Study on Marketing of Rose (Reddish Purple Rose) in Prayagraj District of Uttar Pradesh

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Abstarct:- **Rose is one of the nature's beautiful creations and is universally acclaimed as the 'Queen of Flowers'. It is a beautiful flower which is known for its fragrance, sweetness, colour and the like. It is used for all occasions such as marriage, parties, cultural functions, religious festivals and so on. Its utility is high. It is used by all religious people. Some flowers are used by certain group of religious people. During the study it has been founded that there are three marketing channel which are involved in marketing of rose, Channel 1(producer-consumer), Channel 2(Producer- Retailer- Consumer) and Channel 3 (producer-wholesaler-retailer-consumer). The total marketing cost of channel 1 is Rs.13/kg , Channel 2 is Rs 13/kg , in channel 3 is Rs 88. The total marketing margin in channel 1 is Rs 40/kg, Channel 2 is Rs 48/kg and in channel 3 Rs 53/kg . Marketing efficiency of channel 1 is 2.26% in channel 2 is 2.09 and in channel 3 is 1.02% .Price spread seen in channel is Rs 13 in channel 2 is Rs 12 and in Channel 3 is Rs 42. The marketable surplus of all the channel is 100%.**

Keywords:- *Rose, Reddish Purple Rose, Marketing Channel, Market Margin, Marketing Cost, Marketing Efficiency, Marketable Surplus.*

I.   INTRODUCTION

Reddish purple rose is famous because of its color. The other name of the flower is 'Wild Blue Yonder'. It has an ending with deep color and starts with a reddish-purple shade. Also, it is considered a repeat bloomer with the type of Grandiflora. The citrus fragrance is the top-most quality of this flower. Reddish purple rose varieties are a type of rose that typically have a dark red or deep purple color with reddish undertones. The actual shade and intensity of the color can vary depending on the specific variety and growing conditions. Some popular reddish-purple rose varieties include:

- **Black Baccara:** This variety of rose has a deep, velvety, dark red color with a strong fragrance.
- **Twilight Zone:** This rose has a rich, dark purple color with a velvety texture and a light fragrance.
- **Ebb Tide:** A rose with deep plum-purple tones with a spicy fragrance, usually grows up to 4 feet tall.
- **Burgundy Iceberg:** This is a hybrid tea rose with dark red color and a moderate fragrance.

- **Oklahoma:** This rose has a deep red-purple color with a strong, spicy fragrance and large, double blooms

Reddish purple roses are often used in floral arrangements and bouquets to add depth and richness to the overall color scheme. They are also a popular choice for special occasions such as weddings, anniversaries, and romantic events.

II.   RESEARCH METHODOLOGY

A. Selection Of District

Prayagraj district is one districts of Uttar Pradesh state of India. The Rose (Reddish Purple Rose) is the major Flower which is being cultivated by the farmers in this district. Rose (Reddish Purple Rose) is cultivated on a commercial scale due to suitable agro-climatic conditions prevailing in the study area. Prayagraj district is selected purposively for the study.

B. Selection Of Block:

There are 23 blocks in the district of Prayagraj. Out of this 23 blocks Karchana block is selected purposively for the study. There are maximum number of rose growers in Karchana because the agro condition of the block id suitable for the cultivation of Roses (Reddish Purple Rose).

C. Selection Of Villages:

Selection of the village is the third stage of the sampling. A complete list of the village of Karchana blocks are obtained from the block development office. There are 5% villages is selected randomly for the present study.

D. Selection Of Respondents:

There were maximum number of respondents were found in Karchana block. A list of all the rose (reddish purple rose)growers of block was prepared. Out of 10% of total respondents of the rose (reddish purple rose) growers was selected with the help of randomly data.

Table 1: Classification of Respondents:

District	Block	Village Name	Marginal	Small	Semi medium	Medium	Large	Total
Prayagraj	Karchana	Amilo	5	3	4	8	1	21
		Antahi	8	3	4	5	1	21
		Baghera	4	2	3	4	1	14
		Bharaha	3	2	3	3	1	12
		Biraha	2	3	4	3	1	13
		Bhaterawa	3	2	2	2	0	9
Total			25	15	20	25	5	90

E. Selection Of Market:

Selection of market was within the block where highest number of rose (reddish purple rose)growing farmers are present.

F. Analytical Tools

Chi-square is a statistical test used to examine the differences between categorical variables from a random sample in order to judge goodness of fit between expected and observed resuts.

G. Mean, Median & Mode:

- **Mean:** The mean (average) of a data set is found by adding all numbers in the data set and then dividing by the number of values in the set. The median is the middle valuewhen a data set is ordered from least to greatest. The mode is the number that occurs most often in a data set.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

$$m = \frac{\text{sum of the terms}}{\text{number of terms}}$$

- **Market Margin:** Margin is calculated by subtracting the net farm value equivalent of food sold at retailof the farm product from the retail price.

$$\text{Marketing Margin = Product price - raw material}$$

- **Marketing Cost**: Marketing Cost means, the reasonable costs associated with promoting, selling, packaging, transferring title and moving Joint Products to the customer and include direct costs and overhead costs.

$$\text{Marketing cost (MC)} = \frac{\Delta TC}{\Delta Q}$$

Where,

Δ = Change
TC = Total Cost
Quantity Q = Quantity

- **Marketing Efficiency:** Market efficiency refers to the ability possessed by markets to include information thatoffers maximum possible opportunities for traders to buy and sell securities without incurring additional transaction costs. The concept of market efficiency is closely linked to the efficient market hypothesis (EMH).

$$\text{Marketing Efficiency} = \frac{\text{Output Produced}}{\text{Input Used}}$$

- **Price Spread:** Price spread is defined as the difference between the price paid by consumers and the net price received by the producer for an equivalent quantity of farm produce. It is expressed percentage of consumer's price.

$$\text{Price Spread} = \frac{\text{(Consumer price – Net Price of Producer)}}{\text{Consumer price}} \times 100$$

- **Marketable surplus:** A marketable surplus occurs when there is excess supply that is quantity supplied is greater than quantity demanded. In this situation, some producer won't able to ell all their goods.t This will induce them to lower their price to make their product more appealing.

MS= P-C

Where,
P= Total production
C= Total requirements

- **Garrett Ranking:** To know the acceptance of respondents and constraints in processing and marketing of Rose

Garrett's ranking technique has been used. Basically it gives the change oforders of constraints and advantages into numerical scores. The major advantage of this technique as compared to simple frequency distribution is that the constraints and advantages are arranged based on their importance from the point of view of respondents. Hence the samenumber of respondents on two or more constraints may have been given different rank (Kumarand Pandey, 1999).

Garrett's formula for converting ranks into per cent was given by,

$$\text{Percent position} = \frac{100\,(R_{ij}-0.5)}{N_j}$$

Where,

R_{ij}= rank given for i^{th} factor by j^{th}
individual N_j= number of factors ranked
 by j^{th} individual

III. RESULTS AND DISCUSSIONS

Table 2: Distribution of respondent based on their preference of marketing channel

Sr. No.	Channel Type	No of respondent	Percentage
1	Channel - I	12	13.33%
2	Channel - II	30	33.33%
3	Channel –III	48	53.34%
Total		**90**	**100%**

Table 2: Reveals that There are three marketing channel involved in marketing of rose (reddish purple rose) in Prayagraj district of Uttar Pradesh in which channel 3 is preferred by majority of respondents with 53.34 percent respondents response among total sample and secondly Preferred channel for marketing of rose (reddish purple rose) in Prayagraj district of Uttar Pradesh is Channel 2 with 33.33 percent respondents response among total sample and lastly channel 1 is preferred by respondents with 13.33 percent response of respondents among total sample selected for the study.

Table 3: Marketing cost, Marketing margin, Price spread, marketing efficiency and marketable surplus in channel 1 of marketing of Rose (reddish purple rose)

Channel -1 (PRODUCER/FARMER – CONSUMER)

Sr. No	Particulars	Rose (Reddish Purple Rose) Value in Rs./Kg
1.	Produce sale price to Consumer	120
A	Marketing cost incurred by producer	
i.	Packaging cost	4
ii.	Weighing charge	1
iii.	Labour Cost	3
iv.	Miscellaneous charges	5
A	**Total Marketing Cost**	**13**
	Net price received by producer	**107**
B	**Margin of the producer**	**40**
	Total Marketing margin	**40**
C	Marketing efficiency	2.26%
D	Price Spread	13
E	Marketable surplus	100%

Table 3: reveals that the marketing price of rose (reddish purple rose)through channel 1 is Rs.120. The cost incurred by producer in marketing of rose (reddish purple rose)through channel 1 is Rs 13. Net price received by producer of rose (reddish purple rose) is Rs 107.The profit margin of Producer seen in marketing of rose (reddish purple rose) through channel 1 Rs 40. eventually the marketing efficiency seen in channel 1 is 2.26%, price spread seen in channel 1 is Rs 13and marketable surplus is 100% in this channel.

Table 4: Marketing cost, Marketing margin, Price spread, marketing efficiency and marketable surplus in channel 2 of marketing of Rose (reddish purple rose).

CHANNEL – 2 (PRODUCER/FARMER ⸦RETAILER ⸦CONSUMER)

S. No	Particulars	Rose
		Value in Rs. / Kg
1.	Producer sale price to retailer	116
2.	Cost incurred by the producer	
i.	Packaging cost	4
ii.	Weighing charge	1
iii.	Labour Cost	3
iv.	Miscellaneous charges	5
	Total Marketing Cost	**13**
3	**Margin of Producer**	**36**
4	Net price received by producer	**103**
5	**Retailer sale price to Consumer**	**128**
6	**Margin of Retailer**	**12**
A	**Total Marketing cost**	13
B	**Total Market margin**	48
C	**Marketing Efficiency**	**2.09%**
D	**Price Spread**	**12**
E	**Marketable surplus**	**100%**

Table 4: reveals that the marketing price of the rose (reddish purple rose) in channel – 2, supplied by the producer/ farmer was Rs. 116/kg, with the marketing cost incurred by the producer/farmer is Rs.13. The market margin of producer/farmer in marketing of rose (reddish purple rose) is Rs.36. The price spread that can be seen in marketing of rose (reddish purple rose) channel-1 is Rs.25. The marketable surplus is 100% in Prayagraj district of Uttar Pradesh respectively.

Table 5: Marketing cost, Marketing margin, Price spread, marketing efficiency and marketable surplus in channel 3 of marketing of Rose (reddish purple rose).

CHANNEL-3 (PRODUCER/FARMER ⸦ WHOLESALER ⸦RETAILER ⸦CONSUMER)

S. No	Particulars	Rose
		Value in Rs. / Kg
1.	Producer sale price to Wholesaler	116
a	Marketing cost incurred by producer	13
2	Net price received by Producer	103
3	Margin of Producer	36
4	Cost incurred by the Wholesaler	
i	Packing cost	3
ii	Transportation	3
iii	Miscellaneous charges	1
5	Total cost (i-iii)	7
6	Wholesaler price to Retailer	134
	Margin of wholesaler	11
	Marketing Cost incurred by retailer	
i.	Transportation cost	2
ii.	Packing cost	1.50
iii.	Miscellaneous charges	1.50
Total Marketing Charges (i-iii)		5
8	Retailer price to Consumer	145
9	Margin of Retailer	6

A	Total Marketing cost	88
B	Total Market margin	53
C	Marketing efficiency	1.02%
D	Price Spread	42
E	Producer's Share in Consumer Rupees	100%

Tables 5: reveals that the marketing price of the rose (reddish purple rose) channel -III, supplied by the producer was Rs.116 and the net price received by producer of rose (reddish purple rose) Rs.103. Meanwhile, the cost incurred by the producer in marketing of rose (reddish purple rose) Rs. 13and Rs. 36 as profit per kg of rose. The marketing cost incurred by wholesaler in marketing of rose (reddish purple rose) through channel – 3 is Rs.7.Finally, the selling price of rose (reddish purple rose) per kg to the retailer is Rs.134. The selling price of rose (reddish purple rose) from retailer to consumer is Rs 145/kg. Rs. 6/kg as profit per kg of rose(reddish purple rose). The marketing cost incurred by retailer in marketing of rose (reddish purple rose)though channel – 3 is Rs.5/kg. Eventually, the price spread was seen in marketing of rose (reddish purple rose)through channel-3 is Rs.42/kg, the total marketing cost in rose (reddish purple rose) through channel 3 is Rs.88, total marketing margin in channel 3 is Rs 53, the marketing efficiency in marketing of rose (reddish purple rose)through channel-3 is 1.02% and lastly marketable surplus of rose (reddish purple rose) through channel 3 is 100%

Table 6: Marketing cost, Marketing margin, Price spread, marketing efficiency and marketable surplus in channel 1,2,3 of marketing of Rose (reddish purple rose)

Sr. No.	Particulars	Value in Rupees/Kg of Rose(reddish purple rose)	Value in Rupees/ Kg of Rose(reddish purple rose)	Value in Rupees/ Kg of Rose(reddish purple rose)
		CHANNEL -1	CHANNEL-2	CHANNEL-3
1.	Net price Received by Producer	107	103	103
2.	Total marketing cost	13	13	88
3.	Total Marketing margin	40	48	53
4.	Consumer paid price	120	128	145
5.	Marketing Efficiency	2.26%	2.09%	1.02%
6.	Price Spread	13	12	42
7.	Marketable Surplus	100%	100%	100%

Table 6: reveals that in channel 1 net price received by the producer is Rs 107, total marketing cost incurred in channel 1 is Rs 13, total marketing margin is Rs 40, consumer paid price in channel 1 is Rs.120, marketing efficiency of channel 1 is 2.26%, price spread in channel 1 is Rs.13 and marketable surplus is 100%. In Channel 2 net price received by the producer is Rs 103, total marketing cost incurred in channel 2 is Rs 13, total marketing margin is Rs 48, consumer paid price in channel 2 is Rs.128, marketing efficiency of channel 2 is 2.09%, price spread in channel 2 is Rs.12 and marketable surplus is 100%.In Channel 3 net price received by the producer is Rs 103, total marketing cost incurred in channel 1 is Rs 88, total marketing margin is Rs 53, consumer paid price in channel 3 is Rs.145, marketing efficiency of channel 1 is 1.02%, price spread in channel 3 is Rs.42 and marketable surplus is 100%.

IV. CONCLUSION

It may be concluded from the study that there is an immense scope for expansion of area and production of rose in Karchana block as well as in other suitable part of Prayagraj district. The cost of cultivation of rose is higher but due to good demand in market, the return are also very good. Producers can get a net profit on marketing of rose through channel 1 is Rs.40 , channel-2 Rs 36 and channel 3 Rs.36 respectively.

The study pertains to the marketing of rose in Prayagraj district of Uttar Pradesh with the main objective of the study prevails in analyzing preferred marketing channel in marketing of rose and evaluation of marketing cost , market margin, marketing efficiency, price spread in marketing of rose .Rose is majorly considered as an export oriented crop with major people using it for decorations and garland making, most of the respondents were marketing rose through channel 3 and the price spread is greater in channel 3 as compared to channel 1 respectively.

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