

A Study on Marketing Strategies Employed by Mango Farming Businesses: Navigating the Juicy Path to Success

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ABSTRACT:

Mango Marketing Mix describes the Mango marketing strategy and examines the brand and quality using the 4Ps (Product, Price, Place, and Promotion). Numerous product strategies, including customer experience, marketing investment, and product/service innovation, have contributed to improving the quality. The study, which was carried out in South Gujarat, aimed to comprehend the demand for mangoes among consumers and assist mango fruit processors in becoming more competitive in the increasingly competitive market. An online survey comprising 1200 sellers of Chittoor was used to gather primary data. It was discovered that during the mango season, there is still a significant demand for mangoes for household tasks. The product is regarded as a specialty that should only be served on exceptional occasions and is a delicacy. The taste, quality, freshness, and variety of mangoes are the main determinants of a consumer's purchase decision.

Keywords: Mango farming enterprises, marketing tactics, and consumer inclinations.

INTRODUCTION:

Conceptually, the market strategy is straightforward. An examination of the target market comes first. which encompasses the business, the environment, the competition, and the customers. evaluates client satisfaction because of the company's product positioning and strategy's last phase of results.

The word "mango" alone tantalises us. As summer approaches, kids start requesting juicy and ripe mangoes. Everyone enjoys the taste of mangoes, not just kids. Some people are aware that Chittoor district is the home of about 180 different varieties of mangoes. Among them, only kesar and hafooz are well-liked. Not only do the names Malgobo, Gadhemaal, Sonpari, Mallika, Miya, and Neelphanso sound intriguing, but these mangoes also have delicious flavours. Chittoor district has a distinct sub-tropical climate. Mango trees thrive in these kinds of conditions. This crop is suited to the area's rich black cotton soil. This explains why there are so many kinds of mangoes available here. The form has recently given rise to four hybrid varieties: Nileshan Gujarat, Nileshwari, Sonpari, and Neelphanso, a cross between Nilam and Alphonso. Among these, Sonpuri has grown to be highly favored by the nearby farmers. Like Alphonso, the taste of Sonpuri is nearly 1.5 times larger than that of Valsadi. Trees and Alphonso are resistant to disease, and crops can be harvested annually. The primary fruit crop farmed in India is the mango, which is regarded as the nation's national crop. Mangos are delicious fruits with a delicious flavor. Interesting smell. In addition, mangos have high levels of vitamins A and C, which makes them in high demand throughout the year. Establishing and cultivating a business tree is a smart idea. Due to their natural hardiness, mango trees require comparatively less upkeep when cultivated than other fruit trees. *Mangifera indica* is the scientific name for mangos, which are a tasty fruit variety of plant. Mangos can be used as a growth stage. For example, when a mango is young or unripe, it can be used to make pickles, juices, chutneys, etc., and after it is cooked, its fruits can be used to make a variety of goods like jams, jellies, syrups, nectar, etc., which is why there isn't a mango product. Since each mango kernel contains roughly 10% high-quality fat, they should all be used to make soap. The characteristics that define a good quality mango vary greatly amongst participants in the group of customers who wished to purchase good quality mangoes. Participants in the focus group talked about a variety of characteristics they valued when buying mangoes. When buying

mangos, most participants in one GDS ranked price, freshness, sweet taste, cleanliness as the most crucial factor, and spotless skin as the least important factor. A few other traits were also thought to be significant, though they varied depending on the focus group. Players are required to use premium mangoes.

MANGO MARKETING MIX:

1. **Mango Product Strategy:** Consumers always want to get the most out of the goods or services they purchase. Customer feedback regarding their level of satisfaction after using the products will determine whether an organization offers quality services because higher quality is correlated with higher levels of customer satisfaction.
2. **Mango Pricing Strategy: Special Event Pricing:** 10% off for customers who weigh more than 20 kg. Offer valid for just two days.
3. **Mango Place Strategy:** Three factors are critical to any wholesale or retail store's success: location, location, and location. We will have excellent business and be able to easily reach all kinds of customers if we keep this store in a busy area during the mango.
4. **Mango Promotion Strategy: Coupons:** To increase sales, customers purchasing mango fruits will be given a variety of discount coupons, including "discount 5 buy 1 free" and discounts for large purchases. This kind of action will contribute to a rise in mango sales from consumers. Coupons can also be printed at the same time and placed in local newspaper ads to be used when customers visit the store and make purchases. **Gift Cards:** Mango provides gift cards in different amounts that you can give to a loved one or give to a valued customer so they can use it to purchase the item they've always wanted to buy. This print ad is in the form of a newspaper. The primary goal of the advertisement is to inform the viewer about the mango fruit as a brand. An efficient means of communication is the "Big Store Big Saving" campaign, which compares consumer product prices to mango fruit business-to-business market prices. Newspaper ads featuring mango fruit will appear right before a new program begins.

OBJECTIVES:

The study was carried out in the Chittoor region with the following goals in mind:

1. To examine the marketing tactics used by the mango farming companies.

2. To assess consumer preferences regarding the purchase of mangoes.

REVIEW OF LITERATURE:

Mangos have been mentioned as a popular fruit. Customers were freed of the product's taste, freshness, impurity, and blemish, whether it was grown or fresh.

Customers voiced concerns about the high cost of mangoes and their unsafe availability. Many of which will call for individual upgrades. The study also recommended that the government make sure that pertinent institutions and organizations adequately address consumer food safety concerns. Mango exports, production, and planted area have all increased dramatically over time. expansion, but the industry's performance still falls short of international norms. This has been linked to a variety of production, postharvest, and marketing inefficiencies. Additionally, there is proof that the actors in the series generally perform below par, albeit with similar problems. Simultaneously, fertilizer is raising consumer awareness of issues related to quality, safety, and hygiene. The rise in mangos, urbanization, and globalization have all altered the standard of living (Bader, 2016).

A crucial and significant part of the global market is business marketing. Marketing tactics differ from nation to nation, brand to brand, and company to company. A company's marketing department needs to consider every single marketing mix policy that has the potential to impact the overall outcomes and symmetry of the cumulative firm. Companies can either forcefully adopt the current marketing mix or use the conventional approach when launching a product in overseas markets. To satisfy the nation in which they conduct business, there is a complex relationship between standardization and adaptation and company performance, which is probably influenced by external factors (Nashwan, 2016).

This paper claims that fruit crops are crucial to the global population's national fertilizer security. They are typically very nutrient-dense and delicious. mainly vitamins and minerals that can help balance a diet high in grains. Local industries get their raw materials from fruits. Sources of information were also observed to have an impact on marketing production and marketing constraints. Ultimately, it was contended that because of description constraints and conventional producer practices, market behaviour and performance were labour-intensive. As a result, contemporary mango products ought to raise awareness regarding efficacious. To cut expenses, the mango marketing system should prioritize convenience (Kayier, 2019).

METHODOLOGY:

Farmers must cultivate to make money. Among the issues are a lack of sufficient infrastructure and financial limitations for mango marketing. Further information regarding the choices and usage made by consumers daily is required.

A research methodology refers to a methodical approach to addressing a research problem. Research methodology solving examines the different steps that the researcher equally takes to understand their reasoning and the nature of their research problem.

In everyday speech, the term "knowledge pursuit" is used. The lifeblood of managerial decision-making is information. The research design, data collection techniques, sampling protocols, and analyst protocols are all covered in this section.

Surveys and other similar methods can be used to gather primary data in order to supplement secondary data.

Data that have already been saved and kept are known as secondary data. It is possible to gather secondary data from old documents, publications, journals, etc.

The researcher examined the websites of the organizations, read some books, and gathered information from secondary sources, such as website paragraphs, to create the framework for this research paper.

The study's scope is restricted to the respondents chosen from within the Chittoor district.

ANALYSIS:

1. Gender

S.No	Respondents Opinion	Frequency	Percentage
1	Male	916	76.3
2	Female	284	23.7
Total		1200	100.0

From the above survey analysis, it was observed that, among 1200 respondents, 76.3 percent of respondents are male and 23.7 percent of respondents are female.

2. Age

S.No	Respondents Opinion	Frequency	Percentage
1	18-30 years	248	20.7
2	31-40 years	420	35.0
3	41-50 years	424	35.3
4	Above 50 years	108	9.0
Total		1200	100.0

From the above analysis, it was observed that among 1200 respondents, 35.3 percent of respondents belong to age group of 41-50 years, 35 percent of respondents belong to age group of 31-40 years, 20.7 percent of respondents belong to age group of 18-30 years and 9 percent of respondents belong to above 50 years age group.

3. Educational Status

S.No	Respondents Opinion	Frequency	Percentage
1	Illiterate	168	14.0
2	Schooling	464	38.7
3	SSC	408	34.0
4	Graduate	160	13.3
Total		1200	100.0

From the above survey analysis it was observed that, among 1200 respondents, 38.7 percent of respondents studied till schooling, 34 percent of respondents studied till SSC, 14 percent of respondents are illiterate and 13.3 percent of respondents are graduates.

4. Experience

S.No	Respondents Opinion	Frequency	Percentage
1	5-10 years	88	7.3
2	11-15 years	420	35.0
3	16-20 years	424	29.7
4	>20 years	336	28.0
Total		1200	100.0

From the above survey analysis, it was observed that, among 1200 respondents, 35 percent of respondents have experience of 11-15 years, 29.7 percent of respondents possess 16-20 years' experience, 28 percent of respondents possess experience of more than 20 years and 7.3 percent of respondents possess experience of 5-10 years.

To analyze the affect of marketing mix strategies on marketing problems of mango farmers in Chittoor district

Dependent Variable = Marketing Problems (Y)

Independent Variable = a) Product (X1)

b) Price (X2)

c) Place (X3)

d) Promotion (X4)

Multiple R value = 0.737

R square value = 0.543

Adjusted R square = 0.541

F value = 354.433

P value = <0.001**

From the above results it was observed, Multiple R value determines that 0.737 (73.7%) as it shows that there exists relationship between the dependent and independent variable. The R square value indicates how much is the total variation in dependent variable is explained by the independent variable and was observed that 54.3% of variation is explained.

As p value is less than 0.05 it indicates that the regression model is significant.

Variables in multiple regression analysis:

Variables	Unstandardized Coefficient (B)	SE of B	Standard Co-efficient (Beta)	T value	P value
Constant	2.183	0.055	-	40.032	<0.001**
PriceTotal	-0.244	0.022	-0.315	-10.979	<0.001**
ProductTotal	0.104	0.045	0.125	2.290	0.022
PlaceTotal	0.0954	0.029	1.070	33.170	<0.001**
PromotionTotal	-0.335	0.027	-0.546	-12.208	<0.001**

The regression equation is

$$Y = 2.183 - 0.244X_1 + 0.104X_2 + 0.0954X_3 - 0.335X_4$$

$$\text{Marketing Problems} = 2.183 - 0.244 \times \text{Pricetotal} + 0.104 \times \text{Producttotal} + 0.0954 \times \text{Placetotal} - 0.335 \times \text{Promotiontotal}.$$

FINDINGS:

1. The researcher observed that most of the respondents are male farmers.
2. Most of them belong to age group of 41-50 years.
3. Most of them done till schooling.
4. Many of them possess the experience of 11-15 years.
5. The marketing problems increases when the price strategies decreases and vice versa. Whereas marketing problems increases when the product, place and promotion increases and vice versa.

SUGGESTIONS:

We can launch a mango business in the future if we so choose. During mango season, business is booming for mangos. This is a five-month venture that has the potential to be profitable. People of all ages consume it. Following the conclusion of the research, the researcher has identified the following recommendations:

1. The study discovered that entrepreneurs may consider the marketing mix (4Ps) when launching a mango business.
2. According to the study, there is a higher demand for raw mangoes, so vendors might concentrate more on selling them.
3. Mango seller attention should be more on quality and freshness.
4. Wooden box packaging attracts consumer rather than the normal packaging because if mangoes are packed in wooden boxes their freshness stays.

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