CHAPTER - 4

Marketing Analysis of Food Processing Industries

4.1 Introduction

Marketing is the activities of a company associated with buying and selling a product or service. Marketing as a business function deals with the movement of products and services from the producer to the user (Kotler, P., 2009). Marketing is a management process through which goods and services reach to the consumer. An organisation should carefully plan its marketing activities in order to achieve the maximum profit and to sustain their business. Therefore the efficient performance of marketing activities in the food processing industry is immensely important for providing consumers with satisfied service. Keeping in view this fact the present chapter aims at discussing various important dimensions of marketing activities of food processing industry of Kokrajhar district. With a view to covering entire marketing dimension of the food processing industry sector, their marketing activities are examined through the concept of four P’s of marketing mix which covers product, price, place and promotion mix respectively. In order to achieve the optimum combination of available marketing ingredients, the application of efficient marketing mix is very much important. The efficient marketing mix system can help in acquiring the organisational goal. Generally; the basic marketing mix is the merger of four inputs, which are the core of the marketing systems, i.e., (I) Product mix (ii) Price mix (iii) Place mix (IV) Promotion mix.

4.2 Objective and Methodology of the Chapter

The objective of the chapter is to analysing the marketing activities of the selected 90 food processing industries of Kokrajhar District, considering the marketing mix as a tool. Firstly this chapter attempts to carry-out an empirical study on the implementation level of 4 p’s of marketing mix tool of the selected 90 numbers of five categories of food processing Industries in Kokrajhar district. In doing so, 4 P's of the marketing mix such as product mix, price mix, place mix and promotion mix are separately explained to examine as for how the combination of these elements lead to accomplishing the marketing goal of these industries. In order to analyse the implementation level of marketing mix tool of the selected industries three levels of implementation techniques are used to analyse the data such as highly implemented (HI), Moderately Implemented (MI) and Not Implemented (NI) level respectively and after that this data is presented and analyzed through statistical tools like tabulations, percentage and graphs to find out the implementation level of 4 p's of marketing mix tool of the selected industry. Secondly, the chapter analysed the effect of marketing mix tool on the buying behaviour of the consumer community on different elements of marketing mix tools. In order to examine the impact of the marketing mix on consumers buying behaviours, 450 numbers of respondents from the consumer community of the study area consisting of three categories of educational background are selected under study. The educational background of respondents is categorised as Highly Educated (HI) having minimum graduation, Moderately Educated (MI) having minimum matriculation and Less Educated (LE) having below HSLC level of education. Further, the opinion collected from the respondents are presented through tabulation and percentage wise to find out the highest preference of respondents regarding the selected marketing mix tool. Lastly, the chapter attempts to examine the buying behaviour of this selected 450 number of respondents regarding the purchase of local based as well as outside based selected food items in the study area to highlight the scope of local based products market in the study area.

4.3 Marketing Mix and Implementation level of the Selected Food Processing Industry

The concept of the marketing mix is considered as an analytical tool for evaluating the performance of the marketing activity of the selected food processing industries. Keeping in purpose the significance of marketing mix, this chapter attempts to carry-out an empirical study on 90 numbers of five categories of food processing Industries of Kokrajhar District under study. In order to motivate the consumers, the selected Food Processing Industries of Kokrajhar District, it is immensely important to implement the 4 p's of marketing mix within its given marketing environment. It is because in spite of having ample demand for various products of the Food Processing Industries of Kokrajhar District; still these industries measurably fail to provide their product in a systematic way to the consumers. These industries are not at all aware of the importance of the implementation of the modern marketing mix tool of marketing. Considering these facts, this part of the chapter mainly concentrate at what level the selected industry use 4 p's of marketing mix tool to attract the consumers.

4.3.1 Product Mix and Food Processing Industry

A product is nothing but a bundle of the attribute. A group of attributes is jointly fulfilling a need is known as a product. Product mix consists of various decisions relating to the product. The product is the basic element of the marketing mix because all other elements are required only when there is a product (Kotler, P., 2009). A marketer can satisfy the needs and wants of consumers by product. The various elements of product mix are technology, quality, packaging, product diversification, labeling etc.

1. Technology: Use of technology in industries is justified if it can develop user-friendly new products along with necessary product diversification. In case of food processing industries, the use of technology in production process plays a vital role in enhancing diversification, quality and attractive design of the product.

2. Quality: Among a lot of positioning tools, of a marketer, product quality plays a vital role in enhancing the marketing performance of the concerned product. Generally, quality acts in satisfying customers' needs by closely linking their values (Kotler, P.2009). Hence, the relevance of maintaining product quality of food processing industries under study is immensely important because to satisfy consumer needs, to survive in the competitive market scenario so far as emerge from the national and international level of food products and to increase the market share.

3. Packaging: Packaging is used for raising the value of the product. The importance of packaging for food products emerges from many dimensions. One is to maintaining quality and second is to make convenience for transportation and the third is to confess customers positive attitude and perception towards the product. The above importance is the reason as for why the Food Processing Industries of Kokrajhar District is required to develop their packaging policy and strategy and exercise the same efficiently and effectively in practical affairs

4. Product Diversification: A well design product diversification policy and its effective implementation can always claim to satisfy multifarious customers of different taste, fashion and desires. During the field survey, it has minutely observed that the selected Food processing Industries through concentrate on diversification, yet it is not meet the varieties, demand and desires of the growing consumers as increasing day by day in the Kokrajhar District. Such kind of circumstances of selected food processing industries indicates to adopt strong diversification policy by these selected industries based on growing consumers' diversified demands regarding quantity and quality.

5. Labelling: The labeling on a package means to give guidance and accurate information of the product to customers. Generally , labelling covers the following information such as (a) Brand name (b) Name and address of producer /distributor (c) Weight (d) Direction for proper use of the product (e) Precautions regarding safety and special care to avoid danger (f) Nutritional guideline (g) Date of packaging and date of expiry (h) MRP etc. The packaging is necessary to protect consumers against unfair trade practices adopted in these branches and Food Safety and Standard Authority of India (FSSAI) have strict guideline regarding the labeling of the food product.

4.3.2 Product Mix and Implementation level of selected food processing Industry

With a view to analysing insight the product mix, in this part various elements of product mix so far as implementation level of selected industries under study is examine taking three levels of implementation such as Highly implemented (HI), Moderately Implemented (MI) and Not Implemented (NI) level. In this regards those industries are entitled to the category of highly implemented (HI) level which is used the selected tools of product mix in their production process more than 50% and moderately implemented (MI) means that industry which is used less than 50 % of the selected product mix tool in their production process. In the category of not implemented (NI) means those industries which are still not using this selected product mix tool in their industry. The following table is prepared including all of the above aspects for highlighting the implementation level of product mix tool of the selected food processing industry.

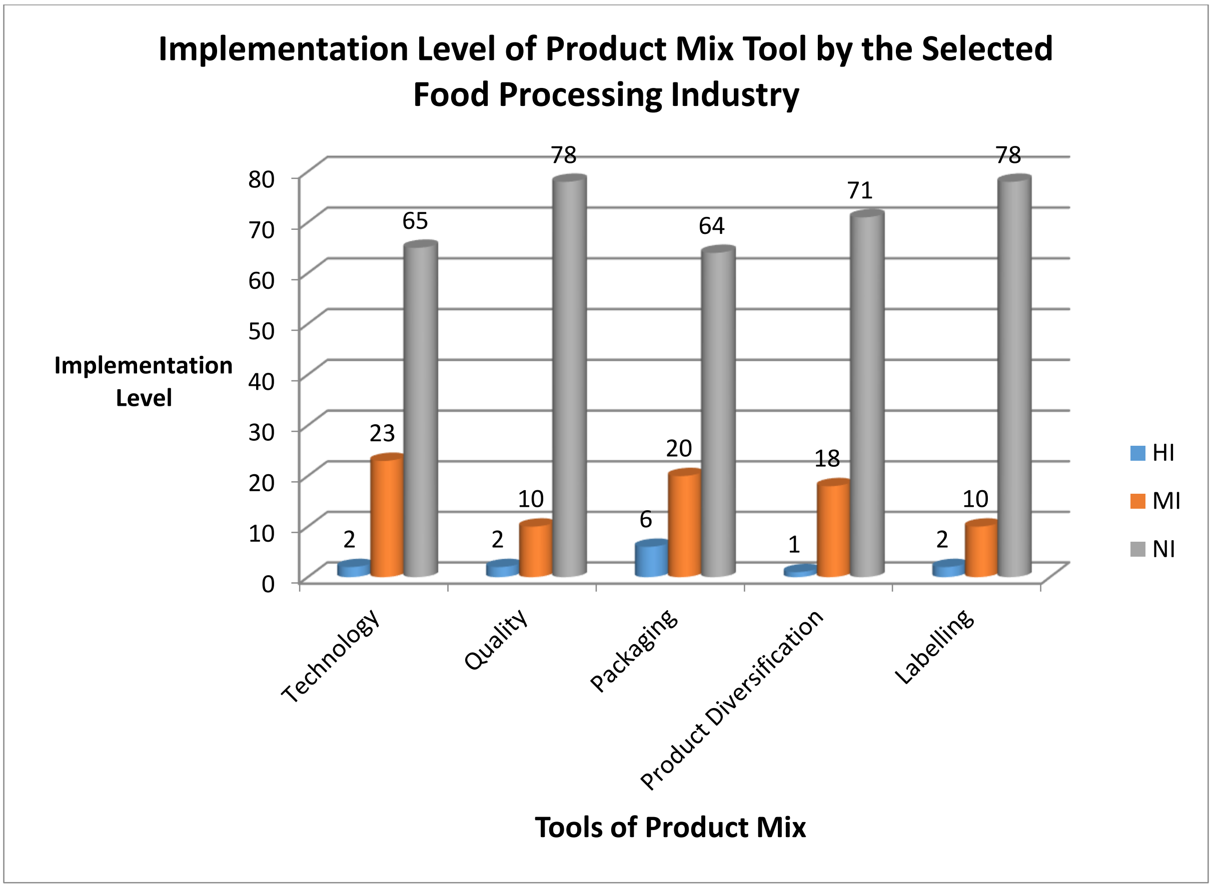
Table No: 4.1

Implementation levels of Product Mix Tools by the selected food processing Industry

SL NO	Category of Industry and elements of product Mix	Rice Mill			Oil Mill			Bakery			Flour Mill			Fruits and Vegetable processing industry			Total			Percentage of Total		
		HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI
1	Technology	0	12	41	1	0	5	0	5	7	1	3	8	0	3	4	2	23	65	2.22	25.56	72.22
2	Quality	0	3	50	0	1	5	1	2	9	1	2	9	0	2	5	2	10	78	2.22	11.11	86.67
3	Packaging	0	10	43	1	0	5	0	5	7	1	2	9	4	3	0	6	20	64	6.67	22.22	71.11
4	Product Diversification	0	10	43	0	1	5	0	3	9	1	2	9	0	2	5	1	18	71	1.11	20.00	78.89
5	Labelling	0	0	53	1	0	5	0	5	7	1	2	9	0	3	4	2	10	78	2.22	11.11	86.67

Source: Compiled from Field Survey, Personal interview and Questionnaire

Figure: 4.1



On the basis of Table No: 4.1, the implementation levels of five elements of product mix tool of selected industries are explained below.

1. Technology: In case of implementation level of technology no rice mill, fruits & vegetable processing industry and bakery come under the level of highly implementation. One industry each from flour mill and oil mill are categorized under highly implemented level. Under the moderately implemented level 12 rice mill, 03 flour mill, 05 bakery and 03 fruits & vegetable processing industries are found. In case of Not Implemented level 41 rice mill, 05 oil mill, 08 flour mill, 07 bakery and 04 fruits & vegetable processing industry are identified. It is to be mentioned that against the elements of technology the total percentage of all categories of industries 2.22 %

are under highly Implemented, 25.56% are under moderately implemented and 72.22 % are under not implementation level respectively.

2. Quality: So far as the quality aspect is a concern, the table no : 4.1 , reflects that 03 categories of industry out of 05 categories of industries, no one is under the category of high implementation. These are rice mill, bakery and fruits & vegetable processing industry, whereas only 01 out of 06 oil mill and 1 flour mill out of 12 are found in the category of high implementation. On the other hand, three rice mill out of 53, 2 flour mill out of 12, 2 bakery out of 12, 1 oil mill out of 6 and 02 fruits & vegetable processing industry out of 07 come under the moderately implementation category. Under the category of NI 50 rice mill out of 53, 05 oil mills out of 06, 09 flour mill out of 12 and 09 bakery out of 12, 05 fruits & vegetable processing industry out of 07 are under the category of NI. At a glance it is revealed from the table that 86.67% of total industries are under the category of NI level, 11.11 % are moderately implementation level and only 2.22 % are highly implementation level.

3. Packaging: After going throughout the observation of the table no. 4.1 , the following points are highlighted so far as the packaging aspect is related. The 02 categories of industries out of 05 categories of industries are not found under the category of HI; these are rice mill and bakery. The 01 oil mill, 01 flour mill and 04 fruits and vegetable processing industries come under the category of HI level. The 10 number of rice mill out of 53, 5 number of bakery out of 12, 3 numbers of fruits & vegetable processing industry out of 7 and 2 number of flour mill out of 12 are categorised under MI level and no oil mill is found in this category. In the case of the NI category, the majority of industries are found. These are 43 rice mill out of 53, 5 oil mills out of 6, 9 flour mills out of 12, 7 bakery out of 12 and no one is found in Fruits & vegetable processing industry in NI level. The total percentage of all categories of industries in case of packaging 6.67 % come under HI level, 22.22 % come under MI level and 71.11 % come under NI level respectively.

4. Product Diversification: In the light of observation made on the table no : 4.1, pertaining to product diversification of the selected industry, it is detected that four categories of industries out of 05 do not exist in the category of HI level. These are rice mill, oil mill, bakery and fruits & vegetable processing industry. Only 01 out of 12 flour mill are able to hold this category. Under the category of MI, it is identified that 10 out of 53 rice mill, 01 oil mill out of 06, 02 flour mill out of 07, 03 bakery out of 12, 02 fruits & vegetable processing industry out of 07 are only in this category. Lastly, observation is made on Non-Implementation where the majority of industries are identified. These are 43 rice mill out of 53, 05 oil mill out of 06, 09 flour mill out of 12, 09 bakery out of 12, 05 fruits & vegetable processing industry out of 07. At a glance 1.11% of total industry comes under HI level, 20.00% are moderately MI level, and 78.89 % are NI level.

5. Labeling: In case of labeling all selected 53 rice mills are not still in a position to implement the labeling in their products. On the other hand, in the level of HI only one oil mill out of 06 and one flour mill out of 12 come, where, no bakery and fruits & vegetable processing industry can occupy in the level of HI. In the observation of MI level, it is seen that 02 flour mill out of 12, 05 bakery out of 12 and 03 fruits & vegetable processing industry out of 07 come under this category, where no oil mill and rice mill is seen in this category. In the NI level, 05 oil mill out of 06, 09 flour mill out of 12, 07 bakery out of 12 and 02 fruits & vegetable processing industry out of 07 along with entire 53 rice mills are fall in this category. The total percentage of as a whole all the selected five categories of food processing industries 2.22 % fall under the category of HI level, 11.11 % are MI level, and 86.67 % are under NI level respectively.

4.3.3: Analysis of reason for less implementation of modern Product Mix tool of Selected Industry

The selected industry has paid less attention to the implementation of various tools of product mix in their industry. Hence due to lack of implementation of various elements of product mix tool the selected industries stands on the way of showing their better marketing performance. Thus, in order to elicit the reason for the poor level of implementation of product mix tool following question are put to the selected 90 number of proprietors of the selected industry which are shown in the following table.

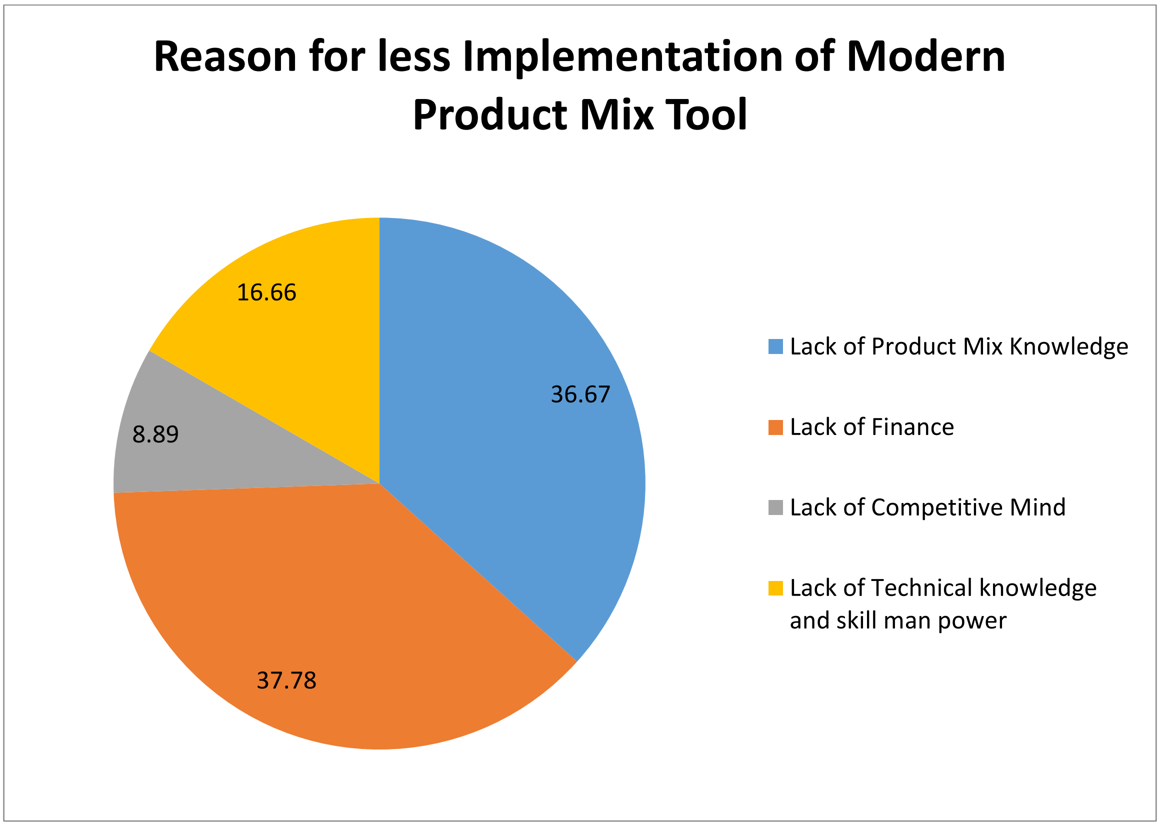
Table No 4.2

Reason for less implementation of Modern Product mix tool of selected industry

Reason for less implementation of modern product mix tool	Rice Mill	Oil Mill	Flour Mill	Bakery	Fruits & Vegetable Processing industry	Total	Percentage
Lack of Product Mix Knowledge	25	2	3	--	3	33	36.67
Lack of finance	13	4	4	10	3	34	37.78
Lack of Competitive Mind	6	0	2	--	--	8	8.89
Lack of Technical Knowledge & Skilled man-power	9	0	3	2	1	15	16.66
Total Respondent (Proprietor of Industry)	53	6	12	12	7	90	100

Source: Compiled from the questionnaire, Field Survey and personal Interview.

Figure: **4.2**



In the light of the feedback obtained from the Table No: 4.2, it is seen that lack of finance is the dominant factor for less implementation of product mix tool because 37.78 % (34) opined that they have to face the crisis of fund. The 36.67 % (33) opined that lack of product mix knowledge, 16.66 % (15) opined that lack of technical knowledge & skilled manpower and 8.89 % (08) opined that lack of competitive mind is the basic reason for less implementation of product mix tool in their industry.

4.3.4: Price Mix and Food Processing Industry

Price is the amount of money charged for a product. Price is the only element in the marketing mix that produces revenue; all other elements represent costs (Das, D., 2016) .Price is the monetary value which the consumer has to pay to procure the product. Price mix is the value of the product determined by the producers. Price can be defined as the economic value of a product normally expressed in forms of money. So price refers to the value that is put for a product. The various elements of price mix are skimming pricing, psychological pricing, penetration pricing, cost-plus pricing, Terms of credit, Discounts, Non-price competition etc.

1. Skimming Pricing: It means pricing the product relatively high in comparison to the similar commodities and then gradually reducing the price. The strategy of skimming allows the firm to recover its cost rapidly by maximizing its sales revenue. Generally, the skimming pricing technique is considered more beneficial for products which have attractive features and the prospective customers have relatively price inelastic demand (Gupta, G.S., 2016).

2. Penetration Pricing: Penetration pricing is a pricing technique where the firm sells their new products at a low price in the beginning in order to attract the attention of consumers.Once the product image and credibility is established, the seller slowly starts jacking up the price to reap good profits in future (Gupta, G.S., 2016). This type of pricing is applicable in case of the product has a long life cycle, it has a mass market, entry into the market is easier and demand is elastic. This type of pricing technique is good to capture the new market and expand the business.

3. Psychological Pricing: Psychological pricing is used when the marketer wants the consumer to respond on an emotional, rather than rational basis. The retailers do the psychological pricing by using price tag like 49, 99, 499, 999 etc.

4. Cost plus Pricing: Cost-plus pricing is the process of cost-based pricing whereby adding all cost associated with the offering. It is being based on the seller's per unit cost of the product plus an additional margin of profit. Generally, this method is considered as the best pricing techniques as well as this is also the traditional method of pricing techniques.

5. Terms of Credit: The terms of credit implies certain criteria subject to fulfillment of which the business agree to offer the facility of credit to their customer.

6. Discount: Discount is a system of reduction of a part of price from the amount of basis price from the amount of basic price of the goods or service. In the prevailing system of business transaction, various techniques of discounts as exercised by the modern business houses and producers are festival sales, exchange offer, quantity discount, off-season sale, closing down sales etc.

7. Non-price competition: In the present marketing environment, the modern industry should be given more emphasis on non-price competition techniques to expand their business . The NPC techniques are branding, attractive packaging, service after the sale, liberal credit, free home delivery, money back guarantee, sales promotion, attractive advertising, personal salesmanship, buy back provision etc.

4.3.5 Price Mix and Implementation level of Selected Food Processing Industry

The importance of price strategy is emerged not only for recovering the cost of production but also for earning a profit as well as for the overall development of a business. That is why; the pricing method should be deliberately designed deciding the various dimension of the business. The following table is prepared to reflect as for how different industries under study adopted different pricing methods and at what level these methods have been exercised in their practical implementation are analysed through three levels, i.e., highly implemented (HI), moderately implemented (MI) and not implemented (NI) level. Highly implemented level means more than 50% of the product is sold through this selected tool, moderately implemented means less than 50% product is sold through this pricing tools and not implementation level means still this pricing tool is not adopted by the selected industry.

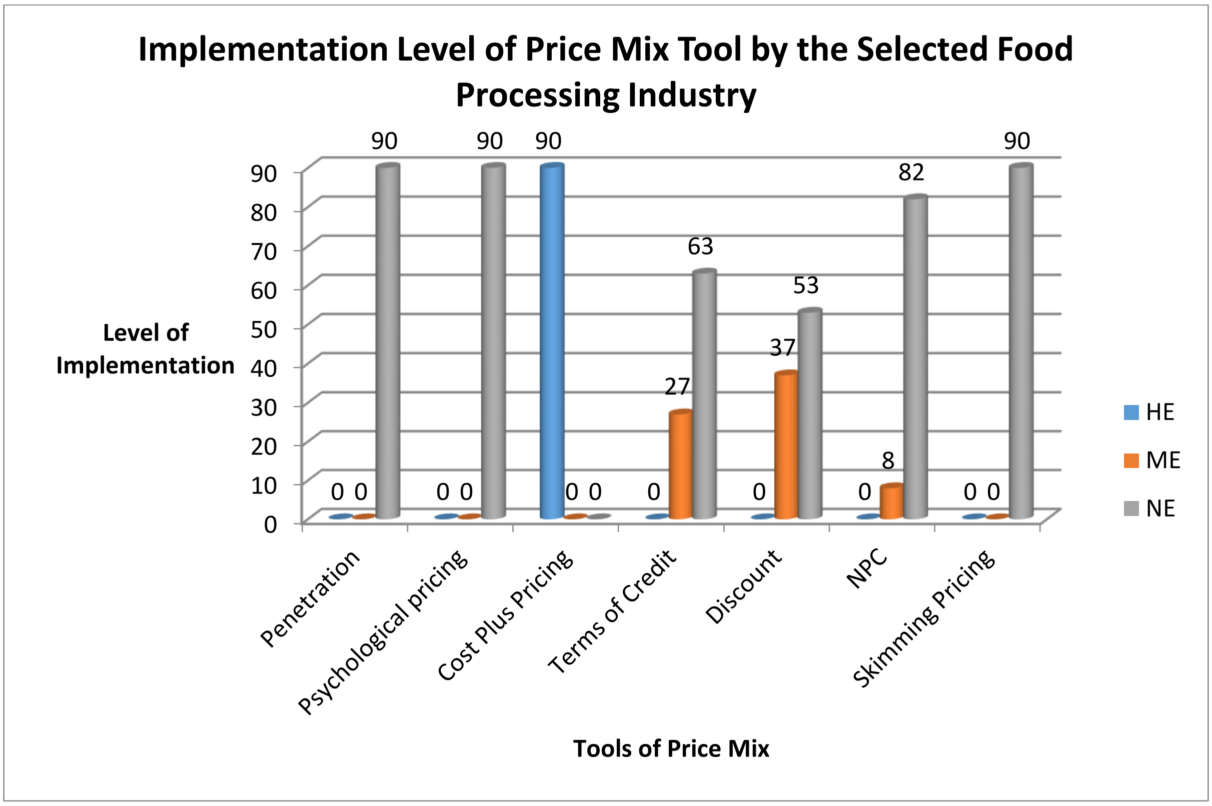
Table No. 4.3

Implementation levels of price mix tools by the selected food processing industry

SL NO	Category of Industry and elements of price Mix	Rice Mill			Oil Mill			Bakery			Flour Mill			Fruits and Vegetable processing industry			Total			Percentage of Total		
		HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI
1	Penetration pricing	0	0	53	0	0	6	0	0	12	0	0	12	0	0	7	0	0	90	0	0	100
2	Psychological Pricing	0	0	53	0	0	6	0	0	12	0	0	12	0	0	7	0	0	90	0	0	100
3	Cost Plus Pricing	53	0	0	6	0	0	12	0	0	12	0	0	7	0	0	90	0	0	1 00	0	0
4	Terms of Credit	0	15	38	0	2	4	0	4	8	0	4	8	0	2	5	0	27	63	0	30.00	70.0 0
5	Discount	0	25	28	0	2	4	0	5	7	0	2	10	0	3	4	0	37	53	0	41.11	58.8 9
6	Non Price Competition	0	4	49	0	0	6	0	4	8	0	0	12	0	0	7	0	8	82	0	8.89	91.1 1
7	Skimmig Pricing	0	0	53	0	0	6	0	0	12	0	0	12	0	0	7	0	0	90	0	0	100

Source: Compiled from the Field Survey, Personal Interview and questionnaire

Figure: **4.3**



In the light of Table No: 4.3, below an explanation is carried out to describe at what level the selected 90 industries under five categories are implementing different methods of pricing tools.

1. Penetration, Psychological and Skimming pricing: In the modern competitive world, it is a fact that industry without adopting modern pricing methods based on competitive advantage never can survive. The same kind of things is happening in case of selected industries of Kokrajhar District of the selected industry. It is because that notwithstanding the importance of modern pricing tool none of the selected industry implement any competitive base pricing methods such as penetration, skimming and psychological pricing which is proved from the table no; 4.3.

2. Cost plus Pricing: It is detected from the table no 4.3 that all the five categories of industry hold the position of HI level in case of cost-plus pricing. The entire 53 number of rice mill, 06 numbers of oil mill, 12 number of the bakery, 12 numbers of flour mill and 07 numbers of fruits & vegetable processing industry comes under HI level in case of implementation of cost-plus pricing tool as a pricing method.

3. Terms of Credit: The observation of the terms of credit in the table no. 4.3 , revealed that not a single industry could occupy the level of HI of the discount technique of pricing. Whereas, in the level of MI level 15 rice mill out of 53, 02 oil mill out of 06, 04 bakeries out of 12, 04 flour mill out of 12 and 02 fruits & vegetable processing industry out of 07 are found to be held. Against which in the category of NI level majority number of industries are falling. Such as 38 rice mill out of 53, 04 oil mill out of 06, 08 bakery out of 12, 08 flour mill out of 12 and 05 fruits & vegetable processing industry out of 07 respectively. The total percentage of all category of selected industry 30.00 % falls in MI level, and 70.00% are fall in NI level.

4. Discount: In case of the Discount method of pricing not a single industry is seen in the level of HI. In case of MI of the discount method of pricing 25 rice mill out of 53, 02 oil mill out of 06, 02 flour mill out of 12, 05 bakery out of 12 and 03 fruits & vegetable processing industry out of 07 come. In case of NI 28 rice mill out of 53, 04 oil mill out of 06, 07 bakery out of 12, 10 flour mill out of 12 and 04 fruits & vegetable processing industry out of 07 are found to exist. It is revealed from the table no 4.3, that 46.67 % of industry comes under MI level and 53.33 % of industry falls under NI level.

5. Non-Price Competition: In the case of non-price competition as a pricing tool it is found that none of the selected industry comes under HI level. The 04 rice mill out of 53, 04 bakery out of 12 come under MI level. The majority number of selected industries comes under NI level, i.e., 49 rice mill out of 53, 06 oil mill out of 06, 04 bakeries out of 12, 12 flour mill out of 12 and 07 fruits & vegetable processing industry out of 07 respectively. As a whole 4.44 % of industries are fall in MI level and 95.66 % are fall in NI level in case of non-price competition technique of pricing.

4.3.6: Analysis of reason for less implementation of modern price mix tool of selected Industry

After observing the selected industry that due to lack of implementation of modern price mix tool they are not able to compete with other substitute national level industry. That is why, in order to find out the reason for less using of modern price mix tool, an attempt is being taken to obtain the views of selected respondent through putting the following questions which are shown in the following table.

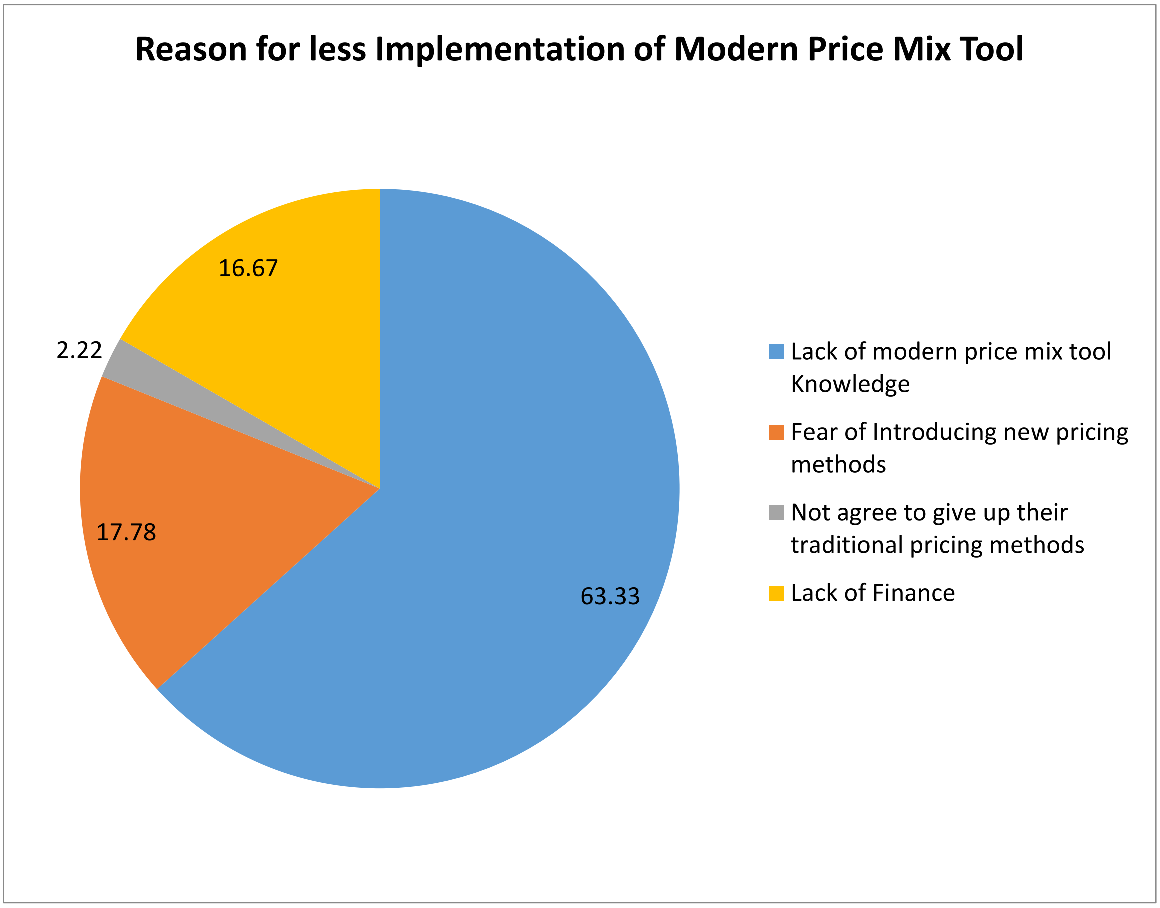
***Table No.* 4.4**

Reason for less implementation of modern price mix tool of Selected Industry

Reason for lack of implementation of modern Price mix tool	Rice Mill	Oil Mill	Flour Mill	Bakery	Fruits & Vegetable Processing industry	Total	Percentage
Lack of modern Price Mix tool Knowledge	39	3	6	5	4	57	63.33
Fear of Introducing new pricing methods	7	1	4	4	-	16	17.78
Not agree to give up their traditional pricing methods	-	-	-	2	-	2	2.22
Lack of Finance	7	2	2	1	3	15	16.67
Total Respondent (Proprietor of Industry)	53	6	12	12	7	90	100

Source: Compiled from field survey, personal interview and questionnaire.

***Figure*: 4.4**



In the light of the Table No: 4.4, it is found that 63.33 % (57) owners are not using modern price mix tool due to lack of modern price mix tool knowledge, 17.78 % (16) owners are not using modern price mix tool because of fear of introducing modern price mix tool and 2.22% (2) of owners are opined that they are not using modern price mix tool because they do not agree to give up their traditional pricing methods. The 16.67 % (15) opined that due to the lack of finance they are not able to use the modern price mix tool in their industry.

4.3.7: Place Mix and Food Processing Industry

Place mix is related to the distribution of the product. This element of the marketing mix is also called the channel of distribution. The marketing goal of any industry can be achieved only if the products reach in the hand of consumer conveniently. The place mix tools are dealing with making the products available the customer effectively. This means the right product can be made available to the right consumers, in the right way, at the right time and at the right place, and in the right form. The basic elements of place mix are wholesaler, retailer, multichannel, internet, and direct sale.

1. Retail: Retail is a system of selling of a sizeable number of goods in small quantity to a large number of targeted customer.A retailer in the last line in the chain of distribution (Debnath, Arabinda, 2018). The products and services are promoted and merchandised by the retailers.

2. Wholesale: It deals with transferring of goods from manufacturers to retailers at certain remuneration or commission. Wholesales often cut down the price of a product in comparison to retail traders. Hence the customers are generally satisfied to buy the product from them.

3. Direct Sale: Direct sale in any marketing is undertaken without a distributor or intermediary. Direct selling used in the wider sense where all ways of selling are covered where direct contact between seller and buyer happens. It is the best means of oral and face to face communication and presentation with the prospect to make sales. This activity can be done through the door to door sale through various tools.

4. Internet: The attainment of ample opportunities of “open market system” is highly justified as it is beneficial for the selected food processing industries of the Kokrajhar District. In this regards the internet is considered as the most effective tool of expediting the promotional activities of the selected industries. The main benefit of the Internet sale is that through this medium products reach a wide population with lower price as because set up costs are comparatively less in this tool. That is why; the e-commerce concept is expanding very rapidly in the present marketing environment.

5. Multichannel: Multichannel refers to different kinds of marketing tools used equally by the industry at a time. To succeed in the competitive marketing environment multichannel is very much important and it is suggested to all the selected industry to adopt multichannel.

4.3.8: Place Mix and Implementation level of Selected Industry

The following table is prepared to cover the implementation level of various elements of place mix by the selected industry under study. Therefore , each element is rank into three categories, where highly implemented (HI) rank is given to those industries which can implement the concern aspects more than 50 %, the moderately implemented(MI) rank is provided where less than 50% is implemented and not implemented(NI) rank is given where the industries are far away from implementing this place mix tool.

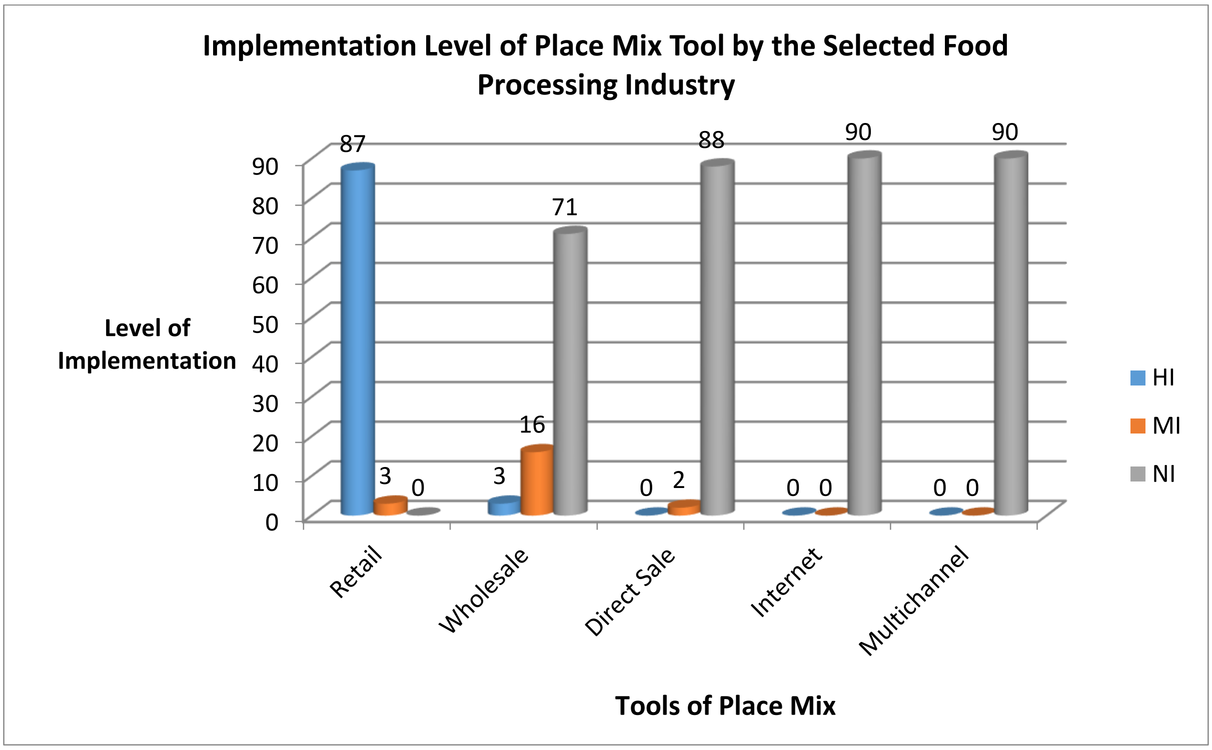
***Table No*: 4.5**

Implementation levels of place mix tools by the selected food processing industry

SL NO	Category of Industry and elements of place Mix	Rice Mill			Oil Mill			Bakery			Flour Mill			Fruits and Vegetable processing industry			Total			Percentage of Total		
		HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI
1	Retail	53	0	0	6	0	0	12	0	0	11	1	0	5	2	0	87	3	0	96.67	3.33	0
2	Wholesale	0	8	45	0	1	5	0	3	9	0	2	10	2	3	2	3	16	71	3.33	17.78	78.89
3	Direct Sale	0	0	53	0	0	6	0	0	12	0	0	12	0	2	5	0	2	88	0	2.22	97.78
4	Internet	0	0	53	0	0	12	0	0	12	0	0	12	0	0	7	0	0	90	0	0	100
5	Multichannel	0	0	53	0	0	6	0	0	12	0	0	12	0	0	7	0	0	90	0	0	100

Source: Compiled from field Survey, Personal interview and questionnaire

Figure: 4.5



In the light of Table No: 4.5, the implementation levels of place mix tool of the selected industries are explained below.

1. Retail: It is revealed from the table no; 4.5, that in the case of retail technique the highest number of industries come under the HI level. The entire 53 number of rice mill, 06 number of oil mill, 12 number of the bakery are fallen under the category of HI level. But in case of flour mill, 11 out of 12 and 05 fruits & vegetable processing industry out of 07 falls in HI level. In case of MI rank 01 flour mill out of 12 and 02 fruits & vegetable processing industry out of 07 are categorised, where no rice mill, oil mill and bakery are found in this rank.

2. Wholesale: wholesale as a channel of distribution is adopted only by 01 flour mill out of 12 and 02 fruits & vegetable processing industry out of 07 at HI rank, where no rice mill, oil mill and bakery adopt the wholesale selling methods at this level. In case of MI level 08 rice mill out of 53, 01 oil mill out of 06, 03 bakery out of 12, 01 flour mill out of 12 and 02 fruits &vegetable processing industry out of 07 are found. Lastly, it is detected that 45 rice mill out of 53, 05 oil mill out of 06, 09 bakeries out of 12, 10 flour mill out of 12 and 02 fruits & vegetable processing industry out of 07 are under the category of NI level.

3. Internet: It is a lamentable matter that the selected 90 industry out of 05 categories yet to realise the advantage of internet selling as a convenient mode of distribution of their goods and services. In the modern scenario of the marketing world, it is a serious drawback that due to totally neglect of internet as a channel of distribution retain this selected industry far from gaining potential customers from the globalised market.

4. Direct Sale: From the table no : 4.5 , it can be understood that except 02 fruits & vegetable processing industry all industrial units under study comes under the level of NI level.

5. Multichannel: It is reflected from the table that entire 90 industry under study is fall in the category of NI implementation level in case of using multichannel as a tool of the distribution channel. All the selected industry use only the traditional method of the distribution channel for selling their product.

4.3.9: Analysis of reason for less implementation of modern Place Mix tool of Selected Industry

It is identified that the selected industry under study is lack of adopting a new channel of distribution. In order to identify the reason for less adopting these new tools of place mix, a question is put to the selected respondent which are shown in the table no 4.6.

Table No: **4.6**

Reason for less Implementation of modern place mix tool of the selected food processing industry

Reason for less implementation of modern place mix tool	Rice Mill	Oil Mill	Flour Mill	Bakery	Fruits & vegetable Processing industry	Total	Percentage
Lack of proper knowledge of modern place mix tool and requisite technical experience	35	4	3	2	3	47	52.22
Lack of Finance	10	2	6	10	4	32	35.56
Lack of Competitive Mind	3	-	-	-	-	3	3.33
They are satisfied with the existing channel with their permanent local customers	5	-	3	-	-	8	8.89
Total (Proprietor of Industry)	53	6	12	12	7	90	100

Source: Compiled from the Field Survey, Personal Interview and questionnaire.

***Figure*: 4.6**

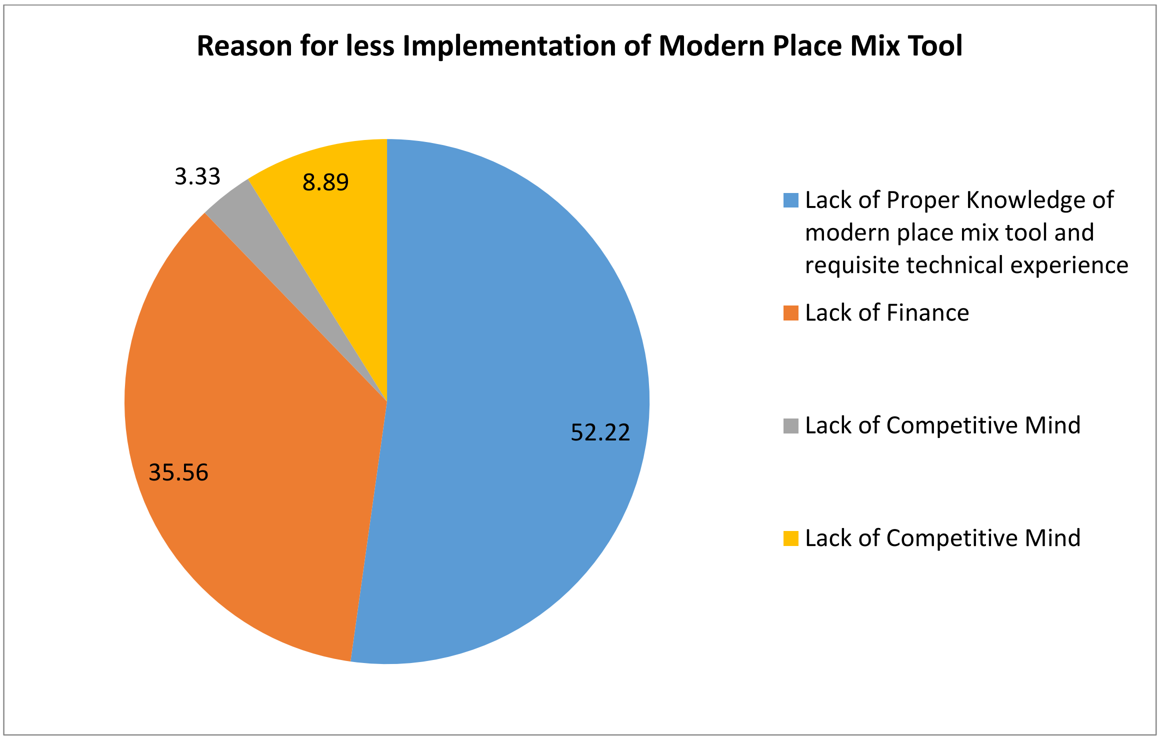


Table 4.6 shows the reason for less implementation level of place mix tool by the selected industry. It is revealed from the table that 52.22 % (47) of proprietors are not using the modern place mix tool because of lack of proper knowledge of modern place mix tool and requisite technical experience, 35.56 % (32) of proprietors are not using modern place mix tool due to lack of finance and 8.89 % (8) of proprietor said that they are satisfied with the traditional channel of distribution. Further, 3.33% (3) of the proprietor is not using modern place mix tool due to lack of competitive mind and that is why they are not interested in implement modern place mix tool.

4.3.10: Promotion Mix and Food Processing Industry

Promotion mix deals with those activities directed to increase sales volume. It is also known as market communication. In today's marketing practices, market promotion has much vital role. Promotion mix involves all those efforts directed to increases sales of the product on a continuous basis. It includes providing information to customers, inspiring them to buy and offering incentives. The various tools of promotional mix are advertising, special offer, direct mailing, free gift and signboard.

1. Advertising: Advertising is an important way of communication; hence it is used to create awareness and transmits information in order to gain customers from the target market. As a value delivering process advertising always attempts to build up the value of goods in the eye of customers attracting their concentration towards the products of the manufacturer through the value communication system. (Kotler, P. and Armstorng , G, 2009).Hence the importance of advertisement in case of food processing industries of Kokrajhar District is to contribute to building up their brand recognition. So that by virtue of advertising strategy these food processing industries can successfully create their marketing opportunities for selling their goods and can enjoy marketing advantage for returning their investment with a normal profit for the long term.

2. Special Offer: It is the right time for the selected food processing industries of Kokrajhar District to go ahead by adopting some motivational strategy for consumers as like nationally and internationally reputed food products. In this regards, there is an ample opportunity to be captured through offering special offer. Special offer not only successfully draw the customers attraction influencing them to purchase the goods but also provide some economic profits from them.

3. Direct mailing: Direct mailing is very highly focused upon targeting consumers based upon a database. As with all types of marketing, the potential consumer is targeted based upon a series of attributes. Different agencies work to design highly focused communication in the form of emails. The mail is marked to the potential customers and responses are cautiously monitored.

4. Free gift: The free gift should be offered with the product because consumers look for additional benefits along with the buying product. The modern marketing approach is considered as customer synetric. So the selected food processing industries of Kokrajhar District should pay serious concentration in formulating their promotional strategy so that by no means the promotional tool free gift will be excluded. In the prevailing competitive marketing scenario, it is observed that the well organized as well as the appropriate implementation of free gift as a promotional tool will certainly give a direction to the selected food processing industry to recognize their customers' value. In return of which the selected industries will able to create a customer value-based marketing environment, where both the industry and customers will be benefited. Hence this part of the study will attempt to examine as for how the selected food processing industry should exercise free gift as a tool of promotion for recognizing customers' value.

5. Signboard: In case of food processing industries of Kokrajhar District signboard is immensely important not only for identification of the Industry but also for conveying the information of their Kinds of product that ready for selling to their customers. These dual roles played by signboard acts as direct communication so far as the potential customers of the selected food processing industries are concern.

4.3.11: Promotion Mix and Implementation level of Selected Industry

The implementation of the promotion mix tool is immensely important for the expansion of business activity of the selected industry. Keeping in the purpose of this importance of promotion mix, its implementation level of various elements are explained in the following table taken into consideration of three level of implementation i.e. highly implemented, moderately implemented and not implemented level for 90 numbers of selected industries under study. In doing so, those industries have categorised under the level of HI which at least able to implement 50% of the concern factor and those industries are entitled to the level of MI which can implement the concern factor less than 50 %. On the other hand, industry belongs to the level of NI which measurably fails to implement the promotion mix tool at all.

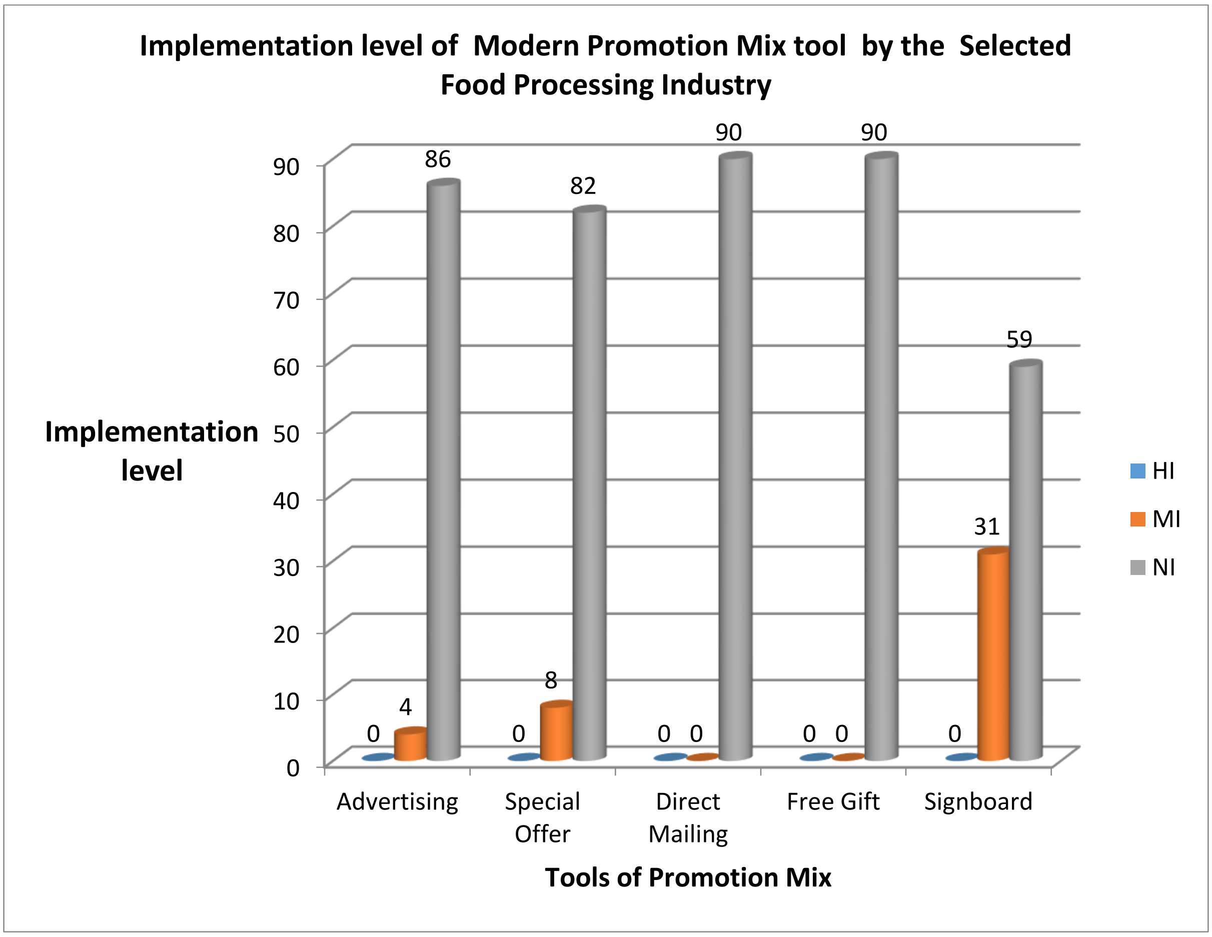
Table No. 4.7

Implementation levels of promotion mix tools by the selected Food Processing Industry

SL No.	Category of Industry and elements of promotion Mix Tool	Rice Mill			Oil Mill			Bakery			Flour Mill			Fruits and Vegetable processing industry			Total			Percentage of Total		
		HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI	HI	MI	NI
1	Advertising	0	0	53	0	1	5	0	2	10	0	1	11	0	0	7	0	4	86	0	4.44	95.56
2	Special Offer	0	0	53	0	1	5	0	3	9	0	2	10	0	2	5	0	8	82	0	8.89	91.11
3	Direct Mailing	0	0	53	0	0	6	0	0	12	0	0	12	0	0	7	0	0	90	0	0	100
4	Free Gift	0	0	53	0	0	6	0	0	12	0	0	12	0	0	7	0	0	90	0	0	100
5	Signboard	0	13	40	0	3	3	0	12	0	0	3	9	0	0	7	0	31	59	0	34.44	65.56

Source: Compiled from field survey, personal interview and questionnaire

***Figure*: 4.7**



In the light of Table No: 4.7, the following points are identified regarding the implementation level of the promotion mix tool of the selected industry.

1. Advertisement: After going throughout the table no 4.7, it can be easily identified that no industry out of 90 is able to keep their existence in the category of HI. Further, it is reflected that only one oil mill out of 06, 02 bakeries out of 12 and one flour mill out of 12 are under the level of MI and no rice mill and fruits & vegetable processing industry are under this category. Again observation provides that majority industries come under the category of NI level. These are 53 rice mill out of 53, 05 oil mill out of 06, 10 bakery out of 12, 11 flour mill out of 12 and 07 fruits & vegetable processing industry out of 07.

2. Direct Mailing and Free gift: From the above table no: 4.7, it is identified that the industries under study are neither fall in the category of HI level nor MI level. Hence, falling all the 90 industries in the category of NI clearly prove that these industries of Kokrajhar District are not totally in the position to capture the advantage of two modern promotional tools such as direct mailing and a free gift. During the period of the field survey and personal interview also it has clearly elicited the fact that these proprietors of the industries are not as educated as to implement this modern marketing promotional tool.

3. Special Offer: In a competitive marketing atmosphere as prevailing in the present day the provision of special offer serve as an effective tool of motivating potential customers. Notwithstanding its immense importance, no serious attention is paid by the selected industries which have reflected in the table no 4.7. In the level of HI as well as MI level no one industry is found to be held. That is why the entire number of selected industries under 05 categories come under the level of NI level which proves that these industries totally far from the benefit of the special offer.

4. Signboard: As a cost-effective tool of promotional mix, the signboard can play a significant role in expanding the business for the selected industries. But accordingly, no such weight is given by these industries on signboard which is revealed in the table no 4.7 ,because no one industry out of 05 categories comes under the HI level of using signboard, where a few percentages of industrial units are found in the level of MI. These are 13 rice mill out of 53, 03 oil mill out of 06, 12 bakery out of 12, 03 flour mill out of 12 and no fruits & vegetable industry is found in this level. Thirdly, in case of NI level 40 rice mills out of 53, 03 oil mill out of 06, 09 flour mill out of 12, and entirely 07 fruits & vegetable processing industry are seen and no bakery is in this level.

4.3.12: Analysis of reason for less implementation of modern promotion mix tool

In the light of Table No: 4.7, it is clear that the implementation level of elements of promotion mix is very minimal of the selected industry. Hence, in searching the reason of lack of implementation of promotional mix following question has been put to 90 numbers of selected industries which have shown in the following table.

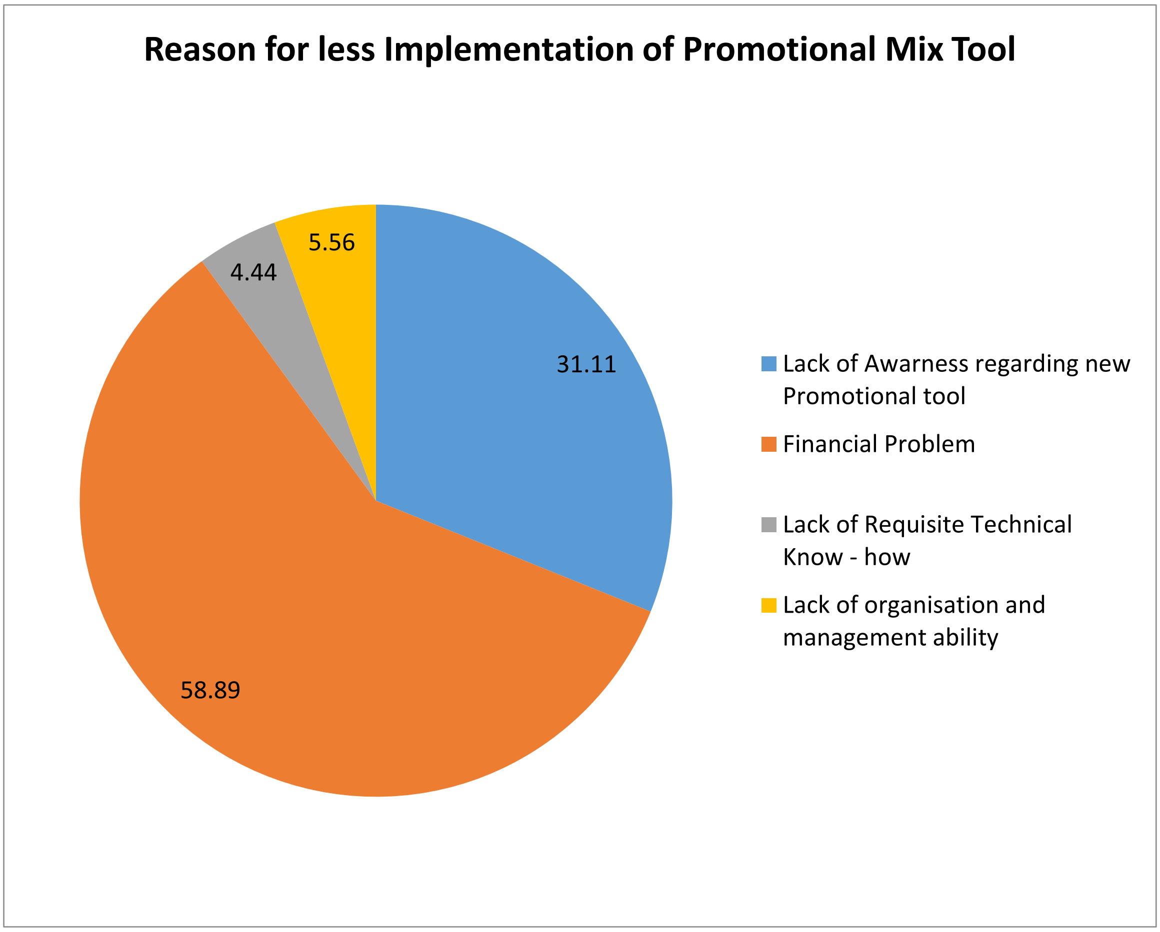
***Table No.* 4.8**

Reason for less implementation of promotion mix tool of selected industry

Reason for less implementation of modern promotion mix tool	Rice Mill	Oil Mill	Flour Mill	Bakery	Fruits & Vegetable Processing industry	Total	Percentage
Lack of Awareness' regarding new promotional tool	20	2	3	2	1	28	31.11
Financial problem	26	4	7	10	6	53	58.89
Lack of required technical Know-how	4	--	--	--	--	4	4.44
Lack of organisation and management ability	3	-	2	--	--	5	5.56
Total (Proprietor of Industry)	53	6	12	12	7	90	100

Source: Compiled from field survey, personal interview and questionnaire

***Figure*: 4.8**



In support of field survey (depicted in the table no 4.8) along with the feedback obtained from the selected respondent, it is circumstantial evidence that there is less awareness among the selected industries regarding the importance of promotional mix tool. Further, from the questionnaire analysis the reason of not adopting modern promotional mix is elicited where majority respondents, i.e., 63.33 % (57) opined that finance is a big problem for implementation of the promotional tool. The 31.11 % (28) opined that lack of promotional mix knowledge and 5.56 % (05) opined that lack of organisation and management ability is the reason for less implementation of modern promotion mix tool. Moreover, 4.44% (4) opined that lack of required technical knowhow is the reason for less implementation of modern promotion mix tool and that is why they are not interested to implement the modern promotional mix tool.

4.4 Analysis of Impact of Marketing Mix tool on Consumers Buying Behaviour Regarding Selected Food Items in Kokrajhar District.

This part of the chapter mainly focused on the buying awareness of the consumer community belongs to entire Kokrajhar District so far as their preference given on selected elements of Marketing Mix. In doing so, the total 450 number of respondents consisting three levels of education background as selected are taken for questionnaire analysis. Here the study of 450 number of consumers buying awareness is conducted reflecting buying behaviour as they show in taking their purchasing decision of selected five food items namely rice, bakery, flour, oil and fruits & vegetable processing items in the prevailing marketing scenario of Kokrajhar District. It has observed that the 450 consumers show different levels of buying behaviour differently in four elements of the marketing mix. Further, it has observed that in each element of the marketing mix their buying behaviour is to be different among different levels of educated respondents. That is why their feedback obtained against asking concerned questionnaire are shown in the following table take two aspects. One is three level of education, i.e., Highly Educated (HE) having minimum graduation, Moderately Educated (ME) having minimum matriculation and less educated (LE), having below HSLC level of education. Another is five factors of each element of the marketing mix, i.e., product mix, price mix, place mix and promotion mix are described separately for each selected five number of food processing items. In order to bring their various feedbacks in a common ranking scale, these are expressed in percentage wise four elements of Marketing Mix are described separately for each selected five food processing items.

4.4.1 Effect of Product Mix tool on Consumer Buying Behaviour of Selected Food Items of Kokrajhar District

The product mix has an unaccountable number of influencing capacity in shaping the consumers buying behaviour. Product mix itself is a combination of these basic elements which directly help in building the goodwill of the brand. Hence, the study of the influence of product mix tool in the consumer buying behaviour is immensely important. Keeping this importance into consideration here an analytical study is conducted by taking feed-backs of 450 numbers of consumer respondents consisting of three levels of educational background. The feed-backs of respondents are compiled as pertaining to five basic elements of product mix.

4.4.1.1 Consumers buying awareness towards five elements of product Mix in Rice

In order to examine the level of buying awareness among the 450 respondent of rice regarding their feedbacks pertaining to 05 elements of product mix are shown in the following table in relation to their level of education.

***Table No*: 4.9**

Preference -wise number of respondents regarding their buying behaviour of rice in case of product mix tool

Category of respondents and product mix tool	Quality		Packaging		Branding		Labelling		Variety		Total No of respondents
	No	%	No	%	No	%	No	%	No	%	
HE	40	40.00	25	25.00	05	5.00	11	11.00	19	19.00	100
ME	69	46.00	21	14.00	04	2.67	07	4.66	49	32.67	150
LE	41	20.5	16	8.00	02	1.00	13	6.5	128	64.00	200
Total	150	33.33	62	13.78	11	2.44	31	6.89	196	43.56	450

Source: Field Survey

Upon observation of the table no: 4.9, following points of explanation have been made on five elements of product mix of rice regarding the buying behaviour of selected respondents.

Quality: In the case of quality 150 (33.33%) respondents out of 450 give their preference on the quality aspect of rice. In relation to the level of education, it is further observed that out of 100 highly educated 40 (40.00%) respondent preferred quality, out of 150 moderately educated respondent 69 (46.00 %) preferred quality and out of 200 less educated respondent 41 (20.5 %) preferred quality at the time of purchase of rice.

Packaging: The observation on packaging as one of the factors of product mix reveals that 62 (13.78%) respondent out of 450 considered as their criteria for making a purchasing decision. Further, it is observed that out of 100 Highly Educated respondents 25 (25%), prefer packaging as their condition of purchasing. Whereas, 21 (14 %) moderately educated respondent out of 150 emphasis packaging as a condition for purchasing. The remaining 16 (8%) less educated respondent out of 200 emphasis packaging as their condition of purchasing criteria.

Branding: Out of 450 respondent only 11(2.44%) use branding as their criteria for purchasing decision. On the other hand, from the level of educated respondents' point of view, it is seen that only 5(5.00%) highly educated out of 100 prefer branding in time of taking their purchasing decision. Moreover, 4 (2.67%) moderately educated respondent out of 150 prefer branding to take purchasing decision and 2(1.00%) less educated respondent out of 200 is found to consider branding as their criteria.

Labelling: In case of labelling only 31(6.89%) out of 450 use labelling as a matter of deciding their purchasing proposal. On the other hand, the impact of level of education on labelling reveals that out of 100 highly educated respondents only 11(11.00%) adopt labelling as a matter of consideration for purchasing decision. Out of 150 moderately educated again, 07(4.66 %) respondent take labelling as a basis of their purchasing decision. In case of less educated from total 200 less educated 13(6.5%) used labelling as criteria for deciding purchasing decision.

Variety: A significant number of the respondent, i.e., 196(43.56%) out of 450 like to propose to purchase their goods emphasizing more on the availability of varieties of rice. In case of the impact of level of education on variety is found that 19 (19.00%) out of 100 highly educated as well as 49 (32.67%) out of 150 moderately educated respondent choose variety as a basis for their purchasing decision. On the other hand, the majority of less educated people, i.e., 128(64.00%) out of 200 give preference on the range of varieties before taking their purchasing decision.

4.4.1.2 Consumer Buying Awareness towards five elements of Product Mix in case of Oil items

Keeping in purpose to depict the feedback of 450 respondents regarding buying awareness of five elements of product mix about oil items, the following table is prepared.

***Table No*: 4.10**

Preference -wise number of respondents regarding their buying behaviour of oil in case of product mix tool

Category of respondents and product mix tool	Quality		Packaging		Branding		Labelling		Variety		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	12	12.00	75	75.00	8	8.00	3	3.00	02	2.00	100
ME	20	13.33	102	68.00	5	3.33	10	6.67	13	8.67	150
LE	11	5.5	135	67.5	15	7.5	09	4.5	30	15.00	200
Total	43	9.56	312	69.33	28	6.22	22	4.89	45	10.00	450

Source: Field Survey

The following points of explanation have been drawn from the observation of the table no 4.10.

Quality: Analysis of the quality aspects of the above table shows that only 43 (9.56%) out of 450 total number of respondents use quality as a criteria for their purchasing decision of various oil items. Further, it is reflected from the above table that out of 100 highly educated respondent only 12 (12.00%) preferred quality as a criteria for taking their purchasing decision. Likewise, out of 150 moderately educated respondents, only

20 (13.33%) advocate and use quality as their basis of purchasing decisions. This way out of 200 less educated respondents only 11 (5.5%) support quality as an important factor to be considered for purchasing their oil items.

Packaging: Packaging as an influencing factor of purchasing decision is of that out of 450, 312 (69.33%) respondent use it (packaging) as a basis for taking their ultimate purchasing decision. From the level of education point of the angle, it is seen that out of 100 highly educated respondent 75 (75%) respondents prefer to use packaging as an important aspect of making a purchasing decision. Likewise out of 150 moderately educated respondent 102 (68%) like to use packaging as a basis of their purchasing decision, whereas, from 200 less-educated respondents 135 (67.5%) support packaging as a factor, to be considered in taking their purchasing decision.

Branding: Considering branding as a factor influencing buying decision among 450 number of the respondent it is found that only 28 (6.22%) use it as a criteria for purchasing decision. Further, observation on respondents having various level of education it is reflected in the above table that out 100 highly educated respondents only 8 (8%) use branding as a factor of influencing their purchasing proposal. Out of 150 moderately educated respondent, only 05 (3.33%) considered branding as a criteria to be used for finalising their purchasing decision. In the case of 200 less educated respondents, it is shown in the above table that only 15 (7.5%) prefer branding as a factor to be taken for their purchasing proposal.

Labelling: Taking labelling as a factor of buying behaviour among 450 respondents, it is identified that only 22 (4.89%) respondents use it (labelling) as a basis for finalizing their purchasing decision. The analysis made on 100 highly educated respondents reveals that only 03 (3%) use labelling as a criteria to be considered for taking their purchasing decision. Out of 150 moderately educated respondents only 10 (6.67), is of the opinion that the labelling acts as an influencing factor on their purchasing decision. Out of 200 less educated respondents, 09 (4.5%) respondents finalize their purchasing proposal emphasizing on labelling.

Variety: It is reflected from the above table that out of 450 respondent only 45 (10 %) use variety as a criteria before purchasing oil items. On the other hand from education perspective, it is found that out of 100 Highly Educated respondent only 02 (2%) pays interest on using variety as a criterion for taking their purchasing decision. In case of Moderately Educated respondent out of 150, 13 (8.67%) prefer variety as a basis for their purchasing decision and out of 200 less-educated respondents 30 (15 %) use variety as a criterion of their purchasing decision.

4.4.1.3. Consumer Buying Awareness of Product mix in case of Fruits & Vegetable processing items

The following table attempted to present the various feedbacks obtained from 450 respondents which are reflecting the buying behaviour of this respondents as consumers.

***Table No*: 4.11**

Preference -wise number of respondents regarding their buying behaviour of fruits & vegetable processing items in case of product mix tool

Category of respondents and product mix tool	Quality		Packaging		Branding		Labelling		Variety		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	8	8.00	62	62.00	6	6.00	11	11.00	13	13.00	100
ME	10	6.67	89	59.33	7	4.67	15	10.00	29	19.33	150
LE	20	10.00	110	55.00	4	2.00	18	9.00	48	24.00	200
Total	38	8.44	261	58.00	17	3.78	44	9.78	90	20.00	450

Source: Field Survey

Upon observation of the table no: 4.11, following points of explanation have been provided so far as buying behaviour of 450 respondents is concerned.

Quality: From the above table it is revealed that only 38(8.44%) respondents out of 450 support to use quality as a criterion for making purchasing decisions of purchase various fruits & vegetable processing items. Among three levels of the educated respondent, it is seen that out of 100 Highly Educated respondent only 8 (8%) consider quality as a factor for taking their purchasing decision. On the other hand, out of 150 Moderately Educated respondent, only 10 (6.67%) emphasize quality in their purchasing decision, whereas, out of 200 less educated respondent, quality is used by only 20 (10%) respondent as criteria for purchasing decision.

Packaging: Packaging as a factor of purchasing behaviour has the highest impact as because out of 450 respondent 261 (58 %) prefer to use packaging before taking their purchasing decisions of any fruits & vegetable processing items. Further, from the observation of education perspective, it is seen that out of 100 Highly Educated respondent 62 (62%) use packaging as a criterion for purchasing decision against 89 (59.33%) out of 150 Moderately educated respondents. In the case of 200 less educated respondents 110 (55.00%) use packaging as criteria for their purchasing decision.

Branding: Observation of the above table shows that there is a very little influence of branding as a factor of purchasing decision among 450 respondents in case of fruits & vegetable processing items. It is because out of 450 respondent only 17 (3.78%) consider branding as a factor to be taken for their purchasing decision. From the education point of angle it is seen that out of 100 highly educated respondent only 06 (6.00%) use branding as a criteria for their purchasing decision , whereas , in case of moderately educated 07 (4.67%) out of 450 and in case of less educated respondent 4 (2.00%) out of 200 use branding as criteria for their purchasing decision.

Labelling: The above table proves that the labelling is the third highest influencing factor in purchasing decision of 450 respondents in respect of various fruits & vegetable processing items. It is because of the reason that out of 450 respondent 44 (9.78%) use labelling as a decision making criteria for purchasing their necessary fruits & vegetable processing items. From an education perspective, it is seen that out of 100 highly educated respondents only 11 (11%) consider labelling as a matter of their purchasing decision. Out of 150 Moderately Educated 15 (10%) prefer labelling as a matter of purchasing decisions. In case of the less educated respondent, 18 (9%) out of 200 prefer labelling in their purchasing decision.

Variety: The observation of the above table says that variety is playing in the second highest position as an influencing factor on the buying behaviour of 450 respondents. Hence, out of 450 respondents 90 (20%) emphasis much more on variety before purchasing their necessary items. Taking education level into consideration, it has calculated that out of 100 highly educated respondent 13 (13%) use variety as a factor of their purchasing decision. Out of 150 moderately educated respondents, 29 (19.33%) prefer variety as a criterion for their purchasing decision. On the other hand, 48 (24.00%) less educated respondent out of 200, variety is the factor to be considered for taking their purchasing decision.

4.4.1.4 Consumer buying awareness of product mix in case of Flour

With a view to presenting various feedbacks obtained from 450 numbers of respondents, the following table has prepared. These feedbacks represent the buying behaviour based on five different elements of product mix related to various flour items.

***Table No*: 4.12**

Preference -wise number of respondents regarding their buying behaviour of flour in case of product mix tool

Category of respondents and product mix tool	Quality		Packaging		Branding		Labelling		Variety		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	8	8.00	75	75.00	5	5.00	07	7.00	5	5.00	100
ME	16	10.67	102	68.00	9	6.00	08	5.33	15	10.00	150
LE	29	14.5	104	52.00	2	1.00	19	9.5	46	23.00	200
Total	53	11.78	281	62.44	16	3.55	34	7.56	66	14.67	450

Source: Field Survey

After going throughout the table no: 4.12, the following points of explanation are made below.

Quality: It is revealed from the above table that out of 450 respondent 53 (11.78%) preferred quality as a criteria for taking their purchasing decision in case of flour items. Among five-factor of product mix by securing 53(11.78 %) respondents, the quality stands in the third position. Putting level of education as an influencing factor of buying behaviour it is depicted from the above table that out of 100 highly educated respondent only 8 (8%) takes their purchasing proposal based upon quality aspects of their necessary flour items. In case of moderately educated 150 respondents, it is seen that only 16 (10.67) consider quality as a factor of their purchasing decision of various flour items, whereas, out of 200 less educated respondent 29 (14.5%) support quality as their criteria.

Packaging: It is a noticeable fact from the above table that by securing response of 281 (62.44 %) respondents out of 450, the packaging as a factor of influencing buying behaviour stands in the first position among the five-factor of product mix as shown in the above table. Considering the education perspective, it is observed that out of 100 highly educated respondent 75 (75%), use packaging as a criterion for purchasing decisions. Out of 150 moderately educated, 102 (68%) respondents use packaging as a criteria for purchasing decision against 104 (52%) less educated respondents out of 200 respondents.

Branding: The above table shows that branding has lowest influencing power in case of purchasing decision of various flour items among five selected factor of product mix. It is evident from the fact that out of 450 respondent only 16 (3.55%) support branding as a factor to be used for taking purchasing decision. Further, different level of education has different influencing power. Because out of 100 Highly educated respondents 05 (5%) like to use branding as their criteria for purchasing decision. On the other hand, out of 150 moderately educated respondents, 09 (6%) use branding as their basis of purchasing decision. In case of the less educated respondent, 02 (1%) prefer branding in case of their purchasing decision.

Labelling: Out of the above table, it is reflected that next to branding labelling has the lowest impact on purchasing decision of 450 respondents regarding the purchase of flour items. Because out of 450 only 34 (7.57%) use labelling as a criteria for purchasing decision. The impact of level of education shows that out of 150 moderately educated respondent 8 (5.33%) preferred to use labelling as a criterion for taking their purchasing decision. Likewise 19 (9.5%) out of 200 less educated use labelling as a criterion for their purchasing decision of flour items.

Variety: The above table proves very clearly that next to packaging variety has the second highest impact on purchasing decision of 450 respondents in purchasing their flour items. As because it is reflected from the above table that out of 450 respondents 66 (14.67%) emphasise much more on varieties of flour items so far as their purchasing decision of these items are concerned. From the level of education perspective, it is seen that out of 100 highly educated only 5 (5.00%) use variety against 15 (10.00%) out of 150 moderately educated respondents during their time of taking purchasing decisions. On the other hand, 200 less educated respondents 46 (23%) consider variety to be used for purchasing decision of their necessary flour items.

4.4.1.5 Consumer buying awareness of product mix in case of Bakery items

Through the following table, an attempt is being taken to present various feed-backs obtained from 450 respondents. The feed backs are related to buying behaviour of 450 respondents towards five different factors of product mix from three levels of education perspective of various bakery items.

***Table No*: 4.13**

Preference -wise number of respondents regarding their buying behaviour of bakery in case of product mix tool

Category of respondents and product mix tool	Quality		Packaging		Branding		Labelling		Variety		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	9	9.00	31	31.00	18	18.00	4	4.00	38	38.00	100
ME	14	9.33	54	36.00	22	14.67	7	4.67	53	35.33	150
LE	17	8.5	72	36.00	4	2.00	14	7.00	93	46.5	200
Total	40	8.89	157	34.89	44	9.78	25	5.55	184	40.89	450

Source: Field Survey

As a result of observation of the table no: 4.13, the following points of explanation are obtained.

Quality: So far as a quality factor is concerned it is proved from the above table that quality stands in the fourth position as an influencing factor of buying behaviour among five elements of product mix. In support of which it is to be mentioned that out of 450 only 40 (8.89 %) respondents consider quality to be used as their basis of purchasing decision. Taking education level into consideration it is clearly reflected from the above table that 9 (9.00 %) respondents support quality as their criteria of purchasing decision out 100 highly educated respondents, 14 (9.33%) moderately educated respondents out of 150 and 17 (8.5%) less educated respondents out of 200 respondents respectively.

Packaging: Packaging as an influencing factor of buying behaviour has a second highest impact among five-factor of product mix. It is because of that out of 450 respondent 157 (34.89%) use packaging as criteria while they purchase. From education level point of view, it is reflected from the above table that out of 100 highly educated respondents only 31(31.00%) advocate packaging to be a basis of their purchasing decision, where out of 150 moderately educated respondents only 54 (36 %) use packaging as their purchasing criteria. On the other hand, 200 less educated respondent 72 (36 %) support packaging as their criteria for taking purchasing decision.

Branding: As a part of influencing factor branding has the third highest impact on the purchasing behaviour of 450 respondents. Because out of 450 respondents 44 (9.78%) are of the opinion that branding should be their purchasing criteria. Impact of education level is elicited from the above table that out of 100 Highly educated respondents 18 (18.00%) wants to use branding as their purchasing criteria , whereas out of 150 moderately educated respondents 22 (14.67%) use branding as their basis of purchasing decision. On the other hand, out of 200 less educated respondents, only 04 (2%) wants to use branding as their purchasing criteria in case of bakery items.

Labelling: Labelling is proving to be lowest influencing factors so far as buying behaviour of 450 respondents is concerned because it is seen that out of 450 only 25 (5.55 %) respondents support labelling as their criteria of purchasing proposal. In the case of highly educated respondents, 4(4%) out of 100 and moderately educated respondents 7(4.67%) out of 150 prefer labelling in case of their purchasing decision on bakery products. On the other hand, out of 200 less educated respondents, 14 (7%) use labelling as their basis of purchasing proposal.

Variety: From the above table variety is considered to be the highest impact factor as because out of 450 respondents 184 (40.89%) support variety as their criteria whenever they purchase their necessary items of the bakery. Impact of various levels of education reveals that out of 100 highly educated respondents 38 (38%) use variety for taking their purchasing decision. On the other hand, out of 150 moderately educated 53 (35.33%) respondents and out of 200 less educated respondents, 93 (46.5%) use variety for their purchasing decision of bakery items.

4.4.2 Place Mix and Consumer Buying Awareness in Case of Selected Food Items in Kokrajhar District

Place mix plays a vital role in providing product and service in the hand of the ultimate customer at the right time at their maximum satisfaction. Among a lot of distribution channels, only 05 channels are selected considering their highest use as prevailing among five selected items in the Kokrajhar District. It is observed that different respondents under study prefer different channel of distribution for different food items when they take purchasing decision. Further, it is seen that different respondents belong to different levels of educational background have a different preference in choosing the channel of distribution. Considering all of the above facts and circumstances, here an attempt is being taken to carry out an analytical study on 450 selected respondents regarding the influence of different channel of distribution on taking their purchasing decision.

4.4.2.1 Consumer Buying Awareness of Place Mix in case of Rice

The following table is prepared with the purpose to present the feedback of 450 respondents pertaining to their preference given on different channels for rice .

Table No: 4.14

Preference -wise number of respondents regarding their buying behaviour of rice in case of place mix tool

Category of respondents and place mix tool	Retail Store		Wholesale		Direct Sale		Internet		Multichannel		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	28	28.00	24	24.00	6	6.00	3	3.00	39	39.00	100
ME	23	15.33	35	23.33	07	4.67	1	0.67	84	56.00	150
LE	29	14.5	51	25.5	32	16.00	0	0	88	44.00	200
Total	80	17.78	110	24.44	45	10.00	4	0.89	211	46.89	450

Source: Field Survey

In the light of the table no: 4.14, the following points are identified regarding the effect of place mix tool on rice of the selected respondents.

Retail: It is reflected from the above table that the retail store as a channel of distribution has the lowest impact. Because out of 450 respondent only 80 (17.78 %) support to use retail store in buying their necessary rice. From the educational level point of view, it is seen that out of 100 highly educated respondents 28 (28%) prefer to use retail store against 23 (15.33%) out of 150 moderately educated respondents. In the case of less educated respondents, it is found that out of 200 respondents only 29 (14.5%) use retail store in purchasing their rice.

Wholesaling: Wholesaling as a channel of distribution of rice has second highest impact among 450 respondents as because out of 450, 110 (24.44%) respondents agree to use wholesale as their channel of purchasing rice. Taking education as an influencing factor, it is observed that out of 100 highly educated respondents, 24 (24%) use wholesale as their channel of purchase against 35 (23.33%) moderately educated respondents out of 150 respondents. On the other hand, out of 200 less educated respondents only 51 (25.5%) support to use wholesale as their channel of purchasing rice.

Direct Sale: The support of 45 respondents out of 450 reflects that the direct channel has the lowest impact on using this channel. Further, from education prospective it is observed that out of 100 highly educated respondents only 06 (6%) respondents use direct channel against 07 (4.67%) out of 150 moderately educated respondents. On the other hand, 32 (16%) less educated respondents out of 200 use direct channel for purchase their rice.

Internet: It is reflected from the above table that devoid of response towards the internet as a channel of purchasing rice among 450 respondents implies that this channel has been ceased its existence as a mode of place mix.

Multichannel: It is proved from the above table that multichannel occupies the highest position among five channels as described above. As because against multichannel out of 450 respondents 211 (46.89%) support to use it as their channel of purchasing necessary rice items. Taking education as an influencing factor, it is seen that out of 100 highly educated respondents 39 (39%) agree to use multichannel as their channel of purchasing rice items, whereas, out of 150 moderately educated respondents 84 (56%) support multichannel. On the other hand, out of 200 less educated respondents, only 88 (44%) use multichannel for purchasing their rice items.

4.4.2.2Consumer buying awareness of place mix in case of Oil items

Different feedbacks obtained from 450 respondents are presented in the following table covering five different channel of distribution as prevailing in case of oil items taking three categories of different level of education.

Table No. 4.15

Preference -wise number of respondents regarding their buying behaviour of oil in case of place mix tool

Category of respondents and place mix tool	Retail Store		Wholesale		Direct Sale		Internet		Multichannel		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	80	80.00	9	9.00	4	4.00	4	4.00	3	3.00	100
ME	96	64.00	35	23.33	08	5.34	2	1.33	9	6.00	150
LE	118	59.00	36	18.00	09	4.5	0	0	37	18.5	200
Total	294	65.33	80	17.78	21	4.67	6	1.33	49	10.89	450

Source: Field Survey

In the observation of the table no: 4.15, the following points are identified regarding the effect of place mix tool on the buying behaviour of oil items of selected respondents.

Retail Store: It is worth mentioning that by securing the support of 294 (65.33%) respondents out of 450, the retail store occupies the highest position among five different channels of distribution for various oil items. Further, from the level of education point of the angle, it is observed that out of 100 highly educated respondents 80 (80%) use the retail store for purchasing their necessary oil items against 96 (64%) moderately educated respondents out of 150. On the other hand, out of 200 less educated respondents, 118 (59%) prefer to use the retail store as their channel of purchasing necessary oil items.

Wholesale: It has reflected from the above table that next to retail store wholesale as a channel of distribution occupies the highest position in support of 80 (17.78%) respondents out of 450. Considering the level of education as criteria, further, it is seen that out of 100 highly educated respondents only 9 (9%) agree to adopt wholesale against 35 (23.33%) moderately educated respondents out of 150. On the other hand, out of 200 less educated respondents, 36 (18%) prefer wholesale as their channel of purchasing various oil items.

Direct Sale: The above table reveals that direct sale is in the fourth position so far as the preference of 450 numbers of respondents is concerned. Because out of 450 respondents only 21 (4.67%) use the direct channel as their channel of purchasing oil items. From the education level point of view, it has observed that out of 100 highly educated respondents only 4 (4%) use the direct channel as their purchasing channel of oil items against 8 (5.34%) out of 150 moderately educated respondents. In case of less educated respondents, it has found in the above table that out of 200 only 9 (4.5%) are agree to use the direct channel as their channel of purchasing oil items.

Internet: out of the above table it is easily reflected that the use of the internet as a channel of distribution has the lowest use among 450 respondents in support of which it is to be mentioned that out of 450 respondents only 6 (1.33%) agree to use the internet as a channel of distribution for purchasing their necessary oil items. Influence of level of education shows that out of 100 highly educated respondents only 4 (4%) use internet against 2(1.33%) out of 150 moderately educated respondents. On the other hand, no one less educated respondents out of 200 use the internet as their channel of distribution for purchasing oil items.

Multichannel: It is an evident fact from the above table that in support of 49 (10.89%) respondents out of 450 multichannel stands in the third position among five channels of distribution. Influence of education says that out of 100 only 3 (3%) highly educated respondents use multichannel against 9 (6%) out of 150 moderately educated respondents. On the other hand, out of 200 less educated respondents, 37 (8.5%) prefer multichannel for purchasing their necessary oil items.

4.4.2.3 Consumer Buying awareness of Place mix in case of Fruits & Vegetable processing items

The following table is an attempt of presenting the feed-backs of 450 respondents about their different preference has given against five different channel of distribution that they use for purchasing their various necessary fruits & vegetable processing items.

Table No: 4.16

Preference -wise number of respondents regarding their buying behaviour of fruits & vegetable processing items in case of place mix tool

Category of respondents and place mix tool	Retail Store		Wholesale		Direct Sale		Internet		Multichannel		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	63	63.00	11	11.00	5	5.00	7	7.00	14	14.00	100
ME	81	54.00	16	10.67	4	2.66	9	6.00	40	26.67	150
LE	126	63.00	32	16.00	6	3.00	0	0	36	18.00	200
Total	270	60.00	59	13.11	15	3.33	16	3.56	90	20.00	450

Source: Field Survey

In the light of the table no: 4.16, the following points are highlighted regarding the buying behaviour of fruits & vegetable processing items in case of place mix tool.

Retail Store: The above table says that retail store as a channel of distribution occupies the first position among five channels of distribution. It is because of the reason that out of 450 respondents 270 (60%) prefers to use the retail store for purchasing their necessary fruits & vegetable processing items. From education prospective, the above table clarifies that out of 100 highly educated respondents 63 (63%) use the retail store for purchasing their fruits & vegetable processing items against 81(54%) moderately educated respondents out of 150. On the other hand, out of 200 less educated respondents, only 126 (63%) use the retail store as their channel of purchasing fruits & vegetable processing items.

Wholesale: The above table reveals that by obtaining the responds of 59 (13.11%) out of 450 respondents the wholesale as a channel of distribution stands on the third position among five different channels of distribution for purchasing their fruits & vegetable processing items. Considering education as an influencing factor of the channel of distribution, it is reflected from the above table that by securing responds of 11 (11%) respondents out of 100, the highly educated category of respondents is in the lowest position. On the other hand, against 16 (10.67%) moderately educated respondents out of 150, 32 (16%) less educated respondents out of 200 preferred to use wholesale as their channel of distribution for purchasing necessary fruits & vegetable processing items.

Direct Sale: Among five channel of distribution as given in the table no; 4.16, the direct channel is used by the lowest number of respondents, i.e., only 15 (3.33%) out of 450 total respondents. The distribution of three categories of educated respondents regarding preference of direct sale as a channel of distribution is that only 5 (5%) highly educated, 4 (2.66%) moderately educated and 6 (3%) less educated number of respondents agree to use direct sale for purchasing their necessary fruits & vegetable processing items .

Internet: Apart from the five channels of distribution as given in the above table internet is preferred only by 16 (3.56%) number of respondents out of total 450 respondents. From an education point of view, it is seen that only 7 (7%) highly educated and 9(6%) moderately educated respondents preferred to use the internet, whereas, no less educated respondents out of 200 is found to use the internet as their channel for purchasing fruits & vegetable processing items.

Multichannel: By securing respond of 90 (20%) respondents out of 450 multichannel stands in the second highest position so far as the preference of 450 respondents is concerned. Taking education level into consideration it is seen that 14 (14%) highly educated out of 100, 40 (26.67%) moderately educated out of 150 and 36 (18%) less educated out of 200 respondents use multichannel.

4.4.2.4Consumer buying awareness of place mix in case of bakery items

The following table is prepared to present the feedbacks of 450 respondents which have been collected to reflect their various preference of channel of distribution for purchasing their bakery items.

Table No. 4.17

Preference -wise number of respondents regarding their buying behaviour of bakery items in case of place mix tool

Category of respondents and place mix tool	Retail Store		Wholesale		Direct Sale		Internet		Multichannel		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	82	82.00	1	1.00	9	9.00	2	2.00	6	6.00	100
ME	121	80.67	4	2.66	13	8.67	3	2.00	9	6.00	150
LE	156	78.00	7	3.5	16	8.00	0	0	21	10.5	200
Total	359	79.78	12	2.67	38	8.44	5	1.11	36	8.00	450

Source: Field Survey

In the observation of the table no: 4.17, the following points are detected regarding the impact of place mix tool on bakery products of selected respondents.

Retail: It has observed from the above table that in support of 359 (79.78%) respondents out of 450 retail store stands in the first position among five different channels of distribution. From education perspective, it is seen that out of 100 highly educated respondents 82 (82%) Preferred retail store against 121 (80.67%) moderately educated respondents out of 150. On the other hand, out of 200 less educated respondents, only 156 (78%) use the retail store to purchase their various bakery items.

Wholesale: On the part of wholesale as one of the channels of purchasing bakery items it is reflected from the above table that only 12 (2.67%) respondents out of 450 use it (wholesale) for purchasing their bakery items. From education level point of view seen that 1 (1%) highly educated respondents out of 100 use wholesale as their channel for purchasing bakery items. On the other hand against 4 (2.66%) moderately educated respondents out of 150, 7(3.5%) less educated respondents out of 200 use wholesale for purchasing their bakery items.

Direct Sale: Direct sale as a channel used by the 38(8.44%) respondents out of 450 for purchasing their bakery items. From an education point of view, it is observed that out 100 highly educated respondents only 9 (9%) use the direct channel for purchasing bakery items against 13(8.67%) moderately educated respondents out of 150. Whereas, out of 200 less educated respondents 16 (8%) use direct sale for purchasing their bakery items.

Internet: The above table says that the internet has no impact at all among 200 less educated respondents. Even in the case of highly educated and moderately educated respondents only 2 (2%) and 3(2%) respectively preferred to use the internet for purchasing their bakery items.

Multichannel: From the above table it is observed that 36 (8%) respondents out of 450 use multichannel for purchasing their necessary bakery items. Further, taking a level of education into consideration, it is cleared that 6 (6%) highly educated respondents only use multichannel out of 100 against 9 (6%) moderately educated respondents out of 150 for purchasing their bakery items. On the other hand, out of 200 less educated respondents, 21 (10.5%) preferred to use multichannel of purchasing bakery items.

4.4.2.5 Consumer buying awareness of place mix in case of Flour

With the purpose of presenting the feedbacks obtained from450 respondents regarding their preference of selecting a channel of distribution for purchasing flour items, the following table is prepared.

Table No: 4.18

Preference -wise number of respondents regarding their buying behaviour of flour items in case of place mix tool

Category of respondents and place mix tool	Retail Store		Wholesale		Direct Sale		Internet		Multichannel		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	74	74.00	9	9.00	3	3.00	1	1.00	13	13.00	100
ME	99	66.00	27	18.00	4	2.67	2	1.33	18	12.00	150
LE	139	69.5	31	15.5	11	5.5	0	0	19	9.5	200
Total	312	69.33	67	14.89	18	4.00	3	0.67	50	11.11	450

Source: Field Survey

In the light of the table no: 4.18, the following points are identified regarding the buying behaviour of flour items in case of place mix tool.

Retail: Retail as one of the channels of distribution secures the first position in support of 312 (69.33%) responds out of 450 so far as purchasing of various flour items are concerned. From education prospective it is seen that out of 100 highly educated respondents 74(74%) preferred retail store against 99(66%) moderately educated out of 150 respondents. On the other hand, out of 200 less educated respondents, only 139(69.5%) use the retail store for purchasing their necessary flour items.

Wholesale: Wholesale as a channel of distribution obtain the support of 67(14.89%) respondents out of 450 and thereby, stands by the second position among five channels. From an education point of view, it is seen that out of 100 highly educated respondents only 9 (9%) use wholesale as their channel of purchasing various flour items, against 27(18%) out of 150 moderately educated respondents. On the other hand, out of 200 less educated respondents, 31(15.5%) use wholesale for purchasing their necessary items.

Direct Sale: Direct sale as a channel of purchasing flour items gets the support of 18 (4%) respondents only out of 450. On the other hand, taking education level into consideration, it is observed that out of 100 highly educated respondents only 3(3%) purchase their necessary flour items through direct sale modes against 4 (2.67%) out of 150 moderately educated respondents. Out of 200 less educated respondents, 11(5.5%) use the direct channel for purchasing their flour items.

Internet: Internet as a channel of purchasing flour items has the lowest impact among five channel of distribution as because only 3 (0.67%) respondents out of 450 support to use the internet for purchasing their flour items. Considering the level of education as criteria, it is reflected from the above table that against 1 (1%) highly educated respondents out of 100 and 2 (1.33%) moderately educated respondents out of 150, no one respondents out of 200 less educated respondents use internet for purchasing their flour items.

Multichannel: By securing the support of 50 (11.11%) respondents out of 450 multichannel stands in the third position so far as purchasing of flour items is concerned. The impact of education as reflected in the above table is that out of 100 highly educated only 13(13%) against 18 (12%) moderately educated respondents out of

150 support multichannel for purchasing their flour items, whereas 19(9.5%) less educated respondents to use out of 200.

4.4.3 Consumer buying awareness in case of Price Mix tool of selected Food items in Kokrajhar District

Considering the price as a powerful factor in the purchasing behaviour of the consumer has a significant aspect to be discussed from the education perspective also. Hence with the purpose of highlighting the influence of the level of education the feedbacks of 450 respondents have been compiled consisting three levels of education regarding their preference of selecting various five tools of price mix about purchasing selected various food items under study.

4.4.3.1 Consumer buying awareness of Price Mix in case of Rice

The following table is an attempt to present the feedback of 450 respondents regarding their preference given on various five tools of price mix so far as purchasing of various rice items are concerned.

Table No: 4.19

Preference -wise number of respondents regarding their buying behaviour of rice in case of price mix tool

Category of respondents and price mix tool	MRP		Discount		Credit		Non Price Competition		Psychological pricing		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	36	36.00	39	39.00	11	11.00	14	14.00	0	0	100
ME	68	45.33	42	28.00	24	16.00	16	10.67	0	0	150
LE	70	35.00	67	33.5	31	15.5	32	16.00	0	0	200
Total	174	38.67	148	32.89	66	14.67	62	13.77	0	0	450

Source: Field Survey

In the light of the table no: 4.19, the following points are identified regarding the buying behaviour of price mix on rice of selected respondents.

MRP: As reflected from the above table MRP as one of the tools among five different tools of price mix is used by 174 (38.67%) respondents out of 450 and thereby, it stands on the first position. From education perspective, it is observed that where 36(36%) out of 100 highly educated respondents support MRP as their tool for purchasing various rice items, the only 68 (45.33%) moderately educated respondents out of 150 support the same. On the other hand, 70 (35%) less educated respondents out of 200 avail MRP as a tool for purchasing rice items.

Discount: In support of response of 148(32.89%) respondents out of 450 discount stands as a second highest price tool as availed by them for purchasing rice items. The table reveals the impact on education towards discounting as a pricing factor that 39 (39%) highly educated respondents out of 100 preferred to avail discount against 42 (28%) out of 150 moderately educated and likewise 67 (33.5%) respondent out of 200 less educated respondents.

Credit: The above table says that only 66 (14.67%) respondents out of 450 agree to avail credit for purchasing their necessary rice items. Impact of education is that 11 (11%) out of 100 highly educated preferred credit facilities against 24 (16%) out of 150 moderately educated as well as 31(15.5%) out of 200 less educated respondents during purchasing their necessary items.

Non-Price Competition: In support of 62(13.77%) respondents out of 450 non-price competition is in the fourth position among five different pricing tools. Considering education as an influencing factor, it is revealed that whereas 14(14%) highly educated respondents preferred non-price competition, 16 (10.67%) moderately educated out of 150 and 32(16%) less educated out of 200 respondents avail on non-price competition for purchasing their rice items.

Psychological Pricing: In the light of the table no: 4.19, it is revealed that psychological pricing as a pricing tool has no impact at all among 450 respondents in purchasing their necessary rice items.

4.4.3.2 Consumer buying awareness of price mix in case of Oil items

The following table presents the 450 respondents consisting three different levels of education for reflecting their various feedbacks given to five different pricing tools that they avail for purchasing necessary oil items.

Table No: 4.20

Preference -wise number of respondents regarding their buying behaviour of oil in case of price mix tool

Category of respondents and price mix tool	MRP		Discount		Credit		Non Price Competition		Psychological pricing		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	78	78.00	15	15.00	1	1.00	6	6.00	0	0	100
ME	119	79.33	19	12.67	4	2.67	8	5.33	0	0	150
LE	141	70.5	38	19.00	19	9.5	2	1.00	0	0	200
Total	338	75.11	72	16.00	24	5.33	16	3.56	0	0	450

Source: Field Survey

In the observation of the table no: 4.20, the following points are identified regarding buying behaviour of oil in case of price mix tools of selected respondents.

MRP: The above table reflects that by obtaining the support of 338 (75.11%) respondents out of 450 MRP secures the highest position as a pricing tool avail by respondents for purchasing their necessary oil items. From education perspective, it is seen that 78 (78%) highly educated respondents out of 100 prefer MRP against 119 (79.33%) moderately educated out of 150 and 141(70.5%) less educated respondents out of 200.

Discount: Discount as a pricing tool is preferred by 72 (16%) respondents out of 450. Among three categories of educated respondents 15(15%) highly educated, 19 (12.67%) moderately educated and 38(19%) less educated respondents avail the discount in purchasing their necessary oil items.

Credit: The above table says that only 24(5.33%) respondents out of 450 avail credit facilities whenever they purchase necessary oil items. From education level of angle against 1(1%) highly educated respondent out of 100, 4(2.67%) moderately educated out of 150 as well as 19(9.5%) less educated respondents to agree to avail credit facilities for purchasing their oil items.

NPC: NPC as a pricing tool is used only by 16 (3.56%) respondents out of 450. From education prospective 6(6%) highly educated, 8(5.33%) moderately educated and 2(1%) less educated respondents used non-price for purchasing oil items.

Psychological pricing: It is reflected from the above table that not a single respondent out of 450 use it for purchasing their necessary oil items.

4.4.3.3 Consumer buying awareness of price mix in case of Fruits & Vegetable processing items

Through the following table preference of pricing tools of 450 respondents consisting three categories of education level have been distributed so far as purchasing their necessary fruits & vegetable processing items are concerned.

Table No: 4.21

Preference -wise number of respondents regarding their buying behaviour of fruits & vegetable processing items in case of price mix tool

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Category of respondents and price mix tool	MRP		Discount		Credit		Non Price Competition		Psychological pricing		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	74	74.00	21	21.00	2	2.00	3	3.00	0	0	100
ME	89	59.33	42	28.00	12	8.00	7	4.67	0	0	150
LE	138	69.00	29	14.5	27	13.5	6	3.00	0	0	200
Total	301	66.89	92	20.44	41	9.11	16	3.56	0	0	450

Source: Field Survey

As per the observation of the table no: 4.21. the following points are identified regarding the buying behaviour of fruits & vegetable processing items in case of price mix tools.

MRP: So far as MRP as a pricing strategy is concerned, it is reflected from the above table that it occupies the highest position in support of 301(66.89%) respondents out of 450. From the education prospective, MRP is supported by 74 (74%) highly educated respondents out of total 100 against 89(59.33%) moderately educated out of total 150. On the other hand, 138(69%) number of less-educated respondents out of 200 prefer MRP for purchasing their necessary fruits & vegetable processing items.

Discount: It has revealed from the above table that by the support of 92 (20.44%) respondents out of 450 discounts is in the second highest position as a pricing strategy in case of purchasing fruits & vegetable processing items. From education point of angle it is seen that 21(21%) highly educated respondents out of 100 , 42 (28%) moderately educated respondents out of 150 and 29 (14.5%) less educated respondents out of 200 prefer to avail the discount as a pricing in purchasing their necessary fruits & vegetable processing items.

Credit: As a pricing strategy having the support of 41(9.11%) respondents out of 450 credits is in the third position so far as purchasing of fruits & vegetable processing items are concerned. Taking education level into consideration it is found that 2 (2%) highly educated respondents out of 100, 12(8%) moderately educated respondents out of 150 and 27(13.%) less educated respondents out of 200 are interested in avail credit facilities as pricing tools for purchasing their necessary fruits & vegetable processing items.

NPC: Among five pricing tools as shown in the above table NPC is in the fourth position, which is supported by 16(3.56%) respondents out of 450. Level of education as a influencing factor of selecting pricing tools, it is evident from the above table that 3 (3%) of highly educated respondents out of 100 , 7(4.67%) moderately educated respondents out of 150 and 6(3%) less educated respondent exercise NPC as one of their option of pricing tool for purchasing necessary fruits & vegetable processing items.

Psychological Pricing: It has revealed from the above table that there is no existence of exercising psychological pricing among the 450 respondents. Because no one respondents out of 450 use psychological pricing in purchasing their necessary fruits & vegetable processing items.

4.4.3.4 Consumer buying awareness of price mix in case of Bakery products:

The following table is prepared to take the feedbacks of 450 respondents consisting three different level of education which highlights their multifarious level of preference towards different pricing tools that they avail for purchasing various bakery items.

Table No: 4.22

Preference -wise number of respondents regarding their buying behaviour of bakery items in case of price mix tool

Category of respondents and price mix tool	MRP		Discount		Credit		Non Price Competition		Psychological pricing		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	61	61.00	14	14.00	3	3.00	22	22.00	0	0	100
ME	89	59.33	22	14.67	10	6.67	29	19.33	0	0	150
LE	129	64.5	26	13.00	20	10.00	25	12.5	0	0	200
Total	279	62.00	62	13.78	33	7.33	76	16.89	0	0	450

Source: Field Survey

Upon the observation of the table no: 4.22, the following points are detected regarding the buying behaviour of bakery products in case of price mix tool.

MRP: It is revealed from the above table that out of 450 respondents 279 (62%) avail MRP as a pricing tool in case of purchasing their necessary bakery items and thereby MRP stands on the highest position among five pricing tools. From education perspective it is further reflected from the above table that 61(61%) highly educated out of 100, 89(59.33%) moderately educated out of 150 and 129(64.5%) less educated out of 200 respondents prefer to avail MRP as a pricing tool for purchasing their bakery items.

Discount: As a pricing tool discount is supported by 62(13.78%) respondents out of 450 and it is in the second position. From an education point of the angle it is observed that against 14(14%) highly educated out of 100 and 22(14.67%) moderately educated out of 150 respondents, 26(13%) less educated out of 200 prefer discount as their pricing tool for purchase necessary bakery items.

Credit: It has revealed from the above table that 33(7.33%) out of 450 respondents avail credit as their pricing tool to purchasing their necessary bakery items. Taking education level into consideration, it is seen that 3(3%) out of 100 highly educated, 10 (6.67%) out of 150 moderately educated and 20(10%) out of 200 less educated respondents prefer to avail to credit as their pricing tool.

NPC: As reflected from the above table that 76(16.89%) out of 450 support NPC as a pricing tool for purchasing their bakery items. The influence of education in this regard is that 22(22%) highly educated out of 100, 29(19.33%) moderately educated out of 150 and 25(12.5%) less educated out of 200 respondents want to exercise NPC in purchasing their necessary bakery items.

Psychological Pricing: Total devoid of the attraction of 450 respondents towards psychological pricing reflects the fact that it as a pricing tool has no influence at all among them in relation to purchasing necessary bakery items.

4.4.3.5 Consumer buying awareness of price mix in case of Flour items

Through the following table, an attempt is being taken to reflect the feedback obtained from 450 respondents given towards various five pricing tools as they prefer to exercise for purchasing their necessary flour items.

Table No: 4.23

Preference -wise number of respondents regarding their buying behaviour of flour items in case of price mix tool

Category of respondents and price mix tool	MRP		Discount		Credit		Non Price Competition		Psychological pricing		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	76	76.00	11	11.00	10	10.00	3	3.00	0	0	100
ME	104	69.33	23	15.34	12	8.00	11	7.33	0	0	150
LE	145	72.5	27	13.5	21	10.5	7	3.5	0	0	200
Total	325	72.22	61	13.56	43	9.56	21	4.66	0	0	450

Source: Field Survey

In the light of the table no: 4.23, the following points are identified regarding the buying behaviour of flour items in case of price mix tool.

MRP: The above table says that in support of 325 (72.22%) respondents out of 450, MRP as one of the pricing tools is in the first position. The influence of the education among 450 respondents is that 76 (76%) highly educated out of 100, 104(69.33%) moderately educated out of 150 and 145(72.5%) less educated out of 200 respondents prefer MRP as a Pricing tool for purchase their necessary flour items.

Discount: Discount as a pricing tool is in the second position among five selected pricing tools, where 61(13.56%) out of 450 respondents support to avail it (discount) for purchase their flour items. Education as a factor of pricing tool influence 11(11%) highly educated out of 100, 23(15.34%) moderately educated out of 150 and 27(13.5%) less educated out of 200 by discount in purchase their flour items.

Credit: The above table reveals that 43(9.56%) respondents out of 450 use credit as their pricing tools for purchase flour items. The influence of education revealed that 10

(10%) highly educated out of 100, 12 (8%) moderately educated out of 150 and 21 (10.5%) less educated out of 200 respondents avail credit facilities for purchase flour items.

NPC: By the support of 21(4.66%) respondents out of 450 NPC is in the fourth position among five different pricing tools as shown in the above table. Taking education as an influencing factor it is further elicited from the above table that 3 (3%) highly educated out of 100, 11(7.33%) moderately educated out of 150 and 7 (3.5%) less educated out of 200 avail NPC in purchase their necessary flour items.

Psychological Pricing: Total devoid of support of 450 respondents towards psychological pricing as shown in the above table is circumstantial evidence that there is no awareness of among 450 respondents regarding these pricing tools.

4.4.4 Consumer buying behaviour regarding promotion mix of selected food items in Kokrajhar District

Various promotional tools can provide to be very useful for motivating as well as pursuance targeted customer's to purchase any products. It is not the exception in case of selected food processing industries of Kokrajhar District also. But it is observed that various customers of these food items are motivated differently by different promotional tools. So, it is a due task to be performed by the producer of the food items of Kokrajhar District to identify the most appropriate promotional tools so that by exercising these tools they can motivate their customers at the highest level. This sort of circumstances mentioned above warrants careful research on various promotional tools exercises by the selected five food processing items of Kokrajhar District. Accordingly, the questionnaire has conducted to amongst 450 respondents consisting different three levels of education on most prevailing 05 promotional tools among the five selected food items under study.

4.4.4.1 Consumer buying awareness of promotion mix of rice items

Keeping in purpose to present the various feedbacks obtained from 450 numbers of respondents consisting of three different levels of education the following table is prepared. These feed-backs mainly reflect as for how different three categories of educated respondents are motivated by different promotional tools at a different level during the purchase of their necessary rice items. The following table is an attempt to present the feedbacks as obtained from the 450 respondents regarding the fact as referred to above.

Table No: 4.24

Preference -wise number of respondents regarding their buying behaviour of rice items in case of promotion mix tool

Category of respondents and promotion mix tool	Advertising		Special Offer		Direct Mailing		Free Gift		Signboard		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	9	9.00	02	2.00	0	0	0	0	89	89.00	100
ME	12	8.00	7	4.67	0	0	0	0	131	87.33	150
LE	13	6.5	9	4.5	0	0	0	0	178	89.00	200
Total	34	7.56	18	4.00	0	0	0	0	398	88.44	450

Source: Field Survey

In the light of the table no: 4.24, the following points are detected regarding the buying behaviour of rice items in case of promotion mix tool of selected respondents.

Advertising: Advertising as a promotional tool is in the second position in support of 34 (7.56%) respondents out of total 450 respondents. From education prospective the above table reflect that 9 (9%) highly educated out of 100, 12(8%) moderately educated out of 150 and 13(6.5%) less educated out of 200 have been motivated by the advertising as one of the promotional tools.

Special Offer: Out of 450 respondents only 18(4%) are motivated by the special offer. Further, the level of motivation among the three categories of educated respondents is that 2(2%) highly educated out of 100, 7(4.67%) moderately educated out of 150 and 9(4.5%) less educated out of 200 are motivated by the special offer when they purchase various necessary items of rice.

Direct Mailing: It has displayed from the above table that out of 450 not a single respondent in the district under study is motivated by the direct mailing. Hence thereby, it is proved that direct mailing as a promotional tool has no influence at all in the community of 450 respondents as a customer.

Free Gift: Like direct mailing another promotional tool namely free gift also is not in a position to motivate single respondents among 450.

Sign Board: It is gratifying to mention that in support of 398 (88.44%) respondents out of 450 signboards as a promotional tool stands in the highest motivating factor among five different promotional tools as mentioned in the above table. Taking the level of education as a factor it is seen that 89 (89%) highly educated out of 100, 131 (87.33%) moderately educated out of 150 and 178 (89%) less educated out of 200 respondents are motivated by the signboard in purchase their necessary rice items.

4.4.4.2 Consumer buying awareness of promotion mix regarding Oil items

The following table provides the feedbacks of 450 respondents consisting of three categories of education level regarding the various promotional tools as they are motivated to purchase necessary oil items.

Table No: 4.25

Preference -wise number of respondents regarding their buying behaviour of oil items in case of promotion mix tool

Category of respondents and promotion mix tool	Advertising		Special Offer		Direct Mailing		Free Gift		Signboard		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	11	11.00	7	7.00	0	0	0	0	82	82.00	100
ME	16	10.66	4	2.67	0	0	0	0	130	86.67	150
LE	17	8.5	3	1.5	0	0	0	0	180	90.00	200
Total	44	9.78	14	3.11	0	0	0	0	392	87.11	450

Source: Field Survey

In the observation of the table no: 4.25, the following points are identified regarding buying behaviour oil items in case of promotion mix tool of selected respondents.

Advertising: The above table revealed that only 44 (9.78%) respondents out of 450 are motivated by the advertising as a promotional tool in case of purchasing their necessary oil items. From education perspective it is further reflected from the above table that 11(11%) highly educated respondents out of 100, 16(10.66%) moderately educated respondents out of 150, as well as 17 (8.5%) less educated respondents out of 200, are motivated by the advertisement as a promotional tool.

Special Offer: By securing the support of 14(3.11%) number of respondents out of 450 special offers is in the third position among five different promotional tools as described in the above table. The motivational level of special offer among three categories of educated respondents is that only 7(7%) highly educated out of 100, 4 (2.67%) moderately educated out of 150 and 3 (1.5%) less educated out of 200 has influenced by this promotional tool (special offer).

Direct Mailing: In the light of the table no: 4.25, it is revealed that no one respondent out of 450 has motivated by the direct mailing for purchasing oil.

Free Gift: In the observation of the table no: 4.25, it is clear that free gift has no impact towards buying behaviour of selected respondents in the case of oil.

Signboard: From the above table it is revealed that 392(87.11%) respondents are motivated out of 450 by the signboard and thereby signboard stands in the topmost position among five different promotional tools. Taking education level as motivational factors of promotional tools it is seen that 82 (82%) highly educated out of 100, 130 (86.67%) moderately educated out of 150 and 180 (90%) less educated out of 200 respondents are motivated by signboard in purchasing their necessary oil items.

4.4.4.3 Consumer buying awareness of promotion mix in case of Bakery items

The following table is an attempt to provide the distribution of various feedbacks as obtained from 450 respondents and thereby it is shown that they have been motivated by the five different promotional tools in purchasing their necessary bakery items.

Table No: 4.26

Preference -wise number of respondents regarding their buying behaviour of bakery items in case of promotion mix tool

Category of respondents and promotion mix tool	Advertising		Special Offer		Direct Mailing		Free Gift		Signboard		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	11	11.00	7	7.00	0	0	0	0	82	82.00	100
ME	17	11.33	13	8.67	0	0	0	0	120	80.00	150
LE	9	4.5	4	2.00	0	0	0	0	187	93.5	200
Total	37	8.22	24	5.33	0	0	0	0	389	86.45	450

Source: Field Survey

In the light of the table no: 4.26, the following points are observed regarding buying behaviour of selected respondents regarding bakery items in case of promotion mix tool.

Advertising: The analysis of the above table provides that out of 450 total respondents only 37 (8.22%) are motivated by the advertising as a promotional tool in purchasing their necessary bakery items. Education as a factor of motivating the selected respondents towards the advertisement is that 11(11%) highly educated out of 100, 17 (11.33%) moderately educated out of 150 and 9(4.5%) less educated out of 200 support advertisement as their promotional tools.

Special Offer: By special offer, 24(5.33%) respondents are motivated out of 450. From the education point of angle different motivated respondents in the special offer are 7 (7%) highly educated out of 100, 13 (8.67%) moderately educated out of 150 and 4 (2%) less educated out of 200 in case of bakery items.

Direct Mailing: In the light of the table no: 4.26, it is clear that none of the respondents is motivated by direct mailing for the purchase of bakery products.

Free Gift: In the light of the table no : 4.26, it is revealed that none of the selected respondents followed the free gift technique for the purchase of bakery products.

Signboard: Explanation of the above table shows that in support of 389 (86.45%) respondents out of 450 signboards as a promotional tool stand in the first position so far as its motivating level is concerned. From education perspective also it is reflected that 82 (82%) highly educated out of 100 and 120 (80%) moderately educated out of 150 and 187(93.5%) less educated out of 200 are motivated by the signboard to purchase their necessary bakery items.

4.4.4.4 Consumer buying awareness of promotion mix regarding Fruits & vegetable processing Items

Through the table given below a step is taken to represent the distribution of multifarious feedbacks obtained from the 450 respondents consisting of three categories of education level pertaining to their motivating issues towards the five selected promotional tools.

***Table No*: 4.27**

Preference -wise number of respondents regarding their buying behaviour of fruits & vegetable processing items in case of promotion mix tool

Category of respondents and promotion mix tool	Advertising		Special Offer		Direct Mailing		Free Gift		Signboard		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	28	28.00	11	11.00	0	0	3	3.00	58	58.00	100
ME	23	15.33	09	6.00	0	0	1	0.67	117	78.00	150
LE	16	8.00	03	1.5	0	0	0	0	181	90.5	200
Total	67	14.89	23	5.11	0	0	4	0.89	356	79.11	450

Source: Field Survey

In the light of the table no: 4.27, the following explanations are made regarding buying behaviour of fruits & vegetable processing items in case of promotion mix tool of selected respondents.

Advertising: Advertising as a promotional tool is supported by 67(14.89%) respondent out of 450 and thereby it stands in the second position among five different promotional tools as shown in the above table. Motivation among different level of educated respondents is that 28 (28%) highly educated out of 100, 23(15.33%) moderately educated out of 150 and 16(8%) less educated out of 200 are mostly motivated by the advertisement as a promotional tool.

Special Offer: Among five promotional tools as depicted in the above table special offer can motivate 23(5.11%) respondents out of 450. Further, it is observed that special offer motivates 11(11%) highly educated respondents out of 100, 9(6%) moderately educated respondents out of 150 and 3(1.5%) less educated respondents out of 200 in time of purchase their necessary fruits & vegetable processing items.

Direct Mailing: Direct mailing as a promotional tool does not motivate even a single respondent out of among 450 respondents.

Free Gift: In the light of the table no: 4.27, it is revealed that none of the respondents is motivated by the free gift for purchase of fruits & vegetable processing items.

Sign Board: Out of 450 respondents 356 (79.11%) have been motivated by the signboard as a promotional tool. Among three categories of educated respondents it is elicited from the above table that 58(58%) highly educated out of 100, 117(78%) moderately educated out of 150 and 181(90.5%) less educated out of 200 are motivated by the signboard as a promotional tool in purchase their necessary fruits & vegetable processing items.

4.4.4.5Consumer buying awareness of promotion mix in case of Flour items

The following table is prepared to rake the feedbacks of 450 respondents consisting three categories of education level, which reflect as for how these respondents have been motivated differently by different five promotional tools during the time of purchasing their necessary flour items.

***Table No*: 4.28**

Preference -wise number of respondents regarding their buying behaviour of flour items in case of promotion mix tool

Category of respondents and promotion mix tool	Advertising		Special Offer		Direct Mailing		Free Gift		Signboard		Total No of respondent
	No	%	No	%	No	%	No	%	No	%	
HE	7	7.00	4	4.00	0	0	0	0	89	89.00	100
ME	4	2.67	5	3.33	0	0	0	0	141	94.00	150
LE	7	3.5	6	3.00	0	0	0	0	187	93.5	200
Total	18	4.00	15	3.33	0	0	0	0	417	92.67	450

Source: Field Survey

In the light of the table no: 4.28, the following explanations are made regarding the buying behaviour of flour items in case of promotion mix tool of selected respondents.

Advertisement: Advertisement as a promotional tool has motivated 18 (4%) number of respondents out of total 450.The motivating level of advertisement among the three categories of educated respondents are concerned 7 (7%) highly educated respondents out of 100, 4(2.67%) moderately educated respondents out of 150 and 7(3.5%) less educated respondents out of 200 as found during the time of purchase their necessary flour items.

Special Offer: Among 450 respondents 15(3.33%) are motivated by the special offer in purchasing their necessary flour items. From education prospective 4 (4%) highly educated out of 100, 5(3.33%) moderately educated out of 150 and only 6(3%) less educated out of 200 are motivated by the special offer as a promotional tool in case of purchase flour items.

Direct Mailing: As depicted from the table 4.28, no one out of 450 is motivated by the direct mailing and thereby the entity of direct mailing has been ceased as a promotional tool in case of purchase flour items.

Free Gift: Free gift also cannot motivate a single respondent out of 450 and thereby it loses its existence as promotional tools among 450 respondents in case of purchase flour items.

Signboard: By motivating 417(92.67%) numbers of respondents out of 450 signboards is in the topmost motivating promotional tools in case of purchase flour items. From an education point of angle also 89(89%) highly educated out of 100, 141(94%) moderately educated out of 150 and 187(93.5%) less educated out of 200 respondents are motivated by the signboard in time of purchasing their necessary flour items.

4.5 Analysis of Preference of Consumers Buying Behaviour Regarding Local Based and Outside Based Selected Food Items in Kokrajhar District

In the market of kokrajhar Districts both the locally manufacturing food items and outside manufacturing food items are available. The existence of outside products makes local producer more competitive and bring more challenging. Hence, to capture the market share the selected five producers under study have to maintain the quality of their products along with an effective network of distribution in the greater interest of their survival. That is the reason as for why here an attempt is being taken to conduct an analytical study at what level the existing consumers prefer the selected local based food products as compared to the products of an outsider. Locally made products refer the products manufactured at Kokrajhar by the selected 90 number of industries. Outside made products refers to products manufactured outside Kokrajhar include all locally manufactured products in different places of Assam except Kokrajhar, state level, National level and MNCs products, which are sold in the Kokrajhar District market. The following table depicts the distribution of consumers' preference in between local products and outside products of selected respondents.

Table No: **4.29**

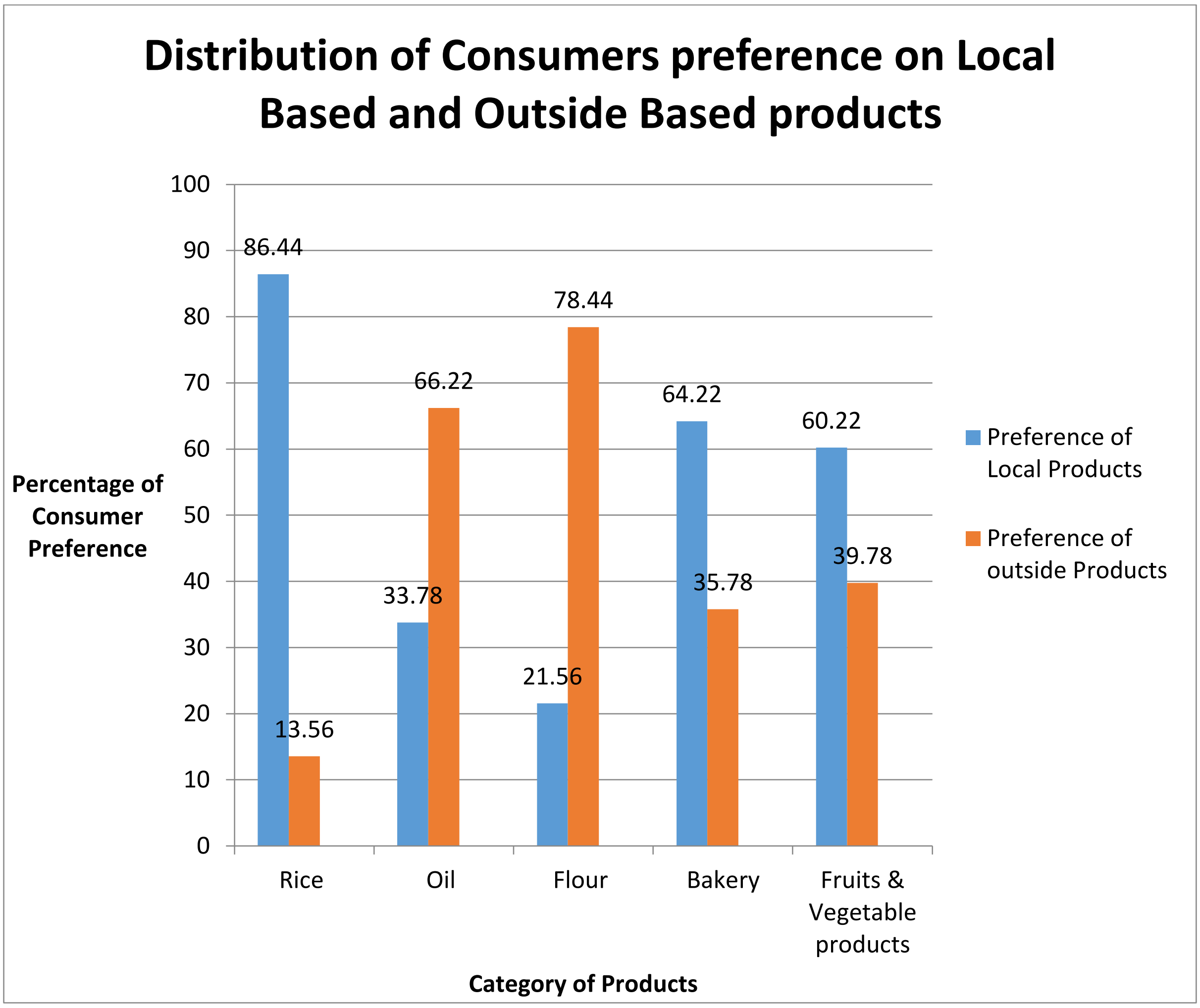
Preference wise distribution of consumers' preference on locally made and outside made selected products

Product	**Distribution of Consumer**				**Total Consumers**
	Number of consumers prefers a locally made product	**%**	**Number of consumers prefers outside made the product**	**%**	
Rice	389	86.44	61	13.56	450
oil	152	33.78	298	66.22	450
Flour	97	21.56	353	78.44	450
Bakery	289	64.22	161	35.78	450
Fruits & Vegetable Processing Product	271	60.22	179	39.78	450

Source: Compiled from the Field Survey and Personal Interview

The following figure reflects the distribution of consumer's preference of local based as well as outside based products.

Figure **4.9**



As a result of analysis of the table no: 4.29, it revealed the fact that among 450 selected consumers out of five selected food items, three locally manufactured food items are preferred by the consumer of 450 at above the percentage of 50 %. These are rice (86.44%), bakery (64.22%) and fruits & vegetable processing items (60.22%), whereas out of five food items, two food items manufactured outside are preferred by the selected consumer of 450 at above 50%. These are oil (66.22%) and flour (78.44 %). The analysis of the above table can be made from two points of view. One is from a number of items point of view and another from a total percentage point of view. From the number of items point of view out of 05 items, only 03 locally made items are highly preferred by the selected consumer against 02 of outside made products. But from a total percentage point of view, it is calculated that against 53.25% of preference of locally made products and 46.75 % of outside made products are preferred by the selected 450 consumers.

Behind of consuming local rice by the majority consumers (86.44%), it is identified that most of the consumers' have been consuming traditionally the local rice which is their habitual practice and it plays a dominant role in the consumption of local rice. Further, they have faith in the quality of local rice which they can purchase at a lower price than that of the price of the rice coming from outside. In case of consumption of bakery by the majority consumers, various factors have been influencing the local consumers', out of which especially the rural consumers had no idea and experienced about bakery supplied by outside producer, lower price of local bakery items along with its varieties accustom with the local producer etc. are the main. In case of fruits & vegetable processing items, majority consumers prefer the locally produced fruits & vegetable items because of their lower price as compared to the outside product. On the other hand, out of five food processing items, two items such as oil and flour are consumed by the majority of consumers who are produced by the reputed state, national and international level producers. Some prominent producers' of these items that motivated the majority consumers of Kokrajhar district are Kisan brand, Patanjali, Kaschi-Ghani, Bongaigaon Rolling mill products, Gokul brand etc. The reason for happening so is that the majority of consumers have utmost faith on packaging items of these goods which are highly maintained by the outside producers.

4.6: Conclusion

On the basis of the throughout discussion made in the chapter the hypothesis No: 2, i.e., it is presumed that the selected food processing industries are measurably failed to adopt the modern and effective marketing strategies in the changing environment is tested and it stands highly justified. In support of this justification, it is to be mentioned that as we assume, it is found that in case of product mix 72. 22% of technology, 86.67 % of quality, 71.11% of packaging, 78.89 % of product diversification, 86.67% of labeling comes under the category of Non-Implementation. Likewise in case of price mix 100% of penetration, 100% of psychological pricing, 70 % of terms of credit, 58.89% of discount, 91.11% of the non-price competition, 100 % skimming pricing are under the category of non implementation. In the case of place mix also 78.89 % of wholesale, 97.78 % of the direct sale, 100 % of the internet, 100% of multichannel is under the category of non implementation level. Further, the fact of promotion mix revealed that 95.56 % of advertising, 94.44 % of publicity, 91.11% of special offer, 100 % of direct mailing, 100 % free gift, 65.56% of signboard comes under non implementation level. In case of any industry planning as well as the development of another aspect such as production, finance and human resource management exclusively depends on decision and target taken by the marketing department. On the basis of commitment of selling made by the marketing department, the production department has to produce their goods and finance department is to provide finance and accordingly human resource department is to arrange its activities. By adopting such kind of managerial arrangement the selected food processing industries can enhance their production in the sense of quantity and quality for capturing state level and national level market. In doing so, some industries should start their production combine with other as partnership basis. In the greater interest of utilizing available entrepreneurial skill associated with the youth of the district and to utilize available raw material in a productive way the selected food processing industries should be reformed especially in part of marketing. In this context, this kind of reform also helps in the revival of those selected food processing industries which are day by day going to the path of sick. Further, it is observed this kind of initiative of reform of the selected food processing industries is urgently required for the over-all socio-economic development of Kokrajhar District. In a simple word to achieve the success of the food processing industry sector of Kokrajhar district, it’s all activities should be strictly marketing oriented.

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