

## **A MARKET RESEARCH ON FLOWER MARKET IN PUTTUR TOWN OF DAKSHINA KANNADA DISTRICT: PROBLEMS AND PROSPECTS**

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Abstract : Flower Industry is flourishing not only in India but also in the world . Floriculture means cultivation of flowering and commercial plants for direct sale or for use as raw materials in cosmetic and perfume industry and in the pharmaceutical sector for local and international market. This paper attempts to study the demand and retail marketing of cut flowers in Puttur town. As Puttur is a growing business centre, there is wider scope for flower marketing. The demands for flower is increasing in this area at a fast rate with the development of new extensions and rise in the income level of the people and this, ensures bright future for flower business. This study is based on primary and secondary data .To analyse the flower market, 25 flower sellers were interviewed in Putter town of Dakshina Kannada district. The study reveals that the majority of customers are occasional buyers. Well organised marketing efforts will be required to strengthen the market in the study area. Majority of flower sellers have small or medium size shop. Wide diversity of flowers, multiple choice and quality will ensure possibility of high profit and income to the flower sellers in the Town.

Key words: Flower, Demand, and Market.

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## I. INTRODUCTION

Flowers being an integral part of Indian social, cultural and religious practices play an essential role in people's celebrations and everyday lives. In Indian context flowers denote purity, strength and selflessness. It forms a part of daily routine for the Indian people as it is in the form of offerings to Gods or in decking up by the women.

For religious purposes, decoration of homes, for making garlands and wreaths traditional flowers such as Jasmine and Marigold are in demand whereas the modern flowers like Rose and Chrysanthemum are often used by institutions like hostels, guest house, and decoration of marriage venues.

The demand for local consumption of flowers is on the rise due to modernisation and the growing western culture has enhanced the demand for flowers amongst the consumers in India. Especially the young offer flower as a token of love on special days like Father's day, Mother's day, Valentine's Day, Friendship day, Teacher's day and on Christmas. This huge potential of the floriculture industry in India has attracted several big corporate companies such as Reliance and Tata Group.

Floriculture is the study of growing and marketing flowers and foliage plants and it includes cultivation of flowering and commercial plants for direct sale or for use as raw materials in cosmetic and perfume industry and in the pharmaceutical section. It is an age old farming activity in India having immense potential for generating gainful self-employment among small and marginal farmers and in the recent years, it has emerged as a profitable agri-business.

Commercial floriculture in India is now viewed as a fast growing industry. On the exports front, it has been steadily growing at the rate of 20% annually. A lot of importance is given to this sector due to its multiple uses, satisfying the aesthetic needs of the people, creating more employment, ensuring higher rate of returns to the rural people and facilitating earning more foreign exchange.

After liberalisation, the govt. of India identified floriculture industry as a sunshine industry and accorded it 100% export oriented status. Later many writers described this industry as ‘Rosy business sector’ a global concern’ blossoming industry’ ‘Thrust Area’ and ‘ money spinning. The cultivation and export of floricultural products received considerable interest in recent years from the policy makers, researchers, and agricultural planners due to the sectors potential in the employment, income and export generation.

India is blessed with wide range of soil and climatic conditions which ensure that it is ideally suited to produce different varieties of flower throughout the year.

There are no organised marketing co-operatives or any other bodies which can take care of floriculture in India. Floriculture is facing many pre-harvesting and post harvesting problems. As the opportunities for the floriculture industry in India is immense, certain measures should be taken to increase the reach and appeal of Indian flowers. Measures should be taken to improve the infrastructure for storage and transportation of flowers for the export market, workshops should be held to impart training in developing floriculture skills and new cultivation techniques.

Trade in floriculture can play a significant role in promoting economic development. A developing country like India which produces cut flowers in huge numbers can export these to generate foreign exchange revenue.

The govt is actively involved in setting up of auction platform in cut flower business. Moreover it has set florist shop with better storage facilities. The study of the different aspects of management of flower business by the retailers becomes essential in this changing scenario where the thrust is more focussed on floriculture industry by both Central and state government.

#### **OBJECTIVES:**

1. To analyse socio and economic status of flower vendors in Puttur Town.
2. To identify the problems faced by flower vendors in Puttur Town.
3. To find out the solution for the problems faced by the flower vendors.

**METHODOLOGY AND DATA SOURCES:**

The study design is descriptive and analytical in nature. This study has utilised primary and secondary data. The market information on the flowers traded in Puttur town has been collected from sample flower sellers in the study area. This study is based on data collected from randomly selected 25 flower sellers in Puttur Town of Dakshina Kannada District. Simple tabular form and percentage techniques are used to present the study findings. Secondary sources include published books, journal articles, magazines and Internet sources

**FLORICULTURE IN KARNATAKA;**

Karnataka ranks first in the country in the production of traditional flowers such as Jasmine, Chrysanthemum, Crossandra Rose, Tuberose, Astar, Champa, Marigold and modern flowers such as Gerbera, Carnation and Rose . The conducive climate prevailing in the state is responsible for impressive growth of flowers The floriculture is flourishing in Karnataka. The following findings present the status of flower marketing in Puttur town of Dakshina Kannada district, Karnataka

**3.1 SOCIO- ECONOMIC STATUS**

Socio-Economic factors like age, sex, education and caste or religion greatly influence the structure of flower market so all these factors are considered.

It is clear from the table No.1 that 28 percent of the respondents belong to the age group 15 to 25 years and 60 percent are in the age group of 26 to 50. Whereas only 12 percent respondents belong to the age group of 51 and above.

**Table : Socio- economic status of flower sellers**

Sl.No.	Classification	Frequency	Percentage
Age			
1	15 to 25	07	28
2	26 to 50	15	60
3	51 and above	03	12
Sex			
1	Male	22	88
2	Female	03	12

Religion/ Caste			
1	Christians	05	20
2	Muslims	04	16
3	OBC	14	56
4	Upper Class	01	04
5	SC/ST	01	04
Education			
1	Illiterate	10	40
2	SSLC	11	44
3	PUC	03	12
4	Other	01	04
TOTAL		25	100.00

Source: PRIMARY DATA

Sex is an important factor in flower marketing. It is evident from the study that the female sellers have made their presence felt in the market. It is observed from the table that the percentage of male sellers is 88 and female sellers constitute 12. It is found that there are 22 male sellers and only 03 female sellers. It is clear from the analysis that the male sellers are more and they dominate the flower market in the study area.

Though India is a secular state, Indians follow a variety of castes, creeds and religion. . From the study it is found that 20 percent respondents are Christians, 16 percent belong to Muslims, 56 percent respondents belong to OBC, 04 percent belong to SC/ST and the remaining 04 percent respondents are upper caste people. This reveals that all religion and caste people are engaged in flower marketing. It is evident from the analysis that caste is not a barrier for sales.

Education is an important factor that influences the market behaviour of the seller. Therefore the educational level of the respondents is also considered for the study. The data reveals that the 40 percent respondents are illiterate, 44 percent have completed SSLC, 12 percent acquired PUC level education and 04 percent respondents completed job oriented education. This data

explicitly proves that most of the sellers are illiterate or semiliterate. Only few respondents are having good educational qualification.

**3.2 SIZE OF THE SHOP:** Size can influence the demands so this factor is considered for the analysis. It is evident from Table No.2.that 13 respondents have small shops. 11 respondents have medium size shops and only one respondent has a large shop. It shows that 52 percent respondents' shops are small ,44 percent respondents shops are medium in size and only 4 percent respondents' shops are large in size. The analysis clearly tells that most of the florists have small size shops due to poor capital potentiality.

**Table 2 : Distribution of Respondents according to size of shop.**

Sl.No.	Size of shop	Frequency	Percent
1	Small	13	52
2	Medium	11	44
3	Large	01	04
	TOTAL	25	100.00

Source : PRIMARY DATA

**3.3 : TYPE OF FLOWERS :** A large variety of different flowers greatly influence demand and profit hence this factor is taken into account.

Table No.3 given below provides the information regarding the types of flowers. 18 respondents sell 5 types of flowers where as 5 respondents sell 6 to 8 types of flowers. And only 2 respondents sell more than 9 types of flowers. The data clearly indicates that 72 percent respondents sell 1 to 5 types, 20 percent respondents sell 8 types and 8 percent sell more than 9 types of flowers. The above analysis highlights the unsatisfactory fact that only few types of flowers are sold in the market .This is due to the small size of the market in the study area.

**Table 3 Distribution of sellers according to types of flower selling**

Sl.No.	Types of flowers		
1	1 to 5	18	72
2	6 to 8	05	20
3	9 and above	02	08
	TOTAL	25	100

Source : PRIMARY DATA

### 3.4 WORKING HOURS :

Table No. 4 provides the details about the working hours of the respondents. An observation of the table clarifies the point that 24 percent sellers work 2 to 5 hours, 12 percent sellers work 6 to 8 hours and 64 percent sellers work for more than 9 hours. Hence maximum numbers of florists are working for more than 9 hours. However, the flower sellers who work less hours are engaged in other occupations to earn their livelihood.

**Table 4 flowers sellers working hours.**

Sl.No.	Working Hours	Frequency	Percent
1	2 to 5	06	24
2	6 to 8	03	12
3	9 and above	16	64
	TOTAL	25	100

### 3.5 COLLECTION OF FLOWERS:

As per the data shown in Table 5, 16 percent of sellers collect flowers from farmers, 84 percent sellers collect flowers from local agents. It shows that more sellers are depending on local agents as they can easily purchase from them. Moreover most of the sellers are small sellers who depend more on local agents.

Table 5: Sources of flower collected by flower seller

Sl.No.	Sources	Frequency	Percent
1	Farmer	04	16
2	Local agents	21	84
	TOTAL	25	100

Sources : PRIMARY DATA

### 3.6 CUSTOMER'S ATTRACTION :

As per Table NO.6 it is clear that 56 percent of respondents feel that customers are attracted to their shop due to low price, 24 percent respondents agree that the quality of flowers attract customers. Only 12 percent respondents say that they can attract customers by their service. This

data also reveals that 8 percent respondents are of the opinion that the customers are attracted by variety and brand name has no significance at all.

**Table 6 : Methods followed by florists to attract customers**

Sl.No.	Methods	Frequency	Percent
1	Price	14	56
2	Quality	06	24
3	Service	03	12
4	Brand Name	00	00
5	Variety	02	08
	TOTAL	25	100

Sources : PRIMARY DATA

### 3.7: DEMAND OF FLOWERS

Since demand is the determinant factor of profit, this factor is considered. Table 7 provides information about demand of flowers. According to the information 12 percent respondents say rose is in greater demand. Whereas 40 percent respondents say chrysanthemum attracts more customer. Jasmine is liked by 24.00 percent, Gebera-8 percent, Sugandaraja -12 percent and Others -4 percent. It is clear that only a few flowers are in demand in the study area.

**Table 7 : Types of flowers more demanded by customers**

Sl.No.	Flowers Name	Frequency	Percent
1	Rose	03	12
2	Chrysanthemum	10	40
3	Jasmine	06	24
4	Gerbera	02	08
5	Sugandaraja	03	12
6	Others	01	04
	TOTAL	25	100

Source : PRIMARY DATA

**3.8 DAILY INCOME:** Future of flower market depends on income earned by the seller hence income factor is considered. The data regarding income of the respondents is collected in terms of daily income. It is evident from Table No.8 that 28.00 percent of respondents earn in between Rs. 100 to 500, 44.00 percent earn in between Rs 500 to 1000 ,12 percent belong to the income group of Rs. 1000 to 1500 and 16 percent belong to the income category of Rs 1500 and above.

**Table 8 .Florists Daily Income Earnings from Flower Business :**

Sl.No.	Daily Income	Frequency	Percent
1	Rs. 100 to 500	07	28
2	Rs. 500 to 1000	11	44
3	Rs. 1000 to 1500	03	12
4	Rs. 1500 and above	04	16
	TOTAL	25	100

Sources : PRIMARY DATA

### **PROBLEM OF FLOURICULTURE MARKET**

- Wastage of flowers due to handling damages.
- Uncertainty in the demand and supply.
- Seasonal variation in demand.
- Lack of adequate storage facility for perishable flower in the town.
- Increasing cost of packing materials.
- Poor infrastructure facility
- Lack of government support
- High fluctuation in the price .
- Expensive maintenance cost
- High commission from the agents.
- Poor transportation facility
- Availability of limited variety of flowers.
- High cost of packing

**STUDY FINDINGS:**

Majority of the customers are casual buyers in the study area.

- More demand for traditional flowers in the study area
- Meagre income is spent on flowers
- Limited variety of flowers are sold
- Flower market in the study area is not organised.
- Majority of flower sellers have small and medium size shops

**SUGGETOINS ;**

- Improving the quality of flowers using technology.
- Product should be made more attractive to push up demand.
- More support from government is needed.
- Infrastructure facility should be improved.
- Transportation facility needs to be improved.
- More variety of flowers should be supplied and popularised.

**CONCLUSION:**

Majority of the customers are occasional buyers in the study area. This represents untapped prospective buyers base. There is need to push up the flower demand. Most of the buyers demand only traditional flowers. Modern cut flowers need to be popularised especially for gifting purposes. Florists should focus on multiple variety and quality.

Customers spend meagre amount of their income on flowers. It is essential to strengthen the flower market by attracting more customers in the study area. Customers in the area are satisfied with the limited types of flowers that are available in the market as the floral retailers and wholesalers rarely advice their customers while buying flowers. There is a need to improve the communicative skills of the illiterate retail flower vendors to attract the customers

The root cause of price instability is due to the highly disorganised functioning of the flower market hence the market is insufficiently competitive and does not fulfil its true potentiality.

Flower sellers mostly depend on local agents for flower supply and the high commission of local agent is hampering the profit of small & marginal sellers. The demand for flower is more or less seasonal in the study area. The real challenge lies in making the non customers start liking and buying the flowers.

Majority of the flower vendors have small size shops and work hard for their lively hood. Strengthening the flower market organisation will ensure employment opportunities to rural people. If due attention and care are given to overcome all these difficulties, flower market will flourish and bring attractive income to the flower sellers. The study reveals that there is a lot of scope and bright prospects for flower market in Puttur Town.

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