CHAPTER VI

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CHAPTER VI

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

6.1. FINDINGS

The study begins with a widespread introduction; which throws a flow of light on the kinds of flowers produced in Kanyakumari District, their commercial significance and the potential with which India, in general, is endowed with flower production and the growth trajectory of the floriculture industry over the years. Besides these an allusion to the research problem also has been made.

Retailers in flower trade refer the traders who sell in smaller quantities to the consumers. Retailers include petty traders, pavement vendors and street vendors. Petty traders have fixed shops. Pavement vendors conduct the business having their shop in the pavements nearby temple premises, bus stands and hotels where the floating population will be more. Street vendors carry flower in head loads or by carts and sell at the door of the consumers living in residential colonies.

6.1.1. Findings of Cultivation Practices

1. It is identified that 42.00 per cent of the respondents had below SSLC level education. Chi-Square test reveals that the educational qualification of cultivators does not significantly differ with regard to the type of cultivation activities in Kanyakumari district.

2. It is found that 38.00 per cent of the respondents had experience between 5 and 10 years in flower cultivation. Chi-Square test reveals that the experience in flower cultivation does not significantly differ with regard to the type of cultivation activities in Kanyakumari district.
3. It is inferred that 51.33 per cent of the respondents had cultivated area below 5 acres. Chi-Square test reveals that the area of flower cultivation does not significantly differ with regard to the type of cultivation activities in Kanyakumari district.

4. It is understood that 38.00 per cent of the respondents had experience between 5 and 10 years in other crop cultivation. Chi-Square test reveals that the experience in other crop cultivation significantly differs with regard to the type of cultivation activities in Kanyakumari district.

5. It is identified that 41.33 per cent respondent cultivated area below 2 acres for other crop cultivation. Chi-Square test reveals that the area of cultivation of other crops does not significantly differ with regard to the type of cultivation activities in Kanyakumari district.

6. It is found that 34.00 per cent of the respondents cultivated area below 5 acres for total cultivation. Chi-Square test reveals that the total area of cultivation does not significantly differ with regard to the type of cultivation activities in Kanyakumari district.

7. It is inferred that 36.00 per cent of the respondents had experience between 6 and 9 years in Jasmine (Pitchi) cultivation. Chi-Square test reveals that the experience in Jasmine (Pitch) cultivation does not significantly differ with regard to the type of cultivation activities in Kanyakumari district.

8. It is understood that 36.00 per cent of the respondents had experience between 6 and 9 years in Jasmine (Malligai) cultivation. Chi-Square test reveals that the experience in Jasmine (Malligai) cultivation does not significantly differ with regard to the type of cultivation activities in Kanyakumari district.
9. It is identified that 30.00 per cent of the respondents had used 60% natural fertilizers and 40% chemical fertilizers. Chi-Square test reveals that the use of fertilizers does not significantly differ with regard to the type of cultivation activities in Kanyakumari district.

10. It is found that 44.67 per cent of the respondents had applied fertilizer four times at some intervals. Chi-Square test reveals that the frequency of using fertilizers does not significantly differ with regard to the type of cultivation activities in Kanyakumari district.

11. It is inferred that the majority of the respondents gave top rank to ‘digging’ as regards the preparatory expenses in cultivation. Also reveals that the respondents gave the second rank to ‘planting’. It is further clear that the respondents gave the last rank to ‘other expenses’.

12. It is identified that the majority of the respondents gave top rank to ‘cultivation’ as regards to expenses incurred in cultivation. Also reveals that the respondents gave the second rank to ‘watering’. It is further clear that the respondents gave the last rank to ‘plucking’.

13. It is identified that the majority of the respondents gave the first rank to ‘loan’ as regards financial aspects. Also reveals that the respondents gave the second rank to ‘commission’. It is further clear that the respondents gave the last rank to ‘tax’.

14. It is understood that the majority of the respondents gave the first rank to ‘propping’ as regards the cost of materials. Also reveals that the respondents gave the second rank to ‘pesticide’. It is further clear that the respondents gave the last rank to ‘other materials’.
15. It is identified that the majority of the respondents gave top rank to ‘plucking’ as regards the cost of labour. It also reveals that the respondents gave the second rank to ‘ploughing’. It is further clear that the respondents gave the last rank to ‘apply fertilizers’.

16. It is found that the majority of the respondents gave top rank to ‘preserving’ as regards the problems faced after plucking. Also reveals that the respondents gave the second rank to ‘collection’. It is further clear that the respondents gave the last rank to ‘other problems’.

17. It is found that the majority of the respondents gave top rank to ‘cultivation’ as regards other problems in cultivation. Also reveals that the respondents gave the second rank to ‘loan interest’. It is further clear that the respondents gave the last rank to ‘plucking’.

6.1.2. Findings of Marketing Practices

1. It is identified that 36.25 per cent of the respondents studied higher secondary level education. Chi-Square test reveals that the educational qualification of marketers significantly differs with regard to the type of marketing activities in Kanyakumari district.

2. It is found that 36.25 per cent of the respondents had experience between 10 and 15 years in flower marketing. Chi-Square test reveals that the experience in flower marketing significantly differs with regard to the type of marketing activities in Kanyakumari district.

3. It is referred that 28.75 per cent of the respondents invested below Rs.2 Lakh in flower marketing. Chi-Square test reveals that the investment in flower
market significantly differs with regard to the type of marketing activities in Kanyakumari district.

4. It is understood that 33.75 per cent of the respondents invested below Rs.2 Lakh in other marketing. Chi-Square test reveals that the investment in other market does not significantly differ with regard to the type of marketing activities in Kanyakumari district.

5. It is identified that 36.25 per cent of the respondents had total investment between Rs.6 and Rs.8 Lakh in marketing. Chi-Square test reveals that the total investment in market significantly differs with regard to the type of marketing activities in Kanyakumari district.

6. It is found that 36.25 per cent of the respondents had experience between 3 and 6 years in other marketing. Chi-Square test reveals that the experience in other business market does not significantly differ with regard to the type of marketing activities in Kanyakumari district.

7. It is found that 35.00 per cent of the respondents had marketing through flower shops. Chi-Square test reveals that the marketing method significantly differ with regard to the type of marketing activities in Kanyakumari district.

8. It is understood that 51.25 per cent of the respondents had frequency of procuring flowers in twice a week. Chi-Square test reveals that the frequency of procuring flowers does not significantly differ with regard to the type of marketing activities in Kanyakumari district.

9. It is identified that 27.50 per cent of the respondents procured flowers from other districts normally. Chi-Square test reveals that the procuring flower from other districts does not significantly differ with regard to the type of marketing activities in Kanyakumari district.
10. It is understood that 24.38 per cent of the respondents had marketing activity outside the district in occasionally. Chi-Square test reveals that the marketing activity outside the districts significantly differ with regard to the type of marketing activities in Kanyakumari district.

11. It is identified that 37.50 per cent of the respondents used public transport facility in always. Chi-Square test reveals that the use of public transport facility significantly differs with regard to the type of marketing activities in Kanyakumari district.

12. It is inferred that the majority of the respondents gave top rank to ‘harvest’ as regards the price of flower in marketing. Also reveals that the respondents gave the second rank to ‘size’. It is further clear that the respondents gave the last rank to ‘demand’.

13. It is understood that the majority of the respondents gave top rank to ‘preservation’ among the problems in marketing. Also reveals that the respondents gave the second rank to ‘transport’. It is further clear that the respondents gave the last rank to ‘other problems’.

14. It is identified that the majority of the respondents gave top rank to ‘loan’ in connection with financial problems in marketing. Also reveals that the respondents gave the second rank to ‘commission’. Further reveals that the respondents gave the third rank to ‘rent’. It is further clear that the respondents gave the fourth rank to ‘rate of interest’ and last rank to ‘tax’.

15. It is inferred that the majority of the respondents gave top rank to ‘seasons’ among the physical problems in marketing. It also show that the respondents gave the second rank to ‘marketing’. It is further clear that the respondents gave the last rank to ‘consumer behaviour’.
6.1.3. Findings of Consumers Practices

1. It is understood that 37.08 per cent of the respondents bought flower for ‘festival’. Chi-Square test reveals that the prime reason for buying flowers by consumers significantly differs with regard to the type of buying activities in Kanyakumari district.

2. It is identified that 65.00 per cent of the respondents had bulk purchasing of flowers ‘occasionally’. Chi-Square test reveals that buying flowers in bulk by consumers does not significantly differ with regard to the type of buying activities in Kanyakumari district.

3. It is found that 43.33 per cent of the respondents had periodicity of buying flowers ‘twice weekly’. Chi-Square test reveals that the periodicity of buying flower by consumers does not significantly differ with regard to the type of buying activities in Kanyakumari district.

4. It is identified that 60.00 per cent of the respondents bought normally ‘through retailers’. Chi-Square test reveals that the place of procuring of flowers by the consumers significantly differs with regard to the type of buying activities in Kanyakumari district.

5. It is inferred that the majority of the respondents gave top rank to ‘demand’ as regards to the price of flowers in consumer opinion. It also shows that the respondents gave the second rank to ‘season’. It is further clear that the respondents gave the last rank to ‘harvest.

6. It is understood that the majority of the respondents gave top rank to ‘quality’ as regards to grading of flowers in consumer opinion. It also shows that the respondents gave the second rank to ‘size’. It is further clear that the respondents gave the last rank to ‘area’.
7. It is identified that the majority of the respondents gave top rank to ‘any variety’ as regards to variety of flowers purchased in consumer opinion. It also shows that the respondents gave the second rank to ‘Jasmine (Pitchi)’. It is further clear that the respondents gave the last rank to ‘Jasmine (Malligai)’.

Based on the discussion the investigator wishes to place on record some of her valuable findings.

1. The total cost of cultivation of one hectare of Jasmine (Pitchi) was worked out at Rs.1,77,206 in the case of large farmers. The same was found to be Rs.1,76,040 and Rs.1,75,345 in the case of medium and small farmers respectively. Profit made out of one hectare of Jasmine was found to be Rs.227,394 in the case of large farmers, and Rs.223,035 in the case of medium farmers and Rs.200,610 in the case of small farmers. The net return per rupee for cultivation of Jasmine (Pitchi) was being Rs.2.28, Rs.2.27 and Rs.2.14 in the case of large, medium and small farmer respectively.

2. The total cost of cultivation of one hectare of Jasmine (Malligai) was worked out at Rs.163,075, Rs.162,351 and Rs.161,609 in the case of large, medium and small farmers respectively. Profit made out of one hectare of Jasmine (Malligai) was found to be Rs.280,725, Rs.272,349 and Rs.261,681 in the case of large, medium and small farmers, respectively. The net return per rupee for cultivation of Jasmine (Malligai) was being Rs.2.72, Rs.2.68 and Rs.2.62 in the case of large, medium and small farmer respectively.

3. The total cost of cultivation of one hectare of Rose was Rs.81,330, Rs.80,590 and Rs.79,280 in the case of large, medium and small farmers respectively. Profit made out of one hectare of Rose was Rs.173,220, Rs.171,710 and Rs.168,970 in the case of large, medium and small farmers respectively. The net
return per rupee for cultivation of Rose was Rs.3.13, Rs.3.13 and Rs.3.13 in the
case of large, medium and small farmer respectively.

4. The total cost of cultivation of one hectare of Marigold (Krenthi) was Rs.57,095,
Rs.56,550 and Rs.55,255 in the case of large, medium and small farmers. Profit
made out of one hectare of Marigold (Krenthi) was Rs.112,985, Rs.110,490 and
Rs.105,945 in the case of large, medium and small farmers respectively. The net
return per rupee for cultivation of Marigold (Krenthi) was Rs.2.98, Rs.2.95 and
Rs.2.92 in the case of large, medium and small farmer respectively.

5. The total cost of cultivation of one hectare of Bachelor’s Button (Vadamalli)
was Rs.56,475, Rs.56,079 and Rs.55,590 in the case of large, medium and small
farmers respectively. Profit made out of one hectare of Bachelor’s Button
(Vadamalli) was Rs.122,900, Rs.120,321 and Rs.112,375 in the case of large,
medium and small farmers respectively. The net return per rupee for cultivation
of Bachelor’s Button (Vadamalli) was Rs.3.18, Rs.3.15 and Rs.3.02 in the case
of large, medium and small farmer respectively.

6. The total cost of cultivation one hectare land of Marjoram (Marikolundu) for
large, medium and small was Rs.42,920, Rs.42,293 and Rs.41,960
respectively. Profit made out of one hectare of Marjoram (Marikolundu) was
Rs.107,050, Rs.102,427 and Rs.77,770 in the case of large, medium and small
farmers respectively. The net return per rupee for cultivation of Marjoram
(Marikolundu) was Rs.3.49 Rs.3.42 and Rs.2.85 in the case of large, medium
and small farmer respectively.

7. The total cost of cultivation of one hectare land of Nerum (Arali) for large,
medium and small was Rs.121,695, Rs.121,047 and Rs.120,363 respectively.
Profit made out of one hectare of Nerium (Arali) was Rs.224,805, Rs.220,953
and Rs.208,137 in the case of large, medium and small farmers respectively. The net return per rupee for cultivation of Nerum (Arali) was Rs.2.85, Rs.2.83 and Rs.2.73 in the case of large, medium and small farmer respectively.

8. The total cost of cultivation of one hectare land of Crossandra (Kanakambaram) was Rs.56,323, Rs.55,782 and Rs.55,433 in the case of large, medium and small farmers respectively. Profit made out of one hectare of Crossandra (Kanakambaram) was Rs.98,237, Rs.89,778 and Rs.71,047 in the case of large, medium and small respectively. The net return per rupee for cultivation of Crossandra (Kanakambaram) was Rs.2.74, Rs.2.61 and Rs.2.28 in the case of large, medium and small farmer respectively.

9. The total cost of cultivation of one hectare of Tube Rose (Champanki) was Rs.135,624, Rs.135,090 and Rs.134,688 in the case of large, medium and small farmers respectively. Profit made out of one hectare of Tube Rose (Champanki) was Rs.223,776, Rs.204,390 and Rs.182,472 in the case of large, medium and small farmers respectively. The net return per rupee for cultivation of Tube rose (Champanki) Crossandra (Kanakambaram) was Rs.2.65, Rs.2.51 and Rs.2.35 in the case of large, medium and small farmer respectively.

10. The total cost of cultivation of one hectare of Cockscomb (Kozhikondai) was Rs.37,215, Rs.36,823 and Rs.36,236 in the case of large, medium and small farmers respectively. Profit made out of one hectare of Cockscomb (Kozhikondai) was Rs.69,960, Rs.66,802 and Rs.61,964 in the case of large, medium and small farmers respectively. The net return per rupee for cultivation of Cockscomb (Kozhikondai) was Rs.2.88, Rs.2.81 and Rs.2.71 in the case of large, medium and small farmer respectively.
11. The marketing channel differs from producer to producer and they are dominated by middlemen and commission agents.

12. The prices of flowers frequently change depending on seasonal changes and demand and supply for the same. As far as Jasmine is concerned, its price stood at Rs.115 per Kg in the month of January and reached an all-time high of Rs.137 per Kg in the month of September. The price of Jasmine (Pitchi) was found to be Rs.47 per Kg in the month of June. Similarly, month-wise changes were found in the case of the remaining nine kinds of flowers.

6.2. CONCLUSION

The efficient marketing of flowers improves cultivators, agents, and related people and hence the growth in this field is highly required. Studies also reveal that the use of flowers in our day to day will be highest in the near future and hence the marketers have to come forward to market flowers to the entire satisfaction of the consumers through different methods of marketing.

Consumers may be educated as to the use of flowers in their day to day habits. This marketing field provides tremendous employment facilities and has generated employment in direct and indirect areas. The manufacturers and marketers have to utilize this opportunity to provide better quality flowers to the consumers so that there is consistent and increasing demand for this flower product in future years.

The flower eco system in Kanyakumari District is quite unique and it should be treated as bounty of nature. They should be systematically protected from environmental hazards. Changes in the area of the flower market and improvements on the channels of marketing available to flower farmers are a must to regain the reputation
enjoyed by Kanyakumari District in flower production, during the glorious periods. The researcher is quite assured that this piece of research would afford enough food for thought for innovative researches and can render it a main tourist attraction with a host of new selections of lovely and aromatic flowers.

6.3. SUGGESTIONS

The researcher explored the various aspects of flower cultivation in Kanyakumari District wishes to make the following suggestions for giving attention and timely execution.

1. India has very productive lands and growing flowers can be a gainful cultivation to the cultivators, if other aspects exist. The governments can consider in terms of promoting separate organizations such as ‘Flower Cultivation Research Centre’ in many areas and develop flower cultivation.

2. Middlemen play a vital role in the marketing of flower products. There are pre-harvest and post-harvest agents. The cultivators lose heavily to these agents. Financial agencies may come forward to assist financially so that the exploitation is minimized. Common warehouse to store and preserve flower may help the marketing people to minimize their risk to a certain extent.

3. Agri-related educational qualification may be provided to suitable cultivators in order to increase the cultivation and improve the quality of flower.

4. Land reforms may be introduce by inducing cultivators to pool their lands and get the benefit of economies of scale in farming also.

5. Cultivators may be advised sporadically to change the type of flower and the quality of flower with modern methods so that the consumers get better flowers continuously throughout the year.
6. The results of research and extension activities may be spread to the cultivator sellers so that they get the technical information of cultivation and marketing.

7. The functioning of wholesalers and retailers markets may be controlled and they should function in such a way that there is no huge loss either to cultivator sellers or to consumers.

8. To ensure that the cost does not vary during dull seasons, the storage facility aspects may be improved to a greater extent.

9. The Governments can offer concessional transport, storage and packing of products so that the cost is reduced for consumers and the cultivator-seller and agents do not suffer due to higher transportation and storage cost. Use of public transport facility for transporting flowers by the agents may be allowed at concessional rate.

10. Most important sector of our economy is agriculture and floriculture. Success in our economic policies mainly depends on the performance of agriculture and floriculture. Hence, concessions to agricultural and floriculture sector may provide benefits to majority of people in India.

11. The processes of diversification and motorization of Indian floriculture has to be speeded up. The productivity of most agricultural crops remains lower at 30 per cent less than what is achieved by developed economies. Scientific cultivation practices supported by conducive policies of the government will improve productivity and standard of living of the farmers.

12. Although favorable climatic conditions prevail both in the plain and hill areas of Kanyakumari District, floriculturists have not been able to enhance commercial production of decorative and ornamental flowers. It is high time that the farmers seized this excellent opportunity.
13. There is an urgent need for the intervention of private agencies and government for the introduction of new and innovative methods in the cultivation and marketing of flowers, with the ultimate goal of boosting up net gains.

14. New knowledge like Green House Technology and Shade-Net Cultivation that have been used effectively in foreign countries should be made familiar to the farmers. Further, sufficient training and financial assistance should also be made available to them to facilitate the advent of new and scientifically proven techniques of plant breeding.

15. A regulated market for flowers is exposed for its absence in Kanyakumari District. It is indispensable for the floriculturists in Kanyakumari District. Intrusion of exploiting intermediaries could be kept at bay by a well-run regulated market.

16. The flower market at Kanyakumari District is quite unstable. It witnesses insecure price fluctuations. In the interest of the small and marginal floriculturist this problem should be addressed with immediate effect.

17. Open auction systems should be announced in the flower market in Kanyakumari District so that nationwide participation could be ensured in the purchase and sale of flowers.

18. Kanyakumari District is known for its uniqueness in the flower industry in the southern region of the State for the past 100 years. The demand for its flowers is increasing day by day and many villages in Tirunelveli district have increased their market share with Kanyakumari District in flower trade. While more than 15,000 people are engaged in flower cultivation another 15,000 people are engaged in various related activities like plucking, garland making, running retail flower shops, door-to-door selling of flowers etc.; in the flower
industry in Kanyakumari District. Thus, in Kanyakumari District flower industry is providing livelihood to thousands of people directly and indirectly. But the sad part is that the floriculture industry in Kanyakumari District does not enjoy the protection and support of the state government or the local bodies.

19. There are uncountable problems crying for attention. There is no special area earmarked for a flower market in Kanyakumari District. The present flower market is operating from a place devoid of any facilities like proper water, toilets and weighing arrangements in an area of just 25 cents. There is no protection from shine or rain for the traders. It is really unfortunate that the prices are dictated by extraneous factors like weather. Further, as the market starts at 5.00 am and closes by 09.30 am in the morning late entrants incur very serious losses. So it is necessary to improve the transportation facilities available to flower producers. The government must step in and provide these basic requirements with immediate effect.

20. Self-Help Groups should be encouraged to take to the production and marketing of flowers. The investigator has clearly found out that the problems faced by the farmers and traders are basically related to the marketing of flowers. So he seeks the immediate intervention of the government for opening a full-fledged flower market spread over an area of not less than five acres with facilities for cold storage, vans with refrigerating facilities to operate between flower production centers and the flower market and to the nearby airport, electronic weighing facilities, flower protection devices, accommodation for local and foreign merchants and the round the clock water and electricity supply.
21. The State and Central governments have so far focused only on the production side of the flower industry. There can be substantial and perceptible change in the economic and social welfare of farmers only when the governments divert their attention to the marketing side also. Another area of concern is the non-availability of quality seeds in Kanyakumari District. The authorities must ensure that the farmers do not have to go as far as Madurai to get seeds. The floriculturists in Kanyakumari District have not had any exposure to the latest techniques of plant breeding and flower production. Therefore, on the part of the Government, it is compulsory to popularize the cloning method for the introduction of high breed varieties of flowering plants noted for their very high yield of flowers in attractive hues, hitherto unknown to Kanyakumari District floriculturists.

6.3.1. To Government

1. For improving the current situation, it is mandatory for the Government of India to organize various training programs for the farmers and the traders so that they can acquire necessary knowledge for cultivation and can fulfill the demand of both domestic and international markets.

2. In addition to training facilities, other supporting facilities such as cold storage, air-conditioned vehicles for flower transports, subsidy in air cargo freight charges also need to be provided.

3. Government must provide appropriate production assistance and storage facility to provide support to farmers and floral traders in marketing of the produced flowers, as this industry could play a pivotal role in branding our nation across the globe by upholding the economic development.
4. Government also needs to provide low interest loan facility to the farmers and provide export facilities for the development of flower market.

5. Our Government can see that marketing information needs to be available to the farmers through national mass media such as radio, television, newspaper, etc.

6.3.2. To Flower Cultivators

1. Farmers need to take participate in different training programs on preservation, germination, disease control, cultivation, and longevity of flowers in order to boost up the export.

2. Cultivators need to become skilled at enlarging innate compounds that boost the fragrance of flowers as well as learn accurate methods of planting, tending and harvesting.

3. Most importantly, they must work hard to make the soil more fertile for best cultivation of flowers by proper composting of soils and by providing enough time and enough space.

6.3.3. To Flower Marketers

1. At first, monitoring market share and customer satisfaction are the first step to awareness, but awareness of market share alone does not affect changes. They need to understand the product segments, customer segments and the reasons why consumers purchase repeatedly from a specific floral retailer. Based on this, they need to amend their floral marketing efforts and to make certain growth in sales, and profits.

2. Then they need to allocate a significant amount of budget to market the floral products nationally and internationally.
3. They may develop visually and emotionally pleasing stores, peripheral signage and in store displays. Also display distinctive cut-flowers, plants, and arrangements to increase varieties. Here they need to select a prime, convenient location for their store placement so that customers can get easily access into it.

4. They should also charge reasonable price so that floral customers can afford easily.

5. In the local market, low cost packaging and in International market high quality packaging ought to be developed with product care instructions. They need to provide a large selection of packaging options - easy transport ones, protective, etc.; but in designer patterns and with attached symbolic meaning cards. Moreover, proper instructions and environmentally friendly options should be given.

6. To accelerate inventory turnover and profit margin, branding initiatives need to be undertaken.

7. Need to plan specific programs for specific target market groups according to their specific preferences for flowers.

8. Their staffs should be educated to promote the products very sincerely to the targeted groups and motivate them to purchase continually. Execute print, TV, Internet, and billboard ads year around by adding humor to all ads, use in-store displays, and leaflets to present people gift ideas, trade flowers in sidewalk kiosks, arranges events, fairs, etc.

9. To save labor and to get online orders, a website, search engine or decision tree are essentials to be developed. Besides, to retain customers and develop a customer database, customization facility needs to be provided that helps consumers with product selection.
10. Information through printed in-store media, internet sites should be spread informed employees about longevity, symbolism and meaning, variety and so on.

6.4. SCOPE FOR FUTURE STUDY

1. A study on flowers cultivation in rural economy.

2. A study on institutional support for flower production and marketing.

3. A study on the problems faced by market intermediaries in domestic and international flower marketing.

4. The impact of cultivation and marketing of flowers on the socio-economic status of women in Tamil Nadu.