

## Opportunities and Challenges in Flower Business – A Study with Reference to Flower Suppliers in Coimbatore City

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**Abstract:** Flower business India has emerged as an important sub-sector of agriculture as sources of income for small and marginal farmers. India has cultivation in floriculture around 249 thousand hectares area was under 2015-2016. Productions of flowers are estimated to be 1659 thousand tonnes of loose flowers and 484 thousand tonnes of cut flower. The country has exported 15,695.31 metric tonnes (MT) of floriculture products to the world for the worth of Rs. 575.98 Crores/77.84 USD Millions in 2020-2021. India has major export destinations in 2020-2021 the countries are U S A, Netherland, U Arab Emts, UK, and Germany were major importing countries of Indian floriculture during the same period. Agricultural and Processed Food Products Exports Development Authority (APEDA). Nearly 77% of area under flower business crops is concentrated in seven states comprising Tamil Nadu, Karnataka, Andhra Pradesh, West Bengal, Maharashtra, Haryana, Uttar Pradesh and Delhi. Among divergent states, Tamil Nadu ranks first in area followed by Karnataka, West Bengal and Andhra Pradesh. In order to identify the opportunities and challenges in flower business of Coimbatore market, this particular study has framed with standard objectives, along with research methodology. A systematic questionnaire has framed, analysis were made and listed out the findings of the study which is pertaining to the flower suppliers of Coimbatore flower market.

**Keywords:** Flower, Agricultural, Opportunities, Challenges, Suppliers.

### 1. INTRODUCTION OF FLOWER BUSINESS

Government of India has point out the flower business as a sunrise industry and accorded it 100% export oriented status. Hence commercial flower business has emerged as hi-tech activity and taking place under controlled climatic conditions inside greenhouse. Agricultural and Processed Food Products Export Development Authority (APEDA), is responsible for export promotion and development of flower business in India. The flower business essential consists of three major components: the Growers, the Wholesalers and the Retailers whose businesses are quite intermingled. The recent trends are more towards eliminating the intermediaries, the wholesalers between the growers and the retailers, so that the flowers are made available at considerably low prices. Flowers are very intimately associated with the social and religious activities in India. In social life, flowers are offered to welcome, to filicide and to greet friends or relatives and guests in functions. Flowers are needed in all the religious ceremonies functions including marriages. Garlands and wreaths are offered on dead bodies of martyrs and very important persons (VIPs) and national heroes as a gratitude for the work done and sacrifice made by them. Flower is a token of love and tenderness. They are wanted due to various attractive colours and fragrance.

#### 1.1. Flower Business in India

In India, large numbers of flowers are grown in different parts according to soils and climate and also likings and preferences of the people for specific type of flowers. Important flowers are roses, marigold, chrysanthemum, jasmine, lily, tuberose, lotus, hibiscus, sunflowers, petunias, dahlias, nerium oleander, aster, zinnia, carnation, gladiolus, gaillardia etc. Flowers are tender and hence highly perishable. They are generally used in fresh form but they have very short shelf life. This poses great

problems in their marketing, particularly lone distance marketing. Therefore, flower cultivation is concentrated in the hinterland of big cities like Mumbai, Pune, Bangalore, Mysore, Chennai, Calcutta, Delhi etc. But with the development of quick transport vehicles and refrigerated or insulated vans, flowers are transported to distant markets including foreign markets.

Flowers are also used for extracting essential oils, which are used in perfumes. Many flowers have medicinal values and hence are used in Ayurveda. Flowers are used on new births or christenings. As a corsage or boutonniere worn at social functions or for holidays, for wedding flowers for the bridal party, and for decorations for the hall, As brightening decorations within the home, As a gift of remembrance for bon voyage parties, welcome-home parties, and "thinking of you" gifts For funeral flowers and expressions of sympathy for the grieving, For worship. In Hindu culture adherents commonly bring flowers as a gift to temples.

### **1.2. Flower Market in Coimbatore**

Flower market in Coimbatore is located in the central market at R.S.Puram flower market. This is the only wholesale market in Coimbatore. The flowers sold in this market are Crossandra, tuberose, jasmine, rose, marigold, nerium, chrysanthemum, lotus, etc. The flowers come to this market from nearby production areas such as Madurai, Salem and Erode districts. The flowers are also supplied from Kerala. About one half of the produce comes from local areas and the rest from Bangalore. The flowers are transported to this market by bike, car, buses, trucks and air. The regional flower business at Coimbatore receives different types of flowers not only from the region. It also receives from neighbouring area like Nilagiris, Madurai, Salem, erode etc., though the flower business shows potential for growers and dealers, it has certain challenges. In order to identify opportunities and challenges in flower suppliers, this particular study have designed, collected relevant data analysed with suitable statistical tools and have highlighted the findings.

### **1.3. Statement of the Problem**

Flower business is considered as perishable product in which the traders and growers of flowers need to take speedy action to sell the product as soon as possible. Since the product flowers are coming to Coimbatore market from various places like Ooty, Valparai, Madurai, Nillakottai, Salem, Erode district etc, there is significant role by the traders and growers of flowers towards logistics and supply chain operation, transport system, warehouses with adequate cooling system. Though the growers and suppliers are manage the situation with adequate facilities there are certain practical drawback and challenges are prevailing in the flower business. This particular study focuses on those challenges and also the available opportunities to strengthen the business.

### **1.4. Review of Literature**

**1. Dilip Vahoniya, et al., (2018)**, his study on “Status of Floriculture in India: With Special Focus to Marketing, in this study the author tubulised worldwide major flower production countries have ranked Netherland is the highest flower production while comparing other countries. Floriculture is an age old farming activity in India having immense potential for generating profitable self-employment among small and marginal farmers. Study comparing cut flowers and loose flower in state wise flower production. Study period is 2014-2015 result of the study is Westbengal is producing more number of cut flowers and Tamilnadu is producing large volume of loose flowers. Agriculture is emerged as a profitable business in India and worldwide. While market is a essential tenet for each and every floriculture producer which propels them to go for producer association, as it improves the quality and value of the products.

**2. Cristian E. Loyola et. al, (2019)**, the study shows there has been an increase demand for local cut flowers and corresponding production also be increased. The study has used electronically surveyed method from 1098 cut flower producers and handlers in study area regarding their current cut flower production and postharvest problems, and find customer issues. The researcher has received a total of 210 responses; the result rating is 19%. The results of the study is mainly consist of production problem was insect management, crop timing was the second most important problem and disease management was third. The main postharvest problems were temperature management, hydration and

flower food management and at last customer complaints were vase life of flowers and shattering. They have to focus on improvement of cut flower production and postharvest issues.

**3. Amita abrol and Hs Baweja, (2019)**, the study explored floriculture-worldwide production, Trade, Consumption pattern, market opportunities and challenges the study deals with commercial production of cut flowers, loose flowers , cut greens, seeds, bulbs, landscape, plants are their production of value added products and marketing products. Aalsmeer in Netherland is the largest international flower market. The last 20 years production of floriculture product has grown average yearly growth of 6 to 9 percent. Components of floriculture industry are cut flower , loose flower cultivation, high value flower crops, essential oils and flower perfumes, flowers seeds and bulb productions, landscape gardening, allied-industries associated with floriculture, nursery, floristry, value addition. According to IFTS (institute of foreign trade service) 2004, there are more than 90 countries which are active in world floriculture industry.

**4. Heidi C. Wernett ,(2019)**, the study explored as “ Potential of commercial floriculture in Asia: Opportunities for cut flower development”, the Asian flower industry could competing, if not surpass, the size and scope of the European flower industry which presently dominates global commercial floriculture. Transportation costs was offset growers in southern Europe, the Government provided transportation subsidies which have reduce the costs to the growers to ship their cut flower product to Europe. The potential for commercial floriculture expansion in Asia, including production for domestic and export sales of cut flowers, is greater than ever before. In Asia floriculture export market and domestic market for cut flowers to set short, middle and long term goals with respect to entering these markets.

**5. Dr. R. Senthilkumar, (2019)**, the study investigated on “A case study of cultivation and marketing of jasmine in Tamil Nadu with reference to Dindugal district- An economic analysis”, in south India jasmine is the main cultivation and marketing flower in Tamil Nadu. Main investigation have been taken up expense and returns structure of jasmine development, surveying the advertising cost and different advertising channels and issues of creations and demonstrate of jasmine in Dindugal local. The information gathered from 120 jasmine producers. The gathered information was exposed to different money related investigation, undiscounted systems. The blossoms are promoted through agriculturists, wholesaler’s commission, purchasers and retailers. Jasmine cultivators are facing production, marketing and transportation problems. The commission operator charges, absence of maker cooperatives and shortage of work amid wedding and gathering seasons were the real issues of generation and advertising of jasmine.

### **1.5. Objective of the Study**

1. To study the opportunities for the flower business.
2. To determine the factors influencing for flower business.
3. To identify the challenges of flower business.
4. To offer suggestions to improve the flower business.

### **1.6. Research Methodology of the Study**

**1) Sampling size:** Samples of 141 flower suppliers were selected by following purposive sampling method for the study.

**2) Period of the study:** The study was conducted during June 2022.

**3) Sources of Data:** The study is based on primary data. The primary data has been collected through questionnaire. The secondary data was collected from published reports, articles, text books, journals, magazines, daily news, and websites, etc.,

**4) Geographical area:** The study is confined to Coimbatore flower business of Tamil nadu state.

### **Limitation of the Study**

- The study has been focused only on Coimbatore flower business.

- The study conducted only during June 2022.
- The study is limited to Coimbatore flower business and pertaining to suppliers.

## **2. ANALYSIS AND INTERPRETATION OF FLOWER SUPPLIERS**

The researcher used the following statistical tools for analyzing the data of flower business and pertaining to suppliers.

1. Descriptive Analysis
2. Chi- Square Test
3. Analysis of variance (ANOVA)

### **2.1. Descriptive Analysis**

In this analysis part collected data are to be analyzed to derive that the results on the study objectives framed. In the below descriptive/ percentage analysis table shows the personal profile of the respondents in Coimbatore flower suppliers should be clearly understood.

**Table1.** *Profiling of Suppliers*

<b>PROFILE</b>	<b>GROUPS</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Gender	<b>Male</b>	<b>87</b>	<b>61.7</b>
	Female	54	38.3
Age	Below 30 years	40	28.3
	<b>31-40 years</b>	<b>43</b>	<b>30.5</b>
	41-50 years	38	27.0
	Above 50 years	20	14.2
Educational qualification	No formal education	36	25.5
	<b>School level</b>	<b>45</b>	<b>31.9</b>
	Diploma level	27	19.1
	Degree level	33	23.4
Income (per month)	<b>Less than Rs. 50,000</b>	<b>76</b>	<b>53.9</b>
	Rs. 50,000- Rs. 1,00,000	53	37.6
	Rs. 1,00,001- Rs. 1,50,000	12	8.5
Type of family	Joint family	25	17.7
	<b>Nuclear family</b>	<b>116</b>	<b>82.3</b>
Size of family	2 members	30	21.3
	3 members	28	19.9
	<b>4 members</b>	<b>58</b>	<b>41.1</b>
	Above 5 members	25	17.7
Occupation	<b>Trader</b>	<b>81</b>	<b>57.4</b>
	Florist	60	42.6

**Source:** *Primary data*

**Interpretation:** From the above frequency distribution the following results are founded.

- Majority of the flower suppliers are male (61.7%).
- Majority of the respondents are belonging to the age group between 31-40 years.
- Majority of the flower suppliers are studied school level only (31.9%).
- Majority of the flower supplier's level of income was (53.9%).
- Majority of the supplier's family type was nuclear family (82.3%).
- Majority of the respondents (41.1%) size of family was 4 members in a family.
- Majority of the respondent's occupation (57.4%) are trader.

### **2.2. Chi-Square Test for Different Type of Flowers**

To find out which type of flower is supplied in the business mostly by suppliers the following chi-square analysis was done.

The assumption (Null hypothesis) is all type of seasonal flowers, medicinal flowers and hybrid flowers are equally supplied by the flower suppliers.

**Table2.1.** *Type of Flowers*

Type of flowers	Observed N	Expected N	Residual
<b>Seasonal flowers</b>	<b>68</b>	<b>47.0</b>	<b>21.0</b>
Medicinal flowers	55	47.0	8.0
Hybrid flowers	18	47.0	-29.0
<b>Total</b>	<b>141</b>		

Sources: *Primary Source*

Test Statistics	Type of flowers
Chi-Square	28.638 <sup>a</sup>
Degree of freedom	2
Asymp. Sig.	<b>.000</b>

**Interpretation:**

Since the table ‘significance’ is less than 0.05, the level of significance the null hypothesis is rejected. By observing the difference between observed and expected frequencies (68>47) majority of the suppliers supply “**SEASONAL FLOWERS**”. Next medicinal flowers are supplied.

**2.3. Chi-Square Test for Different Types of Storage Facility**

To find out which type of storage facility is preferred for keeping the flowers fresh in nature by suppliers. The following chi-square analysis was done.

The assumption (Null hypothesis) , is all the type of storage facilities are refrigerated storage, controlled atmosphere storage, modified storage, hypobaric or low pressure storage, self- storage facility, mobile storage unit are equally preferred by suppliers the chi-square test were applied below.

**Table2.2.** *Types of Storage Facility*

Types of storage	Observed N	Expected N	Residual
<b>Refrigerated storage</b>	<b>25</b>	<b>11.5</b>	<b>13.5</b>
Controlled atmosphere storage	14	11.5	2.5
Modified atmosphere storage	3	11.5	-8.5
Hypobaric or low pressure storage	2	11.5	-9.5
Self-storage facility	18	11.5	6.5
Mobile storage unit	7	11.5	-4.5
<b>Total</b>	<b>69</b>		

Sources: *Primary Source*

Test Statistics	Types of storage
Chi-Square	35.957 <sup>a</sup>
Degree of freedom	5
Asymp. Sig.	<b>.000</b>

**Interpretation:**

Since the table ‘significance’ is less than 0.05, the level of significance the null hypothesis is rejected. By observing the difference between observed and expected frequencies first majority is “**REFRIGERATED STORAGE**” facility.

**3. ANALYSIS OF VARIANCE (ANOVA)**

When more than two groups are to be compared on the basis of their mean scores ANOVA technique is the appropriate technique, to be applied on the data.

To analyze whether the respondents belong to different age groups do have same level of average opinion on I opportunities of the flower market, the construct under study are types of flowers, Suitable storage facilities, II determination factors of the flower market under constructs study Infrastructure facility, Adequate financial support, Inventory management system, Market competition or trend, Adequate warehousing / storage and III challenges in flower market under study



constructs are A high damaging cost, Poor infrastructure, Lack of warehouse and storage facilities and Lack of adequate knowledge about flower industry.

**Null hypothesis:** Respondents belonging to different age groups have expressed on an average same level of opinion on the constructs under study.

**Alternative hypothesis:** Respondents belonging to different age groups do not expressed on an average same level of opinion on the constructs under study.

**Table3.1.** Analysis of Variance (Anova)

Constructs	Age	N	Mean	F	Sig.
Opportunities of the flower business	BELOW 30	40	22.4250	1.563	.201
	31 - 40	43	23.5349		
	41 - 50	38	21.6053		
	ABOVE 50	20	22.0000		
	<b>Total</b>	<b>141</b>	<b>22.4823</b>		
Determination factors	BELOW 30	40	30.2500	1.720	.166
	31 - 40	43	31.9070		
	41 - 50	38	32.1579		
	ABOVE 50	20	30.6000		
	<b>Total</b>	<b>141</b>	<b>31.3191</b>		
Challenges in flower business	BELOW 30	40	23.5250	2.593	.045
	31 - 40	43	24.1860		
	41 - 50	38	23.3421		
	ABOVE 50	20	25.1500		
	<b>Total</b>	<b>141</b>	<b>23.9078</b>		

**Source:** Primary data

**Interpretation:** Observing the above ANOVA table significance it is found that only for the constructs “**Challenges Faced by Distributors in Flower Market**” the table significance is less than 0.05, the level of significance. Therefore the null hypothesis is accepted and concluded that respondents belonging to different age groups do not differ significantly on “challenges faced by distributors in flower market” is rejected.

#### 4. CONCLUSION

Floral industry creates more opportunities for flower market for suppliers of different types of flower. As far as this particular research paper is concerned there are ample opportunities for flower business with respective region. whether Coimbatore or Madurai or hosur. This particular flower market faces certain challenges like over transport cost, inadequate production and change in consumer buying behaviour. The market flourish based on the culture of the region, seasonal, function, and festivals. If the marketers or growers identify the exact demand they could avoid certain challenges including wastages. To conclude this particular study, the study clearly shows the positive trend and opportunities of flower market which encourages for continuous growth flower industry along with flowers and suppliers of flowers.

#### 5. SCOPE FOR FURTHER STUDY

This research paper has only focused on opportunities and challenges in flower business and with reference to flower suppliers in Coimbatore city, the future researchers may focus on strategies of logistic and supply chain operation for floral industry. Flower business, growers and consumer can be focused separates, they can also focus on export market of flower, flower business and its opportunities.

#### 6. SUGGESTION TO IMPROVE FLOWER BUSINESS

Based on the research experience, the following suggestions are given by the researcher, from the supplier’s point of view.

- 1) The suppliers of the flower market suggested that the cost of the transport is the logistics and supply chain operations need to be control and reduced.
- 2) They also suggested that the government departments are the related associations need to establish

adequate cold storage and refrigerated facilities in order to maintain the freshness, fragrance and quality of the product flowers.

3) Since the cultivation of flowers is floriculture depends upon the season, the suppliers are suggested to maintain adequate stock to meet the regular market demand

4) The suppliers are wishing to manage wastage of flowers for which they need support from corporation on government authorities for waste management system and also for recycling of wastages.

5) Since the suppliers of flowers are coming under the category of micro and level trading them need financial support from the government or banks in order to maintain the regular demand and supply in the flower market for sustainable growth.

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