

# 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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The market for mango pulp has been growing steadily since 1990s and this trend is expected to continue. India is the largest grower of the most widely recognized variety of mango (Alphonso) used in pulp manufacturing. The country also dominates the world market for mango pulp with over 113,000 MT of production and a 67% share of world exports. The largest share of mango pulp (25%) goes to the Middle East, followed by Southeast Asia and North America. The European Union buys relatively small quantities, just 4% of world exports. Mango pulp is gaining popularity in

western markets simply by virtue of the fact that more and more consumers are buying fresh mango fruits and are becoming familiar with its taste (Anonymous, 2009 a and b). The world demand for mango pulp is projected to grow by 8% (Anonymous, 2005).

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. The growth of mangopulp industries will bring large benefits to the people by way of employment and income (Xavier, 2008).

Mango pulp is offered in Gujarat and other parts of north India as a delicacy at special occasions such as parties, marriages and other special occasions. Therefore, catering segment is important segment creating demand for mango

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pulp. Caterers are therefore an important institutional consumer segment for mango pulp processing units in south Gujarat. In order to understand the overall current market conditions, caterers demand and preference for mango pulp to help the mango pulp processors compete more effectively in an increasingly competitive landscape, the present study was undertaken during 2011.

#### Objectives :

- To understand the caterers demand with reference to mango pulp.
- To understand the factors affecting demand of mango pulp by the catering segment.
- To develop insights for mango pulp marketing in the catering segment.

#### METHODOLOGY

Three cities of South Gujarat Navsari, Valsad and Surat were selected for the study. Primary data were collected using personal interview of 20 caterers and 10 mango pulp processors. Two different semi-structured questionnaires were designed to collect information from the respondents. The data pertained to the year 2011. Both quantitative and qualitative approaches were used for the data analysis. Statistical tools like mean, frequency, and percentage were used.

#### ANALYSIS AND DISCUSSION

The findings of the present study have been presented in the following sub heads :

##### Distribution channel for mango pulp :

Mango pulp has a great demand in the domestic market of South Gujarat. The following marketing channels are most prevalent in mango pulp marketing by mango pulp processors:

- Company → Retailers → Consumers
- Company → Wholesalers → Retailers → Consumers
- Company → Caterers/Processors → Consumers

##### Institutional customer segment :

It is evident from Table 1 that majority manufacturers (70 %) sold their mango pulp to food processors like ice cream manufacturers as Amul, Sumul, Havmore, mango juice manufacturer, Shelvin Agro and also small juice and lassi

**Table 1 : Institutional customer segment**

Customer segment	No. of mango pulp processors	Percentage
Food processors	7	70 %
Organized retailers	4	40%
Caterers	3	30%
Total	10	100%

points, 30% manufacturers directly supplied their mango pulp to caterers and 40 % manufacturers supplied their mango pulp to organized retailers. Catering segment is an important segment specially for small processing units as they consider catering segment more accessible as compared to food processing and organised retailing segment. It also provides them an opportunity for bulk sales.

##### Demand and preference of caterers :

As shown in the Table 2, mango pulp is one of the most preferred liquid sweets besides Basundi, Rabadi and Mattha according to caterers as offered on various occasions in South Gujarat.

All the caterers serve mango pulp in various parties on the demand of their customers. According to caterers' 80-90% mango pulp is served during March to June *i.e.* during mango season only. Demand for mango pulp corresponds with the mango season. People prefer consumption of mango pulp during the availability of fresh fruit.

50% caterers served around 8-10,000 kg of mango pulp every year while 40 % served 10,000 to 20,000 kg of mango pulp every year. This showed that catering segment holds a big potential for the sales of mangopulp by the mango pulp processors as they buy in bulk.

All the caterers procured mango pulp directly from the mango pulp processors and they said that mango processors provided 5-10% discount to them on purchase while 20 % caterers also procure through distributors. None of the caterers prepared mango pulp by self as it can be procured easily from processors.

Caterers preferred packing of 20-25 kg while in case of small gathering and non-availability of big size packing, they also used to go for 3.1 kg packs.

According to caterers, the most preferred variety of mango pulp was Kesar followed by Alphonso. Some caterers said that mix mango pulp is also offered according to taste of consumers and also to reduce the price.

The major factors affecting the procurement of mango pulp by caterers was price. They preferred to buy from processor who offered them good discount. Caterers liked to procure at discount as they could gain greater profit by procuring at low price. Other important factor was quality of mango pulp and taste.

Caterers were also asked to state the factors affecting ultimate consumers choice of mango pulp as sweet. They stated occasion, season and price as the three important factors affecting their choice of sweet for the occasion.

##### Caterers level of satisfaction from mango pulp brand used :

Caterers were asked to rate the satisfaction from their existing brand on 3 point scale. Caterers were highly satisfied

**Table 2 : Information collected from caterers regarding mango pulp**

Particulars	No. of respondents	Percentage
Mango pulp served		
Yes	20	100%
No	0	0%
Main season		
March to June	20	100%
July to Nov.	20	100%
Dec. to Feb.	0	0%
Average volume of mango pulp served		
8-10 tons/year	10	50%
10-20 tons/year	8	40%
20-25 tons /year	2	10%
Procurement of mangopulp		
Distributor	4	20%
Commission agent	0	0%
Direct from manufacturers	20	100%
Self preparation	0	0%
Prefered pack size		
3.1kg	6	30%
20-25kg pack	20	100%
Mango pulp variety preferred		
Kesar	20	100%
Alphonso	16	80%
Mix	8	40%
Major factors consider while procuring		
Price	20	100%
Quality	16	80%
Availability	4	20%
Taste	8	40%
Factors considered by consumer while selecting liquid sweets	Mean score	Rank
Price	3.0	3
Taste	1.3	5
Season	3.9	2
Occasion	4.2	1
Menu	2.6	4

**Table 3 : Caterers level of satisfaction from mango pulp brand used****(N =20)**

Particulars	Level of satisfaction	No. of respondents	Total score	Mean score
Quality	High	7	42	2.1
	Moderate	8		
	Low	5		
Taste	High	11	48	2.4
	Moderate	6		
	Low	3		
Freshness	High	6	38	1.9
	Moderate	6		
	Low	8		
Price	High	6	39	1.95
	Moderate	7		
	Low	7		
Packing	High	2	35	1.75
	Moderate	11		
	Low	7		

with the taste and quality of their preferred brands. However, they were moderately satisfied with the freshness, price and packaging of the product (Table 3).

#### Suggestions of caterers :

- Mango pulp processors should provide fresh mango pulp as it was often found that processors in order to clear their old stock provided old mango pulp.
- Processors should provide other liquid sweet varieties of mango like mango rabadi, mango cream etc.
- Mango pulp should be provided in special pack sizes as per the requirement.
- Companies should improve their packaging material as many a times there are issues of leakages etc.
- Processors should market Kesar and Alphonso varieties of mango pulp for caterers market as they have more demand and provide good and assured market by caterers.

#### Conclusion :

The production and marketing of mango pulp has great potential and presents a good scope and opportunity in local and regional markets of South Gujarat. The product is considered a delicacy and a speciality product offered on special occasions. Catering market for mango pulp is growing

and offers good potential for bulk sale especially for small processing units. Mango pulp processing units should effectively tap this market by identifying potential caterers and try to fulfil their requirements of packaging, taste and price. Catering segment is more price sensitive. Therefore, offering discount to retain large caterers is necessary to ensure bulk sales and retain them. The demand can be tapped on sustainable basis by setting up proper marketing network, maintaining taste and quality and processing Kesar and Alphonso varieties of mango for mango pulp.

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