A SURVEY OF URBAN BLACK CONSUMER PREFERENCES WITH REGARD TO AVOCADOS IN THE PRETORIA / JOHANNESBURG AREA

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BACKGROUND

The avocado export industry in South Africa faces increasing competition from several countries, especially Israel and California.

South Africa's market share has been declining steadily from 18.1 per cent in 1981 to 8.3 per cent during 1984 and is expected to drop to even lower levels in the future.

In view of these circumstances, SAAGA decided to investigate the potential local demand for avocados amongst urban black consumers in South Africa and specifically the Pretoria/Johannesburg area.

METHOD OF INVESTIGATION

After an initial investigation conducted in Mamelodi, SAAGA decided to increase the extent of the survey. A subsequent investigation was done in the townships surrounding Pretoria and Johannesburg.

The groups involved

Two main groups were involved in the survey, namely consumers and sellers. A total of 1 019 consumers responded with the majority (660) residing in the Johannesburg area. This constitutes 65 per cent of the total. The remainder of the respondents resided in the townships surrounding Pretoria, namely Mamelodi, Atteridgeville and Ga-Rankua in Bophuthatswana. A total of 359 respondents were questioned in these latter areas (35 per cent of the total).

The second group, namely the sellers, was categorised as follows: vendors, cafés, supermarkets, bakkies (vans) and greengrocers (see Table 1 for more detailed information). Once again Johannesburg accounted for the majority of respondents (444 or 78 percent). Pretoria in turn, contributed 22 per cent or 123 of the total number of respondents.
Analysis of the results

From the outset an attempt was made to determine the exact breakdown of the various answers given and not mere tendencies. All results were obtained by employing a Persetel mainframe computer and using the SAS program.

FIELD WORKERS

Final year students of the Vista University conducted the field work. These students are well versed in the basic techniques of field work and only volunteers were employed.

PERIOD DURING WHICH SURVEY WAS CONDUCTED

This survey was done during the second and third weeks of February 1988.

RESULTS OF SURVEY CONDUCTED AMONGST CONSUMERS

Fruit purchases

From this survey it emerged that most consumers bought fruit on a weekly basis, with a surprisingly large number doing so (25 per cent) on a daily basis. This high frequency of purchases could be ascribed to the small number of fruit bought at a time.

Fruit was generally purchased from either supermarkets or street vendors. Respondents living in the Pretoria area were more inclined to purchase from a vendor than their counterparts in Johannesburg. This implies that consumers living in Pretoria were also less inclined to buy from supermarkets.

A definite preference was shown for bananas and apples most probably due to the high level of availability throughout the year. Nineteen per cent of respondents bought avocados. On average 34 per cent of respondents never bought avocados, with almost 40 per cent of Pretoria residents refraining from purchases.

Both weekly and monthly purchases were most prominent, the reason being that an avocado is a luxury product and most people simply cannot afford regular purchases.

Reasons for not buying avocados

The vast majority of respondents considered availability as the overriding problem
inhibiting purchases. This is to be expected, as most purchases are done impulsively and are seldom planned hence the high frequency / low number of fruit purchased at a time. Quality did not seem to be an important factor in limiting sales but rather price and taste. This problem can be stated somewhat differently quality could be the problem given the price; in other words, a matter of perceptions. Availability of ripe fruit curtailed sales, due to the phenomenon that consumers made a purchase with the intention of immediate consumption.

In view of the above, it is only to be expected that demand will increase should the price / quality relationship improve, availability increase and ripe fruit for immediate consumption be available for purchase.

**Nutritional value of avocados**

Seventy three per cent of the respondents considered avocados to be healthy, whereas 16 per cent did not know.

**Avocados' taste**

Close to 20 per cent of consumers indicated a dislike for the fruit. These consumers will in all probability never consume avocados.

**Manner in which avocados are consumed**

It appears that avocados are enjoyed either on bread as a spread, or on its own with salt and pepper. On occasion sugar is also added. In one instance, avocado was mixed with milk and prepared as a milkshake. This drink was considered very healthy by the person concerned,

Sixteen per cent of respondents consumed avocados as a salad with other food.

The 39 per cent of consumers who enjoyed avocados between meals corresponded with the 43 per cent of respondents who consumed the fruit on its own.

Avocados are enjoyed at breakfast, probably with bread, and with the addition of salt and pepper. A smaller percentage of the respondents consumed avocados at lunch time.

The phenomenon that avocados are consumed during breakfast explains the high percentage of respondents who consume the fruit at home. The remainder eat avocados in a work environment and at take-aways. Those eating avocados at work and at take-aways add up to 26 per cent; this in turn corresponds with the 27 per cent who eat avocados at lunch time.

**Factors determining the purchase of avocados**

The large percentage of consumers who buy ripe avocados is an indication that consumption is immediate and most probably impulsive. The average consumer probably sees the fruit and this is sufficient to stimulate his/her demand for the product.
Softness is considered the most important method to test for ripeness. One respondent had the following to say: 'I shake it to feel if the heart is loose'.

Eleven per cent of respondents considered colour as a means to test for ripeness, A very negative perception was apparent with regards to spots on the avocado skin and most people will either not buy avocados with spots, or do so only occasionally.

Shopping habits of consumers

The most popular shopping venue was the street vendors with 50 per cent of people buying from them. This is not a surprising result, considering the buying habits of the average respondent as mentioned earlier (impulsive buying with immediate consumption uppermost in his/her mind). This is borne out by the fact that in most cases one fruit is purchased at a time. Respondents very seldom buy more than three avocados at a time.

Consumers were of the opinion that vendors were even cheaper than supermarkets and this is obviously a contributory factor to the higher purchases from vendors.

Purchases could have been higher, had availability not been a problem. Throughout this study, non-availability has stood out as an impediment to higher sales/purchases,

In view of the above, it is not surprising that consumers prefer their avocados individually, wrapped in paper and displayed in cardboard boxes.

Characteristics of the fruit

Respondents showed a preference for green (colour), medium to large fruit. As far as both colour and size were concerned, a large percentage (16 and 30 per cent respectively) did not seem to mind what they bought.

THE MEDIA (RADIO, NEWSPAPERS, MAGAZINES AND TV)

In order to determine the best potential medium for advertising, a survey covering the radio, newspapers, magazines and television, was conducted amongst the black consumers.

Radio

A very high 93 per cent of respondents listened to the radio, proving its universal popularity.

Morning radio, however, was not expected to be as popular as it turned out to be. At first this appeared to be puzzling, as most people should have been busy at that time. Upon subsequent investigation, it turned out that many people listened to the radio before eight in the morning.

As the day progresses, listenership tails off. This applies to both weekdays and
weekends.
Urban consumers rated Radio Bophuthatswana as their most popular station followed by Radio Metro. Both Radio 702 and Radio 5 were relatively popular in the Pretoria vicinity.

**Newspapers**
Almost 70 per cent of respondents read newspapers daily, with the Sowetan being the most popular. The Star was more popular in Johannesburg, with the Pretoria News being preferred in its home territory.

**Magazines**
Magazines were obviously read less frequently. Pace was the most popular, with 25 per cent of respondents reading it. The Cosmopolitan was the second most popular magazine, which is rather surprising. True Love, on the other hand, was a definite winner, but can hardly be called a magazine and was not analysed in terms of its exact popularity.

**Television**
Television viewership increased as the day progressed, achieving a peak during the evening. Weekend viewing was lower than during weekdays, probably due to more distractions compared to weekdays.
An increase in television viewership was accompanied by a drop in radio listenership, which was to be expected. Early morning television was surprisingly popular even more so than weekday afternoons (17 per cent).
Over weekends, afternoon-television viewing increased dramatically in popularity most probably due to free time in conjunction with the many hours of sport.
A noticeable difference existed between the number of Pretoria residents and those in Johannesburg who regularly watch television (71 per cent of Pretoria residents compared to 60 per cent for Johannesburg).

**FINDINGS OF SURVEY CONDUCTED AMONGST SELLERS**
Due to certain legal aspects, most sellers were obliged to sell their products in certain designated areas. As a rule, they were generally grouped together and where possible the tendency was for them to congregate in areas of high density main roads, stations and taxi ranks.
From the questionnaires, it was evident that most vendors had had a low level of schooling. This is an obvious reason for their being employed in the informal sector, as work elsewhere must be hard to obtain, given the level of their skills.
Variety of products sold
A wide variety of products were sold, with apples and bananas the most popular. Oranges, mangoes and tomatoes were all high in demand and a superior level of availability was implied for those products.

Permanence of vendors and traders
Compared to their Johannesburg counterparts, fewer Pretoria traders had sold similar products elsewhere.

Their reason for selling in a particular area was due to improved business (73 per cent of the cases), while a surprisingly small number considered harassment from officials as a reason for their moving to a particular area.

Eighty per cent of traders in Johannesburg had been selling in the same location for more than a year, compared to a figure of 63 per cent in Pretoria. The situation is reversed when one looks at those who had been selling for a period of six months to a year. A possible explanation is that more businesses have opened in Pretoria.

Most popular products
According to the sellers, apples were a definite favourite together with oranges, bananas, tomatoes and mangoes, as found earlier. Large differences between Pretoria and Johannesburg were evident in terms of the various percentages, although the order of apparent preference remained fairly constant.

When asked why they thought these fruits were so popular, availability, nutritional value and price, were cited as the main reasons.

Avocado sales
Forty three per cent of the respondents sell avocados frequently, with the same percentage doing so only occasionally. In other words, just over 80 per cent sell avocados this corresponds reasonably closely with the 70 per cent obtained in the variety of products sold. Johannesburg and Pretoria, viewed separately, yielded very similar results. Ninety per cent of Johannesburg respondents sold avocados, either regularly or on occasion, compared to 70 per cent according to question one. For Pretoria the figures were 75 and 61 per cent, respectively.

Once again availability and price were the main reasons for fewer sales of avocados, with price a more important factor in Pretoria.

All traders were unanimous in that more could be sold, should the price/quality ratio and availability improve,

Consumer preferences
Traders were of the opinion that consumer demand was adversely affected by the
price/quality ratio and ripeness. Bearing in mind that most fruit, including avocados, are bought with immediate consumption in mind, the latter results are to be expected (ripeness).

Taste was another reason (20 per cent) for fewer sales of avocados corresponding with the consumer survey of 25 per cent.

Conflicting results were obtained with regard to the type of avocado demanded by consumers. This could be attributed to the phenomenon that traders did not keep records. Apparently green-coloured, large to medium avocados seemed to be the preference.

**Number and type of avocados sold**

The majority of traders sold between ten and 50 avocados per day. Just over 30 per cent sold less than ten avocados per day.

These avocados were a combination of ripe and green fruit. Only a small handful could claim that their fruit were ripe (ready to eat). This has been confirmed by both the sellers and consumers. Ripe fruit, according to both these groups, appear difficult to obtain. This phenomenon hampers sales.

**Profile of average customer**

The same number of men and women buy avocados, with most of them purchasing less than three at a time. Once again, this corresponds with previous findings.

Traders either believed that younger people were the most frequent shoppers, or they were undecided. It is evident that very few older people bought avocados.

As with the previous findings, softness was the most likely method of testing the ripeness of an avocado.

**Sources of supply**

Both Johannesburg and Pretoria traders mostly bought their avocados from the market. A smaller proportion used other sources, such as the bakkies (vans) and supermarkets / greengrocers.

Johannesburg traders considered these sources adequate. This contrasts with the Pretoria traders who disagreed.

The general feeling was that most sources were too far removed from the sellers, with others wishing to deal directly with the producers. The reason for this was that they thought prices would be lower (eliminating the middlemen) in such cases.

The fact that the fresh produce market was considered the cheapest, contributed to its popularity as a source of supply. Those who obtained their fruit elsewhere, cited transport as the main reason for not buying on the market.

The number of avocados purchased at a time probably explains the preference for
cardboard boxes. In the case of vendors, it facilitates packing-up at the end of the day and minimises handling of individual fruit.

Traders were unanimous in their support for direct purchases from producers in the event of lower priced, high quality fruit, with a greater level of availability.

Most traders earned profits of ten to 50 cents per fruit. According to the survey, Pretoria traders made greater profits, with very few selling at less than ten cents profit per avocado.

**Suggestions to facilitate a more efficient and better distribution of avocados**

A very large number of suggestions were forthcoming resulting in the following:

- ‘Consumers should be taught about when avocados are available should be made aware of the nutritional value of avocados’

- 'I propose the four Ps :

  * Producers should be the first-hand distributors
  * Prices should be reasonable
  * Promotion
  * Product should be of high quality'

- 'Elimination of the middleman'

- ‘Supply sources should be closer’

- 'Markets closer to the sellers'

- 'Quality / price ratio should be better'

**QUESTIONNAIRE AND RESPONSE: CONSUMERS**

(n=1 919)

Black areas: Johannesburg (n = 662) 64.77 per cent
Black areas: Pretoria (n=359) 35.23 per cent

<table>
<thead>
<tr>
<th>1. Do you buy fruit?</th>
<th>Total</th>
<th>JNB</th>
<th>Pretoria</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Never</td>
<td>1.2</td>
<td>1.2</td>
<td>1.1</td>
</tr>
<tr>
<td>b. Once a month</td>
<td>7.1</td>
<td>7.2</td>
<td>6.6</td>
</tr>
<tr>
<td>c. Once a week</td>
<td>31.1</td>
<td>32.7</td>
<td>28.1</td>
</tr>
<tr>
<td>d. Less than 3 times a week</td>
<td>35.3</td>
<td>36.4</td>
<td>33.4</td>
</tr>
<tr>
<td>e. Daily</td>
<td>24.0</td>
<td>21.8</td>
<td>30.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Where do you generally buy your fruit and vegetables? (more than one)</th>
<th>Total</th>
<th>JNB</th>
<th>Pretoria</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. At a greengrocer</td>
<td>36.1</td>
<td>23.9</td>
<td>30.1</td>
</tr>
<tr>
<td>b. Supermarket</td>
<td>36.0</td>
<td>42.1</td>
<td>24.8</td>
</tr>
<tr>
<td>c. Cafe</td>
<td>6.2</td>
<td>5.8</td>
<td>4.2</td>
</tr>
<tr>
<td>d. Bankie</td>
<td>4.8</td>
<td>6.4</td>
<td>1.9</td>
</tr>
<tr>
<td>e. Street vendor</td>
<td>52.2</td>
<td>48.6</td>
<td>56.5</td>
</tr>
<tr>
<td>f. Elsewhere (specify)</td>
<td>2.0</td>
<td>2.4</td>
<td>1.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Which fruit do you buy? (more than one)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Apples</td>
</tr>
<tr>
<td>b. Pears</td>
</tr>
<tr>
<td>c. Grapes</td>
</tr>
<tr>
<td>d. Mangos</td>
</tr>
<tr>
<td>e. Avocados</td>
</tr>
<tr>
<td>f. Bananas</td>
</tr>
<tr>
<td>g. Other (specify)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. Do you buy avocados?</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Never</td>
</tr>
<tr>
<td>b. Once a month</td>
</tr>
<tr>
<td>c. Once a week</td>
</tr>
<tr>
<td>d. Less than 3 times a week</td>
</tr>
<tr>
<td>e. Daily</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. Why don’t you buy avocados more often? (more than one)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Too expensive</td>
</tr>
<tr>
<td>b. Do not like the taste</td>
</tr>
</tbody>
</table>
16 How would you prefer avocados to be packed? (more than one)
   a. Individually 36.3 36.2 32.9
   b. Wrapped in paper 23.4 25.8 21.7
   c. In a plastic bag 9.3 2.1 4.2
   d. In a plastic netting 13.1 12.1 14.8
   e. In cardboard boxes 25.5 24.9 26.7
   f. Other (specify) 1.4 0.6 2.8

17 Do you prefer avocados to be:
   a. Small 3.5 3.6 3.3
   b. Medium sized 39.2 39.7 38.2
   c. Large 21.3 21.5 20.9
   d. Does not matter 29.2 30.0 27.9

18 Which colour avocado do you prefer?
   a. Green 62.7 66.1 60.7
   b. Brown 12.1 8.4 17.0
   c. Does not matter 15.6 16.7 13.7
   d. Other (specify) 1.9 1.5 2.5

19 Are avocados freely available in your area?
   a. Always 10.2 10.9 9.9
   b. Sometimes 61.7 60.3 64.4
c. Never 23.7 25.2 21.2

20 Where are avocados the cheapest?
   a. Supermarkets 23.4 23.3 23.4
   b. Greengrocer 18.2 13.9 25.9
   c. Cafes 1.4 1.5 1.1
   d. Bakery 9.1 8.6 7.0
   e. Street vendor 43.5 47.9 35.4

21 Do you listen to the radio?
   a. Yes 93.1 94.6 90.5
   b. No 3.1 2.1 5.0

22 When do you listen to the radio? (answer a & b) (more than one)
   a. On weekdays
      i. Morning 64.5 65.5 62.7
      ii. Afternoon 29.8 30.9 27.9
      iii. Evening 36.7 38.8 30.9
   b. On weekends
      i. Morning 49.6 50.9 47.0
      ii. Afternoon 44.0 40.6 50.1
      iii. Evening 31.9 34.8 27.0

23 Name the radio station that you listen to most frequently (eg Radio 5, etc)
   a. BBC 48.6 51.5 37.6
   b. Radio 5 19.7 20.3 18.7
   c. Radio T2 9.0 5.8 8.6
   d. Other (specify) 7.3 5.8 10.0

24 Do you read newspapers daily?
   a. Yes 67.4 67.6 67.1
   b. No 29.3 28.1 29.8

25 Name the newspaper that you read most frequently (eg Star, etc)
   a. Daily Star 41.1 43.9 35.9
   b. Star 37.1 40.9 30.1
   c. Citizen 4.2 2.7 7.0
   d. Edinburgh News 3.5 4.0 7.0

26 Do you read magazines daily?
   a. Yes 28.3 27.0 30.1
   b. No 68.0 70.0 68.0

27 Name the magazine that you read most frequently (eg Bona, etc)
   a. Vogue 24.7 25.8 23.8
   b. Cosmo 9.0 10.3 6.7
   c. Bona 7.8 7.6 8.1
   d. Other (specify) 12.9 — —

28 Do you watch TV frequently?
   a. Yes 64.1 60.3 71.0
   b. No 35.9 36.1 27.0

29 When do you watch TV? (answer a & b) (more than one)
   a. On weekdays
      i. Morning 16.8 17.0 15.8
      ii. Afternoon 8.5 8.5 9.5
      iii. Evening 77.7 78.8 79.9
   b. On weekends
      i. Morning 9.1 9.1 6.4
      ii. Afternoon 27.9 27.9 28.0
      iii. Evening 71.9 71.5 72.6
QUESTIONNAIRE AND RESPONSE: SELLERS
Black Areas: Johannesburg (n=444) 78,31 per cent
Black Areas: Pretoria (n=123) 21,69 per cent

<table>
<thead>
<tr>
<th>TYPE OF SELLER</th>
<th>JHB</th>
<th>PRETORIA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor</td>
<td>34.2(152)</td>
<td>41.45(51)</td>
<td>36.3(203)</td>
</tr>
<tr>
<td>Cafe</td>
<td>17.1(75)</td>
<td>24.93(50)</td>
<td>18.7(106)</td>
</tr>
<tr>
<td>Supermarket</td>
<td>29.7(312)</td>
<td>17.07(21)</td>
<td>27.0(153)</td>
</tr>
<tr>
<td>Bankie</td>
<td>13.5 (92)</td>
<td>12.2 (16)</td>
<td>12.0 (15)</td>
</tr>
<tr>
<td>Greengrocer</td>
<td>5.4 (24)</td>
<td>4.8 (6)</td>
<td>5.2 (30)</td>
</tr>
</tbody>
</table>

1 Which products do you sell? (select more than one if required)
   a. Apples
   b. Peas
   c. Oranges
   d. Mangos
   e. Avocados
   f. Meat
   g. Tomatoes
   h. Bananas
   i. Other (specify)

2 Have you sold similar products elsewhere?
   a. Yes
   b. No

3 For how long have you been selling here?
   a. More than a year
   b. Between 6 months to a year
   c. Between 1 to 6 months
   d. Less than a month

4 Why did you move to this area?
   a. Business is better (selling more)
   b. Security reasons (less trouble)
   c. Harassment from officials
   d. Other (specify)

5 Which product(s) do people buy the most? (select more than one if required)
   a. Apples
   b. Peas
   c. Oranges
   d. Mangos
   e. Avocados
   f. Meat
   g. Tomatoes
   h. Bananas
   i. Other (specify)

6 Why would you say, do people prefer these products? (Select more than one if required)
   a. More available
   b. Price
   c. Taste
   d. Nutritional value
   e. Other (specify)

7 Do you sell avocados?
   a. Yes
   b. Never
   c. Sometimes

8 If never or sometimes, give reasons why (more than one)
   a. Difficult to obtain
   b. People do not buy avocados
   c. Inferior quality
   d. Limited shelf-life
   e. Experience to buy from suppliers
   f. Other (specify)

9 Would you sell (more) avocados if it were:
   a. Available?
     (i) Yes
     (ii) No
   b. Of better quality?
     (i) Yes
     (ii) No
   c. Cheaper?
     (i) Yes
     (ii) No
     (iii) Don't know

10 Why don't people buy (more) avocados?
    (Select more than one)
   a. Too expensive
   b. Poor quality (damaged skin)
   c. Ripeness
   d. Difficult or messy to eat
   e. Taste
   f. Other (specify)

11 What type of avocado do you generally prefer? (Select more than one)
   a. Large
   b. Dark
   c. Green
   d. Medium
   e. Small
   f. Marks on the skin
   g. Other (specify)

12 How many avocados do you sell per day?
   a. Less than 10
   b. Between 10 and 50
   c. More than 50

13 Are your avocados ripe, green or a mixture of both?
   a. Green
   b. Ripe
   c. Both ripe and green

14 Who buys the most avocados, men or women?
   a. Men
   b. Women
   c. About the same (hard to tell whether a difference exists)

15 How many avocados do customers usually buy at a time?
   a. 1
   b. 2
   c. 3 – 5
   d. More than 5

16 Do younger or older people generally buy from you?
   a. Younger
   b. Older
   c. Difficult to say (Don’t know)

17 How do buyers test for ripeness?
   a. Softness
   b. By shaking
   c. The colour
   d. Asking for advice
   e. Other (specify)

18 Where do you get your supply of avocados? (Select more than one)
   a. From the bakkeies
   b. From the market
   c. From the greengrocer
   d. From the supermarkets
   e. Other (specify)

19 Do you think the above sources are adequate?
   a. Yes
   b. No

20 If no, where would you like to get it? (Specify)

21 Where do you get your avocados the cheapest?
   a. From the bakkeies
   b. From the market
   c. From the greengrocer
   d. From the supermarkets
   e. Other

22 If the answers given in 18 and 21 differ, state reason:
   a. Transport problems
   b. Better service
   c. Quality
   d. Credit
   e. Other (specify)
23. What profit do you earn per avocado?
   a. Less than 10 cents  
   b. Between 10 and 20 cents  
   c. Between 20 and 50 cents  
   d. More than 50 cents  
   
24. Do you prefer avocados packed in:
   a. A cardboard box?  
   b. Plastic netting?  
   c. Plastic bag?  
   d. Other (specify)  
   
25. How many avocados do you buy at a time?
   a. Less than 20  
   b. Between 20 and 50  
   c. More than 50  
   
26. Would you buy avocados directly from producers if;  
   a. It were cheaper?  
   b. It were of better quality?  
   c. It were easily available?  
   
27. What would you propose to facilitate a more efficient and better distribution of avocados to consumers?  

<table>
<thead>
<tr>
<th>Breakdown by Type of Seller (expressed as a percentage %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Avocados are sold by:</td>
</tr>
<tr>
<td>Vendors: 52</td>
</tr>
<tr>
<td>Cafes: 73</td>
</tr>
<tr>
<td>Supermarkets: 22</td>
</tr>
<tr>
<td>Vans: 22</td>
</tr>
<tr>
<td>Greengrocers: 22</td>
</tr>
<tr>
<td>2 Avocados sold:</td>
</tr>
<tr>
<td>Regularly %:</td>
</tr>
<tr>
<td>Vendors: 30</td>
</tr>
<tr>
<td>Cafes: 47</td>
</tr>
<tr>
<td>Supermarkets: 56</td>
</tr>
<tr>
<td>Vans: 48</td>
</tr>
<tr>
<td>Greengrocers: 43</td>
</tr>
<tr>
<td>Never %:</td>
</tr>
<tr>
<td>Vendors: 21</td>
</tr>
<tr>
<td>Cafes: 12</td>
</tr>
<tr>
<td>Supermarkets: 5</td>
</tr>
<tr>
<td>Vans: 16</td>
</tr>
<tr>
<td>Greengrocers: 0</td>
</tr>
<tr>
<td>Sometimes %:</td>
</tr>
<tr>
<td>Vendors: 49</td>
</tr>
<tr>
<td>Cafes: 41</td>
</tr>
<tr>
<td>Supermarkets: 39</td>
</tr>
<tr>
<td>Vans: 36</td>
</tr>
<tr>
<td>Greengrocers: 22</td>
</tr>
<tr>
<td>3 Reason for selling occasionally or never:</td>
</tr>
<tr>
<td>a. Difficult to get hold of:</td>
</tr>
<tr>
<td>Vendors: 37</td>
</tr>
<tr>
<td>Cafes: 25</td>
</tr>
<tr>
<td>Supermarkets: 33</td>
</tr>
<tr>
<td>Vans: 36</td>
</tr>
<tr>
<td>Greengrocers: 27</td>
</tr>
<tr>
<td>b. Low demand:</td>
</tr>
<tr>
<td>Vendors: 22</td>
</tr>
<tr>
<td>Cafes: 14</td>
</tr>
<tr>
<td>Supermarkets: 12</td>
</tr>
<tr>
<td>Vans: 21</td>
</tr>
<tr>
<td>Greengrocers: 7</td>
</tr>
<tr>
<td>c. Inferior quality:</td>
</tr>
<tr>
<td>Vendors: 3</td>
</tr>
<tr>
<td>Cafes: 6</td>
</tr>
<tr>
<td>Supermarkets: 10</td>
</tr>
<tr>
<td>Vans: 3</td>
</tr>
<tr>
<td>Greengrocers: 0</td>
</tr>
<tr>
<td>d. Limited shelf-life:</td>
</tr>
<tr>
<td>Vendors: 8</td>
</tr>
<tr>
<td>Cafes: 13</td>
</tr>
<tr>
<td>Supermarkets: 5</td>
</tr>
<tr>
<td>Vans: 0</td>
</tr>
<tr>
<td>Greengrocers: 0</td>
</tr>
<tr>
<td>e. Expensive to buy from suppliers:</td>
</tr>
<tr>
<td>Vendors: 44</td>
</tr>
<tr>
<td>Cafes: 29</td>
</tr>
<tr>
<td>Supermarkets: 28</td>
</tr>
<tr>
<td>Vans: 36</td>
</tr>
<tr>
<td>Greengrocers: 50</td>
</tr>
</tbody>
</table>

4. More would be sold if it were:
   Available %  Of better quality %  Cheaper %
   Vendors: 80 80 81
   Cafes: 85 87 87
   Supermarkets: 80 84 75
   Vans: 80 0 87
   Greengrocers: 87 87 80

5. Number of avocados sold per day:
   Both ripe and green %
   Ripe %  Green %
   Vendors: 36 49 6
   Cafes: 44 50 0
   Supermarkets: 19 57 20
   Vans: 29 57 3
   Greengrocers: 43 50 7

6. Who buys avocados?
   Hard to tell difference %
   Men %  Women %
   Vendors: 17 12 60
   Cafes: 6 10 78
   Supermarkets: 20 7 69
   Vans: 20 12 57
   Greengrocers: 20 13 67

7. Number of avocados bought at a time:
   More than 5 %
   1 %  2 %  3 - 5 %
   Vendors: 45 32 12 5
   Cafes: 39 39 14 5
   Supermarkets: 29 40 17 5
   Vans: 47 21 19 7
   Greengrocers: 47 33 13 7

8. Age of the average customer:
   Difficult to say %
   Younger %  Older %
   Vendors: 43 6 49
   Cafes: 36 4 57
   Supermarkets: 39 13 46
   Vans: 31 16 53
   Greengrocers: 43 7 50

9. Test for ripeness:
   Ask the seller %
   Softness %  Shaking %  Colour %
   Vendors: 61 2 4 21
   Cafes: 66 6 11 13
   Supermarkets: 79 6 6 7
   Vans: 61 9 13 8
   Greengrocers: 60 10 20 10

10. Source of supply:
    a. From Vans %
       Vendors: 12%
       Cafes: 4%
       Supermarkets: 5%
       Vans: 0%
       Greengrocers: 13%
    b. From markets %
       Vendors: 67%
       Cafes: 86%
       Supermarkets: 90%
       Vans: 76%
       Greengrocers: 100%
    c. From greengrocers %
       Vendors: 16%
       Cafes: 10%
       Supermarkets: 5%
       Vans: 11%
       Greengrocers: 0%
    d. From supermarkets %
       Vendors: 18%
       Cafes: 16%
       Supermarkets: 20%
       Vans: 13%
       Greengrocers: 7%
CONCLUSION

The surprising popularity of avocados amongst urban blacks should be encouraging for those associated with the industry. The relatively faster rising income per capita of blacks, compared to that of other population groups and the importance of income in the demand for avocados, will probably result in an increased demand from this sector. However, availability is a persisting problem that needs to be addressed. Furthermore, fruit of suitable price and quality seem to be a problem. The mere fact that an avocado is a luxury product, implies that the average consumer is price conscious with regard to avocados.

For a more detailed breakdown of the results, it is suggested that the questionnaires be employed.