

Constraints of Different Stakeholders in Production, Marketing and Purchasing of Rose Cut Flowers

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ABSTRACT

The present research study was carried out in Bangalore Urban district of Karnataka state during 2020-21 to document the constraints of stakeholder in production, marketing and purchasing of rose cut flowers. The stakeholders *viz.*, rose growers, retailers, traders, commission agents, exporters and rose consumers were interviewed personally using a pre-tested interview schedule. The collected data was analyzed using frequency, percentage and ranks. High investment for cultivating rose, incidence of pests and diseases, and lower prices for rose flowers due to seasonal glut were the major constraints of rose growers. Damage to flowers during transportation, lack of cold storage facilities and market infrastructure were the important constraints of rose traders and commission agents. Quick deterioration of rose cut flowers was the major constraint faced by both rose retailers and exporters, while price fluctuations and non availability of a particular colour/size of rose were the two important constraints of rose consumers.

Keywords: Constraints, Rose, Producers, Exporters, Consumers

Rose, anthurium, gladiolus, chrysanthemum, orchids, gerbera, tulip and lilies are the important floricultural crops in the international cut flower trade. Commercial floriculture in India is now viewed as a fast-growing industry, particularly under the protected environment of greenhouses. Rose is often referred as the 'Queen of flowers' and it is the symbol of elegant beauty, purity, love, friendship and sympathy. Rose flowers vary in their size, shape and fascinating, mainly grown for their beauty and fragrance. It has acquired cultural significance and has become an integral part of almost all the religious or spiritual ceremonies in India. Roses are best known ornamental plants grown for their flowers both in garden and indoors. They are widely used in commercial perfumery, pharmaceuticals and also as

commercial cut flower crops. Scented flowers valued for worship, making garlands and preparation of rose oil, rose water, gulkhand, rose attar and Rose otto. Rose oil is the valuable perfumery raw materials which imparts characteristic fragrant to perfumes. Rose hips (fruits of rose) are occasionally made into jam, jelly, marmalade, and soup or are brewed for tea, primarily for their high Vitamin C content. Rose water, herbal tea, rose syrup, ice cream, kulfi, *etc.* are also prepared using rose flowers.

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The rose is one of the leading cut flowers in the global floriculture trade and is used at almost every event in both local and international markets. The major rose producing countries of the world include The Netherlands, Colombia, Kenya, Israel, Italy, United States and Japan. The production of rose cut flowers in India is almost negligible when compared to the developed countries of the world. The production of rose is influenced by the demand, customs and fashions of a country. Karnataka is a well known state in the production of horticultural crops in the country and the marketing of rose cut flowers in Karnataka can provide employment through various way such as packaging, storage, transport and selling to various stakeholders such as rose growers, traders, retailers, exporters, commission agents and consumers of roses. In this backdrop, the present study was conceptualized with the following specific objectives:

- ♦ To know the different parameters considered by consumers while purchasing rose cut flowers.
- ♦ To identify the constraints encountered by various stakeholders in the production, marketing and purchasing of rose cut flowers.

METHODOLOGY

The research study was carried out during 2020-21 in Anekal taluk of Bangalore urban district in Karnataka state. Six villages were randomly selected in Anekal taluk for the study. Five rose growers were again randomly selected from each of the six sampled villages to document the production and marketing constraints faced by them. Thus, the total sample constituted 30 rose cut flower growers from six-villages. The other stakeholders namely, retailers (30 Nos.), traders (30 Nos.), exporters (30 Nos.), commission agents (30 Nos.) and rose consumers (30 Nos.) were also interviewed for the study to know their marketing/purchasing constraints faced by them. Rose consumers were also interviewed to analyze the different aspects/parameters considered by them while purchasing rose cut flowers. Ex-post facto research design was followed for the present research study. The collected data was analyzed and the results are presented in the form of frequency, mean and ranks.

RESULTS AND DISCUSSION

Parameters considered by consumers while purchasing rose cut flowers

The results in Table 1 presents the data relating to the consumer preferences in purchasing rose cut flowers. Quality and freshness of rose cut flowers was assigned first rank by the rose consumers while buying rose cut flowers, followed by flower colour, appearance of flower, package appearance, value for money and flower fragrance were assigned II, III, IV, V and VI rank while purchasing rose cut flowers. Availability of rose cut flowers in nearby market (Rank VII) and promotional offers/ discounts (Rank VIII) were assigned the last two ranks by the rose consumers while purchasing rose cut flowers. It can inferred from the above results that the flower quality, freshness and colour are the most important features the rose consumers look for while purchasing rose cut flowers in the market. More or less similar findings were reported by Phile *et al.* (2016), Sumana *et al.* (2018), Sunilkumar (2019) Tiwari *et al.* (2020) and Coker *et al.* (2021).

Table 1: Parameters considered by consumers while purchasing rose cut flowers (n=30)

Sl. No.	Parameters*	Rose cut flower consumers		
		No.	%	Rank
1	Flower quality and freshness	30	100.00	I
2	Flower colour	30	100.00	II
3	Appearance of flower	27	90.00	III
4	Package appearance	23	76.66	IV
5	Value for money	18	60.00	V
6	Flower fragrance	15	50.00	VI
7	Availability of rose cut flowers in nearby market	09	30.00	VII
8	Promotional offers/ Discounts	03	10.00	VIII

*Multiple response.

Constraints of stakeholders in the production, marketing and purchasing of rose cut flowers

The constraints encountered by stakeholders such as rose growers, traders, commission agents, retailers, exporters and consumers are presented in Table 2 to 5.

1. Constraints of rose growers

High investment for cultivating rose, incidence of pests and diseases, and lower prices for rose flowers due to seasonal glut are the constraints which were accorded the first, second and third ranks by the rose cut flower growers (Table 2). Higher marketing costs, scarcity of skilled labours, non availability of timely credit, expensive agricultural inputs, delay in payment by retailers/traders for rose cut flowers, high labour cost and inadequate transportation facilities were the constraints which were accorded IV, V, VI, VII, VIII, IX, and X, respectively ranks by the rose cut flower growers. Absence of organized retail market for marketing rose, lack of market information and intelligence and long distance to market for marketing rose are the constraints which were accorded the last three ranks by the rose cut flower growers. Similar findings was reported by Sudhagar (2013).

Seed money to farmers who are willing to take up rose cultivation, timely credit facilities, subsidy for agro-chemicals, training on pests and diseases, timely payment for the produce, low marketing cost and establishment of retail market for flowers at village level were the important suggestions offered by rose cut flower growers to overcome their constraints.

2. Constraints of traders and commission agents

The results in Table 3 revealed that damage to flowers during transportation was ranked as first in the respect of constraints faced by both rose traders and commission agents, whereas lack of cold storage facilities, lack of market infrastructure, lack of regular supply of rose cut flowers, lack of grading of flowers, price fluctuation and labour scarcity were ranked as second, third, fourth, fifth, sixth and seventh

Table 2: Constraints of rose cut flower growers (n=30)

Sl. No.	Constraints*	Rose cut flower growers		
		No.	%	Rank
1	High investment requirement	30	100.00	I
2	Incidence of more pest and disease	30	100.00	I
3	Scarcity of skilled labours	26	86.66	V
4	Non-availability of timely credit	25	83.33	VI
5	Expensive agricultural inputs (fertilizers, plant protection chemicals etc.)	43	71.66	VII
6	High labour cost	18	60.00	1X
7	Lower prices for rose flowers due to seasonal glut	30	100.00	I
8	Higher marketing costs	27	90.00	IV
9	Delay in payment by retailers/traders for the rose cut flowers	20	66.66	VIII
10	Inadequate transportation facilities	18	60.00	IX
11	Absence of organized retail market for marketing rose	17	56.66	XI
12	Lack of market information and intelligence	16	53.33	XII
13	Long distance to market for marketing rose	07	23.33	XIII

*Multiple response.

Table 3: Constraints of traders and commission agents

Sl. No.	Constraints*	Traders (n=30)			Commission agents (n=30)		
		No.	%	Rank	No.	%	Rank
1	Damage to flowers during transportation	30	100.00	I	30	100.00	I
2	Lack of cold storage facilities	24	80.00	II	27	90.00	II
3	Lack of market infrastructure	18	60.00	III	21	70.00	III
4	Lack of regular supply of rose cut flowers	15	50.00	IV	15	50.00	IV
5	Lack of grading of flowers	12	40.00	V	12	40.00	V
6	Price fluctuation	09	30.00	VI	09	30.00	VI
7	Labour scarcity	06	20.00	VII	06	20.00	VII

*Multiple response.

constraints, respectively by both rose traders and commission agents. Provision of good marketing infrastructure including storage facilities by the Government agencies and grading of cut flowers at producers level are the suggestions provided by both traders and commission agents to overcome their constraints.

3. Constraints of retailers and exporters

A perusal of Table 4 reveals that quick deterioration of flowers was accorded the first rank, followed by lack of cold storage facilities, price fluctuations and lack of regular supply of flowers were the constraints accorded second, third and fourth ranks, respectively by the rose retailers.

Table 4: Constraints of retailers and exporters

Sl. No.	Constraints*	Retailers		
		No.	%	Rank
(A) Retailers (n=30)				
1	Quick deterioration of flowers	30	100.00	I
2	Lack of cold storage facilities	24	80.00	II
3	Price fluctuations	18	60.00	III
4	Lack of regular supply of flowers	15	50.00	IV
(B) Exporters (n=30)				
1	Quick deterioration of flowers	30	100.00	I
2	Lack of grading (at producers/ local level traders)	30	100.00	II
3	High packing cost	24	80.00	III
4	High transportation cost	18	60.00	IV
5	Price fluctuation	06	20.00	V

*Multiple response.

The results in Table 4 also reveals that quick deterioration of flowers (Rank I) was assigned as the major constraint by the retailers which was accorded first rank, whereas lack of grading (at producer/local trader level), high packing cost, high transportation charge and price fluctuation were assigned by rose exporters as second, third, fourth and fifth ranks, respectively. There is an urgent by the Karnataka Department of Horticulture to provide cold storage facilities to both retailers and exporters to overcome their constraints. It is also advisable for the cut flower

producers and local traders to grade the rose flowers to overcome the constraints of the rose exporters.

4. Constraints of rose consumers

It is observed from Table 5 that price fluctuation was assigned as the first ranked constraint by the rose consumers followed by non-availability of a particular colour/size of rose, lack of regular supply of rose cut flowers, absence of retail market for rose and quick deterioration of rose cut flowers as the II, III, IV and V ranked constraints of rose consumers respectively. Establishment of retail market at taluk level will enable regular supply of rose cut flowers to the rose consumers.

Table 5: Constraints of rose consumers (n=30)

Sl. No.	Constraints*	Rose cut flower consumers		
		No.	%	Rank
1	Price fluctuation	29	96.66	I
2	Non availability of a particular colour/size of rose	20	66.66	II
3	Lack of regular supply of rose cut flowers	9	30.00	IV
4	Absence of retail market for rose	18	60.00	III
5	Quick deterioration of rose cut flower	7	23.33	V

*Multiple response.

CONCLUSION

The results of the present study revealed that the rose consumers preferred roses that were having good quality, colour and appearance, therefore roses should be bred to include these attributes. The policy makers and Karnataka State Department of Horticulture should address the various constraints faced by rose growers, retailers, traders, commission agents, exporters and rose consumers for increasing the production and effective marketing of rose cut flowers.

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