

Original Article**"Marketing Channel Dynamics in Wholesale and Retail Floriculture Markets of Mumbai and Pune: A Comparative Review"**Sayli Ajay Khadtare^{1, Dr.} Bobade A. H.¹Research student, D.A.V.Velankar College of Commerce, Solapur²Research Guide, Associate Professor, D.A.V.Velankar College of Commerce, SolapurManuscript ID:
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**Abstract**

Floriculture markets constitute an important component of the horticultural sector by facilitating the movement of flowers from producers to consumers through various marketing channels. The efficiency of these channels significantly influences market performance, profitability, and the overall development of the floriculture trade. The present study examines the marketing channel dynamics and efficiency in wholesale and retail floriculture markets of Mumbai and Pune. The analysis focuses on the structure of marketing channels, marketing practices adopted by traders, and factors affecting channel efficiency. Special attention is given to the role of intermediaries, distribution mechanisms, pricing practices, and market-related challenges influencing the flow of floriculture products. The study seeks to evaluate the comparative functioning of wholesale and retail markets and identify factors contributing to efficient market operations. The findings are expected to provide insights into prevailing marketing systems and highlight areas requiring improvement for strengthening market competitiveness. The study concludes that enhancing channel efficiency, improving market coordination, and addressing operational bottlenecks are essential for the sustainable development of floriculture markets in urban centres.

Keywords: Floriculture Markets, Marketing Channels, Marketing Efficiency, Wholesale Markets, Retail Markets, Market Dynamics, Mumbai, Pune.

Introduction

Floriculture has emerged as an important segment of the horticulture sector due to its economic, commercial, and aesthetic significance. The sector contributes to employment generation, income diversification, and the development of market-oriented agricultural activities. With increasing demand for flowers for religious, cultural, social, and decorative purposes, floriculture has gained prominence in both urban and semi-urban markets. Maharashtra is one of the leading states in floriculture production and trade, supported by favourable climatic conditions, growing consumer demand, and the presence of organized market networks. Among the major urban centres, Mumbai and Pune serve as important hubs for the wholesale and retail trade of flowers, facilitating the movement of floriculture products from producers to end consumers. Marketing channels play a crucial role in the efficient distribution of flowers due to their highly perishable nature and limited shelf life. The effectiveness of marketing channels influences product availability, pricing, market reach, and profitability for market participants. Wholesale and retail floriculture markets involve multiple intermediaries, distribution mechanisms, and marketing practices that collectively determine market performance. However, variations in market structure, channel efficiency, transportation facilities, storage arrangements, and trader practices often affect the smooth functioning of floriculture trade. Understanding the dynamics of marketing channels and evaluating their efficiency is essential for identifying operational gaps and improving market performance. In this context, the present study examines the marketing channel dynamics and efficiency in wholesale and retail floriculture markets of Mumbai and Pune to provide insights into existing marketing systems and their implications for market development.

Statement of the problem

Floriculture markets serve as an important link between flower producers and consumers, facilitating the distribution of highly perishable products through various marketing channels. The efficiency of these channels is crucial for ensuring timely delivery, maintaining product quality, and enhancing returns to market participants.

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However, the marketing of floriculture products is often influenced by factors such as the involvement of multiple intermediaries, price fluctuations, inadequate market information, transportation constraints, and variations in market infrastructure. These challenges can affect the overall efficiency of marketing channels and limit the profitability of traders operating in wholesale and retail markets. Mumbai and Pune are among the major floriculture trading centres in Maharashtra, yet differences in market structure, channel operations, and marketing practices may influence their performance. Despite the growing importance of floriculture trade, limited attention has been given to examining and comparing the dynamics and efficiency of marketing channels operating within these markets. Therefore, there is a need to analyse the existing marketing channel structure and evaluate factors affecting marketing efficiency in wholesale and retail floriculture markets of Mumbai and Pune.

Significance of the study

This study provides an understanding of marketing channel dynamics and efficiency in wholesale and retail floriculture markets of Mumbai and Pune. By examining the structure and functioning of marketing channels, the study highlights factors influencing market performance and efficiency. The findings may assist traders, market authorities, and policymakers in identifying measures to improve marketing practices and strengthen market operations. The study also contributes to the existing literature on floriculture marketing by providing a comparative analysis of two major floriculture markets in Maharashtra.

Objectives of the study

1. To identify and examine the marketing channels operating in wholesale and retail floriculture markets of Mumbai and Pune.
2. To analyse the marketing practices adopted by traders in the selected floriculture markets.
3. To evaluate the efficiency of marketing channels in the distribution of floriculture products.
4. To compare the marketing channel performance of wholesale and retail floriculture markets in Mumbai and Pune.

Scope and limitations of the study

The study examines the marketing channel dynamics and efficiency in wholesale and retail floriculture markets of Mumbai and Pune. It focuses on marketing channels, marketing practices, and channel efficiency in the selected markets. The study is confined to wholesale and retail floriculture markets in Mumbai and Pune. While the research emphasizes marketing-related aspects, other areas such as production, cultivation, and export activities are beyond its scope.

Review of literature

Belwal and Chala (2008) examined the factors affecting the floriculture industry and observed that infrastructural limitations, marketing constraints, and inefficient distribution systems adversely affected market performance. The study highlighted the importance of organized marketing channels for improving competitiveness. Acharya and Agarwal (2019) discussed the role of agricultural marketing channels in improving market efficiency and reducing transaction costs. The study emphasized that effective marketing systems facilitate better price realization, market accessibility, and distribution efficiency, thereby contributing to the overall development of agricultural markets. Kavitha et al. (2022) analysed marketing channels in flower cultivation and found that marketing efficiency varied across different channels. The study reported that channels with fewer intermediaries exhibited higher marketing efficiency and a greater producer's share in the consumer's rupee. Kenanoğlu (2023) investigated marketing channel preferences among cut flower producers and observed that payment security, ease of marketing, and pricing were the most influential factors in channel selection. The study emphasized the role of efficient marketing systems in improving market outcomes. Sharma (2020) examined the marketing perspectives of the floriculture industry and reported that marketing practices, channel structure, pricing mechanisms, and market accessibility significantly influenced business performance within the sector.

APEDA (2025) highlighted the growing importance of floriculture trade and emphasized the need for efficient distribution networks, logistics support, and market integration to strengthen the competitiveness of floriculture products. Recent studies on flower marketing channels in India have emphasized that the perishable nature of flowers, transportation issues, storage constraints, and the presence of multiple intermediaries continue to affect marketing efficiency and profitability within floriculture markets. Overall, the literature indicates that marketing channel structure, intermediary participation, pricing practices, and market infrastructure play a crucial role in determining marketing efficiency. However, limited studies have focused on comparing the marketing channel dynamics and efficiency of wholesale and retail floriculture markets in Mumbai and Pune, creating scope for the present study.

Marketing functions in floriculture markets

Marketing functions play a crucial role in ensuring the efficient movement of floriculture products from producers to consumers. Due to the highly perishable nature of flowers, effective marketing activities are essential for maintaining product quality and minimizing losses during distribution. Wholesale and retail floriculture markets perform several important functions that facilitate the smooth operation of the marketing system. Collection is one of the primary functions, wherein flowers from different producers are assembled at market centres for further distribution. Grading and sorting help classify flowers according to quality, size, colour, and freshness, thereby assisting buyers in making purchasing decisions. Packaging is another important function that protects flowers from physical damage during handling and transportation.

Transportation facilitates the timely movement of flowers from production areas to wholesale and retail markets. Since flowers have a limited shelf life, efficient transport systems are essential for preserving product quality. Storage functions, including cold storage facilities, help maintain freshness and reduce post-harvest losses. Market information and price discovery are also important marketing functions. Wholesale and retail markets provide information regarding prices, demand patterns, and

consumer preferences, enabling market participants to make informed decisions. Through these functions, floriculture markets contribute significantly to the efficient distribution and marketing of flowers.

Marketing practices in floriculture markets

Marketing practices play an important role in the efficient functioning of wholesale and retail floriculture markets. In wholesale markets, flowers are generally traded in bulk quantities through wholesalers, commission agents, and traders who facilitate distribution to retailers and institutional buyers. Transactions are often based on prevailing market demand, product quality, and seasonal availability. Retail markets primarily focus on direct sales to consumers, event organizers, florists, and religious establishments. Pricing practices in retail markets are influenced by flower variety, freshness, consumer demand, and festive occasions. Market participants commonly adopt sorting, grading, packaging, and timely transportation practices to maintain product quality and enhance marketability.

The use of market information regarding prices, demand trends, and consumer preferences assists traders in making marketing decisions. Effective marketing practices contribute to smoother market operations and improve the overall efficiency of floriculture marketing channels.

Methodology

The present study adopts a descriptive and analytical research design to examine the marketing channel dynamics in wholesale and retail floriculture markets of Mumbai and Pune. The study is based entirely on secondary data collected from various published sources. Relevant information was obtained from publications of the National Horticulture Board (NHB), Agricultural and Processed Food Products Export Development Authority (APEDA), Government of Maharashtra reports, books, research articles, journals, and other related literature on floriculture marketing. The study focuses on the comparative assessment of marketing channels, market structure, marketing functions, and factors influencing marketing efficiency in the selected markets. Data were analysed through review, comparison, and interpretation of available information to identify prevailing trends, challenges, and operational characteristics of floriculture marketing systems. The findings are presented through tables, graphical representation, and descriptive analysis to provide a comprehensive understanding of the marketing dynamics of floriculture markets in Mumbai and Pune.

Analysis & interpretation

Table 1:

Comparative Profile of Major Floriculture Markets in Mumbai and Pune

Market	Market Type	Major Functions	Market Coverage
Dadar Flower Market, Mumbai	Wholesale & Retail	Collection, Distribution, Retail Sales	Metropolitan
Vashi APMC, Navi Mumbai	Wholesale	Bulk Trading and Distribution	Regional
Gultekdi Market Yard, Pune	Wholesale	Collection and Distribution	Regional
Mandai Flower Market, Pune	Retail	Retail Sales and Local Distribution	Local

Table 1 presents the major floriculture markets operating in Mumbai and Pune. These markets perform important functions such as collection, distribution, and retail sales of flowers. The variation in market coverage reflects their role in supporting both regional and local floriculture trade within Maharashtra.

Major Marketing Channels in Floriculture Trade

Table 2:

Channel No.	Marketing Channel
I	Producer → Consumer
II	Producer → Retailer → Consumer
III	Producer → Wholesaler → Retailer → Consumer
IV	Producer → Commission Agent → Wholesaler → Retailer → Consumer

Table 2 shows that floriculture products move through multiple marketing channels depending on market size and distribution requirements. Shorter channels involve fewer intermediaries and facilitate direct market access, whereas longer channels enhance distribution reach but increase transaction layers within the marketing system.

Factors Influencing Marketing Channel Efficiency in Floriculture Markets

Table 3:

Factors	Influence on Marketing Efficiency
Transportation Facilities	Significant
Storage Infrastructure	Significant
Market Information Availability	Moderate
Product Perishability	Significant
Number of Intermediaries	Significant
Market Accessibility	Moderate

Table 3 indicates that marketing efficiency in floriculture markets is influenced by both physical and institutional factors. Transportation facilities, storage infrastructure, perishability of flowers, and intermediary participation significantly affect channel performance and the movement of floriculture products.

Major Challenges in Wholesale and Retail Floriculture Markets

Table 4:

Challenges	Impact on Market Operations
Price Fluctuations	Affects profitability
Product Perishability	Leads to post-harvest losses
Transportation Constraints	Delays distribution
Inadequate Storage Facilities	Reduces product quality
Multiple Intermediaries	Increases marketing costs
Market Competition	Reduces profit margins

Table 4 highlights the major challenges affecting floriculture marketing. The perishable nature of flowers, price instability, and infrastructure-related constraints continue to influence market performance and operational efficiency in both wholesale and retail markets.

Table 5:

Aspect	Wholesale Markets	Retail Markets
Trading Volume	High	Moderate
Customer Base	Retailers and Bulk Buyers	Final Consumers
Distribution Coverage	Wider Market Reach	Local Market Reach
Pricing Flexibility	Moderate	Higher
Role in Marketing Channel	Distribution Hub	Final Point of Sale

Table 5 highlights the functional differences between wholesale and retail floriculture markets. Wholesale markets primarily facilitate bulk trading and distribution, while retail markets focus on direct consumer sales. The comparison indicates that both market types perform complementary roles within the floriculture marketing system.

Findings

1. Mumbai and Pune possess well-established wholesale and retail floriculture markets that play a significant role in the distribution of flowers within Maharashtra.
2. Mumbai markets exhibit a wider market reach due to their metropolitan nature, while Pune markets primarily cater to regional and local demand.
3. The floriculture trade operates through multiple marketing channels involving producers, commission agents, wholesalers, retailers, and consumers.
4. Direct marketing channels involve fewer intermediaries and facilitate quicker movement of flowers to consumers.
5. Longer marketing channels provide wider distribution coverage but increase the number of intermediaries involved in the marketing process.
6. Wholesale floriculture markets mainly perform bulk trading and distribution functions, whereas retail markets focus on serving final consumers.
7. Transportation and storage facilities are critical factors influencing the efficiency of marketing channels due to the highly perishable nature of flowers.
8. Market infrastructure and accessibility significantly affect the smooth functioning of floriculture marketing activities.
9. Price fluctuations, inadequate storage facilities, and transportation constraints continue to be major challenges in floriculture marketing.
10. Improvement in marketing channels and supporting infrastructure can enhance market efficiency and strengthen the competitiveness of floriculture markets.

11. The presence of organized wholesale and retail markets contributes significantly to the smooth distribution of floriculture products in Mumbai and Pune.
12. Efficient market infrastructure and improved coordination among stakeholders are essential for enhancing the sustainability of floriculture marketing systems.

Suggestions:

1. Transportation facilities should be strengthened to ensure the timely movement of flowers and reduce quality deterioration during transit.
2. Adequate storage facilities should be developed to minimize post-harvest losses and maintain product freshness.
3. Market infrastructure in wholesale and retail floriculture markets should be upgraded to improve trading efficiency.
4. Efficient marketing channels should be encouraged to reduce delays and improve the flow of floriculture products.
5. The use of modern packaging techniques should be promoted to reduce physical damage and extend the shelf life of flowers.
6. Market information systems should be strengthened to provide timely information on prices, demand, and market trends.
7. Greater coordination among producers, wholesalers, retailers, and market authorities should be encouraged to improve market functioning.
8. Training programmes should be organized for market participants to enhance their knowledge of modern marketing practices and product handling techniques.
9. Measures should be taken to reduce the excessive involvement of intermediaries in order to improve marketing efficiency.
10. Better market management practices should be adopted to ensure smooth trading operations and efficient distribution.
11. Investment in cold-chain facilities should be encouraged to improve the quality and marketability of floriculture products.
12. Continuous monitoring and evaluation of market operations should be undertaken to identify challenges and implement suitable corrective measures.
13. Digital platforms and electronic market information systems should be promoted to improve market transparency and accessibility.
14. Public and private investment should be encouraged to strengthen floriculture market infrastructure and support long-term sectoral growth.

Conclusion:

The study examined the marketing channel dynamics and efficiency in wholesale and retail floriculture markets of Mumbai and Pune. The analysis highlighted the role of different marketing channels in facilitating the movement of floriculture products from producers to consumers. The study revealed that both wholesale and retail markets perform important functions in the floriculture marketing system, although their operational characteristics and market roles differ. Transportation facilities, storage infrastructure, market accessibility, and intermediary involvement were identified as key factors influencing marketing channel efficiency. The findings also indicated that challenges such as product perishability, price fluctuations, and inadequate infrastructure continue to affect market performance. Strengthening marketing channels, improving infrastructure facilities, and enhancing coordination among market participants can contribute to more efficient market operations. Overall, the study emphasizes the importance of effective marketing systems in supporting the sustainable growth and competitiveness of floriculture markets in Maharashtra.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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