

# AN ECONOMIC ANALYSIS ON MARKETING OF MANGO (DUSSEHRI) IN AYODHYA DISTRICT OF UTTAR PRADESH

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## ABSTRACT

*Often called the "King of Fruits", mangoes are widely cultivated, especially in India, the largest producer, for their sweet taste and nutritional value. Rich in essential vitamins A, C and E, mangoes are fresh and consumed in processed forms such as juices, jams and dried products, which contribute significantly to the global fruit market. The study, titled "Economic Analysis of Marketing Mango (Dussehri) in Ayodaya District, Uttar Pradesh," focuses on the marketing system of Ayodaya District, particularly Sohawal Block. The study analyzed three major marketing channels. Channel I (Producer Consumer), Channel II (Producer Wholesaler Consumer), and Channel III (Producer Wholesaler "Retailer" Consumer). The results showed that Channel I was the most efficient, with a low marketing cost '83, net producer price, price distribution of '83, and a high marketing efficiency of 113%. In contrast, wholesaler Channel II marketing costs were '224, producer net price, price distribution of '8721, '1554, and marketing efficiency of 5.61%. Channel III with additional intermediaries was created with a top marketing cost of '253, price distribution of '2328, and lowest marketing efficiency of 3.74%. The study concluded that direct marketing channels are cheaper and more efficient, but intermediaries include increased costs and reduced efficiency, highlighting the importance of minimizing intermediaries to improve the profitability of mango producers.*

**Keywords:** Mango, Marketing Channels, Economic Analysis, Marketing Efficiency.

## INTRODUCTION

Mango (Dussehri), a popular variety of mango known for its unique flavor and sweetness, was widely cultivated in various regions of India, particularly in Uttar Pradesh. This variety is known for its medium to large size, with a thin skin and a rich, tangy taste, making it highly favored by consumers. Dussehri mangoes are typically harvested during the peak mango season and are distinguished by their excellent shelf life, which made them ideal for both domestic consumption and export. In the study

conducted in Ayodhya district, Uttar Pradesh, it was found that Dussehri mangoes were grown primarily in Sohawal block, where they contributed significantly to the local economy and provided livelihoods for many farmers. The marketing of Dussehri mangoes was dominated by three primary channels: direct sale to consumers, through wholesalers, and through wholesalers to retailers. The marketing dynamics revealed variations in efficiency and costs across these channels. In the direct producer-to-consumer channel,



farmers experienced lower marketing costs and higher profitability, with a significant share of the retail price. In contrast, the involvement of wholesalers and retailers led to increased costs and reduced efficiency, resulting in higher price spreads and lower net returns for producers. The Dussehri variety's rich nutritional value, including high vitamin content, further boosted its demand and marketability. The study highlighted the importance of improving direct marketing channels and reducing intermediaries to enhance the economic returns for farmers cultivating Dussehri mangoes.

### RESEARCH METHODOLOGY

The methodology used to select districts, blocks, villages, and respondents was a combination of target and random samples. The Ayodhya district was intentionally selected to minimize the inconvenience and time constraints of the investigators. Within Ayodhya, sohawal blocks were selected based on many respondents involved in the cultivation of mango (dussehi). A list of villages was created for this block, with 5% of villages with a large number of mango breeders being chosen. A list of all mango farmers (Dussehri) was compiled and divided into five land-owned groups: border size (less than 1 hectares), small size (1-2 hectares),

semi-medium size (2-4 hectares), medium size (4-10 hectares), large size (over 10 hectares). A total of 100 mango farmers (Dussehri) were selected using a proportional random sample. Additionally, 10 wholesalers, 5 retailers, 5 farm owners and 5 consumers were selected to investigate marketing costs, marketing margins, price distribution and marketing performance in the inspection area. Key data was collected via a well-structured schedule, with secondary data from books, magazines, reports and records from districts/blocks. Data collection of respondents was conducted through in-person interviews using survey methods. Results were analyzed and presented using statistical instruments. Information from this study was collected in the Agriculture Year 2024-2025.

#### Analytical Tools

##### 1. Cost of Marketing

$$C = C_f + C_{m1} + C_{m2} + C_{m3} + \dots + C_{mn}$$

##### 2. Margin of Market

$$AMI = P_{ri} - (P_{pi} + C_{mi})$$

##### 3. Spread in Price

$$\text{Marketing Cost} + \text{Market Margin}$$

##### 4. Efficiency of Marketing

$$= \frac{\text{Price received by producer}}{\text{Marketing Cost} + \text{Marketing Margin}}$$

## RESULTS AND DISCUSSION

Table 1 Identify the preferred marketing channels of respondents.

CHANNEL-I: Producer-Consumer

CHANNEL-II: Producer - Wholesaler – Consumer.

CHANNEL-III: Producer- Wholesaler – Retailer – Consumer.

S. No.	Channel Type	No of respondent	Percentage
1	Channel – I	15	15.00
2	Channel -II	33	33.00
3	Channel-III	52	52.00
	<b>Total</b>	<b>100</b>	<b>100.00</b>



**Table 1:** The study revealed that among the 100 sample respondents, 15 (15.00%) preferred Channel-I for buying and selling mango (Dussehri). A total of 33 (33.00%) respondents favored Channel-II for the same purpose, while the remaining 52 (52.00%) respondents opted for Channel-III to buy and sell mango (Dussehri) in the study area. This distribution highlights the varying preferences for different marketing channels based on convenience, cost, and market access in the region.

**Table 2: Marketing costs, marketing margins, marketing performance, and price distribution for mangoes (Dussehri) in Channel I.**

S. No	Particulars	Mango (Dussehri)
		Value in Rs. / Quintal
1.	Produce sale price to Consumer	9500
2.	Marketing cost incurred by producer	
i.	Packaging cost	24
ii.	Weighing charge	10
iii.	Labour Cost	20
iv.	Transportation Cost	14
v.	Miscellaneous charges	27
3.	<b>Total Marketing Cost (i-v)</b>	<b>83</b>
4.	<b>Actual received by producer</b>	<b>9417</b>
A	<b>Producer selling price to consumer per kilogram</b>	<b>95</b>
B	<b>Total Marketing Cost</b>	<b>83</b>
C	<b>Price Spread</b>	<b>83</b>
D	<b>Marketing efficiency</b>	<b>113%</b>

**Table 2:** This study shows that the marketing price for 1 Quintal Mango (Dussehri) is more priced at 9,500,500, per kg95 than Channel I. 1The marketing costs incurred by producers for marketing Quintal Mango (Dussehri) are 83. As a result, the net price of the manufacturer of Channel I 9417. The total marketing costs incurred on Channel I are 83, but the price for Channel I is 83. The marketing efficiency of Channel I was calculated at 113%, indicating the high level of efficiency of this marketing channel.

**Table 3: Marketing costs, marketing margins, marketing performance, and price distribution for mangoes (Dussehri) in Channel II.**



S. No	Particulars	Mango (Dussehri) Value in ₹/Quintal
1.	<b>Producer sale price to Wholesaler</b>	<b>8850</b>
2.	Cost incurred by the producer	
i	Packaging cost	38
ii	Weighing charge	10
iii	Labour Cost	25
iv	Transportation Cost	23
v	Miscellaneous charges	33
	<b>Total cost (i-v)</b>	<b>129</b>
3.	<b>Net price received by producer</b>	<b>8721</b>
4.	<b>Wholesaler sale price to Consumer</b>	<b>10,275</b>
5	<b>Marketing cost incurred by wholesaler</b>	
i	Loading and Unloading charges	25
ii	Carriage up to shop (Transportation)	20
iii	Weighing Charge	10
iv.	Spoilage and Losses	23
v	Miscellaneous Charges	17
	<b>Total Marketing cost (i-v)</b>	<b>95</b>
6	<b>Margin of Wholesaler</b>	<b>1330</b>
A	<b>Total Marketing cost</b>	<b>224</b>
B	<b>Total Market margin</b>	<b>1330</b>
C	<b>Price Spread</b>	<b>1554</b>
D	<b>Marketing Efficiency</b>	<b>5.61%</b>

**Table 3:** This study shows that the selling price for 1 Quintal Mango (Dussehri) ranges from manufacturers to wholesalers '8850, which corresponds to the marketing costs corresponding to producers. The net price received by the manufacturer is 8721. Wholesaler to Consumers is 10275 per Quintal, and wholesaler is '95 marketing

costs. The wholesaler edge is 1330. As a result, the marketing costs incurred on Channel II on Marketing 1 Quintal Mango (Dussehri) 224 are 1330 overall marketing range for Channel II. Channel II's price distribution is 1554, and Channel II's marketing efficiency is calculated at 5.61%.

**Table 4: Marketing costs, marketing margins, marketing performance, and price distribution for mangoes (Dussehri) in Channel III.**

S. No	Particulars	Mango (Dussehri) Value in ₹/Quintal
1.	Producer sale price to Wholesaler	8850
2.	Cost incurred by the producer	
i	Packaging cost	38
ii	Weighing charge	10
iii	Labour Cost	25
iv	Transportation Cost	23
v	Miscellaneous charges	33
	<b>Total cost (i-v)</b>	<b>129</b>
3.	<b>Net price received by producer</b>	<b>8721</b>
4.	<b>Wholesaler sale price to Retailer</b>	<b>10091</b>
5.	Marketing cost incurred by Wholesaler	
i	Loading and Unloading charges	15
ii	Carriage up to shop (Transportation)	12
iii	Weighing Charge	10
iv	Spoilage and Losses	27
v	Miscellaneous Charges	7
	<b>Total cost (i-v)</b>	<b>71</b>
6.	<b>Margin of Wholesaler</b>	<b>1170</b>
7.	<b>Retailer sale price to Consumer</b>	<b>11049</b>
8.	Marketing cost incurred by Retailer	
i	Loading and Unloading charges	5
ii	Carriage up to shop (Transportation)	6
iii	Spoilage and Losses	31
iv	Miscellaneous Charges	11
	<b>Total cost (i-iv)</b>	<b>53</b>
9.	<b>Margin of Retailer</b>	<b>905</b>
A.	<b>Total Marketing cost</b>	<b>253</b>
B.	<b>Total Marketing Margin</b>	<b>2075</b>
C.	<b>Price Spread</b>	<b>2328</b>
D.	<b>Marketing Efficiency</b>	<b>3.74%</b>

**Table 4:** This indicates that the selling price of 1 Quintal Mango from producer to wholesaler RS is. 8850 is the marketing cost Rs 129 incurred by the marketing producer. The net price for producers is 8721. The selling price for 1 Quintal Mango (Dussehri)

from wholesalers to retailers is Rs. 10091. (Dussehri) Marketing costs for retailers from retailers to consumers are Rs 53. The retailer's margin is paragraph 905. Finally, the total marketing costs incurred in Channel III are Rs 2328.

**Table 5: When using Marketing Mango (Dussehri), marketing costs, marketing margin, price distribution, marketing efficiency of channel 2 and channel 3.**



S. No.	Particulars	Value in	Value in	Value in
		Rupees/Quintal of Mango (Dussehri)	Rupees/Quintal of Mango (Dussehri)	Rupees/Quintal of Mango (Dussehri)
		CHANNEL -I	CHANNEL-II	CHANNEL-III
1.	Net price Received by Producer	9417	8721	8721
2.	Total marketing cost	83	224	253
3.	Total Marketing margin	-	1330	2075
4.	Price Spread	83	1554	2328
5.	Marketing Efficiency	113%	5.61%	3.74%

**Table 5:** The exam area shows that there are three marketing channels involved in the marketing of mangoes (Dussehri). In Channel I, the total marketing cost is Rs 83, the net price for the manufacturer of Channel I is 9417, the price for Channel I is 8383, and the marketing efficiency for Channel I is 113%. At Channel II, the total marketing cost "224,

the net price received from the manufacturer of Channel I was 8721, the overall brand margin was 1330<sup>1</sup>1330, and the price distribution distributor for Channel II is 1554 of Channel II. "2075", the price distribution distributor for Channel II "2328", and the marketing efficiency of Channel III 3.74%.

### CONCLUSION

Research into marketing mango (Dussehri) in the Ayodhya district of Uttar Pradesh has concluded that different marketing channels have been used by producers with different cost levels, margins, price expansion and efficiency. Of the three main channels surveyed, Channel I (consumer producers) was most efficient with a marketing efficiency of 113%, a low marketing cost of 83, and a relatively low price distribution of 83. This channel provided the producers with the best net prices, making them the most advantageous for them. In contrast, Channel-II (producer of consumer wholesaler) showed a significantly lower marketing efficiency of 5.61% despite a high price distribution of 1554. The total marketing cost for this channel was 224 and the wholesaler margin

was 1330. It provided high prices to consumers, but the proportion of manufacturers fell because of intermediaries. Channel-III (retailer producers of consumer retailers) showed the lowest efficiency with only 3.74% marketing efficiency, with a high price distribution of 2328, with a significant reduction in net prices obtained by producers. The study highlighted how important it is to minimize intermediaries to improve the proportion of producers in consumer prices and improve overall marketing efficiency. The potential benefits of direct marketing and structured market systems such as cooperatives have also been highlighted to increase producer profits and reduce the inefficiency of mango marketing. The results highlighted the need for political intervention to support mangoes (Dussehri) efficient and fair marketing practices.



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