

Demand and preference for mango pulp in the catering segment in south Gujarat

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ABSTRACT

South Gujarat is one of the important clusters of mango pulp in the country with a number of processing units in the region with a good backward linkage of Alphonso and Kesar variety of mangoes. Mango pulp is an important value added product of mango. A number of processing units have been manufacturing mango pulp and marketing it in local as well as national and international markets. In order to understand the demand for mango pulp in the catering segment and to help the mango pulp processors compete more effectively in an increasingly competitive landscape, the present study was undertaken during 2011 with the objective to understand the caterers demand and preference for mango pulp. Three districts of South Gujarat Navsari, Valsad and Surat were selected for the study. Primary data were collected using personal interview of caterers and mango pulp processors. A total sample of 20 caterers and 10 mango pulp processors was taken for the study. It was found that the catering segments held lot of potential for marketing of mango pulp as mango pulp is considered a delicacy and a speciality product offered on special occasions in Gujarat. Caterers prefer to buy directly from the processors and buy in bulk quantities. Caterers consider price of mango pulp and its taste important factors affecting their purchase decision.

KEY WORDS : Mangopulp, Caterers, Preference

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