores have higher attitude towards Lack of Truck/ Vessel availability also. Among the respondents the group belonging to high overall perception logistic problem constitutes the highest mean of 4.72 and the low group of overall perception on Lack of Container availability have scored lowest mean of 4.37 on high rate on Lack of Regular Supply. This shows that respondents with high overall perception on Seasonal Problems scores have higher attitude towards Lack of Container availability also.

It is clear that, One- way ANOVA was applied to find whether significant difference exists between Low, Medium and High groups of overall perception on logistic problem score with respect to attributes influence financial problem. All the F-test value is greater than the table value at 1% level of significance. Since the calculated F-test value is greater than the table value, it inferred that there is significant difference among the Low, Medium and High groups of overall perception on logistic problem with respect to Poor Air-freight capacity. Hence the null hypothesis is rejected and alternative hypothesis is accepted.

## **SUGGESTIONS OF THE STUDY**

To provide market information to the farmer, whole-sale prices, arrivals of flowers and important markets may be announced in specified timings through the radio/television on the same day. Transportation and storage facilities with scientific knowhow are not well developed. Hence the concerned authorities may study this problem through their research and development cell and the findings may be extended to the benefit of the farmers.

As there is much avenue for the export of floriculture, the floriculture cultivators should be exposed to the benefits and procedure of export trade. Agricultural Producers Export Development Association (APEDA) should also facilitate to open procurement centres for floriculture export.

Producer-processor link (Supply Chain Management) is necessary for Indian processing industry. The processing units may undertake tours to villages to educate the floriculture growers about scientific management of insects, pests, manures and fertilizers. They may also have tie up arrangements with growers to procure jasmine for their units.

## **CONCLUSION OF THE STUDY**

Floriculture is the art and knowledge of growing flowers to perfection. It deals with the cultivation of flowers and ornamental crops from the time of planting to the time of harvesting. It also includes production of planting materials through seeds, cuttings, budding, grafting and marketing of flowers and flower produces. It includes cultivation of flowering and ornamental plants for sales or for use as raw materials in cosmetics, perfume industry and also pharmaceutical sector.

.Government of India has identified floriculture as a sunrise industry and accorded it 100% export oriented status. Owing to steady increase in demand of flower floriculture has become one of the important Commercial trades in Agriculture. Hence commercial floriculture has emerged as hi-tech activity-taking place under controlled climatic conditions inside green house. Floriculture in India is being viewed as a high growth Industry. Commercial floriculture is becoming important from the export angle. The liberalization of industrial and trade policies paved the way for development of export-oriented production of cut flowers. The new seed policy had already made it feasible to import planting material of international varieties. It has been found that commercial floriculture has higher potential per unit area than most of the field crops and is therefore a lucrative business. Indian floriculture industry has been shifting from traditional flowers to cut flowers for export purposes. The liberalized economy has given an impetus to the Indian entrepreneurs for establishing export oriented floriculture units under controlled climatic conditions.

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