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Correlates of stakeholders perception towards preference of gladiolus varieties

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Abstract
Gladiolus is one of the most important flower crops grown commercially in different parts of India. Production of gladiolus in India estimated to be 259.77 thousand tonnes in 2021-2022. About 0.34 thousand hectares of the area were under cultivation of gladiolus in Maharshtra. The present study was conducted in Department of Floriculture and Landscape Architecture, Dr. P. D. K. V. Akola, Maharashtra. 120 stakeholders were selected for study. Exploratory research design was used. Structured interview schedule was prepared in the light of objectives and data was collected. Frequencies, mean, standard deviation and coefficient of correlation were employed for interpreting the results.

Keywords: Correlates, stakeholders, gladiolus

Introduction

Gladiolus is one of the most important flower crops grown commercially in different parts of India such as Madhya Pradesh, Karnataka, Gujarat, Andhra Pradesh, Haryana, West Bengal, Maharashtra, Tamil Nadu and Sikkim etc. Compared to other cut flowers, Gladiolus ranks first in terms of returns. Floriculture is being increasingly popular not only as an essential part of good living but also as commercial enterprise with huge potential for export.

In India, about 283 thousand hectares of the area were under cultivation of floriculture. Production of flowers is estimated to be 2295.07 thousand tonnes of loose flowers and 833.16 thousand tonnes of cut flowers in 2021-22 (3 rd advance estimate, APEDA 2022).Production of gladiolus in India estimated to be 259.77 thousand tonnes of total flowers and loose flowers production is 10.46 thousand tonnes and 249.31 thousand tonnes of cut flowers production in 2021-2022. (1st advance estimates, NHB 2021).About 0.34 thousand hectares of the area were under cultivation of gladiolus in Maharashtra. Production of flowers is estimated to be 158.41 thousand tonnes of cut flowers in 2017-18. (India stat agri.) Source: Ministry of Agriculture and Farmers welfare, Govt. of India.

The present study was performed in the Department of Floriculture and Landscape Architecture, College of Horticulture, Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola, Maharashtra. Department of Floriculture and Landscape Architecture has a history of successful research in developing new varieties in flowers like Gladiolus, Chrysanthemum and Gaillardia which are suitable to cultivate in Vidarbha region of Maharashtra. In gladiolus crop varieties like P.D.K.V. Gold and P.D.K.V. Roshani were developed which are well known for its adaptability in Vidarbha region. In chrysanthemum crop varieties like P.D.K.V. Ragini and Bijali supers were developed both of them were high yielding varieties. In gaillardia P.D.K.V. Roshani was developed which is also a high yielding variety.

Methodology

Over a past few years many varieties of gladiolus were growing and trails are being conducted in the Department of Floriculture and Landscape Architecture. To make awareness of different varieties of Gladiolus department appealed all the stakeholders i.e. flower growers, shopkeepers, consumers, university scientists and university students to visit the gladiolus flower demonstration trails. Number of stakeholders visited to the gladiolus trail plots during flowering stage.

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Accordingly the visiting stakeholders were contacted and are selected through simple random sampling method. Exploratory research design was used. Structured interview schedule was prepared in the light of objectives and data was collected. Frequencies, mean, standard deviation and coefficient of correlation were employed for interpreting the results. Total number of respondents were 120 consists of four groups of stakeholders. They were flowers growers, shopkeepers, consumers and university scientists are selected. Each group of stakeholders consists of 30 respondents.

Results and Discussion

Table 1: Correlates of flower growers with their perception towards preference of Gladiolus varieties.

S. No	Variable	r value
1.	Age	0.462*
2.	Education	0.378*
3.	Family size	0.295^{NS}
4.	Experience in growing flowers	0.452*
5.	Trainings received	0.430*
6.	Land holding	0.427*
7.	Annual income	0.499**
8.	Innovativeness	0.506**
9.	Risk preference	0.543**
10.	Economic Motivation	0.472**
11.	Market orientation	0.384*

*- Significant at 0.05 level, **- Significant at 0.01 level, NS- Non Significant

The data manifested in the Table 1, clearly indicated that annual income (0.499**), innovativeness (0.506**), risk preference (0.543**) and economic motivation (0.472**) were found positive and highly significant relation with perception at 0.01 level of probability. While age (0.462*), education (0.378*), experience in growing flowers (0.452*), trainings received (0.430*), land holding (0.427*), and market orientation (0.384*) were found positive and significantly relation with perception at 0.05 level of probability. Whereas, the family size (0.295NS) had non-significant relation with perception.

Table 2: Correlates of shopkeepers with their perception towards preference of Gladiolus varieties

S. No	Variable	r value
1.	Age	0.152^{NS}
2.	Education	0.373*
3.	Family size	0.367*
4.	Experience in marketing flowers	0.399*
5.	Annual income	0.389*
6.	Income from flower marketing	0.389*
7.	Economic motivation	0.376*
8.	Market orientation	0.476**

The data depicted in the Table 2 indicated that market orientation (0.476**) was found to be positively and highly significantly correlated with perception at 0.01 level of probability. Whereas education (0.373*), family size (0.367*), experience in marketing flowers (0.399*), annual income (0.389*), income from flower marketing (0.389*) and economic motivation (0.376*) were found to be positively and significantly correlated with perception at 0.05 level of probability. Whereas, the age (0.152^{NS}) was none significantly correlated with perception.

The data represented in the Table 3, clearly indicated that purpose of using flowers (0.453**) was found to be positively

and highly significantly correlated with perception at 0.01 level of probability. Whereas education (0.361*), annual income (0.358*), occupation (0.369*), social participation (0.387*) and market orientation (0.389*) were found to be positively and significantly correlated with perception at 0.05 level of probability. Whereas, the age (0.192$^{NS)}$), family size (0.135^{NS}) were non significantly correlated with perception.

Table 3: Correlates of consumers with their perception towards preference of Gladiolus varieties

S. No	Variable	r value
1.	Age	0.192^{NS}
2.	Education	0.361*
3.	Family size	0.135^{NS}
4.	Purpose of using flowers	0.453**
5.	Annual income	0.358*
6.	Occupation	0.369*
7.	Social Participation	0.387*
8.	Market orientation	0.389*

Table 4: Correlates of university scientists with their perception towards preference of Gladiolus varieties

S. No	Variable	r value
1.	Age	0.432*
2.	Education	0.394*
3.	Service experience of scientists	0.545**
4.	Social Participation	0.551**
5.	Interpersonal Communication	0.401*
6.	Self Confidence	0.419*
7.	Managerial ability	0.400*
8.	Coordinating ability	0.487**
9.	Decision making ability	0.410*
10.	Scientific orientation	0.417*

The data represented in the Table 4 clearly indicated that service experience (0.545**), social participation (0.551**), coordinating ability (0.487**) were found to be positively and highly significantly correlated with perception at 0.01 level of probability. Whereas age (0.432*), education (0.394*), interpersonal communication (0.401*), self-confidence (0.419*), managerial ability (0.400*), decision making ability (0.410*) and scientific orientation (0.417*) were found to be positively and significantly correlated with perception at 0.05 level of probability.

Conclusion
On the basis of findings of flower growers it can be concluded that annual income, innovativeness, risk preference and economic motivation were positively and highly significantly correlated, while age, education, experience in growing flowers, trainings received, land holding, and market orientation were positively and significantly correlated with perception. Whereas, the family size was non significantly correlated with perception.

On the basis of findings of shopkeepers it can be concluded that market orientation was found to be positively and highly significantly correlated while education, family size, experience in marketing flowers, annual income, income from flower marketing and economic motivation were positively and significantly correlated with perception. Whereas, the age was none significantly correlated with perception.

The findings of consumers concluded that purpose of using flowers was found to be positively and highly significantly correlated while education, annual income, occupation, social participation and market orientation were found to be positively and significantly correlated. Whereas, the age,

family size were none significantly correlated with perception.

On the basis of findings of university scientists it is concluded that service experience, social participation, coordinating ability were found to be positively and highly significantly correlated while age, education, interpersonal communication, self-confidence, managerial ability, decision making ability and scientific orientation were found to be positively and significantly correlated with perception.

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