Short Research Article

Marketing Behaviour of Young Chrysanthemum Growers in Salem District of Tamil Nadu

ABSTRACT

Aims: Cultivation of flower crops increases the income of the farmer through diversification of farm and improve their livelihood. The present study aims to analyse the marketing behavior of farm youth and constraints experienced by them in chrysanthemum cultivation.
Study design: Ex-post facto research design was employed in the study.
Place and Duration of Study: The study was carried out in Salem district of Tamil Nadu during 2021.
Methodology: Salem district of Tamil Nadu was purposively selected as it has highest area under chrysanthemum cultivation. To achieve the objectives of the study, the data was gathered from the 120young chrysanthemum growers from twelve villages of Salem district. The young chrysanthemum growers were randomly selected and the data has been gathered through personal interview method. The collected data has been tabulated and analyzed with suitable statistical tools like percentage analysis, cumulative frequency and mean score were employed.
Results: The findings revealed that chrysanthemum growers sell flowers as soon as it's harvested (80%) through marketing channel – B (Farmer – Commission agent - Market). They fix price based on demand for the produce (50%) and sell in the nearby market within 5 km (43.33%) based on the market information obtained from relatives and friends (56.67%)with the help of truck (39.17%). While marketing farmer's spent less on transport (55%) and got paid immediately after sale (60%) with cash (100%). Thus, it was found that nearly three-fourth of the young chrysanthemum growers had medium level of marketing behaviour (86.67%) and high commission charges(Mean score of 2.76) was the severe problematic constraint and problem of irrigation (Mean score of 1.80) was the least problematic constraint experienced by them.
Conclusion: Most of the farmers cultivate flower crops due to its high value and ensure reasonable price for the farmers.Since farmers are facing difficulties to continue agriculture because of reduced income and difficulties in marketing, they should be engaged in floriculture sector to increase their income. The untapped potential of the floriculture sector draw youth towards agriculture and ensures providing remunerative price to the small and marginal farmers involved in flower cultivation.Apart from providing income security to farmers, cultivation of flower crops ensures improves the livelihood of farmers by increasing their income.

Keywords: [Marketing behavior, Chrysanthemum growers, Salem, Marketing channel, Farm youth, Constraints, Suggestions}

1. INTRODUCTION

Only demanded products will receive a fair price. Similar to that, current scenario has demand for flower crops and this demand plays a major role in influencing marketing behavior of the farmers, to opt chrysanthemum cultivation. Meanwhile, most of the Indian population consists of youth and they had the responsibility to feed the growing population. Youth are the individuals aged between 15 and 29 years (NYP, 2012). World population comprises of 1.21 billion young people (15.5% of total world population) (UN, 2020). While, FAO (2020) mentioned that, 70 per cent of rural population in India directly or indirectly depends on agriculture for their livelihood; it accounts for 82 per cent of Indian farmers which constitutes small and marginal farmers. India is regarded as a sub-continent because of the varied agro-climatic zones present in it, that favours cultivation of commercial and high value flower crops. Floriculture sector has been under

recognized and its unlimited potential of generating employment and income for the youth remains untapped. According to APEDA (2021), floriculture production in India was 2301k MT of loose flowers and 762k MT of cut flowers in 2019 – 2020 under an area of 305000 ha. Floriculture sector earns Rs.575.98 crores (77.84 USD million) in 2020-21 through export.

Chrysanthemum was primarily found throughout Europe and Asia and highly used for garland making and floral arrangements. Light and temperature are the two critical inputs that influence the growth and flowering of Chrysanthemum. Chrysanthemum needs long days for vegetative growth and short days for flowering; but both are influenced by the temperature. Not only for flowers, but chrysanthemum is also highly demanded for its various secondary metabolites such as dyes, floral scents, and pyrethrums. Thus, it could be understood that there is a regular need for Chrysanthemum for export, value addition and extraction units other than for garland making and decoration purpose. Nagar (2018) studied the marketing behaviour of flower growers and found that two-third of the flower growers had medium level of marketing behaviour (66.17%), followed by low (25%) and high (8.83%) level of marketing behaviour. Similarly, Madhavrao (2019) analyzed the marketing of Chrysanthemum and indicated that consumer's price was higher in channel – I (producer - consumer) (96.40%), followed by channel – II (producer – retailer - consumer) (88.13%) and channel – III (producer – wholesaler – retailer - consumer) (73.68%).

In India, Tamil Nadu is one of the leading states in horticulture that contributes 5.31 per cent of the Indian horticultural production (DH & PC, 2021). Further, Tamil Nadu ranks first in Chrysanthemum cultivation with an area of 5227 ha under cultivation that produces 92121 tonnes of chrysanthemum with a productivity of 17.62 tonnes/ha (DH&PC, 2018). Among the various districts of Tamil Nadu, Salem holds the highest area under Chrysanthemum cultivation (1908 ha) and produces 34313 tonnes with a productivity of 17.98 t/ha (DH&PC, 2018). Retna and Mukson (2020) analyzed the business performance of chrysanthemum farmers and reported that farmer's business strategy is relatively low which makes it difficult to meet the sustainability of consumer demand and inturn affects the selling price of chrysanthemum. Whereas, Anh and Bokelmann (2019) revealed that repeated economic transactions occurs only because of the social relationship between producers and consumers which expand volume of sales.Meanwhile, Madhavrao (2019) analyzed the constraints experienced by chrysanthemum growers and identified that high cost of planting material (82.22%) was the highly experienced constraint and inadequate storage facilities (36.67%) was the least experienced constraint.

In addition,Dar*et al.,* (2017) identified that lack of mother stock and their high price, price of fertilizer and insecticides were the major financial constraints, lack of scientific knowledge and training, pest and disease attack and lack of extension work were the topmost technical constraints encountered by registered flower growers. Verma (2020) studied the production and marketing constraints in chrysanthemum and revealed that inadequate knowledge of recommended packages and practices was the first and foremost production constraint; whereas, poor quality land was the least experienced production constraint. In the mean time, lack of scientific storage facilities was the major marketing constraint and lack of demand of produce in local area was the least experienced marketing constraint.Further, Arjana *et al.,* (2015) suggested that farmer's couldn't meet the market needs due to low productivity and low level of area under floriculture; hence, floriculture should be promoted either through extension or intensification.

Statement of the problem

Though Government has implemented several schemes and policies to improve the livelihood of the farmers at national and state level, it is not much effective. As every product needs demand, now the market demand is higher for Chrysanthemum. Hence, chrysanthemum cultivation is a viable option that would improve the livelihood of the farmer and generate employment opportunities as well. Nowadays, even the youth employed in other sectors understand the value of agriculture and gets involved in farming. In such a case, it was essential to understand the marketing behaviour adopted by the youth farmers engaged in chrysanthemum cultivation; by which, this study could help the policy makers and Government institutions to frame policies to attract more youth in agriculture and the ways to improve cultivation and marketing of chrysanthemum. With this background, the following objectives were framed,

- To analyse the marketing behaviour of farm youth in chrysanthemum cultivation
- To identify the constraints encountered by farm youth in chrysanthemum cultivation and to propose suggestive measures.

2. METHODOLOGY

Salem district was purposively selected for the study as it holds the highest area under Chrysanthemum cultivation. In Salem district, three blocks viz., Kadayampatti, Omalur and Mecheri were selected based on the highest area under chrysanthemum cultivation. Four villages from each block were selected, thus twelve villages from four blocks were selected as the study area. From each village, 10 chrysanthemum growers were selected randomly using equal proportionate sampling method. The selected 120 chrysanthemum growers constitute the primary respondents of the study. The data was collected from the chrysanthemum growers with the help of a structured pre-tested schedule using personal interview. The gathered data was tabulated, analyzed, categorized and the findings of the study were presented in result and discussion topic.

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3. RESULTS AND DISCUSSION

3.1. Marketing behaviour of chrysanthemum growers

Marketing behaviour of chrysanthemum grower can be operationalized as the sequence of decisions taken by them regarding marketing of products under various dimensions such as time of sale, use of marketing channel, action during the price fall, price fixing criteria, mode of transport, distance of market, expenditure of transport, mode of sale, settlement of money, mode of payment and source of market information.

Table.1. Distribution of marketing behaviour of farm youth involved in Chrysanthemum cultivation (n=120)

S. No.	Item	Particulars	Frequency	Percentage
1	Time of sale	As soon as harvest	96	80.00
		Pre-harvest contract	24	20.00
2	Use of marketing channel	Channel A: Farmer – local trader – wholesaler – market	26	21.67
		Channel B: Farmer – commission agent – market	47	39.17
		Channel C: Farmer – transport agent – terminal market	18	15.00
		Channel D: Farmer – local market	29	24.17
3	Action during the price fall	Sell at low price	120	100.00
4	Price fixing criteria	Based on market information	18	15.00
		Based on demand for the produce	60	50.00
		Based on personal need for money	06	05.00
		Fixed by commission agents	36	30.00
5	Mode of transport	Truck	47	39.17
		Mini Truck	65	54.17
		Two wheeler	08	06.67
6	Distance of market	Up to 5 km	52	43.33
		5-10 km	46	38.33
		>10km	22	18.33
7	Expenditure on transport	More	44	36.67
		Less	66	55.00
		Least	10	8.33
8	Mode of sale	Local merchants	44	36.67
		Commission agent	47	39.17
		Farmer	24	20.00
		Export agency	05	04.17
9	Settlement of money	Immediately after sale	72	60.00
		A week after sale	48	40.00
10	Mode of payment	Through cash	120	100.00
11	Source of market information	Relatives and friends	68	56.67
		Local marketing centres	52	43.33

By observing table.1, it could be deciphered that four-fifth of the youth chrysanthemum grower's sale their products as soon as harvest (80%), nearly two-fifth of them use channel B (farmer – commission agent - market) for marketing of produce and all of them sells their produce at low price when the price fall (100%). Half of the chrysanthemum growers fix the price based on the demand (50%), transport using mini truck (54.17%) to a market at a distance up to 5 km (43.33%), so they spent less on market (55%). Nearly two-fifth of the young chrysanthemum growers sell their produce through commission agent (39.17%), three-fifth of them got money immediately after sale (60%) as cash (100%). More than half of the young chrysanthemum growers obtain market information through their relatives and friends (56.67%).

As there is a lack of cold storage facilities in Salem, the chrysanthemum growers of that region sell immediately after harvest to the local traders and commission agents, while some of them had pre-contract with commission agencies as an exchange for inputs. Since most of the farmers cultivate chrysanthemum in their land holdings, they couldn't get

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reasonable price when they reach local market and they had no time to manage shop in flower market, so they prefer to sell to the local traders or commission agents. Most of the farmers prefer to sell their produce in a local proximity or nearby market to avoid transportation costs by saving fuel and manpower. Lack of storage facilities or processing centers forces the farmers to sell their produce even if the market price was low for the product. During peak season, farmers sell their produce in nearby markets and in off season, they prefer to sell in distant markets. They were willing to sent their produce to distant markets, if it fetches good and reasonable price. They receive on spot payment from the local agents or within a week after sale and prefers cash as they has less credibility towards online transactions. Though there were aware of various sources of market information, they don't actively rely on them, because of the disparities between price forecast and real-time market prices.

The overall marketing behaviour of rural youth involved in chrysanthemum cultivation is distributed and presented in table.2.

Table.2. Distribution of overall marketing behaviour of farm youth involved in Chrysanthemum cultivation (n=120)

S. No.	Level of marketing behaviour	Frequency	Per cent
1	Low (less than 16.85)	16	13.33
2	Medium (16.85 – 22.37)	84	70.00
3	High (More than 22.37)	20	16.67
	Total	120	100.00

Table.2 depicts that less than three-fourth of the young chrysanthemum growers had medium level of marketing behaviour (70%), followed by high (16.67%) and low (13.33%) level of marketing behaviour respectively. It might be because of the low market risk involved in chrysanthemum cultivation and the better extension agency contact possessed by them. In addition to this, it was found that educated farmers and a positive environment enhance the marketing behaviour of the farmers. The findings of the study are in line with the findings of Nagar (2018).

3.2. Constraints encountered by young chrysanthemum growers

The constraints encountered by the farm youth in Chrysanthemum cultivation has been identified based on the mean score and understood that high commission charges (2.76) was the prominent constraint, followed by low price of flower in market (2.62), high wage rate (2.61), inadequate storage facilities (2.51), high cost of planting materials (2.43), lack of organized market (2.42), availability of quality planting material (2.41) and transportation (2.39) were the other constraints experienced by the chrysanthemum growers. The various constraints experienced by the chrysanthemum growers was presented in fig.1.

Fig.1. Constraints faced by the farm youth in Chrysanthemum cultivation

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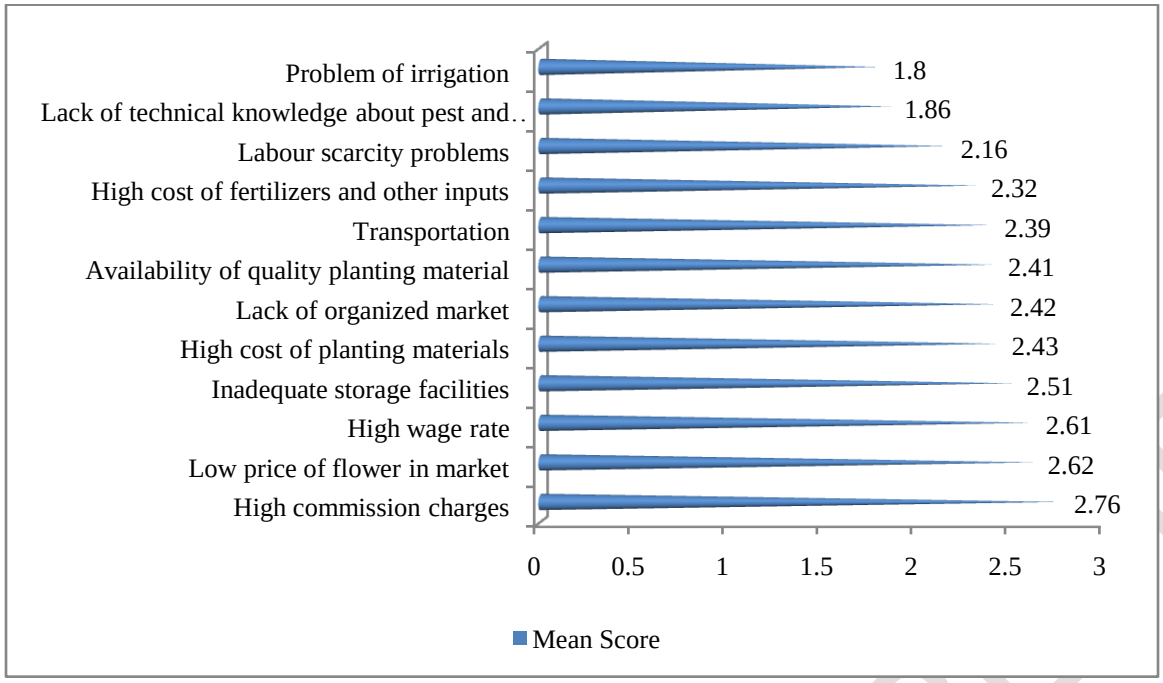

In order to overcome the constraints faced by the chrysanthemum growers, several suggestions were put forward by them. Transferring land ownership to farm youth was the highly suggested measure to improve the participation of farm youth in chrysanthemum cultivation (84.16%), followed by development of youth organizations (74.16%), agripreneurship skill development through trainings (68.33%), provision and access to formal credit facilities (61.66%), transforming attitude towards agriculture (52.50%), enhancing the infrastructure facilities (50.83%), intensification of research and development in chrysanthemum (48.33%), better institutional support, linkages and assistance (45.83%) and establishment of value addition or processing units (43.33%) were the other suggestions put forward by the chrysanthemum growers.

Similar findings were reported by Madhavrao (2019) who pointed out that high cost of planting material was the topmost constraint; at the same time, he reported contradictory findings that inadequate storage facilities was the least experienced constraint. Whereas, Nagabhushanam *et al.,* (2013) reported that inadequate irrigation facilities as the major constraint which was against the findings of the study.Additionally, a study by Renganathan and Gopalakrishnan (2019) reported similar results that high price fluctuation, transportation cost and commission charge restricts the marketing of important flowers.

Fig.2. Suggestive measures to improve the participation of farm youth in chrysanthemum cultivation

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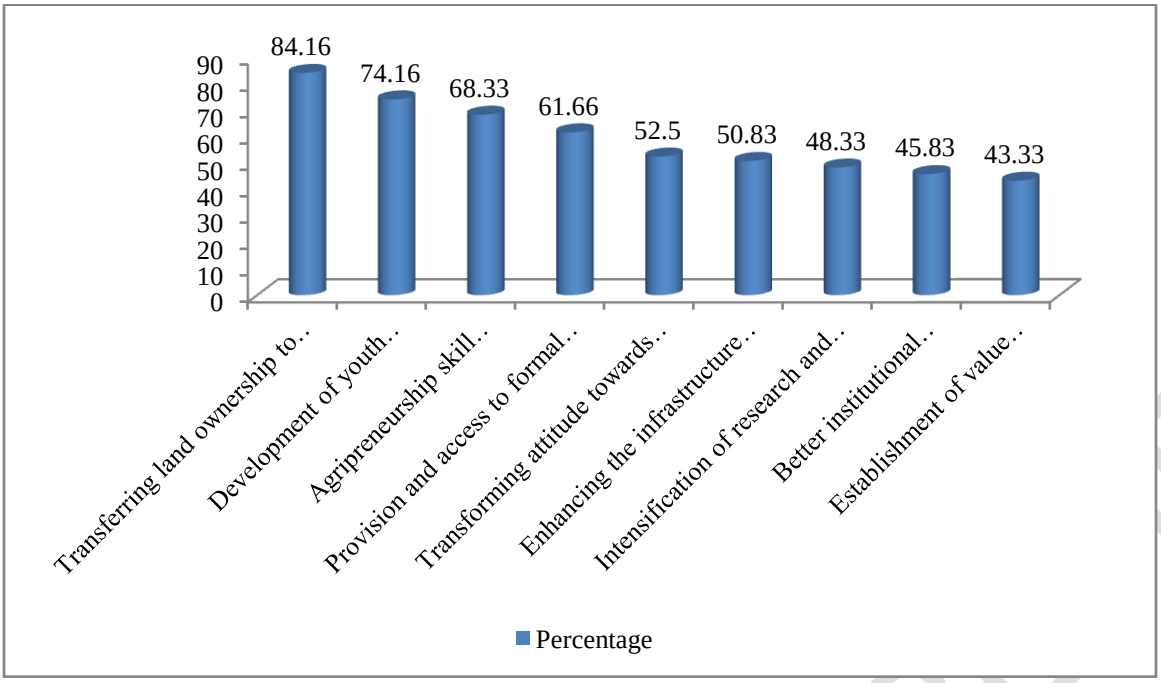

4. CONCLUSION

Since farmers are facing difficulties to continue agriculture because of reduced income and difficulties in marketing, they should be engaged in floriculture sector to increase their income. The untapped potential of the floriculture sector draw youth towards agriculture and ensures providing remunerative price to the small and marginal farmers involved in flower cultivation. From the study, it could be understood that, more than three-fourth of the farmers had medium to high level of marketing behaviour in chrysanthemum cultivation; while, high cost of planting materials was the prominent constraint and transportation was the least constraint experienced by the chrysanthemum growers. Further, awareness should be created on value addition and processing units of floriculture sector, to promote entrepreneurship among farmers and youth. Eventually, it was suggested to provide credit and subsidy facilities to the young farmers who had land ownership, as the land ownership influence the decision-making pattern in agricultural activities.

CONSENT

All authors declare that 'research was conducted with ethical considerations and respondents were interviewed after obtaining oral consent for publication of the results.

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