

A Study on marketing strategies adopted by the Mango farming businesses and respective consumer preferences in the region of South Gujarat

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ABSTRACT

Mango Marketing Mix analyses the brand/quality covering the 4Ps (Product, Price, Place, Promotion) and explains the Mango marketing strategy. There are several product strategies such as product/service innovation, marketing investment, customer experience etc. which helped in enhancing the quality. To understand the consumer demand for mangoes and help mango fruit processors to compete more effectively in the increasingly competitive scenario, the conducted in South Gujarat. Primary data was collected using online survey of 135 sellers and consumers in South Gujarat. It was found that the demand for mangoes remains in high demand for domestic work during the mango season. The product is considered a delicacy and a special product to be offered on special occasions. The major factors affecting the purchase decision by consumers are the taste, quality, freshness and variety of mangoes.

Key words: Marketing strategy, Mango farming businesses, consumer preferences

I. INTRODUCTION

The market strategy is very simple conceptually. It begins with an analysis of the target market. Which includes the company, conditions, competitor's and consumers. Analyzes customer satisfaction as a result of the final phase of the results of the company's product positioning and strategy.

MANGO, the word itself keeps us tempting. With the onset of summer season, children start demanding ripe and juicy mangoes. Not only children but everyone likes the taste of mangoes. Some people know that about 180 varieties of mangoes are produced in south Gujarat. Although only Hafooz and kesar are popular among them. Malgobo, Gadhemaal, Sonpari, Mallika, Miya and Neelphanso are not only

fascinating names, but these mangoes taste equally great too.

There is a distinct sub-tropical in south Gujarat. Mango plants are very good in such an environment. The area has heavy black cotton soil which is suitable for this crop. Here is the reason why you are getting many varieties of mangoes here.

Recently the form had developed four hybrid varieties named Neelphanso, a hybrid of Nilam and Alphonso, Nilesan Gujarat, Nileschwari and Sonpari. Of these, Sonpuri has become very popular among local farmers. The tasty of Sonpuri is almost one and a half times larger than the Valsadi, similar to Alphonso. Alphonso and trees have disease resistance and crops can be taken every year.

Mango farming is the main fruit crop cultivation of India and is considered to be the king in India. Mango has a delicious taste and is delicious fruit. Fascinating scent. Apart from this, mango is full of high vitamin A and vitamin C due to which good demand of the market is all around the year. It is a good idea to start a business tree and growing it. Because mango tree is hardy in nature and require relatively less maintenance as compared to cultivation of other fruit trees. Scientifically mango is known as *Mangifera India* which is a type of fruit plant and delicious fruit.

Mango can be used stage for its growth. Like you can use mango for this preparation of pickles, juices, chutneys, etc. when immature or not ripe and after cooking mango fruits can be used in the preparation of numbers like products like jams, jellies, syrups, nectar etc. that is why there is no mango product. Every mango kernel is also to use to make soap because it contains about 10 % quality fat.

The perception of a good quality mango in the group customers desired to purchase good quality mangoes varies widely among participants

in terms of its defining characteristics. Focus participants discussed various features they considered important in purchasing mangoes. All in one GDS, most of the participants considered price, freshness, sweet taste, spotless as the most important, and spotless skin in purchasing mango. Some other characteristics were also considered important but differ in different focus groups. Participants must use good quality mangoes and express their willingness to pay extra for this.

MARKETING MIX OF MANGO

1. Mango product Strategy:

Customers always aim to get maximum satisfaction from those products or services that they buy. Whether or not an organization provides quality services will depend on customer feedback on customer satisfaction that they derive from using the products, as a higher level of quality leads to higher levels of customer satisfaction.

2. Mango pricing Strategy:

Special Event pricing: 10% discount on consumer purchases above 20 kg. this offer valid for 2 days only.

3. Mango Place & Distribution strategy:

The success of any wholesale or retail store depends on three reasons - Location, Location and Location. If we normally store this store in a traffic area during the Mango then our business will be very good and all types of customers can easily reach our store or shop.

4. Mango Promotion & Advertising Strategy:

❖ Promotion:

Coupons: To boost sales, buyers on mango fruits will be offered various discount coupons such as “discount 5 buy 1 free”, discount coupons on bulk purchases. Such a move will help in increasing consumer sales towards mangoes. At the same time, coupons can be published in advertisements in local newspapers, which can be sprinkled on these purchases get to the store and make purchases.

Gift Vouchers: Mango offers gift vouchers of various denominations to gift to its valued customer or is not available to gift to a loved one, so that they can redeem it in their desired shopping product.

❖ Advertising:

This is a form print advertisement in a newspaper. The advertisement will initially aim to educate the consumer about the mango fruit as a brand. An effective communication in the form of “Big Store Big Saving” and comparing the price of different consumer products to the prices of mango fruit Business to Business market. Mango fruit

newspaper advertisements will be launched just before the launch of a new scheme.

Objectives of the study

The Study has been conducted in the region of South Gujarat with the following objectives:

- ❖ To study the marketing strategies adopted by the mango farming businesses
- ❖ To analyze the consumer preferences towards purchase of mangoes

II. LITERATURE REVIEW

(Bader, July 2016) It has been discussed that mango is a popular fruit. Both fresh and cultivated, consumers were relieved of its taste, taste, freshness, and impurity and blemish. Consumers expressed concern about high mango prices, not being available safely. Many of which will require own upgrades. The study also suggested that the government should ensure that those concerns related to consumer food safety are adequately addressed by relevant institutions and organizations. Over time, the planted area, mango production and exports have increased significantly. Growth yet the industry's performance is for below world standards. A wide range of production, postharvest and marketing inefficiencies have been attributed to this. There is also evidence of overall sub-optimal performance of the series' actors but common issues. At the same time, fertilizer is also increasing consumer consciousness of quality, safety and hygiene issues. The standard of living has been changed due to the increase in mangos, urbanization and globalization. (INashwan Mohammed abdullah Saif, 2016) Business marketing is an important and important component for the global market. Marketing strategies can vary from country to country, brand to brand, and organization to organization. The marketing department inside a business must take into account all the various marketing mix policies that can affect the comprehensive results and cumulative firm's symmetry. When launching a product in foreign markets, companies may use the traditional marketing mix or force adopt the existing marketing mix. To satisfy the country that they are carrying out their business activities, the link b/w standardization/ adaptation and company performance is company performance is complex and likely influenced by others.

(Kayier Guien Chay1, 2019) According to this paper, fruit crops play an important role in national fertilizer security of people around the world. They are usually tasty and highly nutritious. Primarily vitamins and minerals that can balance a grain-based diet. Fruits supply raw materials for local industries. Information effects on marketing

production and marketing constraints were also seen from various sources. Finally, it was argued that market conduct and performance was work due to traditional producer practices and description constraints. Therefore, modern mango products should create awareness about effective. Convenience should be established on the marketing system of mangoes so as to reduce costs.

III. RESEARCH METHODOLOGY

Statement of the problem: Farmers have to cultivate and earn profit. Financial constraints and lack of adequate infrastructure for marketing of mangoes are some of problem areas. There is a need to find out more about consumers' choice and usage in their daily lives.

Research Methodology: A research methodology is a method of systematically solving a research problem. Solving in research methodology studies the various stages that are equally adopted by the researcher in studying the logic behind them as well as their research problem.

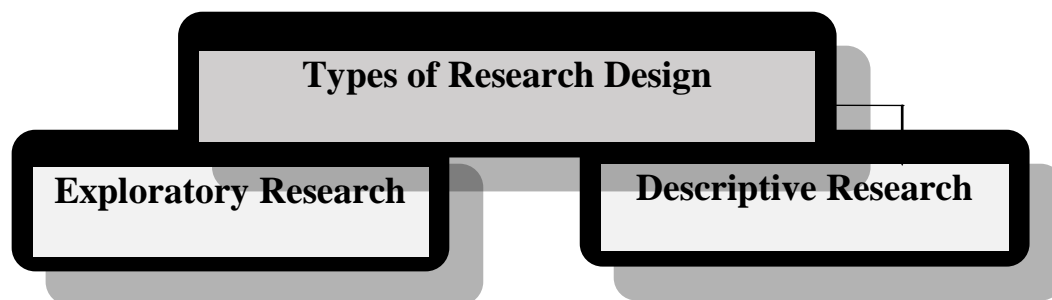
Common language refers to the pursuit of knowledge. Information is the lifetime of managerial decision making. This section covers research design, data collection methods, the sampling procedures and analyst procedures.

Research Methodology includes:

- Research Design
- Sample Design
- Data Collection
- Data Analysis

Research Design:

Figure. 1.1 Research Design

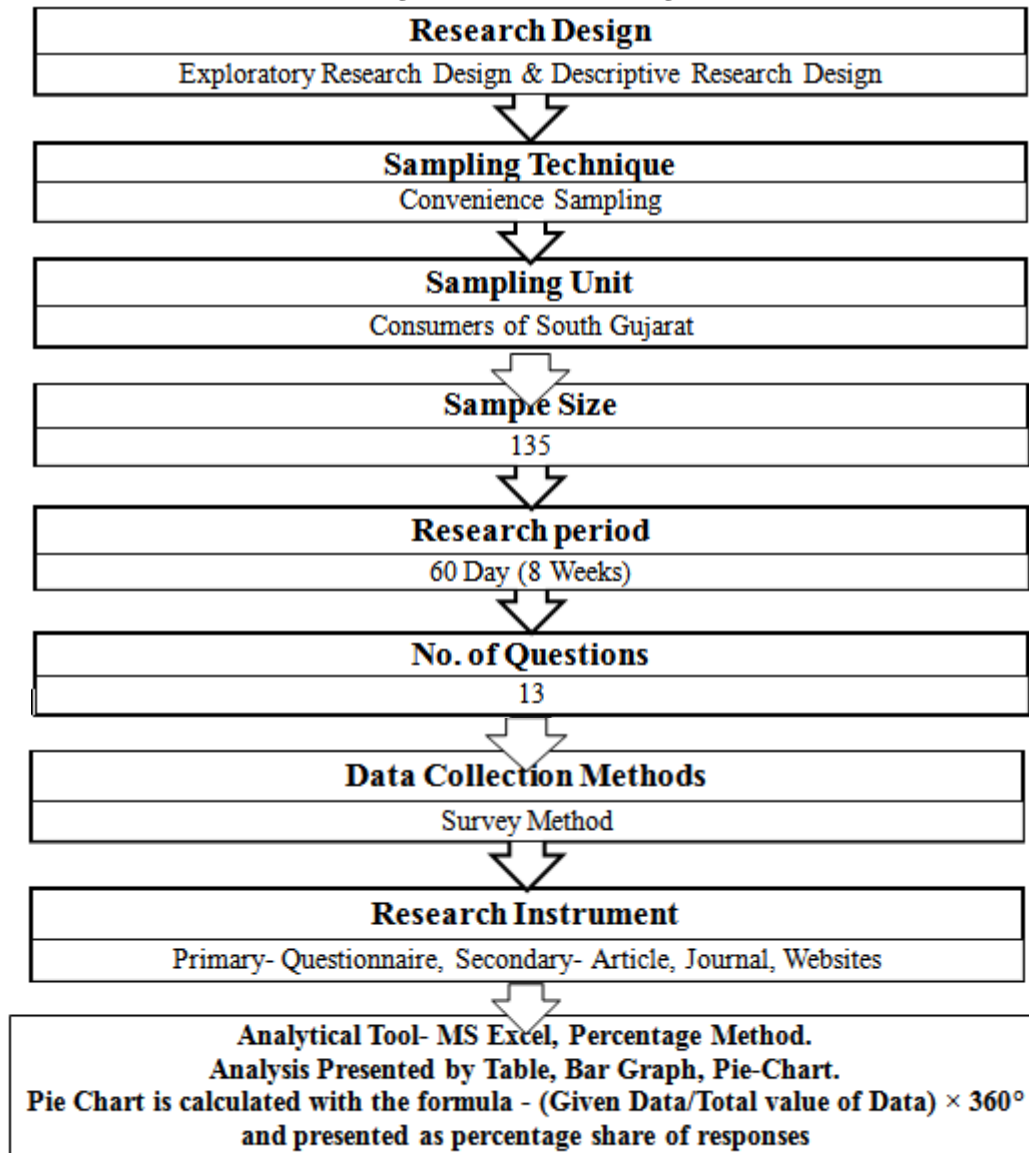


1) **Exploratory Research Design:** This design is used to investigate a problem that is not clearly defined. This is conducted to have a better understanding of the current problem but will not provide a decisive magnitude.

2) **Descriptive Research Design:** its design is also known as statistical research. Describes characteristics about the population or event that is being studied. Descriptive research answers the questions of who, what, where, and how?

Research Design:

Figure. 1.2 Research Design



Source: Self developed

Source: Self developed
 Data Collection:

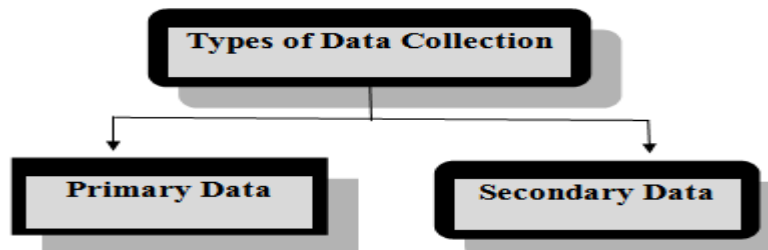


Figure. 1.3 Data Collection

1) Primary Data Collection Methods:

Primary data can be collected through like Questionnaire etc. to support the secondary data.

2) Secondary Data Collection Methods:

Secondary Data are data that is already stored and stored. Secondary data can be collected from past records, articles, journals etc.

In this Research Paper, the researcher collected data from secondary sources such as paragraphs from the website, reviewed the organization's websites and reviewed some books to provide the basis for the project.

Scope of the study

➤ The scope of study is limited to the respondents selected from in the South Gujarat.

➤ The study attract new consumers and retain profitable consumers.

Limitations of the study:

➤ A 60 days (8weeks) time period was challenging for the researcher to gather inferences still efforts were made to reach to conclusion of the study.

➤ Researcher sent questionnaires to 170 potential respondents for an online survey, of which 135 were answered by respondents.

➤ Measurement of marketing strategies is a complex subject that uses a non-objective method and may not reliable.

Analysis

1.1 Gender

Table. 1.1

Particulars	No. of Respondents	Percentage
Male	71	53%
Female	64	47%
Total	135	100%

Sources: Primary data Collection

Interpretation:

Gender: Out of 135 responders, 53% were males and 47% were Females (Table 1.1).

1.2 Age (yrs.)

Table. 1.2

Particulars	No. of Respondents	Percentage
18 – 25	85	63%
26 – 35	32	24%
36 & more	18	13%
Total	135	100%

Sources: Primary data Collection

Interpretation:

Age: Out of response 135, Majority of the responders were of under the age group of 18 – 25 (63%). Table (1.2.)

1.3 No. of Members in Family

Table.1.3

No. of Members	No. of Respondents	Percentage
1 – 3	14	10%
4 – 6	68	51%
More than 6	53	39%
Total	135	100%

Sources: Primary data Collection

Interpretation:

No. of Members in Family: The analysis reveals that the maximum number of respondents has the family strength in between the 4 – 6 Members in their family i.e., 51%, while 10% of respondents are of having the family members of 1 – 3. (Table 1.3.)

1.4 Occupation

Table. 1.4

Particulars	No. of Respondents	Percentage
Student	85	63%
Service	15	11%
Business	19	14%
Unemployed	16	12%
Total	135	100%

Sources: Primary data Collection

Interpretation:

Occupation: The analysis stated that the majority of the responders were students i.e. 85 out of 135, which is almost 63% of the total responders. Very few responders were service 11%, while 12% of respondents are of the unemployed & 14% of the respondents are of business section. (Table 1.4.)

1.5 Monthly Income (In Rs.)

Particulars	No. of Respondents	Percentage
Up to Rs. 20,000	53	39%
20,001 – 40,000	50	37%

40,001 – 60, 000	13	10%
More than 60, 000	19	14%
Total	135	100

Table. 1.5

Sources: Primary data Collection

Interpretation:

Monthly Income: The analysis shows that the majority of the responders were up to 20, 000 rupees i.e., 53 out of 135, which is almost 39% of the total responders. Very few responders were 40,001 to 60, 000 (10%), while 37% of respondents are of 20,001 to 40,000 & 14% of the respondents are of more than 60,000. (Table 1.5.)

1.6 Do you like to mangoes?

Table. 1.6

Particulars	No. of Respondents	Percentage
Raw Mango	73	54%
Ripe Mango	62	46%
Total	135	100%

Sources: Primary data Collection

Interpretation:

Consumer prefer mangoes: The analysis stated that most consumers purchase raw mangoes, 73 out of 135 (54%). While 46% consumers also prefer firm mangoes. (Table 1.6.)

1.7 Frequency of purchasing mango fruit (During the Season).

Table. 1.7

Frequency of Purchases	No. of Respondents	Percentage
Every day	18	13%
Once a Week	43	32%
Once a Month	31	23%
Depend on choice	43	32%
Total	135	100%

Sources: Primary data Collection

Interpretation:

Frequency of Purchases: The study reveals that majority consumers (32%) consumed Mango on once a week and seasonal basis, suggesting it two same result, 23% consumers said that they consumed mango once a month and 13% consumed were high frequency consumers purchasing every day (Table 1.7).

1.8 Vendor provide the service of home delivery

Table. 1.8

Home delivery	No. of Respondents	Percentage
Yes	53	39%
No	82	61%
Total	135	100%

Sources: Primary data Collection

Interpretation:

Home delivery: The analysis reveals that most consumers do not prefer home delivery. While 52 out of 135 (39%) consumers prefer home delivery. (Table 1.8.)

1.9 Which factor influence you the most while buying mangoes?

Table. 1.9

Factor	No. of Respondents	Percentage
Price	24	18%
Quality	58	43%
Freshness	42	31%
Delivery Facility	04	03%
Varieties in Mangoes	07	05%
Total	135	100%

Sources: Primary data Collection

Interpretation:

Consumer most preferred: The analysis reveals that most consumers buy mango by looking at quality, of which 58 out of 135 (43%). While 31% of the consumers see the freshness and 18% of the consumers see the price. (Table 1.9.)

1.10 The quantity of purchase of mango is.

Particulars	No. of Respondents	Percentage
Less than 20 KGs	72	54%
Bulk at a time (20 KGs)	45	33%
More than 20 KGs at a time	18	13%
Total	135	100%

Table. 1.10

Sources: Primary data Collection

Interpretation:

Consumer Purchase of mangoes: The analysis stated that 72 out of 135 (54%) consumers who purchase less than 20 kg of mangoes. And 33% consumers take mangoes in bulk, while 13% consumers buy more than 20 kg. (Table 1.10.)

1.11 Type of packaging

Table. 1.11

Preferred Types of packaging	No. of Respondents	Percentage
Tin Packaging	14	10%
Plastic Packaging	47	35%
Wood Box Packaging	51	38%
Others	23	17%
Total	135	100%

Sources: Primary data Collection

Interpretation:

Preferred Types of packaging: The study reveals that majority of consumers preferred (38%) wood box packaging as it most available and maintains hygiene and quality. 35% consumers preferred plastic packaging which they considered more convenient. While 17% consumers preferred others packaging and 10% consumers preferred tin packaging (Table 1.11).

5.12 The Mango cultivated in Valsad District has high demand in the domestic market

Particulars	No. of Respondents	Percentage
Strong Disagree	17	12%
Disagree	09	07%
Neutral	43	32%
Strong Agree	36	27%
Agree	30	22%
Total	135	100%

Table. 1.12

Sources: Primary data Collection

Interpretation:

Mango grown in Valsad district has a high domestic market demand: The analysis state that the majority of the consumers consider high demand in domestic market i.e., 66 out of 135 (49%) strongly agree & agree and 32% are Neutral. (Table 1.12.)

1.13 The satisfaction level of your experience of mangoes purchases in the present season

Table. 1.13

Particulars	Level of Satisfaction	No. of Respondents	Percentage
Quality	Highly Satisfied	72	53%
	Satisfied	46	34%
	Natural	14	10.5%
	Highly Dissatisfied	02	01.5%
	Dissatisfied	01	01%
Total		135	100%
Taste	Highly Satisfied	34	25%
	Satisfied	74	55%
	Natural	23	17%
	Highly Dissatisfied	02	01.5%
	Dissatisfied	02	01.5%
Total		135	100%

Freshness	Highly Satisfied	56	42%
	Satisfied	46	34%
	Natural	26	19%
	Highly Dissatisfied	03	02%
	Dissatisfied	04	03%
Total		135	100%
Price	Highly Satisfied	21	16%
	Satisfied	44	33%
	Natural	50	37%
	Highly Dissatisfied	14	10%
	Dissatisfied	06	04%
Total		135	100%
Packing	Highly Satisfied	38	28%
	Satisfied	48	36%
	Natural	36	26.5%
	Highly Dissatisfied	04	03%
	Dissatisfied	09	06.5%
Total		135	100%
Facility of Delivery	Highly Satisfied	21	16%
	Satisfied	49	36%
	Natural	40	30%
	Highly Dissatisfied	10	07%
	Dissatisfied	15	11%
Total		135	100%

Sources: Primary data Collection

Interpretation:

This analysis is done on satisfaction level of consumers of mangoes purchase in different parameters. Table 1.13.

1. **Quality:** The analysis stated that the consumers were most highly satisfied 72 (53%) out of 135 and satisfied 34%.

2. **Taste:** The analysis reveals that the consumers were most satisfied 72 (55%) out of 135 and highly satisfied 25%.

3. **Freshness:** The study reveals that the consumers were most highly satisfied 56 (42%) out of 135 and satisfied 34%.

4. **Price:** The analysis stated that the consumers were most natural 50 (37%) out of 135 and satisfied 33%.
5. **Packaging:** The analysis reveals that the consumers were most satisfied 48 (36%) out of 135 and highly satisfied 28%.
6. **Facility of delivery:** The study reveals that consumers were most satisfied 49 (36%) out of 135 and natural 30%. Those who prefer delivery.

IV. FINDINGS

Based on Survey Research:

1. The researcher understands that 54% of Respondents preferred raw mangoes as compared to 46% of respondents who prefer ripe mangoes. It is clearly demonstrated that raw mangoes are preferred more than ripe mangoes for the following reasons. (Table 1.6.)
 - ❖ Shelf life of raw Mangoes
 - ❖ Used to make pickles, choonda and aamchur.
 - ❖ Lesser price than ripe mangoes
2. The researcher finds that the frequency of seasonal buying is even higher on a depend on choice (32%). This clearly shows that people generally prefer to by mangoes on a seasonal basis due to lesser price, many varieties and its availability. There is a perception of consuming mangoes during this season. (Table 1.7.)
3. The researcher understands that mango consumption during its consumption is high and since it is not liked on daily basis like groceries. That is why the perception and choice of people is to buy mango and wand to buy it physically using home delivery services. (Table 1.8.)
4. The researcher finds that the frequency of high consumption of mango is during the season. That is why people generally like its quality and freshness when buying mangoes, while looking at the price of mangoes, convenience of delivery and varieties. (Table 1.9.)
5. The researcher gathered that respondents generally prefer to buy mango less than 20 KGs and not in bulk as consumer prefer quality, freshness and maximum usage within a short time after purchasing the mango. (Table 1.10.)
6. The Researcher understands that wooden box packaging (38%) is preferred for mango packaging because of its utility for storage items, durability, easy to transport and to maintain the freshness of mangoes compared to other packaging. (Table 1.11.)

7. The Researcher gathered that mangoes cultivated in Valsad district is neither having or less demand in the local demand as famous varieties mangoes such as Alphonso, Badami, Chaunsa, Kesar are produced in neighboring states such as Maharashtra, Gujarat and Karnataka respectively. (Table 1.12.)

V. SUGGESTIONS

If we want to start a mango business in future, we can. Mango business is very good in mango season. This is a 5-month business which can give us good profit. It is consumed by people of all ages. Here are some suggestions that the researcher has identified during this research and after its completion,

- The researcher found that while starting a mango business, the businessman may start keeping in mind marketing mix (4Ps).
- The sellers may focus more on selling raw mangoes as that has more demand as per the study.
- In this research, it was found that in the mango season, consumers buy mangoes depending on their choice. That is why mango seller may pay more attention during the mango season to start the business.
- The researcher found that, consumers do not see money aspect when buying mangoes. Hence sellers may pay more attention to quality and freshness.
- Researchers found that consumers prefer more wooden packaging, so the seller may pay more attention to the wooden box than other packaging because the mango will have freshness.

VI. CONCLUSION

The study enables to draw following conclusion: - Respondents have stated that they buy raw mangoes more than ripe mangoes. Majorly the Mango business functions in the months of April, May and June. It falls under Seasonal business. However, the Mango pulp and Mango Drinks are available throughout the year. The study leads to conclusion that Consumers focus more on freshness and taste than price. The study draws the conclusion that consumer may prefer the wooden box in packaging because it is safer and more orderly, as it is stated by the respondents.

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