



Research Paper

Preferences of quality attributes for mango export: A conjoint analysis approach

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ABSTRACT : Mango is an important fruit crop in India constituting 37.50 per cent of the total world production. It is considered as the 'King of Fruits' account for 20.71 per cent of the total fruit production in India during 2013-14. The share of mango exports to the world market is low. The export demand for mango is influenced by various quality attributes vested in them. The main reason for the low exports is the lack of quality and non-availability of surplus for export. There is a need to systematically identify the relative importance of each of the quality attributes of export grade mangoes which influence demand for mangoes in the world market. The present paper intends to identify the most preferred attributes of mango for exports. In order to see which attributes are most important for export of mango, the conjoint analysis, a widely used technique in marketing research was used to determine the relative importance of each attribute. The results indicate that all the five attributes viz., variety, size, colour, shape and flavour were significant. The group results of relative importance and individual utility revealed that the variety is the most important attribute for mango export. The quality attributes preferred by the traders of mango are Alphonso variety, 200-250g size and yellow to green colour and ovate oblique shape with high flavour. At present Indian mangoes are exported to neighbouring markets. The quality attributes such as colour, shape, size and flavour should be maintained in newly evolved varieties so that India can increase its presence in the international market. Hence maintenance of quality for international standards and developing forward and backward linkages in the production and marketing would possibly facilitate the mango exports from India with high price realization in the European countries.

KEY WORDS : Mango fruit, Quality attributes, Conjoint analysis, Relative importance

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