



## Research Article

# AN ANALYSIS OF MARKETING CONSTRAINTS AS PERCEIVED BY FLOWER GROWERS IN VARANASI DISTRICT OF UTTAR PRADESH

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Received: May 02, 2017; Revised: May 15, 2017; Accepted: May 16 2017; Published: June 06, 2017

**Abstract-** The present study was conducted in Varanasi district of Uttar Pradesh with the objective to identify the mode of marketing, sources of information and constraints faced by flower growers. A total of 60 flower growers were selected which constituted of 40 marigold growers and 20 gladiolus growers. The finding of the study revealed that majority of the respondents (66.67 %) sold their product directly in the market. The other farmers were the main source of information (65 %). Majority (65 %) of the respondents indicated high cost of insecticides and pesticides as the main constraints faced in production followed by pest problems (38.33 %). In case of marketing constraints the dominating constraint was fluctuation in the market price (100 %).

**Keywords-** Constraints, Marketing, Information

**Citation:** Hashim Mohammad, et al., (2017) An Analysis of Marketing Constraints as Perceived by Flower Growers in Varanasi District of Uttar Pradesh. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 9, Issue 26, pp.-4328-4330.

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**Academic Editor / Reviewer:** Kundur Ramadevi, Narmatha N.

## Introduction

Randhawa and Mukhopadyay (1986) have beautifully explained the importance and unparallel contribution of flowers in the life of people. He has rightly said the flowers as the symbol of beauty, purity, peace and love. These are indirectly associated with social beliefs and no social function is complete without the use of flowers, especially in a country like India, where it is popular saying that flowers are associated with man from birth to death. To a Japanese flower arranger each flower expresses one or more meanings. To an Indian, especially to Hindus, flowers have a much greater significance. A devoted Hindu needs flowers every morning for religious offering to the family deity. In our society no social function is complete without the use of flowers [1].

In spite of the unparallel importance and demand of flowers in the holy programs, Varanasi, itself, is not capable of meeting its own requirements and thus flowers are imported from other places to Varanasi district (District Horticulture Office). Varanasi district is having a good scope of flower markets yet the farmers are still stuck to their traditional agriculture produces with exception of very small flower growers. So it is important to have an investigation on nature of marketing, sources of information, constraints faced in marketing of the flowers by the flower growers [2].

## Material and Methods

**Locale of study-** The study was conducted in the purposively selected Varanasi district of Uttar Pradesh.

Out of 75 districts of the state, one district Varanasi was selected purposively because of the following main reason-

1. Varanasi is a city of temples and Ghats. This city is having a unique place in the lives of Hindus as they believe that one who dies here gets Moksh. So they use to incriminate their relatives here. For all these purposes flowers are treated as an important part of the activities
2. In Varanasi, a number of festivals use to held that are restricted to this area

but are world famous like Buddh Purnima, Ramleela, Dhruvad Mela, hauman Jayanti, Bharat Milap, Nakkataya, Nag Nathaiya, Mahashivratri, PanchKoshi Parikrama and Ganga Mahotsav. All these festivals are somehow related with worship in the temples involving the mass usage of flowers [3].

3. There is heavy demand of flowers in this city because of religious ceremonies.

## Selection of the blocks

Three blocks, namely Arajilina, Harhua and Baragaon were selected purposively out of the eight blocks of Varanasi district viz; Arajilina, Baragaon, Chiraigaon, Cholahpur, because of the reason that area under floriculture in these blocks were relatively higher than the rest of the blocks. (As per District Horticulture Office, Varanasi)

## Selection of the villages

Three village namely Khevasipur, Lohrapur and Karaut were selected purposively out of the 217 villages of Arajilina block, Out of 137 villages of Baragaon, 3 villages namely Kuri, Basani and Beerbhanpur were selected purposively and out of 169 villages of Harhua, 3 villages namely Ausanpur, Anaura and Bhatauli were selected purposively because these villages were having marigold and gladiolus cultivation as their main occupation (with some exceptions) [4].

## Selection of the respondents

The respondents were selected randomly out of the selected villages. A total of 60 respondents were selected consisting of 40 marigold growers and 20 gladiolus growers.

The [Table-1] reveals that majority of the respondents (66.67 %) sold their product directly in the market, followed by selling to local retailers (23.33 %) and through commission agents (10.00 %). This finding contradicts with the finding of Gowda

et al.(2006) [5]. Both, marigold growers (87.50 %) and gladiolus growers (100 %) indicated the reason for selling directly in the market because of getting higher profit. In case of marigold growers surety of sell and availability of retailer locally (100 %) were the main reason for selling to local retailers while dominating reason behind selling the gladiolus to the local retailers was surety of sell (100 %).

**Table-1 Mode of marketing of marigold**

Nature of marketing	Items	Marigold (n=40)		Gladiolus (n=20)		Total (n=60)	
		F	%	F	%	F	%
		<b>(i) Sell directly in the market</b>		35	87.50	5	25.00
Reasons	For getting higher profit	35	87.50	5	100.00	40	66.67
	Closeness of market to the residence	15	37.50	0	00.00	15	25.00
	Availability of personal vehicle	8	20.00	0	00.00	8	13.33
<b>(ii) Sell to local retailers</b>		2	05.00	12	60.00	14	23.33
Reasons	Surety of sell	2	100.00	12	100.00	14	23.33
	Availability of retailer locally	2	100.00	5	41.67	7	11.67
	Often visit to market for domestic purpose	0	00.00	6	50.00	6	10.00
<b>(iii) Sell through commission agents</b>		3	07.50	3	15.00	6	10.00
Reasons	(i) high profit	3	100.00	0	00.00	3	5.00
	(ii) storage facility	0	00.00	0	00.00	0	0
	(iii) to fetch more buyers	1	34.33	3	100.00	4	6.67

Selling through commission agents was not a preferred choice by both the marigold and gladiolus growers. Marigold growers expressed high profit as the reason for selling through commission agents which was not in the case of gladiolus growers as they revealed fetching more buyers as main reason for selling through commission agents. It is evident from the [Table-1] that majority (87.50 %) of the marigold growers sold their flowers directly in the market for getting higher profit(87.50 %), due to closeness of market (37.50 %) and due to availability of own vehicle (20 %). Five percent of the marigold growers chose to market through local retailers due to surety of sell (100 %) and availability of local retailer locally (100 %). Seen and half percent of the respondents chose to sell through commission agents due to high profit (100 %) and to fetch more buyers (34.33 %).

Also it can be revealed from the [Table-1] that majority (60) of the gladiolus growers sold their flowers (gladiolus) to local retailers due to surety of sell (100 %) followed by often visit to local market (50 %) and availability of retailer locally (41.67 %). Twenty five percent of the gladiolus growers sold their products directly in the market for getting high profit (100 %). Fifteen percent of the gladiolus growers chose to sell their products through commission agents to fetch more buyers (100 %)

**Table-2 Sources of market information**

Sources of marketing information	Marigold (n=40)		Gladiolus (n=20)		Total (n=60)	
	F	%	F	%	F	%
(i) other farmers	36	90.00	3	15.00	39	65.00
(ii) retailers	2	05.00	15	75.00	17	28.33
(iii) commission agents	2	05.00	2	10.00	4	6.67

It can be seen from [Table-2] that for flower growers, the other farmers were the main source of information (65 %) followed by retailers (28.33 %) and commission agents (6.67 %). It is to be noted that the main source of information for marigold growers were other farmers (90 %) while in case of gladiolus the same was retailers (75 %).

**Table-3 Constraints faced by flower growers**

S.No.	Items	Marigold (n=40)		Gladiolus (n=20)		Total (n=60)	
		F	%	F	%	F	%
Constraints faced in production	(i) Pests problem	15	37.50	8	40.00	23	38.33
	(ii) High cost of insecticides and pesticides	26	65.00	13	65.00	39	65.00
	(iii) Diseases problems	13	32.50	5	25.00	18	30.00
	(iv) High cost of fertilizers	12	30.00	6	30.00	18	30.00
	(v) Poor irrigation facility	08	20.00	3	15.00	11	18.33
Constraints faced in marketing	(i) Poor transportation facilities	28	70.00	12	60.00	40	66.66
	(ii) Low price of the produce	34	85.00	20	100.00	54	90.00
	(iii) Fluctuation in the market price	40	100.00	20	100.00	60	100.00
	(iv) Exploitation by the middle men	35	87.50	0	00.00	35	58.33
	(v) Lack of storage facility	32	80.00	13	65.00	45	75.00
	(vi) Lack of availability of market information	05	12.50	3	15.00	8	13.00

The [Table-3] reveals that majority (65 %) of the respondents indicated high cost of insecticides and pesticides as the main constraints faced in production followed by pest problems (38.33 %) and equal frequency of respondents indicated disease cost and high cost of fertilizers (30 %) as the next constraints in production while the least important constraints in production was poor irrigation facility (18.33 %). In case of marketing constraints the dominating constraint was fluctuation in the market price (100 %) followed by low price of produce (90 %), lack of storage facility (75 %), exploitation by the middle men (58.33 %) and lack of availability of market information (13 %).

Majority (65 %) of the marigold growers indicated high cost of insecticide and pesticide as the main constraint in production followed by pest problem (37.50 %). Production constraints related to disease, high cost of fertilizer and poor irrigation facility were 32.50 percent, 30 percent and 20 percent respectively related to production of marigold. Also it is evident from the Table that majority (100 percent) of the marigold growers indicated fluctuation in the market price as the main

constraint in the marketing of marigold. This finding is in line with the finding of Sunilkumar (2004) [6]. Constraints related to poor transportation facility, low price of the produce, exploitation by middle men, lack of storage facility and lack of market information were 70, 85, 87.50,80 and 12.50 percent respectively related to marketing of marigold flowers.

It is also evident from the [Table-3] that majority (65 %) of the gladiolus growers indicated high cost of insecticide and pesticide as the main constraint in production of gladiolus. The gladiolus growers also indicated 40, 25, 30 and 15 percent constraints related with pest problem, disease problem, high cost of fertilizer and poor irrigation respectively in cultivation of gladiolus. Also it can be from Table that majority (100 %) of the gladiolus growers faced fluctuation in the market price and low price of the respondents as the main constraints in marketing of gladiolus. Sixty five percent of the gladiolus growers indicated lack of storage as the marketing constrain while constraints related to poor transportation facility and lack of market information were 60 percent and 16 percent respectively. This

finding is in line with the finding of Shivalingaiah *et al.* (2004) [7] and Sasane *et al.* (2010) [8].

### Conclusion

The availability of sound marketing facilities are important for the economic development of the targeted community as it give the people their reward of hard work in terms of currency. Different modes of marketing and sources of information of marketing can their purpose only if the prevailing constraints are overcome. Based on the findings of the present study in can be concluded that flower growers prefer to sell their produce in the market directly without the interference of the middle men. They rely mainly on other farmers for getting the information related to the current and future market trends and face mainly the high cost of insecticide and pesticide as the main constraints in production while fluctuation in market price as the main constraint faced in marketing of the produce.

### Acknowledgement:

This research was conducted under the resource facilities provided by Institute of Agricultural Sciences, Banaras Hindu University, Varanasi, Uttar Pradesh 221005; under the supervision of Dr. B. Jirli during the headship of Prof. A.K. Singh.

### Author contribution:

Author 1: Conducted the research.

Author 2: Guided the research.

Author 3: Contributed in tabulation and analysis of data.

### Conflict of Interest: None declared

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