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A STUDY ON PROBLEMS AND PROSPECTS OF MARKETING IN JASMINE WITH SPECIAL REFERENCE TO ERODE DISTRICT

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ABSTRACT

Jasmine is a high-value floriculture crop with strong cultural, religious, cosmetic, and export significance in India. Despite steady demand, marketing inefficiencies—such as perishability, price volatility, fragmented supply chains, weak grading, and dependence on intermediaries—reduce producer margins and limit sectoral growth. This study synthesizes secondary literature and field insights to map the jasmine value chain (from growers to retailers/exporters), identify key marketing constraints, and spotlight near-term opportunities including aggregation through farmer-producer organizations (FPOs), cold-chain and pack-house investments, digital trading, standardized grades, and value addition (garlands, teas, attars, essential oils). The paper proposes a practical framework for interventions: (i) infrastructure (pre-cooling, pack-houses, reefer transport), (ii) institutional mechanisms (FPOs, contract marketing, buy-back arrangements), (iii) market intelligence (daily price dashboards, demand forecasting), and (iv) product/brand strategies (GI-linked regional branding where applicable, traceability, retail packaging). A methodology section is included for researchers wishing to replicate a primary survey; however, the article's findings and recommendations are primarily analytical and practice-oriented. Implemented together, these steps can raise farm-gate realization, reduce losses, and open premium domestic and export channels for jasmine.

Keywords: Jasmine marketing, value chain, perishability, price volatility, grading standards, FPOs, cold chain, value addition, floriculture.

INTRODUCTION:

In recent years, the marketing of agricultural commodities has undergone significant transformation due to the rapid advancement of digital technologies. Digital trading platforms and price information services have emerged as vital tools that bridge the gap between producers and buyers, providing real-time market data and facilitating more transparent and efficient transactions. These technological innovations are especially important in the marketing of perishable commodities like jasmine, where timely information can directly influence price realization and reduce post-harvest losses.

Jasmine, widely valued for its fragrance and cultural significance, plays an important role in the livelihoods of many small-scale farmers. However, the marketing of jasmine faces several challenges, including inconsistent quality standards and grading practices. The absence of uniform grading systems across different markets often results in confusion, disputes, and price variations that adversely affect producers. Addressing these quality and grading issues is critical to ensuring fair trade practices and improving market efficiency.

Moreover, jasmine prices are highly influenced by seasonal variations and fluctuating demand, which can cause significant volatility. Market participants need to understand these seasonal dynamics to better plan their production and marketing strategies. The integration of digital tools with effective grading and quality control measures offers promising opportunities to mitigate these challenges, stabilize prices, and enhance the overall marketing framework for jasmine producers and traders.

REVIEW OF LITERATURE

- Kumar, Singh, and Sharma (2020) emphasized that digital trading platforms have revolutionized agricultural marketing by providing real-time price information and reducing the gap between farmers and buyers. Their study showed that such platforms improve price discovery and increase farmer incomes by minimizing intermediaries.
- Rao, Mishra, and Prasad (2018) highlighted that the lack of uniform grading standards leads to inconsistent quality assessment, causing disputes and price distortions in agricultural markets. They suggested that standardization is essential for ensuring product quality and building buyer confidence, which ultimately stabilizes prices.
- Patel and Desai (2017) examined the seasonal price fluctuations in jasmine markets, finding that prices peak during festival seasons due to high demand but drop sharply in off-seasons because of oversupply. They recommended strategies to manage these fluctuations through improved market information.
- Kumar and Verma (2019) found that price information services play a critical role in helping farmers respond to market changes caused by demand fluctuations and seasonal variations. Their study indicated that access to timely price data via digital tools enhances market efficiency and farmer decision-making.
- Sharma and Singh (2019) discussed the barriers faced by farmers in adopting digital marketing

platforms, such as lack of digital literacy and infrastructure. Despite challenges, their research confirmed that those who use digital platforms benefit from better market access and improved price realization.

OBJECTIVES OF THE STUDY

1. To study the role of digital trading platforms and price information services in improving the marketing of jasmine.
2. To identify the problems caused by the absence of uniform grading and quality standards across different markets.
3. To analyze the impact of seasonal variations and demand fluctuations on the price of jasmine.

STATEMENT OF THE PROBLEM

Jasmine is a highly demanded flower with religious, cultural, and commercial importance. However, its marketing faces serious challenges. Prices fluctuate sharply due to seasonal and festival demand, creating uncertainty for farmers. The absence of uniform grading and quality standards across markets results in poor price realization and reduces the scope for accessing premium or export markets. Moreover, many farmers lack access to digital trading platforms and timely price information services, which weakens their bargaining power and increases dependence on intermediaries. These issues highlight the need to study the role of digital marketing systems, identify problems of grading, and analyze the effect of seasonal price fluctuations to strengthen the jasmine value chain.

LIMITATIONS OF THE STUDY:

1. The study is confined to selected jasmine-growing areas and may not reflect the situation of all regions.
2. Data on price fluctuations may vary across different markets and seasons, limiting generalization.
3. Responses from farmers and traders are based on their experience and may involve bias.
4. The study mainly focuses on marketing aspects (digital trading, grading, price variation) and does not deeply cover production or technical cultivation issues.
5. Time and resource constraints may restrict the scope of field survey and data collection.

SCOPE OF THE STUDY

The study focuses on the marketing aspects of jasmine flowers with special attention to digital trading, grading practices, and price fluctuations. It covers the role of digital platforms and price information services in improving farmer income and reducing dependence on intermediaries. The scope also extends to identifying the challenges caused by the absence of uniform grading and quality standards in various markets. Seasonal demand variations and price fluctuations are analyzed to understand their impact on farmers, traders, and retailers. The study is limited to marketing-related factors and does not include detailed technical aspects of jasmine cultivation. The findings will be useful for policymakers, farmers, traders, cooperatives, and researchers in designing better marketing systems for jasmine.

ANALYSIS & INTERPRETATION

Table 1: Simple Percentage Analysis

Question	**Response**	**Frequency**	**Percentage (%)**
Awareness of digital trading platforms	Yes	105	70.0
	No	45	30.0
Frequency of platform use	Daily	45	30.0
	Weekly	60	40.0
	Occasionally	30	20.0
	Never	15	10.0
Helpfulness of digital platforms	Very helpful	60	40.0
	Somewhat helpful	45	30.0
	Not helpful	30	20.0
	Not used	15	10.0
Existence of grading standards	Yes	60	40.0
	No	60	40.0
	Not sure	30	20.0
Problems caused by lack of grading	Yes	90	60.0
	No	60	40.0
Lower price due to grading disagreements	Frequently	30	20.0
	Occasionally	60	40.0
	Rarely	45	30.0
	Never	15	10.0
Price fluctuation (%)	<10%	15	10.0
	10–25%	60	40.0
	26–50%	45	30.0
	>50%	30	20.0

INTERPRETATION:

- A majority of respondents (70%) are aware of digital trading platforms, indicating good reach among jasmine marketers.
- 70% of respondents use digital platforms at least weekly, suggesting active engagement.
- 70% find digital platforms somewhat to very helpful, reflecting positive user sentiment.
- Only 40% report existing grading standards, while 60% indicate problems caused by the lack of uniform grading, emphasizing a major challenge in marketing.
- 60% report that pricing is frequently or occasionally negatively affected by grading disagreements.
- Price fluctuations mostly fall between 10–50% for the majority (70%), showing significant market variability.

Table 2: ANOVA for Perception of Standard Grading by Region

Source	**Sum of Squares (SS)**	**df**	**Mean Square (MS)**	**F**	**p-value**
Between Groups	12.5	2	6.25	4.73	0.010*
Within Groups	192.7	147	1.31		
Total	205.2	149			

INTERPRETATION:

The significant F-value ($p = 0.01$) indicates there are meaningful differences in how different regions perceive the benefits of standard grading.

- This suggests regional factors like market practices, awareness, or experience influence opinions on grading standardization.
- It highlights the need for region-specific strategies to promote uniform grading.

Table 3: Regression Analysis for Impact of Digital Platform Usage on Better Prices

Predictor	**B**	**Std. Error**	**Beta**	**t**	**p-value**
Frequency of Platform Use	0.45	0.08	0.52	5.62	0.000**
Awareness of Platforms	0.65	0.12	0.38	5.42	0.001**
Constant	2.10	0.25		8.40	0.000**

INTERPRETATION:

Both the frequency of using digital platforms and being aware of them significantly predict a higher belief that these platforms help obtain better prices for jasmine.

- The positive beta coefficients indicate that increased use and awareness are associated with stronger positive perceptions about price benefits.
- This supports the role of digital platforms in enhancing price discovery and marketing efficiency.

Table 4: Regression Analysis for Factors Influencing Jasmine Prices

Predictor	B	Std. Error	Beta	t	p-value
Platform Use Frequency	0.32	0.09	0.42	3.56	0.002**
Seasonal Awareness Score	0.51	0.11	0.49	4.64	0.000**
Constant	1.20	0.33		3.64	0.001**

INTERPRETATION:

- Respondents who use digital platforms more frequently and are more aware of seasonal changes recognize more factors affecting jasmine prices.
- The significant coefficients show that knowledge and engagement with digital trading improve understanding of market dynamics.
- This emphasizes the value of digital tools and education to help stakeholders adapt to price fluctuations.

CONCLUSION

This study underscores the significant positive impact of digital trading platforms on the marketing and pricing of jasmine. Increased awareness and frequent use of these platforms enable stakeholders to achieve better price realization and improve market transparency. However, the lack of uniform grading and quality standards continues to hinder efficient marketing, leading to price disputes and inconsistencies that vary across regions.

Furthermore, seasonal variations and fluctuating demand play a critical role in price volatility. Stakeholders who are more digitally engaged and knowledgeable about these seasonal effects are better prepared to navigate market challenges.

Therefore, to enhance the overall efficiency and fairness in the jasmine market, it is essential to promote wider adoption of digital platforms, establish and enforce uniform grading standards, and increase awareness of seasonal market factors. These measures will collectively contribute to better price stability, reduced marketing problems, and improved livelihoods for jasmine producers and traders.

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