

RESEARCH PAPER

A study on imported fruits available in market of Bengaluru city

■ Azizul Rahman Ragashtai and Swati Naik

Received : 04.08.2018; Revised : 15.09.2018; Accepted : 28.09.2018

ABSTRACT

Today the consumption of imported fruits is gaining importance particularly in urban areas. This study conducted in Bengaluru city attempted to document types of imported fruits and brands available in the market in Bengaluru city. A sample of 60 respondents were selected for study. The secondary data regarding the types of imported fruits and brands available in the market in Bengaluru city was collected from different sources like Directorate General of Foreign Trade, Directorate General of Commercial Intelligence and Statistic (DGCIS) and Indian Trade Portal. The study has revealed that China is the number one destination for import of fruits and vegetables to India during 2016-17. India has imported nearly Rs. 1070 crores worth of fruits and vegetables from China. Imported and domestic fruits which are available throughout the year (January to December) are Apples, Orange, Apricots, Bananas, Cranberries, Kiwano, Lemons and Papayas. The world major fruits producing countries are China, India, Brazil, USA, Italy, Spain, Mexico, Iran, Philippines and France. Among all the three seasons, consumers consume more imported fruits in the summer season (mean score of 55.13) this is mainly due to availability of different varieties of imported fruits during summer.

KEY WORDS : Imported fruits, Source and types, Garrett ranking, Season-wise consumption, Domestic fruits

How to cite this paper : Ragashtai, Azizul Rahman and Naik, Swati (2018). A study on imported fruits available in market of Bengaluru city. *Internat. J. Com. & Bus. Manage*, 11(2) : 159-163, DOI: 10.15740/HAS/IJCBM/11.2/159-163. Copyright@2018: Hind Agri-Horticultural Society.

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

Swati Naik, Department of Agricultural Marketing, Cooperation and Business Management, University of Agricultural Sciences, GKVK Campus, Bengaluru (Karnataka) India
E-mail: naik.swati328@gmail.com

Authors' affiliations:

Azizul Rahman Ragashtai, Department of Agricultural Marketing, Cooperation and Business Management, University of Agricultural Sciences, GKVK Campus, Bengaluru (Karnataka) India