

**Assessment of Factors Affecting Mango Profitability Among Small Scale Farmers in Kasikeu Ward, Makueni County**

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**Abstract**

This study assessed the factors affecting profitability of mango among small scale farmers in Kasikeu Ward, Makueni County. Mango fruit profitability level is affected by many factors among socio-economic factors like gender, age, number of years in farming and education level. Marketing efficiency also affects profitability among mango farmers in the area. Farmers had not been able to realize their potential profits from their sales hindering them from making reliable plans from mango income. The study investigated whether low profitability from mango fruit was related to farmers' social-economic factors and their marketing efficiency. The research was conducted using cross-sectional design and data was collected using questionnaire method. There were forty eight farmers to whom questionnaires were administered. Collected data was analyzed using multiple regression SPSS software (Statistical Package for Social Scientists) was finally used to refine data. Multiple regression model was run to determine the impact of selected variables on profitability; dependent variable. Age and number of years in farming was found to have a positive influence on profitability. Marketing efficiency also had a positive influence on gross margin since high marketing efficiency increase profitability