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Investigating the factors affecting marketing of Jasmine in Madurai district

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Abstract

Jasmine stands out as a visually appealing, essential, and lucrative crop that plays a pivotal role in various spiritual, communal, and cultural ceremonies. Its significance extends across diverse functions celebrated by people from all walks of life. However, an in-depth analysis employing the Weighted Mean method identifies several key factors affecting the marketing of Jasmine. The findings reveal that pricing, inadequate infrastructure, fraudulent practices, and a lack of promotional initiatives for exports are pivotal challenges in the marketing of Jasmine. Interestingly, there is no statistically significant difference between the socio-economic status of jasmine growers and the factors influencing its marketing. Examining the specific influences on jasmine growers' fulfillment in marketing, the percentage analysis indicates that pricing has a positive and substantial impact. In contrast, issues such as insufficient infrastructure, fraudulent practices, and a lack of export promotions have adverse and statistically significant effects on growers' satisfaction in the marketing of jasmine. To enhance jasmine marketing, it is imperative for the government to formulate and implement effective marketing and pricing policies. Additionally, there is a pressing need for the creation of adequate storage facilities for jasmine. Stringent actions against malpractices within the jasmine market are crucial for its sustainable development. Furthermore, both the government and Export Promotion Council should actively disseminate market information and export opportunities to empower jasmine growers and bolster the overall marketing ecosystem.

Keywords: Pricing, inadequate infrastructure, fraudulent practices, export promotions

1. Introduction

India has a rich history of engaging in floriculture, and the commercial significance of floriculture has seen a marked increase, particularly in the last 2-3 decades. Floriculture, as a profitable agricultural enterprise, has become one of the most financially rewarding professions globally, offering higher returns compared to many traditional field crops and horticultural plantations. In recent years, India has witnessed a notable surge in floriculture, contributing to employment opportunities in suburban and rural regions (Torane *et al.*, 2011) [7]. Within the realm of various flowers, jasmine holds a special place as a captivating and commercially important crop. Jasmine plays a crucial role in religious, social, and cultural ceremonies, as well as other events across diverse communities. The flowers are utilized for crafting garlands and for their ornamental value. Furthermore, the extraction of essential oils from jasmine flowers not only contributes to a robust export market but also holds medicinal value (Sivashankar and Shashidhar, 2011) [6]. Tamil Nadu stands out as the leading producer of jasmine in India, boasting an annual production of 77,247 tons from a cultivated area of 9,360 hectares. The state actively exports jasmine flowers to neighboring countries such as Sri Lanka, Singapore, Malaysia, and the Middle East. Key jasmine-producing districts in Tamil Nadu include Dindigul, Salem, Madurai, Tirunelveli, Virudhunagar and Trichy. Despite the success of jasmine cultivation, many challenges persist for small and marginal farmers, who constitute a significant portion of jasmine growers. These challenges encompass not only cultivation hurdles but also marketing difficulties. Therefore, the current study aims to identify and understand the factors influencing the marketing of jasmine specifically in the Madurai district.

2. Review of the Study

R. Ganapathi (2015) emphasizes the critical need for the revitalization of agricultural growers' cooperative marketing and processing societies to establish an efficient marketing

infrastructure. Such cooperative networks hold the potential to substantially increase returns for jasmine cultivators. The enhancement and efficient operation of these cooperative systems are essential for delivering significant benefits to individuals engaged in jasmine cultivation. Dr. S. Rosita (2015) highlights jasmine flowers as integral to the category of commercial blooms, widely embraced by individuals from diverse castes and creeds for various occasions, including weddings, funerals, meetings, and religious ceremonies. The common practice of exporting jasmine flowers to destinations like Bangalore and Madras is notable, with these exported flowers often serving as a source for scent extraction in industries. Madurai, situated in the state of Tamil Nadu, has gained recognition as a prominent hub for jasmine production. Among the array of flowers cultivated and traded in the Madurai district, which includes Rose, Chrysanthemum, Cassandra, Nerium, and Tube Rose, jasmine holds the top position. Its enduring popularity and significance make Madurai a key contributor to the cultivation and market presence of this fragrant flower in the region.

3. Objectives of the Study

1. To analysis the Demographic factors in Jasmine

Growers in Madurai District.

2. To identify the Factors Affecting Marketing of Jasmine in Madurai District.
3. To scrutinize the recommendations to enhance and optimize the marketing strategies for jasmine in the Madurai District

4. Methodology

The current study focuses on the purposive selection of the Madurai district. A total of 180 jasmine growers were chosen through a random sampling technique for the study, with the data pertaining to the year 2022-2023. To comprehend the demographic profile of jasmine growers and gain insights into the marketing aspects of jasmine, a percentage analysis was conducted. Furthermore, to pinpoint the factors influencing the marketing of jasmine, the study utilized the Weighted Mean Analysis. The application of Weighted Mean Analysis was also employed to scrutinize the correlation between demographic factors in jasmine growers and the factors influencing the marketing of jasmine.

5. Demographic Factors in Jasmine Growers in Madurai District

Table 1: Demographic factors of Jasmine growers

S. No	Demographic factors	Number of Respondents	Percentage
1.	Gender	Male	23.3
		Female	76.7
2.	Education	Uneducated	16.67
		School level	35.55
		College level	47.77
3.	Marital Status	Married	41
		Unmarried	59
4.	Religion	Hindu	57.77
		Christian	35.55
		Muslim	6.67
5.	Experience in Jasmine Cultivation	Less than 1 years	23.3
		2-5 years	35.6
		Above 5 years	41.1
6.	Market	Local shop	12.2
		Commission agent	18.3
		Local market	35.6
		Village traders	33.9

Source: Computed, Primary Data

Table 1 outlines the demographic characteristics of the selected sample of Jasmine Growers. The gender distribution reveals that 23.3% are male, while the majority, comprising 76.7%, are female. Regarding educational qualifications, a significant portion, accounting for 47.77%, has attained a College level education. In terms of marital status, the majority, totaling 59%, falls under the category of unmarried individuals.

Religion-wise, the predominant group among jasmine

growers is Hindus, constituting 57.77%. When it comes to experience in jasmine cultivation, a substantial majority, amounting to 41.1%, boasts more than 5 years of experience. In selecting markets, the majority of growers, at 35.6%, opt for local markets.

6. Factors Affecting Marketing of Jasmine in Madurai District

Table 2: Factors Affecting Marketing of Jasmine

S. No.	Particular	Total WMS	Mean Square	Rank
1.	Inadequate storage facility	758	4.21	2
2.	Lack of government support in price fixation	690	3.83	10
3.	Bank loan	725	4.02	8
4.	Price fluctuation	784	4.35	1
5.	Credit sales	754	4.18	3
6.	Price	722	4.01	9
8.	Lack of Infrastructure	736	4.08	6
9.	High cost of transport	744	4.13	5

10.	Lack of organized markets	749	4.16	4
11.	Malpractices in weighing	733	4.07	7
12.	Practices Higher commission charges	411	2.28	13
13.	Fraudulent Practices	423	2.35	12
14.	Inadequate information about export	408	2.26	14
15.	Inadequate export facilities	429	2.38	11

Weighted score = Weight* No. of Respondents. Weighted average rank: Total/sum of weight

Source: Primary Data

Table 2 represents the actual scores assigned to the constraints influencing the marketing of jasmine. The researcher assigned weights based on respondents' responses, with 5 weights indicating a highly serious constraint (100% of respondents), 4 weights for serious constraints (80% of respondents), 3 weights for moderate constraints (60% of respondents), 2 weights for not serious constraints (40% of respondents), and 1 weight for not at all serious constraints (20% of respondents). Among the constraints, price fluctuation holds the top rank, while inadequate information about export is ranked last. Following the first rank, inadequate storage facility secures the second position, credit sales the third, lack of organized markets the fourth, high cost of transport the fifth, lack of infrastructure the sixth, malpractices in weighing the seventh, bank loan the eighth, price the ninth, and lack of government support in price fixation the tenth. The remaining variables follow in the score of constraints affecting the marketing of jasmine.

7. Proposing Recommendations to Enhance and Optimize The Marketing Strategies for Jasmine in the Madurai District

7.1 Quality Assurance Programs

Implement programs ensuring consistent and high-quality jasmine production. Educate farmers on best practices, provide access to quality inputs, and establish quality control measures throughout the supply chain.

7.2 Diversification of Products

Explore opportunities beyond fresh flowers. Invest in R&D for value-added products like jasmine oils, perfumes, or extracts to open up new markets and revenue streams.

7.3 Market Information Systems

Establish a robust market information system for real-time pricing data and market trends, empowering farmers to make informed decisions and adapt to market dynamics.

7.4 Promotion of Unique Varieties

Develop marketing campaigns highlighting the unique qualities of Madurai jasmine. Emphasize aroma profiles, flower longevity, and specific attributes setting it apart from other varieties.

7.5 Brand Building and Storytelling

Invest in brand building by creating a compelling narrative around Madurai jasmine. Leverage its cultural and religious significance, promoting the story behind the cultivation process for an emotional connection with consumers.

7.6 E-Commerce and Online Marketing

Embrace e-commerce and online marketing to reach a wider audience. Establish an online presence to sell jasmine products directly, reducing dependency on traditional distribution channels.

7.7 Collaboration with Hospitality Industry

Partner with the hospitality industry to supply jasmine for use in hotels, spas, and events. Collaborate with event planners and businesses to incorporate Madurai jasmine in their offerings.

7.8 Certifications for Global Markets

Work towards obtaining certifications meeting international standards to enhance the export potential of Madurai jasmine, opening up opportunities in global markets.

7.9 Government Advocacy and Support

Advocate for government support in terms of subsidies, incentives, and infrastructure development. Collaborate with government agencies to promote initiatives benefiting jasmine farmers and the industry.

7.10 Consumer Education and Awareness

Launch campaigns to educate consumers about the benefits and uses of Madurai jasmine. Highlight its cultural significance, quality, and unique characteristics to drive demand and loyalty.

7.11 Sustainable Practices

Emphasize sustainable cultivation practices to meet the growing demand for organic and environmentally friendly products, positioning Madurai jasmine as a sustainable and eco-friendly choice.

7.12 Direct Farmer-Consumer Interaction

Facilitate direct interaction between farmers and consumers through farmers' markets, community events, or farm tours. Building a personal connection can enhance trust and customer loyalty.

7.13 Research and Development Investments

Allocate resources to research and development for continuous improvement in jasmine varieties, cultivation techniques, and pest control. Stay abreast of technological advancements to remain competitive. In termination, the Madurai jasmine industry can become more resilient and competitive by implementing these recommendations. Collaboration among farmers, government bodies, and the private sector is essential for effective implementation. This investigation sheds light on the complexity of factors shaping the marketing landscape of Madurai jasmine, emphasizing the need for adaptive strategies and interventions to overcome challenges and capitalize on opportunities. The revitalization of floriculture grower's supportive promotion and processing society is crucial for the industry's sustained success.

8. Conclusion

In conclusion, this study on the factors affecting the marketing of Jasmine in the Madurai District has provided valuable insights into the intricate dynamics of the Jasmine industry. The findings underscore the multifaceted nature of

influences shaping the cultivation, trade, and marketing of Jasmine in this region. The economic landscape of Jasmine cultivation revealed both opportunities and challenges. Farmers and traders face varying costs of production and fluctuating market prices, emphasizing the need for strategies to enhance profitability. The market dynamics, including supply chains and distribution channels, highlighted the importance of efficient logistics to ensure the timely and fresh delivery of Jasmine to consumers. Quality standards emerged as a critical factor, affecting market accessibility and consumer preferences. Adhering to and promoting high-quality standards in Jasmine production can significantly enhance the market position of the flower and contribute to consumer satisfaction. The cultural significance of Jasmine in Madurai is a pivotal aspect influencing marketing strategies. Understanding the role of Jasmine in local traditions, religious practices, and daily life is essential for effective market positioning and promotional activities. Aligning marketing efforts with cultural values can lead to increased consumer engagement and loyalty. Government policies play a substantial role in shaping the Jasmine industry. The study highlighted the impact of subsidies, regulations, and support programs on the economic viability of Jasmine farming. A collaborative approach between the government and stakeholders is crucial to address challenges and capitalize on growth opportunities. Despite challenges faced by the industry, this study also identifies several opportunities for improvement. Leveraging technology for better agricultural practices, strengthening market linkages, and promoting sustainable farming methods can contribute to the long-term success of the Jasmine industry in Madurai. In conclusion, a holistic approach that considers economic, cultural, and governmental factors is essential for the sustainable growth of the Jasmine industry in Madurai. By addressing the identified determinants, stakeholders can collectively work towards creating a robust and resilient Jasmine market that benefits farmers, traders, and the community at large. This study serves as a foundation for future research and policy initiatives aimed at enhancing the overall marketing ecosystem of Jasmine in the Madurai District.

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