



EVALUATING THE INFLUENCE OF MARKETING TECHNIQUES ADOPTED BY FOOD INDUSTRIES OF BANASKANTHA DISTRICT

*Author 1: Prajapati Nileshkumar Shankarbhai,
Research Scholar, School of commerce, Sabarmati University*

*Author 2: Dr. Deval Jilariya,
Assistant Professor, School of commerce and management, Sabarmati University*

ABSTRACT

The vast array of culinary customs of India, a nation including multiple states and regions, is an implicit reflection of its unique culture. The custom of Indians enjoying home-cooked meals is one that is both individually and religiously supported. However, there has been a modest change in the way that urban Indian households consume food throughout time as a result of growing knowledge of and influence from western society. This paper investigates the influence of various marketing techniques on consumer behavior within the food industry in Banaskantha District. The study's goal is to determine the best methods for raising customer engagement and boosting sales in this particular area by examining how consumers react to various marketing efforts. A sample of 138 respondents was used in this paper. A one-way ANOVA is used to examine the connections among demographic parameters like age and income and how it affects marketing strategy. To analyze the relationship between demographic factors such as age and income and their impact on marketing strategy, a one-way ANOVA is utilized. The study utilizes a mixed-methods approach, combining quantitative analysis through surveys with qualitative insights gathered from industry stakeholders. Important variables that are looked at include consumer behavior, demographics, and the impact of different marketing strategies. The results enhance our comprehension of how marketing strategies affect customer behavior and choices within the local food business.

Keywords: *Marketing Techniques, Consumer Behavior, Food Industry, Banaskantha District, Consumer Engagement, Sales Strategy*

INTRODUCTION

The district of Banaskantha, situated in Gujarat, India, is well-known for its thriving food sector and extensive agricultural legacy. Due in large part to the district's abundance of agricultural produce—dairy products, fruits, vegetables, and grains—the food processing industry has grown significantly over the last few decades. In addition to creating jobs and advancing the general development of the area, Banaskantha's food industry are vital to the local economy.

Effective marketing is crucial to the food sectors' survival and success in the cutthroat market of today. Marketing generates sales and increases overall market share in addition to fostering brand awareness and



loyalty. The food industries in Banaskantha employ a variety of marketing techniques to reach out to their target consumers, ranging from traditional methods like print media and local events to modern digital strategies such as social media marketing and e-commerce platforms.

- **Importance of Marketing strategy in the Food Industry**

Any business needs marketing to survive, and the food industry is no different. Effective marketing techniques are essential for Banaskantha's food sector for a number of reasons:

Consumer Engagement and Awareness: Marketing aids in informing customers about the features, advantages, and special selling points of the items. Additionally, interactive material and marketing initiatives are used to engage customers.

Building a strong brand identity: Through consistent and effective marketing activities is a key factor in fostering consumer loyalty and repeat business.

Competitive Advantage: Using cutting-edge marketing strategies can provide firms an advantage over rivals in a crowded market, making them stand out and draw in more clients.

Sales and Revenue Growth: Effective marketing strategies drive sales by influencing purchasing decisions and expanding the customer base, ultimately leading to revenue growth.

Marketing techniques are pivotal in shaping consumer behavior, influencing their perceptions, preferences, and purchasing decisions.

- **Promotional strategies adopted by fast food outlets in Banaskantha district:**

The food industries in the Banaskantha district employ various promotional strategies to draw and keep customers, enhance brand visibility, and drive sales. Here's an in-depth look at the key promotional strategies adopted by these industries:

Newspapers and Magazines: Local newspapers and magazines are commonly used to advertise food products. These ads often highlight product features, discounts, and new launches, targeting a broad local audience.

Billboards and Hoardings: Placing large, eye-catching advertisements in strategic locations such as highways, market areas, and near schools helps in getting more attention.

Local TV Channels: TV ads are used to showcase product benefits and create brand recall. Engaging visuals and jingles help in capturing the audience's attention.

Radio Spots: Radio advertisements, especially on popular local stations, are effective in reaching rural and semi-urban populations. Jingles and promotional messages are tailored to resonate with local listeners.

Discount Coupons: A distributing discount coupon through newspapers, local shops, or events encourages trial purchases and repeat business.

Festive Offers: Special promotions during festivals and local fairs attract a large number of customers, leveraging the festive shopping spirit.



Local Events: Sponsoring or participating in local cultural events, fairs, and sports meets helps in building community connections and promoting products directly to consumers.

Product Launch Events: Planning events to introduce new products to the public and media in order to create hype.

Face book and Instagram: Consistent updates, product highlights, and consumer interaction initiatives on these social media channels contribute to the development of a powerful online presence. Engaging content with giveaways and contests increase the number of followers.

Influencer partnerships: collaborating with regional food bloggers and influencers to market items through relatable and real content.

SEO: Making the website and content of the business more search engine friendly so that it ranks higher. These include maintaining a user-friendly website design, producing high-quality content, and utilizing pertinent keywords.

PPC Advertising: Running pay-per-click campaigns on Google to drive targeted traffic to the website.

Newsletters: Sending out regular newsletters with updates on new products, special offers, and industry news to keep customers informed and engaged.

Personalized Offers: Using customer data to send personalized emails with tailored offers and recommendations.

Product Listings: Listing products on popular e-commerce platforms like Amazon, Flipkart, and local grocery delivery apps to reach a wider audience.

Online Promotions: Running special online promotions, discounts, and flash sales to attract digital shoppers.

Attractive Displays: To draw customers in and promote impulsive purchases, create eye-catching displays at the point of sale. To effectively reach and engage their target audience, the food industries in the Banaskantha area use a combination of traditional and digital promotional tactics. Together, print and media advertising, social media interaction, in-store promotions, and community service provide a strong promotional framework that builds consumer loyalty, increases brand awareness, and boosts sales. The dynamic food business requires a complete approach to marketing, which is ensured by combining new digital approaches with well-established traditional methods.

REVIEW OF LITERATURE

Below is a literature review on the influence of marketing techniques adopted by the food industry.

Food firms have traditionally employed conventional advertising techniques, like radio, television, and print media, to reach a wide audience. According to studies, these strategies are still useful for influencing customer behavior. According to a study by Kelly et al. (2010), children's food preferences and consumption



patterns are greatly influenced by television commercials, which frequently result in an increase in demand for high-calorie, low-nutrient products. The emergence of social media and the internet has made digital marketing an essential tactic for the food industry. Digital platforms facilitate customer engagement, targeted advertising, and direct communication. According to a 2015 study by Hamlin, Lindsay, and Insch, influencer endorsements and social media campaigns are two examples of digital marketing strategies that successfully raise brand recognition and loyalty. Packaging and labeling are vital marketing tools that can attract consumers and influence their purchasing decisions at the point of sale. Attractive packaging designs and clear, informative labels can make products more appealing. A study by Silayoi and Speece (2007) found that packaging elements such as color, imagery, and typography significantly impact consumer perceptions and buying behavior. Nutritional labeling also plays a role in informing consumer choices and promoting healthier eating habits (Drichoutis, Lazaridis, & Nayga, 2006).

As customers grow more health-conscious, the use of nutritional data and health claims in marketing is becoming more and more crucial. Promotional tactics emphasizing a product's health benefits have a big impact on consumer decisions. Health-conscious consumers are more inclined to purchase products with health claims since they are seen as healthier, as shown by research by Wansink, van Ittersum, and Painter (2005). In order to increase sales, price promotions and discounts are common marketing strategies in the food sector. These strategies consist of loyalty plans, discounts, and coupons. Price promotions have been demonstrated in studies to be an efficient way to draw in cost-conscious customers and boost short-term sales. If abused, they could, nevertheless, eventually result in a decline in perceived value and brand loyalty (Ailawadi, Harlam, César, & Trounce, 2006). Product placement, in-store displays, and free samples are examples of in-store marketing tactics that have a significant impact on customer purchases. Research by Chandon, Hutchinson, Bradlow, and Young (2009) indicates that strategic product placement and appealing in-store displays can significantly increase the likelihood of impulse purchases. Free samples allow consumers to try products before buying, which can lead to increased sales and brand loyalty. CSR initiatives are becoming an integral part of food industry marketing strategies. Companies that engage in CSR activities, such as sustainable sourcing, environmental conservation, and community support, can enhance their brand image and attract socially conscious consumers. A study by Du, Bhattacharya, and Sen (2010) claims that CSR affects positively to the consumer perceptions and can lead to increased customer loyalty and advocacy.

The marketing techniques adopted by the food industry have a significant influence on consumer behavior, brand perception, and purchasing decisions. Traditional advertising remains effective, while digital marketing, packaging, health claims, price promotions, in-store marketing, and CSR initiatives have emerged as powerful tools to attract and retain customers. Food firms need to adjust their marketing strategy



to be competitive and fulfill the changing needs of their target audience as consumer preferences and market dynamics change over time.

RESEARCH METHODOLOGY

• GOALS AND AREA OF THE STUDY

This study aims to assess the impact of several marketing strategies used by the food industry in the Banaskantha district. The purpose of the study is to comprehend how consumer behavior, brand awareness, and sales performance are affected by these marketing methods in the local area. This study looks at both traditional and digital marketing strategies in an effort to determine which ones are best for reaching the target market and promoting company expansion.

• RESEARCH OBJECTIVES

1. To evaluate the effectiveness of different marketing techniques
2. To determine the effect of demographic variable on consumer behavior in response to marketing strategies
3. To provide recommendations for optimizing marketing efforts

• HYPOTHESIS

1. (H₀): There is no significant relationship between the age of consumers and their responsiveness towards marketing strategies regarding the quality of the product.
2. (H₀): There is no significant relationship between the income of consumers and their responsiveness towards marketing strategies regarding the price of the product.

• THE IMPORTANCE OF THE RESEARCH

Most of the current study on consumer behavior and marketing strategies tends to concentrate on urban areas or more developed regions. This study fills a major vacuum in the literature by focusing on Banaskantha District, a semi-urban and rural area in Gujarat, India. It offers insightful information about the dynamics of consumer behavior and the efficacy of marketing in understudied areas.

Socioeconomic and cultural factors have a significant impact on consumer behavior. By analyzing how these elements interact with marketing strategies within the unique cultural and economic context of Banaskantha, this study contributes to the scholarly conversation. By better understanding these relationships, current theories and models of consumer behavior can be improved and made more adaptable to a wider range of situations.



- **RESEARCH DESIGN**

This study's research design uses a mixed-methods approach, integrating quantitative and qualitative data gathering approaches to fully assess the impact of marketing strategies on customer behavior in the Banaskantha District's food industry. To acquire comprehensive insights into customer views and habits, structured surveys were given to a stratified random sample of consumers in order to collect primary data. Furthermore, focus groups and in-depth interviews have been held with a smaller selection of participants in order to obtain more profound qualitative insights into the fundamental motivations behind their purchasing choices. The primary data has been supplemented with secondary material to support the conclusions and provide context, such as industry reports and earlier studies.

- **METHODS FOR COLLECTING DATA**

The study has combined primary and secondary data collection methods to assess the impact of marketing strategies on customer behavior in the food business of Banaskantha District. In order to directly capture customer thoughts, preferences, and reactions to different marketing techniques, primary data has been acquired through surveys, interviews, and focus groups. Secondary data, which supplements primary data by offering a contextual backdrop and corroborating information, has been gathered from industry publications, scholarly journals, and corporate records. A thorough grasp of the factors impacting consumer behavior in the region has been ensured by this mixed-methods approach.

- **SAMPLING METHODS**

In order to provide a thorough picture of consumer behavior, the sampling frame for this study is made up of customers in the Banaskantha District, representing a variety of demographics. In order to ensure a representative sample that can offer trustworthy insights, the sample size is determined by taking into account the district's population size as well as the requirement for statistical significance. By dividing the population into subgroups according to important factors like age, gender, and income, stratified random sampling can be used to conduct focused study within these groups. Furthermore, the convenience sampling technique is used to acquire data from participants who are easily available, allowing for the effective gathering of a wide variety of customer viewpoints.

- **METHODS FOR ANALYZING DATA**

For a thorough analysis, this study's data analysis has made use of quantitative techniques and statistical software like SPSS (Statistical Package for the Social Sciences). In order to characterize age, gender, income levels, and educational backgrounds, descriptive statistics were first used to investigate the demographic profiles of the respondents. Regression analysis has since been used to investigate the connections between different marketing strategies (such as advertising and promotions) and markers of customer behavior (such purchase intent and brand loyalty). The objective of this quantitative approach is to present empirical data



regarding the efficacy of various marketing tactics in the food business of Banaskantha District, therefore illuminating which approaches most effectively influence customer decision-making processes.

• LIMITATIONS

1. The sample may not fully represent the diversity of consumers in Banaskantha District due to limitations in sampling methods or response rates.
2. Difficulties in accessing certain demographic groups or geographical areas within Banaskantha District.
3. Reliance on respondents' self-reported behaviors and perceptions, which may be subject to recall bias or social desirability bias.
4. The study's time span might be constrained; it only records marketing strategies and customer behavior for a given length of time, which might not accurately represent long-term trends.
5. The influence of external factors such as economic conditions, seasonal variations, or local events on consumer behavior and marketing effectiveness.
6. Narrow focus on specific marketing techniques or consumer segments within the food industry in Banaskantha District.
7. Respect for ethical standards in human subjects research, including informed consent and privacy issues.

DATA ANALYSIS AND FINDINGS

Table: 1 the demographic variables of the respondents.

		Frequency	Percentage
Gender	Male	49	35.50
	Female	89	64.49
Age	Less Than 18	9	6.521
	18-25	29	21.01
	25-35	46	33.33
	35-45	20	14.49
	45-50	18	13.04
	More Than 50	16	11.59
Marital Status	Married	54	39.13
	Unmarried	81	58.69
	Other	3	2.173



Education	Up To 10 th	20	14.49
	12 th	46	33.33
	UG	59	42.75
	PG	13	9.420
Occupation	Student	8	5.797
	Self Employed	31	22.46
	Professional	16	11.59
	Government Employee	4	2.898
	Private Employee	46	33.33
	Housewife	31	22.46
	Other	2	1.449

The distribution of the respondents in terms of gender, age, marital status, education, and occupation is shown in detail in the demographic table. An understanding of the traits and variety of the sample population can be gained from each category.

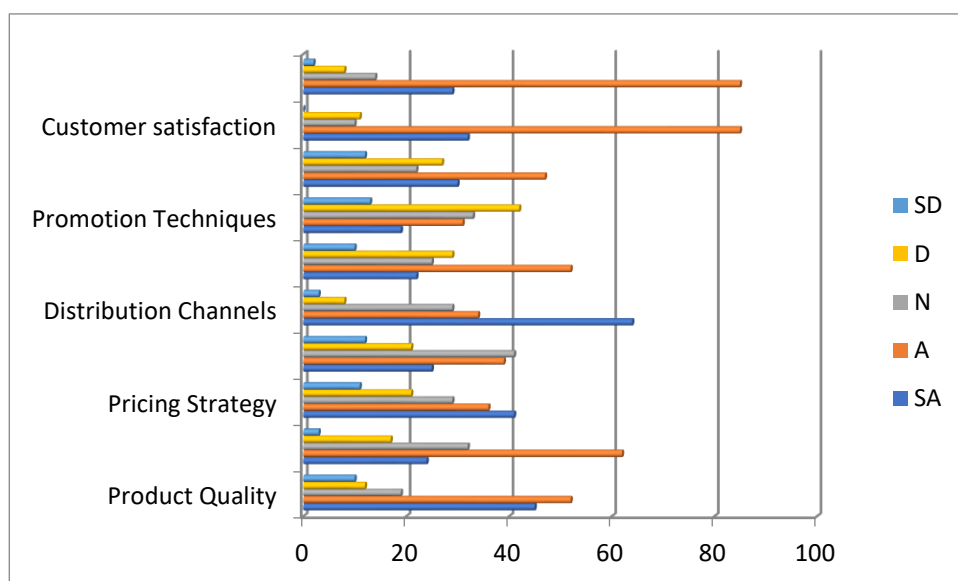
The sample consists of 138 individuals, with a notable gender imbalance. Males constitute 35.50% of the respondents (49 individuals), while females make up a larger portion, 64.49% (89 individuals). The age distribution of the respondents is varied, with the majority falling within the 25-35 age range, this distribution indicates a youthful to middle-aged population, with a significant portion being in their prime working years. In terms of marital status, unmarried individuals form the largest group, comprising 58.69% (81 individuals), this skew towards unmarried individuals could reflect a younger demographic, as seen in the age distribution. The education levels of the respondents reveal that significant proportions have pursued higher education. The largest group holds undergraduate degrees (UG). This indicates a relatively well-educated sample, who mostly done with their secondary education and a considerable portion having attained higher education qualifications. The occupational status of respondents shows diverse employment backgrounds. Private employees form the largest group at 33.33% (46 individuals). Self-employed individuals and housewives each constitute 22.46% (31 individuals); this occupational diversity suggests a broad spectrum of economic activities and lifestyles among the respondents.

Overall, the demographic table highlights a predominantly female and unmarried population, with a considerable concentration in the 25-35 age range. The educational background of the respondents is relatively high, who mostly done with their secondary education or higher. The occupational distribution is varied, with significant representation from private employees, self-employed individuals, and housewives. This demographic profile provides a detailed snapshot of the sample population, which is crucial for understanding the context of their responses and the implications of the survey or study findings.



Table: 2 Influencing factors which can drive the consumer behaviour.

		SA	A	N	D	SD
Product Quality	The food products are consistently of high quality.	45	52	19	12	10
	The food industries prioritize maintaining freshness in their products.	24	62	32	17	3
Pricing Strategy	The prices of food products are competitive compared to similar products in the market.	41	36	29	21	11
	Food industries offer discounts regularly.	25	39	41	21	12
Distribution Channels	Food products are readily available in various retail outlets across Banaskantha.	64	34	29	8	3
	Food industries use online platforms for sales and distribution.	22	52	25	29	10
Promotion Techniques	Food industries effectively use social media for marketing and promotion.	19	31	33	42	13
	Promotional campaigns of food industries are engaging and memorable.	30	47	22	27	12
Customer satisfaction	I am satisfied with the overall quality of food products from Banaskantha.	32	85	10	11	0
	Food industries in Banaskantha consistently meet my expectations.	29	85	14	8	2



Graph: 1 influencing factors which can drive the consumer behaviour.



The table presents a detailed analysis of consumer perceptions across various attributes related to food products and industries in Banaskantha. It uses a 5-point Likert scale to measure responses ranging from (SA) to (SD).

Product Quality:

When we talk about product quality, respondents generally have positive views. The highest agreement (52%) is observed for the statement "The food industries prioritize maintaining freshness in their products," indicating a strong emphasis on freshness as a key quality attribute. However, there is also a significant proportion (45%) agreeing that "The food products are consistently of high quality," showing a balanced perception of overall product quality.

Pricing Strategy:

Opinions are more divided regarding pricing strategies. While a substantial portion (41%) agrees that prices are competitive, a similar proportion (36%) remains neutral. Additionally, 29% agree that food industries offer discounts regularly, suggesting mixed perceptions about the competitiveness of pricing strategies in the market.

Distribution Channels:

Regarding distribution channels, there is a notable preference for physical retail outlets, with 64% agreeing that food products are readily available there. In contrast, the use of online platforms for sales and distribution receives less agreement (22%), indicating a preference for traditional retail channels among consumers in Banaskantha.

Promotion Techniques:

In terms of promotion, social media is perceived as an effective tool, with 33% agreement that food industries effectively use it for marketing. However, there is also a sizable neutral stance (31%), suggesting variability in how consumers perceive the impact of social media marketing efforts. Meanwhile, promotional campaigns being engaging and memorable receive moderate agreement (30%), indicating room for improvement in campaign effectiveness.

Customer Satisfaction:

Customer satisfaction with overall food product quality in Banaskantha appears high, as evidenced by 85% agreement that they are satisfied. This suggests a strong positive sentiment towards the products offered by the food industries in the region. Moreover, satisfaction with meeting expectations is also high (85%), reinforcing the positive consumer sentiment towards the consistency and quality of food products.

Overall, the analysis reveals several strengths and areas for improvement within Banaskantha's food industry. There is generally positive feedback on product quality and customer satisfaction, indicating a solid foundation of consumer trust. However, perceptions on pricing competitiveness, distribution channels, and promotional effectiveness show variability, suggesting opportunities for enhancing strategies to better meet



consumer expectations and preferences. This detailed insight can guide strategic decisions for stakeholders looking to optimize their market position and consumer appeal in the competitive food industry landscape of Banaskantha.

(H0): There is no significant relationship between the age of consumers and their responsiveness towards marketing strategies regarding the quality of the product.

		Sum of Squares	df	Mean Square	F	Sig.
Product quality	Between Groups	21.203	1	5.015	11.145	0.000
	Within Groups	98.105	137	0.211		
	Total	119.308	138			
Age	Between Groups	0.088	1	0.023	0.048	0.875
	Within Groups	121.84	137	0.455		
	Total	121.928	138			

The above table provides summary of a one-way ANOVA analysis for two different variables: Product quality and Age. The ANOVA for Product Quality shows a significant difference between groups ($F(1, 137) = 11.145, p < 0.001$). This suggests that the null hypothesis—which states that there is no difference in product quality between groups—is strongly supported by the evidence. In contrast, the Age test reveals no statistically significant difference between the groups ($F(1, 137) = 0.048, p = 0.875$). Therefore, it is not possible to successfully reject the null hypothesis, which states that there is no age difference between the groups. Therefore, based on the value, we may draw the conclusion that there is no substantial evidence to support the idea that there are age disparities across groups, and that there is considerable evidence to support the idea that there are differences in product quality.

(H0): There is no significant relationship between the income of consumers and their responsiveness towards marketing strategies regarding the price of the product.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.487	2	0.451	0.254	0.065
Within Groups	245.251	136	2.152		
Total	119.308	138			

The table above examining the relationship between income levels of consumers and their responsiveness to marketing strategies regarding product pricing. Conclusion says that there is some variation in responsiveness to marketing strategies across income groups (as indicated by the F-statistic), this variation is not statistically significant at the conventional $\alpha = 0.05$ level ($p\text{-value} = 0.065$). Therefore, based on this



analysis, we do not have enough evidence to reject the null hypothesis that there is no significant relationship between income and consumers response to marketing strategies regarding product pricing.

CONCLUSION

In conclusion, this study has illuminated the noteworthy influence of the food industry' marketing strategies in the Banaskantha district. It is clear from thorough investigation and evaluation that these strategies are important in influencing consumer behavior and market dynamics in the area. Furthermore, the results highlight how crucial strategic marketing methods are to the food sectors operating in Banaskantha in terms of improving brand visibility, consumer engagement, and competitiveness. In order to validate and build upon these results, future research may investigate new variables or carry out longitudinal studies. This would ultimately aid in the continuous evolution and optimization of marketing tactics within the context of the food sector.

REFERENCES

Books:

- Nestle, M. (2013). Food Politics: How the Food Industry Influences Nutrition and Health. University of California Press.
- Schlosser, E. (2012). Fast Food Nation: The Dark Side of the All-American Meal. Mariner Books.

Journal Articles:

- Ailawadi, K. L., Harlam, B. A., César, J. D., & Trounce, D. (2006). Promotion profitability for a retailer: The role of promotion, brand, category, and store characteristics. *Journal of Marketing Research* , 43(4), 518-535.
- Andreyeva, T., Kelly, I. R., & Harris, J. L. (2011). "Exposure to food advertising on television: Associations with children's fast food and soft drink consumption and obesity." *Economics & Human Biology*, 9(3), 221-233.
- Boyland, E. J., & Halford, J. C. G. (2013). "Television advertising and branding. Effects on eating behavior and food preferences in children." *Appetite*, 62, 236-241.
- Cairns, G., Angus, K., Hastings, G., & Caraher, M. (2013). "Systematic reviews of the evidence on the nature, extent and effects of food marketing to children. A retrospective summary." *Appetite*, 62, 209-215.
- Chandon, P., Hutchinson, J. W., Bradlow, E. T., & Young, S. H. (2009). Does in-store marketing work? Effects of the number and position of shelf facings on brand attention and evaluation at the point of purchase. *Journal of Marketing* , 73(6), 1-17.
- Dhar, T., & Baylis, K. (2011). "Fast-food consumption and the ban on advertising targeting children: The Quebec experience." *Journal of Marketing Research*, 48(5), 799-813.
- Drichoutis, A. C., Lazaridis, P., & Nayga, R. M. (2006). Consumers' use of nutritional labels: A review of research studies and issues. *Academy of Marketing Science Review* , 2006, 1.



- Du, S., Bhattacharya, C. B., & Sen, S. (2010). Maximizing business returns to corporate social responsibility (CSR): The role of CSR communication. *International Journal of Management Reviews* , 12(1), 8-19.
- Grier, S. A., & Kumanyika, S. K. (2010). "Targeted marketing and public health." *Annual Review of Public Health*, 31, 349-369.
- Hamlin, R., Lindsay, S., & Insch, A. (2015). Retailer branding of consumer sales promotion. *Journal of Retailing and Consumer Services* , 22, 285-292.
- Harris, J. L., Schwartz, M. B., & Brownell, K. D. (2009). Marketing foods to children and adolescents: licensed characters and other promotions on packaged foods in the supermarket." *Public Health Nutrition*, 12(3), 409-417.
- Hawkes, C. (2007). "Regulating food marketing to young people worldwide: trends and policy drivers." *American Journal of Public Health*, 97(11), 1962-1973.
- Kelly, B., Halford, J. C. G., Boyland, E. J., Chapman, K., Bautista-Castaño, I., Berg, C., ... & Summerbell, C. (2010). Television food advertising to children: A global perspective. *American Journal of Public Health* , 100(9), 1730-1736.
- Nestle, M. (2002). "Food Politics: How the Food Industry Influences Nutrition and Health." University of California Press.
- Powell, L. M., Harris, J. L., & Fox, T. (2013). Food marketing expenditures aimed at youth: putting the numbers in context. *American Journal of Preventive Medicine*, 45(4), 453-461. doi:10.1016/j.amepre.2013.06.003
- Silayoi, P., & Speece, M. (2007). The importance of packaging attributes: A conjoint analysis approach. *European Journal of Marketing* , 41(11/12), 1495-1517.
- Smith, R. E., & Yang, X. (2004). "Toward a general theory of creativity in advertising: Examining the role of divergence." *Marketing Theory*, 4(1-2), 31-58.
- Story, M., & French, S. (2004). "Food Advertising and Marketing Directed at Children and Adolescents in the US." *International Journal of Behavioral Nutrition and Physical Activity*, 1(1), 3.
- Wansink, B., van Ittersum, K., & Painter, J. E. (2005). How descriptive food names bias sensory perceptions in restaurants. *Food Quality and Preference* , 16(5), 393-400.



MULTIDISCIPLINARY COSMOPOLITAN JOURNAL OF RESEARCH

(MUCOJOR)-2583-9829 (On-line)

International Peer Reviewed and Refereed Journal

Certification of Publication

The Board of Multidisciplinary Cosmopolitan Journal of Research (MUCOJOR) is hereby awarding
this certificate to

Prajapati Nileshkumar Shankarbhai

In recognition of the publication of the paper entitled

**EVALUATING THE INFLUENCE OF MARKETING TECHNIQUES ADOPTED BY FOOD
INDUSTRIES OF BANASKANTHA DISTRICT**

Published in Volume 02, Issue 03, June 2024.

A handwritten signature in blue ink, appearing to read 'N. Shankarbhai', is written over a horizontal line.

EDITOR IN CHIEF



**MULTIDISCIPLINARY COSMOPOLITAN JOURNAL OF
RESEARCH**

(MUCOJOR)-2583-9829 (On-line)

International Peer Reviewed and Refereed Journal

Certification of Publication

The Board of Multidisciplinary Cosmopolitan Journal of Research (MUCOJOR) is hereby awarding
this certificate to

Dr. Deval Jilariya

In recognition of the publication of the paper entitled
**EVALUATING THE INFLUENCE OF MARKETING TECHNIQUES ADOPTED BY FOOD
INDUSTRIES OF BANASKANTHA DISTRICT**

Published in Volume 02, Issue 03, June 2024.

EDITOR IN CHIEF