

# Socio-Economic Condition of Saffron Users in Tenkasi District

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## Abstract

Saffron is known to be most expensive spice in the world. Its botanical name is *crocus sativus*. Saffron is derived from the purple saffron crocus flower. This spice has been known to have many applications and the plant originated in Ancient Egypt and Ancient Rome. Saffron has been applied in many ways such as, being used as medicine to heal or relieve many issues that our body are subjugated to. This study is mainly based upon primary data. The primary data was collected through direct personal interview schedule. To study the socio economic condition of saffron users, 50 sample consumers were selected in Tenkasi district by adopting convenience sampling method.

**KEYWORDS:** SAFFRON, SOCIO-ECONOMIC CONDITION

## I. INTRODUCTION

Saffron is known to be most expensive spice in the world. Its botanical name is **crocus sativus**. Saffron is derived from the purple saffron crocus flower. This spice has been known to have many applications and the plant originated in Ancient Egypt and Ancient Rome. Saffron has been applied in many ways such as, being used as medicine to heal or relieve many issues that our body are subjugated to. However saffron can be quite toxic when used in large quantities and should only be used in very small amounts other than its is also a very popular spice in culinary areas such as being added in dishes like risotto for flavour and colour this spice is not just used in food, but it also can be added to teas and drinks for flavour however, it has a slight better taste so it is a not recommended to be used in large quantities. Although this spice, if used very modestly it can come out to be a well worth purchase for what this spice provides one with.

## OBJECTIVES:

- To present an overview of saffron.

- To highlight the socio economic condition of saffron users in Tenkasi District.

## SCOPE OF THE STUDY:

This study has been contained to sales of marking of saffron in Tenkasi district. This study is an attempted to analyse the socio economic condition of saffron users in Tenkasi district.

## METHODOLOGY

This study is mainly based upon primary data. The primary data was Collected through direct personal interview schedule. To study the socio economic condition of saffron users, 50 sample consumers were selected in Tenkasi district by adopting convenience sampling method.

## DATA COLLECTION

Primary and secondary data was used for collecting the data. Primary data used is questionnaire and secondary data used was books, journals and website. Questionnaire method was adopted for the purpose of collecting data from

the customers. Questionnaire of objective and closed nature was prepared in keeping the Objective of the study and was distributed to the sample size.

The following table show that classification of the respondents on the basis of occupation.

**Classification of the respondents on the basis of occupation:**

**Table No: 1 Occupation of respondents**

S.NO	Occupation	No of respondents	Percentage
1.	Students	10	20%
2.	Business	8	16%
3.	Professional	5	10%
4.	Government job	5	10%
5.	Private job	22	44%
	Total	50	100%

**Source: Primary data**

The above table clearly shows that the occupation of the respondents, 20% of the respondents are students, 16% of the respondents on doing business, 10% of the respondents are professionals 10% of the respondents are in

Government job and remaining 44% of the respondents are in private jobs.

**Classification of the respondents on the basis of monthly income:**

The following table show that classification of the respondents on the basis of monthly income.

**Table No: 2 Monthly Income of respondents**

S.NO	Monthly Income	No of respondents	Percentage
1.	Below 10,000	15	30%
2.	10,000 – 25,000	20	40%
3.	Above 25,000	15	30%
	Total	50	100%

**Source: Primary data**

The above table clearly shows that 30% of respondent’s monthly income below 10,000, 40% of respondent’s monthly income is 10,000 – 15,000, and remaining 30% of respondent’s monthly income is above 25,000.

**Classification of the respondents overall opinion of the saffron:**

The following table show that classification of the respondents on the basis overall opinion of the saffron.

**Table No:3 Overall opinion of the saffron**

S.NO	Quality	No of respondents	Percentage
1.	Highly satisfied	12	24%
2.	Satisfied	23	46%
3.	Moderate	10	20%
4.	Dissatisfied	3	6%
5.	Highly dissatisfied	2	4%
	Total	50	100%

**Source: Primary data**

The above table prescribed that 24% of the respondents are opinion about the saffron is highly satisfied, 46% of the respondents are opinion about the saffron is satisfied, 20% of the respondents are opinion about the saffron is Moderate, 6% of the respondents are opinion about the saffron is

Dissatisfied and remaining 4% of the respondents are Highly dissatisfied.

**Classification of the respondents on the basis of family members:**

The following table show that classification of the respondents on the basis of family members.

**Table No: 4 Family Members of respondents**

S.NO	Family Members	No of respondents	Percentage
1.	Up to 4	25	50%
2.	5 - 6	15	30%
3.	Above 6	10	20%
	Total	50	100%

**Source: Primary data**

The above table show that out of 50 respondents, 50% of the respondents are having upto 4 members, 30% of the respondents are having 5- 6 members and 20% of the respondents are having more than 6 members.

### Classification of the respondents on the basis of brand preference of Saffron:

The following table show that classification of the respondents on the basis of brand preference of Saffron.

**Table No: 5 Brand preference of Saffron**

S.NO	Brand Preference of Saffron	No of respondents	Percentage
1.	Taj Mahal	10	20%
2.	Noor	9	18%
3.	Lion	20	40%
4.	Satvikk	6	12%
5.	Others	5	10%
	Total	50	100%

#### Source: Primary data

The above table show that 20% of the respondents are preferred Taj mahal brand saffron, 18% of the respondents are preferred Noor brand Saffron, 40% of the respondents are preferred Lion brand Saffron, 12% of the respondents are preferred Satvikk brand Saffron and remaining 10% of the respondents are preferred other brand Saffron.

#### CONCLUSION

Saffron is known to be most expensive spice in the world. Other than its medicinal properties saffron is used in dislikes also. In this research is found that middle income people preferring to consume Saffron than high income people. Mostly Saffron are using by women especially pregnant ladies to make the baby for fair skin. But it is not advisable to take saffron for pregnant ladies if want they can use little amount to avoid such health issue. It shows that these people want to improve their fairness and skin glow by naturally and in a healthy way.

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