

# A Study on Factors Affecting Marketing of Jasmine in Dindigul District

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## ABSTRACT

*Jasmine is an attractive important commercial crop. It has got importance in all religious, social and cultural ceremonies and other functions performed by all people. The exploratory factor analysis reveals that price, lack of infrastructure, fraudulent practices and lack of export promotions are the factors affecting the marketing of jasmine. The results show that there is no significant difference between socio-economic status of jasmine growers and factors affecting marketing of jasmine. The regression analysis indicates that price is positively and significantly influences satisfaction of jasmine growers about marketing of jasmine, while, lack of infrastructure, fraudulent practices and lack of export promotions are negatively and significantly influence satisfaction of jasmine growers about the marketing of jasmine. In order to improve the jasmine marketing, the Government should formulate and implement appropriate marketing and pricing policies. The Government should create adequate storage facilities for jasmine and should take strong actions against malpractices in the marketing of jasmine. The Government and Export Promotion Council should disseminate and communicate market information and export opportunities to the jasmine growers.*

**Key words:** Exploratory Factor Analysis, Jasmine, Marketing, Regression.

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## INTRODUCTION

India has a long tradition of floriculture. Floriculture has assumed a definite commercial status in recent times and during last 2-3 decades particularly. Floriculture as a farm enterprise has emerged one of the most lucrative business profession in many countries having much higher potential of returns in comparison to most of the field crops and horticultural plantations. In India during the recent years there has been an appreciable rise in the growth of floriculture and it has also provided employment opportunities in suburban and rural areas (Torane et al 2011).

Among various flowers, jasmine is an attractive important commercial crop. It has got importance in all religious, social and cultural ceremonies and other functions performed by all people. Jasmine flowers are used for making garlands and cut flower purpose. Essential oils are extracted from the flowers which has not only has good export market but also has medicinal value (Sivashankar and Shashidhar, 2011).

Tamil Nadu is the leading producer of jasmine in the country with an annual production of 77,247 tonnes from a cultivated area of 9,360 ha. The flowers harvested in the state are exported to neighbouring countries like Sri Lanka, Singapore, Malaysia and the Middle East. The major jasmine producing districts of Tamil Nadu are Dindigul, Salem, Madurai, Tirunelveli, Virudhunagar and Trichy. A majority of the jasmine

growers, who belong to small and marginal farmers category, are facing many problems not only in cultivation but also in marketing their produce. Therefore, the present study is made to identify the factors affecting marketing of jasmine in Dindigul district.

## METHODOLOGY

The Dindigul district has been purposively selected for the present study. From the total 530 jasmine growers have been selected for the present study by adopting random sampling technique and the data pertain to the year 2014-2015. In order to understand the socio-economic status of jasmine growers and the marketing of jasmine, the frequency and percentage analysis have worked out. In order to identify the factors affecting the marketing of jasmine, the exploratory factor analysis has been employed. In order to examine the difference between socio-economic status of jasmine growers and factors affecting the marketing of jasmine, the Analysis of Variance (ANOVA) has been applied. In order to analyze the influence of factors affecting marketing of jasmine on satisfaction of jasmine growers about the marketing of jasmine, the multiple linear regression has been employed.

## RESULTS AND DISCUSSION

### Socio-Economic Status of Jasmine Growers

The profile of the consumers was analyzed and the results are presented in Table-1. The results show that 53.21 per cent of jasmine growers are uneducated, 44.91 per cent of jasmine growers have school level education and 1.88 per cent of them have college level education. It is clear that 96.23 per cent of jasmine growers are married and 3.77 per cent of them are unmarried. The results indicate that 52.08 per cent of jasmine growers belong to the joint family and 47.92

per cent of them belong to the nuclear family. It is observed that 68.11 per cent of jasmine growers own 3.1 – 6.0 acres, 15.85 per cent of them own less than three acres and 14.53 per cent of jasmine growers own 6.1 – 9.0 acres. The results reveal that 37.17 per cent of growers have 6 - 9 years of experience in jasmine cultivation, 23.59 per cent of them have 3 - 6 years of experience in jasmine cultivation, 16.98 per cent of

them have 9 – 12 years of experience in jasmine cultivation, 13.77 per cent of them have less than three years of experience in jasmine cultivation and 8.49 per cent of them have more than 12 years of experience in jasmine cultivation. It is apparent that 76.98 per cent of jasmine growers use their own money and the rest of 23.02 per cent of them use borrowed money for jasmine cultivation.

**Table-1. Socio-Economic Status of Jasmine Growers**

Socio-Economic Conditions	Number of Consumers	Percentage
<b>Educational Qualification</b>		
Uneducated	282	53.21
School level	238	44.91
College level	10	1.88
<b>Marital Status</b>		
Married	510	96.23
Unmarried	20	3.77
<b>Type of Family</b>		
Joint Family	276	52.08
Nuclear Family	254	47.92
<b>Ownership of Land</b>		
Less than 3 acres	84	15.85
3.1 – 6.0 acres	361	68.11
6.1 – 9.0 acres	77	14.53
More than 9 acres	8	1.51
<b>Experience in Jasmine Cultivation</b>		
Less than 3 years	73	13.77
3 – 6 years	125	23.59
6 – 9 years	197	37.17
9 – 12 years	90	16.98
More than 12 years	45	8.49
<b>Source of Finance</b>		
Own	408	76.98
Borrowed	122	23.02

### Marketing of Jasmine

The marketing of jasmine was analyzed and the results are presented in Table-2.

**Table-2. Marketing of Jasmine**

Market	Number of Jasmine Growers	Percentage
Village traders	193	36.42
Commission agent	75	14.15
Local market	216	40.75
Local shop	46	8.68
<b>Total</b>	<b>530</b>	<b>100.00</b>

From the above table, it is observed that 40.75 per cent of jasmine growers market their jasmine flowers through local market, 36.42 per cent of them market their jasmine flowers through village traders, 14.15 per cent of jasmine growers market their jasmine flowers through commission agent and 8.68 per cent of them market their jasmine flowers through local shop.

### Identification of Factors Affecting Marketing of Jasmine

In order to identify the factors affecting the marketing of jasmine, the exploratory factor analysis has been employed. The principal component method of factor analysis was carried out with Eigen values greater than one through Varimax rotation and the results obtained through rotated component matrix are presented in Table-3. The results of Kaiser-Meyer-Olkin (KMO Test) measure of sampling adequacy (KMO = 0.829 and Bartlett's test of Sphericity (Chi-square Value = 0.0011 Significance = 0.000) indicates that the factor analysis method is appropriate. There are four factors which are extracted accounting for a total of 75.96 per cent of variations on 14 variables. The each of the four factors contributes to 24.68 per cent, 19.57 per cent, 16.76 per cent and 14.95 per cent respectively.

**Table 3: Factors Affecting Marketing of Jasmine**

Factor	Item	Rotated Factor Loadings	Eigen Value	% of Variation	Factor Name
I	Low price	.56	3.12	24.68	<b>Price</b>
	Credit sales	.58			
	Price fluctuation	.69			
	Delay in payment	.55			
	Lack of government support in price fixation	.57			
II	Inadequate storage facility	.56	2.36	19.57	<b>Lack of Infrastructure</b>
	High cost of transport	.59			
	Lack of organized markets	.60			
III	Malpractices in weighing	.76	1.69	16.76	<b>Fraudulent Practices</b>
	Higher commission charges	.64			
	Forced to sell	.69			
IV	Inadequate market information	.53	1.27	14.95	<b>Lack of Export Promotions</b>
	Inadequate information about export	.67			
	Inadequate export facilities	.58			
	Cumulative % of Variation	-	-	75.96	-
	Cronbach's Alpha	-	-	-	0.92

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 9 iterations.

**Factor - I:** From the results, it is inferred that out of 14 variables, five variables have their high, relatively tightly grouped factor loadings on factor - I.

This factor consists of:

- Low price (0.56)
- Credit sales (0.58)
- Price fluctuation (0.69)
- Delay in payment (0.55)
- Lack of government support in price fixation (0.57)

Hence, this factor is named as "**Price**".

**Factor - II:** is formed with:

- Inadequate storage facility (0.56)
- High cost of transport (0.59)
- Lack of organized markets (0.60)

These variables are named as "**Lack of Infrastructure**".

**Factor - III:** This factor includes:

- Malpractices in weighing (0.76)
- Higher commission charges (0.64)
- Forced to sell (0.69)

These variables are named as "**Fraudulent Practices**".

**Factor - IV:** This factor is formed with:

- Inadequate market information (0.53)
- Inadequate information about export (0.67)
- Inadequate export facilities (0.58)

This factor is named as “**Lack of Export Promotions**”.

The Cronbach’s Alpha of the scale was 0.92 indicating that each measure demonstrated acceptable internal consistency. It is inferred that price, lack of infrastructure, fraudulent practices and lack of export promotions are the factors affecting marketing of jasmine.

#### **Difference between Socio-Economic Status of Jasmine Growers and Factors Affecting Marketing of Jasmine**

In order to examine the difference between socio-economic status of jasmine growers and factors affecting marketing of jasmine, the Analysis of Variance (ANOVA) has been applied and the results are presented in Table-4.

**Table 4: Socio-Economic Status of Jasmine Growers and Factors Affecting Marketing of Jasmine**

Particulars	F-Value	Sig.
Educational Qualification and Factors Affecting Marketing of Jasmine	42.146**	.000
Marital Status and Factors Affecting Marketing of Jasmine	38.578**	.000
Type of Family and Factors Affecting Marketing of Jasmine	37.367**	.000
Ownership of Land and Factors Affecting Marketing of Jasmine	39.745**	.000
Experience in Jasmine Cultivation and Factors Affecting Marketing of Jasmine	41.784**	.000
Source of Finance and Factors Affecting Marketing of Jasmine	40.912**	.000

\*\* Significant at one per cent level

The results indicate that the F-values are significant at one per cent level showing that there is significant difference between socio-economic status of jasmine growers and factors affecting marketing of jasmine. Hence, the null hypothesis of there is no significant difference between socio-economic status of jasmine growers and factors affecting marketing of jasmine is rejected.

#### **Influence of Factors Affecting Marketing of Jasmine on Satisfaction of Jasmine Growers about Marketing of Jasmine**

In order to analyze the influence of factors affecting marketing of jasmine on satisfaction of jasmine growers about marketing of jasmine, the multiple linear regression has been employed and the results are presented in Table-5. The factors affecting marketing of jasmine derived from exploratory factor analysis are considered as independent variables and satisfaction of jasmine growers about marketing of jasmine is considered as dependent variable. The results show that the coefficient of multiple determination ( $R^2$ ) is 0.59 and adjusted  $R^2$  is 0.57 indicating the regression model is good fit. It reveals that about 59.00 per cent of the variation in dependent variable (Satisfaction of Jasmine Growers about Marketing of Jasmine) is explained by the independent variables (Factors Affecting Marketing of Jasmine). The F-value of 19.672 is statistically significant at one per cent level indicating that the model is significant.

**Table 5: Influence of Factors Affecting Marketing of Jasmine on Satisfaction of Jasmine Growers about Marketing of Jasmine**

Factors Affecting Marketing of Jasmine	Regression Co-efficients	t-Value	Sig.
Intercept	1.982**	9.013	.000
Price ( $X_1$ )	.345**	7.486	.000
Lack of Infrastructure ( $X_2$ )	-.282**	7.060	.000
Fraudulent Practices ( $X_3$ )	-.291	6.892	.000
Lack of Export Promotions ( $X_4$ )	-.318**	7.237	.000
$R^2$	0.59	-	-
Adjusted $R^2$	0.57	-	-
F	19.672	-	.000
N	530	-	-

Note: \*\* Significance at one per cent level

The results indicate that price is positively and significantly influence satisfaction of jasmine growers about marketing of jasmine, while, lack of infrastructure, fraudulent practices and lack of export promotions are negatively and significantly influence satisfaction of jasmine growers about marketing of jasmine at one per cent level. Hence, the null hypothesis of there is no significant influence of factors affecting marketing of jasmine on satisfaction of jasmine growers about marketing of jasmine is rejected.

### CONCLUSION

Majority of jasmine growers are uneducated and most of them are married. Majority of jasmine growers belong to the joint family and most of them own 3.1 – 6.0 acres of land. Majority of jasmine growers have 6.1 - 9.0 years of experience in jasmine cultivation and most of them use their own money for jasmine cultivation. Besides, majority of jasmine growers market their jasmine flowers through local market.

The exploratory factor analysis reveals that price, lack of infrastructure, fraudulent practices and lack of export promotions are the factors affecting marketing of jasmine. The results show that there is no significant difference between socio-economic status of jasmine growers and factors affecting marketing of jasmine.

The regression analysis indicates that price is positively and significantly influences satisfaction of jasmine growers about marketing of jasmine, while, lack of infrastructure, fraudulent practices and lack of export promotions are negatively and significantly influence satisfaction of jasmine growers about marketing of jasmine.

In order to improve the jasmine marketing, the Government should formulate and implement appropriate marketing and pricing policies. The Government should create adequate storage facilities for jasmine and should take strong actions against malpractices in the marketing of jasmine. The Government and Export Promotion Council should disseminate and communicate market information and export opportunities to the jasmine growers. In addition, Government should provide export facilities to jasmine growers in order to tap market potentials across the border and get more returns.

A proper marketing facility through cooperative network will go a long way in bringing better returns to the jasmine cultivators. This calls for the revitalizing the floriculture growers cooperative marketing and processing society for the advantage of jasmine cultivators.

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