Ph.D Thesis

on

MARKETING OF LOCAL GOODS IN NAGALAND: AN ANALYSIS OF CONSUMER BUYING BEHAVIOUR

Submitted for

The Degree of Doctor of Philosophy in Commerce

By

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<u>CERTIFICATE</u>

This is to certify that the thesis entitled ***"Marketing of Local Goods in Nagaland: An Analysis of Consumer Buying Behaviour"*** *submitted to Nagaland University for the degree of Doctor of Philosophy in Commerce is a record of the research work undertaken by* ***Ms. Rongsennungla Jamir****, Research Scholar of Department of Commerce, Nagaland University, bearing Reg. No. Ph.D./COM/00320, dated 23rd August 2019, under my supervision and guidance. It is an original piece of work. She has fulfilled all the requirements laid down in the Ph.D. regulations of Nagaland University.*

The thesis is fit for the submission for the degree of Doctor of Philosophy in Commerce.

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DECLARATION

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December 2024

I, Rongsennungla Jamir, do hereby declare that the subject matter of this thesis is the record of work done by me, that the contents of this thesis did not form basis of the award of any previous degree to me or to the best of my knowledge to anybody else, and that the thesis has not been submitted by me for any research degree in any other University/Institute.

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ABBREVIATION

ACSS	Average Consumer Satisfaction Score
AMA	American Marketing Association
ASS	Average Satisfaction Scores
CSAT	Customer Satisfaction
CSS	Consumer Satisfaction Scale
DUDA	Development of Under Developed Areas
DMP	Dimapur
FSSAI	Food Safety and Standards Authority of India
KHM	Kohima
KPR	Kiphire
MARCOFED	Nagaland State Co-operative Marketing & Consumers' Federation
MKG	Mokokchung
MON	Mon
n.d.	no date
NBDA	Nagaland Bamboo Development Agency
NBHM	Nagaland Bee Keeping and Honey Mission
NBM	Nagaland Bio-resource Mission
NHHDC	Nagaland Handloom and Handicrafts Development Corporation
ODOP	One District One Product
SHGs	Self-Help Groups
TSG	Tuensang
WEAFED	Nagaland Apex Weavers and Artisans Federation Ltd.

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CHAPTER ONE

INTRODUCTION

BACKGROUND

The rise in globalisation, digitalisation, increased competition, advancing technology, environmental issues, change in government laws and policies and the customers' increasing demand have only given rise to more pressing challenges to move ahead in the business industry. This calls for more importance and emphasis on marketing activities and marketing management. Constant analysis, input, and modifications are needed to stay current with evolving competitive landscapes, technological breakthroughs, and changing consumer behaviours. The growth and development of a business and the economy very well depends on the effectiveness and potency of the marketing practices and policies. The management of all marketing activities is an ongoing strategy that helps businesses flourish, grow, and maintain long-lasting and ever-present relationship with the customers and the society at large. Organizations can more easily negotiate the marketplace's complexities, develop brand equity, cultivate consumer loyalty, and achieve sustainable growth with the help of an effective marketing plan.

The needs and demands of consumers and the interests of the society have become the predominant focus, driving all marketers to develop strategies and programs, thereby fulfilling not just the needs and satisfaction of the consumers but also fulfilling the social responsibilities for a sustainable future. Marketing is the linkage between the consumer needs and the marketer's efforts and capabilities to meet those needs. According to *Philip Kotler*, 1991, "Marketing is a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchanging products of value with others". *American Marketing Association, 2017* defines Marketing as "the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large". Marketing is the process of formulating and implementing strategies and activities by a business firm to bring about need satisfying products at a profit through positive relationship between the organization and its customers in a socially responsible manner. The performance, productivity and success of big businesses depend on the effectiveness of their marketing effort. Thus, marketing is both consumer-oriented and society-oriented.

A marketer's utmost priority is to see that their products are being sold profitably. To realize this objective, marketers' need to investigate into the market. The customers' buying decisions are influenced mostly by the product-related attributes as well as by his/her behaviour-related attributes such as personal, psychological, situational, and social. Marketer try to take attention and advantage of the attributes or factors that induces the buying decision of the customers. This in turn provides value for the product and maximizes satisfaction to the customers on one hand and helps to achieve the marketing objectives on the other.

There is a growing realization for becoming self-reliant on local products in India by emphasizing on production, manufacturing, promotion, and supply chain of such products. Indian Entrepreneurs are encouraged to follow the Prime Minister Narendra Modi's campaign for "Vocal for Local" and "Local for Global." This slogan encourages the consumers to support people making local products by buying from them. It also encourages marketers to be vocal about promoting the local products not only within India but also to global nations. Of late, Nagaland is witnessing gradual rise in the advent of local ventures and entrepreneurship.

In the rapidly evolving landscape of consumer markets, the marketing of local goods has become a topic of increasing importance, particularly in the context of Nagaland, a state known for its rich cultural heritage and diverse array of indigenous products including handicrafts, textiles, art, and agricultural produce, which carry the essence of the Naga people's identity. Despite the rich cultural diversity and distinctiveness of local products in Nagaland, there exists a gap in understanding the dynamics of consumer buying behaviour in the context of these goods. In today's dynamic consumer markets, marketing local goods, especially in regions rich in cultural heritage and indigenous products like Nagaland, is increasingly crucial. This research delves into consumer buying behaviour within this specific context. Nestled in the northeastern corner of India, the state of Nagaland is a tapestry of diverse ethnic communities, each with its own distinct cultural identity, artisanal traditions, and traditional methods of producing a wide range of local goods.

The concept of marketing has gained its importance in the path towards industrial growth and economic development. Manufacturers, producers and even nation-builders have felt the need and significance of effectively implementing the concept of marketing as a philosophy, principle, and policy in all decision-making and planning process. Businesses should prioritize developing a marketing strategy because it provides a framework for directing their marketing initiatives and guarantees that resources are allocated efficiently to meet organizational objectives. With a clearly defined marketing strategy, marketers can identify their target audiences, comprehend the needs of their consumers, set themselves apart from the competition, and position their products for maximum impact. Businesses may maximize their marketing mix, make well-informed decisions, and seize new possibilities by thoroughly understanding the market environment and client preferences. With a solid marketing plan, businesses can adjust to shifting market conditions. The absence of a strong marketing plan might prevent businesses from developing unique brand identities.

An effective implementation of marketing strategy is undeniably important to meet the challenges of the market environment today and for the survival of the business. So, marketers these days put on all efforts in their marketing activities to bring maximum profits out of creating consumer satisfaction. One very powerful marketing strategy is the ‘marketing mix’ strategy. It comprises of a set of four elements: product, price, place and promotion, which are controllable and designed accordingly to meet the needs of the consumers as well as to achieve profit maximization. The company aligns the development of its products, pricing, promotions, and distribution channels with its overarching objectives. The strategy is aimed at influencing demand for a product, meeting company’s objectives and providing value and satisfaction to consumers.

The marketing concept has evolved in a progressive fashion. From the traditional concept of marketing as a simple exchange between buyer and seller, there is a major shift in the concept which is oriented towards customers and the society (Palakshappa & Dodds, 2020). Contemporary marketing strategies for local goods must consider the distinctive features of these products, the preferences, and needs of consumers, as well as the broader socio-economic landscape (Sidali et al., 2013). For successfully managing the marketing activities, some of the necessary areas of engagements include marketing research, customer relationship management, brand equity, value offerings, and strategy development (Cowan et al., 2023).

Marketing involves comprehending the needs and preferences of the broader consumer market while also safeguarding the environmental and cultural attractions that appeal to visitors (Hakhroo, 2020). Marketing is essential for industrial growth and economic development (Palakshappa & Dodds, 2020). Traditional marketing approaches focused on product placement and pricing are no longer sufficient. Modern marketing strategies must consider the entire customer experience, including sensory elements and emotional connections (Ali & Ahmed, 2019). Constant adaptation is needed to keep pace with evolving competitive landscapes, technological advancements, and changing consumer behaviours (Li & Cao, 2022). The effectiveness of marketing practices significantly impacts business and economic growth (Cowan et al., 2023).

The concept of marketing has become crucial for industrial growth and economic development. Several studies have explored consumer behaviour in various contexts. Yin et al., (2021) discussed the impact of the COVID-19 pandemic on consumer behaviour, emphasizing the dynamic nature of consumer actions and decision-making. Auf et al., (2018) investigated the influence of price, motivation, perceived cultural importance, and religious orientation on consumer buying behaviour. However, these studies have not fully addressed the specific context of local goods in Nagaland, where cultural factors and unique product characteristics play a significant role. There is a gap in research exploring the intersection of consumer behaviour, cultural influence, and the marketing of unique local goods in a region like Nagaland. While the marketing of mainstream, mass-produced goods has been extensively researched, the nuances of marketing local, artisanal products in regions like Nagaland remain relatively unexplored. Recognizing this gap, the present study aims to shed light on the consumer buying behaviour towards local goods in Nagaland, a state that has a rich cultural legacy and a thriving tradition of indigenous product development.

CONSUMER BEHAVIOUR

Consumers are the primary target and focus of all marketing activities. Marketers should formulate and implement the appropriate plans to ensure consumer satisfaction by analysing how consumers behave and react to the products in the market. Consumer behaviour refers to the actions and decisions of the consumers that drive them to buy and use certain products satisfying their needs. It is the process where customers select, buys, and uses the goods or services according to their preference, needs, wants, and demands. The study of consumer behaviour is very dynamic and complex in nature. The process involved in one purchase decision may not be the same in another purchase decision. It is always subject to continual change as customer change their behaviour due to their psychological or physical needs. Customer behaviour is a significant factor in determining market trends and how well organizations succeed. For businesses looking to customize their goods, services, and marketing tactics effectively, it is essential to comprehend how consumers make decisions, what influences them, and how they react to marketing initiatives. Effective marketing strategies are based on consumer behaviour, which affects every product or service lifecycle.

The behaviour of consumers is the ultimate make-or-break factor for the success, profit, and growth of a business. The positive end response of the customers is their satisfaction and loyalty towards the products. Numerous aspects, such as psychological, social, cultural, and economic impacts, are involved in consumer behaviour. By exploring these nuances, companies may anticipate and adapt to shifting consumer preferences, which helps them create products that appeal to their target market. Understanding the buying behaviour of the target market is the essential task of marketing manager under modern marketing. It helps in knowing how potential customers will respond to a new product and helps companies identify the opportunities that are not currently met. Businesses can find areas for innovation, improve their pricing policies, and hone their communication channels by examining customer behaviour. Marketers need to cautiously consider and analyse the consumer behaviour in order to create consumer satisfaction. The actions of the consumers in the market and their underlying motives for those actions need to be ascertained. This will help the marketers to induce the buying/purchase desire and intention on the customer by executing and controlling the marketing mix elements.

Consumers’ buying decision involves a lot of thought process and analysis that makes them to make the final purchase. This decision making of the consumers is used before, during and after the purchase of a good or service. Therefore, it becomes vital for marketers to analyse the factors and attributes that affects the consumers in making the final purchase. Furthermore, by providing valuable insights into the decision-making processes of consumers, focused advertising campaigns may be developed to ensure that the target population understands marketing messages. Consumer buying decisions are mostly driven either by the attributes of the product or by his/her emotional needs or situational needs. Either way, it gives meaningful insights to the various type of consumer buying behaviour. The entire process of consumer buying decision helps the marketer to understand the needs, wants and demands of a consumer and why the purchase has been made. Therefore, Marketers need to focus on the entire buying process rather than just the purchase decision (Kotler and Armstrong, 2016). Companies that try to comprehend customer behaviour can better develop marketing collateral that appeals to consumers, build emotional bonds with them, and proactively adjust to changes in the market. Essentially, consumer behaviour insights help businesses remain flexible in shifting customer preferences and market conditions by acting as a compass for future business decisions and a tool for comprehending existing market dynamics.

LOCAL GOODS

There is growing interest in consumers for local goods, particularly locally produced food items as studies reveal that consumers find local foods to be healthier, organic, and sustainable. The term “local” has been trending everywhere around the world. Various initiatives to “buy local” have been taken up to promote local products. The concept of supporting local goods is rooted in promoting economic sustainability, community development, and environmental responsibility that are closely tied to a specific geographic area. Supporting local goods has an economic impact by creating jobs, fostering entrepreneurship, and circulating money within the community. Local production often involves smaller businesses and artisans, who may be deeply embedded in local culture, traditions, and history fostering a sense of community and connection. Using traditional methods and techniques, local goods production help to preserve cultural practices and heritage maintaining the uniqueness of a region's products. Consumers often associate local goods with higher quality and authenticity leading to increased consumer confidence and satisfaction. Local goods bring focus on an integrated sustainable production, processing, distribution, and consumption thereby enhancing the economic, environmental, and social health in a particular region.

Consumer behaviour is changing where most buyers are seeing their local shops and local products through a different perspective. Consumers are showing a growing interest in supporting local businesses and purchasing locally made products. The Covid-19 pandemic also brought about a shift in consumers spending habits which is inclined mostly towards local shopping. It has made people re-examine the value of local products. The rise of e-commerce platforms dedicated to promoting and selling local goods allows consumers to access a wider range of products from local producers. Farmers' markets, trade expos, and different events continue to be popular venues for local producers to showcase and sell their goods directly to consumers. Government and Institutional support like financial incentives, marketing initiatives, or infrastructure development support local businesses and promote the consumption of local goods.

People buy local goods and enjoy the label “local” especially when it comes to local foods. It is understood that some define “local” by the distance to market, or by staying within state territories, or by other regional boundaries. But what local really means can vary between buyers and between marketers. Marketers touting their "local products" may be using different concepts of the term “local.” Ultimately, the interpretation of "local" and the marketing strategies surrounding “local goods” or “local products” depend on the specific goals, and target audience of each marketer.

According to the definitions from Oxford Languages, the term local is defined as *“relating or restricted to a particular area or one’s neighbourhood.”*

According to Collins English Dictionary, local is defined as *“characteristic of or associated with a particular locality or area.”*

Goods are tangible items aimed to satisfy a human need or want. Such items can be of consumer goods or industrial goods. Consumer goods are the finished products which are produced and ready to be sold for use, consumption and satisfaction of consumer wants. Industrial goods, on the other hand, are the materials and products which are used for production of other goods, and sold for business and industrial use.

To know what type of goods are considered local depends on the requirements of different types of consumers as well as industrial goods. The considerations may be the ingredients or raw materials which are used for the final products or the location of manufacturing unit for the products. There is thus a good reason to emphasize on what makes a product local and to bring awareness to the consumers of where their products come from. "Extending the definition of local beyond geographic boundaries suggests that people care about how and by whom food is produced, distributed, and marketed" (Hand & Martinez, 2010).

According to the United States Department of Agriculture, "Local food is defined as the direct or intermediated marketing of food to consumers that is produced and distributed in a limited geographic area. There is no pre-determined distance to define what consumers consider "local," but a set number of miles from a center-point or state/local boundaries is often used. More importantly, local food systems connect farms and consumers at the point of sale.

The term "local goods" geographical definition is typically understood by most people. But this definition does not always address the issue as to why people demand and seek for local goods. The buying motives differ from consumer to consumer. Given that local and local goods may carry different meanings to different consumers and marketers, the proposed study will examine the consumers awareness and buying behaviour for locally produced or manufactured consumer goods.

For the purpose of this study, the term "local" is defined by *"the boundaries covering the state of Nagaland"* and "local goods" is defined as the *"goods which are produced or manufactured and sold within the state of Nagaland irrespective of whether the procurement and supply of raw materials and ingredients for such finished goods are from Nagaland or outside Nagaland"*. Accordingly, four categories of local goods have been included for the purpose of this study viz., handicrafts, handlooms, agro-products, and processed foods.

As the term "local" may carry different meanings for different consumers and marketers, the study aims to shed light on the factors driving consumer demand for local goods within the boundaries of the state of Nagaland to contribute valuable insights to local businesses, policymakers, and marketers in their efforts to promote and sustain local products in the region.

RATIONALE OF THE STUDY

The rationale of this study on "Marketing of Local Goods in Nagaland: An analysis of consumer buying behaviour" lies in addressing the increasing significance of local goods in the context of Nagaland's cultural heritage, economic development, and changing consumer behaviour. Nagaland is renowned for its rich cultural diversity, with each district housing distinct tribal communities, traditions, and crafts. Local goods encapsulate the essence of Naga cultural heritage, and studying consumer buying behaviour towards these goods will help preserve and promote the region's unique identity. In the wake of global sustainability concerns, local goods gain prominence as eco-friendly and sustainable alternatives to mass-produced products. Consumers' increasing awareness of environmental issues is influencing their buying decisions, making this study relevant in understanding how local goods align with consumers' values and preferences for responsible consumption.

The local goods market presents significant opportunities for economic growth and empowerment of local communities. By supporting and promoting local goods, consumers contribute to the development of small-scale industries, artisans, and entrepreneurs. This study aims to identify factors that drive consumer demand for local goods, offering insights to policymakers and businesses to design strategies that foster economic growth within the state. By exploring consumer buying behaviour towards local goods in Nagaland, this research aims to provide actionable insights for local marketers, policymakers, and businesses to tap into the potential of the local goods market, bolster economic development, and foster a sustainable and culturally vibrant future for Nagaland.

The Government of Nagaland along with the Department of Industries and Commerce have been initiating and undertaking measures and programs for the upliftment of industries, business, and service sector. The Nagaland State Co-operative Marketing & Consumers' Federation Ltd. (MARCOFED) establishes in the year 1968 functions as the apex level Co-operative Institution for Marketing of agricultural produces and distribution of essential commodities in the State. The Nagaland Handloom & Handicrafts Development Corporation Ltd. was set up in the year 1979 with the main objective of promotion and development of traditional Handloom & Handicrafts products indigenous and unique to the state of Nagaland. For the promotion and development of agricultural and organic products as well as for the processed food products, food processing units with modern state-of-the-art infrastructures have been set up. Exhibitions, trade fairs, Government organised festivals such as Hornbill Festival, etc., are also some of the major initiatives of the Government for the promotion of local goods in Nagaland. The Government of India also launched the mission "Unnat Bharat Abhiyan" in 2014. With this initiative that aim to bring a transformational change in rural development, rural entrepreneurs can seek assistance in innovating ideas and solutions to meet development and productive needs. YouthNet, a non-profit organization in Nagaland, set up in 2006 has launched the centre for "Made in Nagaland". The centre provides exposure and platform for local entrepreneurs to promote their locally produced products and services within and outside of Nagaland.

Therefore, with Government undertakings and the gradual rise in local businesses in Nagaland, the buying behaviour of consumers play a key role in the promotion, development, and growth as well as the profitability of such local business. The consumer behaviour towards local goods is an important factor to be considered by local good producers while programming their marketing activities and strategies. In fact, this study is based on analysing the different behaviour of the consumers, particularly their perception, buying decisions, preference over external goods and satisfaction towards marketing of local goods in Nagaland.

REVIEW OF LITERATURE

This section presents a review of relevant literature organized under key themes related to consumer behaviour and the marketing of local goods. The themes will delve into specific areas of existing research undertaken by many scholars and academicians, who have put forward their opinions on the theory and concept of local goods marketing and of consumer buying behaviour. This approach will facilitate a thorough analysis of the existing literature in order to provide a comprehensive understanding of the research landscape and identify potential research gaps. The themes are:

A. Local and Indigenous Goods
B. Consumer Perception
C. Marketing Mix
D. Consumer Buying Decisions
E. Consumer Preference and Satisfaction

A. Local and Indigenous Goods

Sarumathi (2015) in the thesis entitled "A Study on Consumer Behaviour Towards Organic Food Products in Pondicherry" focuses on the increase in organic food production and consumers interest in organic food consumption as their daily intake. The study attempts to analyse and understand the consumers' knowledge, perception, and attitude towards organic food products in the state of Pondicherry. The data were collected from both Indian consumers and Foreigners. The study concludes that knowledge and education influence the buying behaviour of consumers. People make purchase decision when they trust that the products are healthy and are certified. The reasons for not buying organic products are non-availability, less variety and high pricing policy. The study suggest that consumers need to be educated more on organic products, retailers should create awareness among the consumers and farmers should practice direct marketing in the local markets.

Paul and Goowalla (2018) in the study of "A Study on Consumer Awareness of Handloom Products with Special Reference to Dimapur District-Nagaland" says the handloom sector in Nagaland needs to be revamped and the art of weaving needs to be preserved as the sector faces many problems leading to closure of many handloom units. The objective of their study was to analyse the consumer awareness while buying handloom products in Dimapur district of Nagaland. The study concluded that quality, comfort and self-decision are the most common factors that influences the buying decision of consumers. It also concluded that consumers are not very much aware of all the handloom products. They suggested that local, state and central government needs to implement programs for the development of the handloom sectors. The handloom traders and weavers should also take high concern for the promotion and awareness of the handloom products.

Murumi and Sharma (2019) in their article entitled "Handloom and Handicraft of Nagaland: A study of Dimapur" says that the Naga Handicraft and Handloom sector is a sense of identity, pride, heritage and self-sufficiency for the people. The article focuses on the growth and promotion of the Naga Handicraft and Handloom sector and how these sectors serve as a livelihood for the people of Nagaland. The art of handicraft and handloom has been passed on from one generation to another and is still given utmost priority by the people of Nagaland. With modernization and the changing needs and demands of the people, there has been development in new design and redesign of the crafts and handlooms. Equipment and machineries have been introduced for better production and initiatives for the promotion of these sectors have been implemented.

Hakhroo (2020) in the study of "Review of rural marketing in India and innovations in rural marketing" says rural marketers should develop and sell products according to the needs and demands of rural consumers. The objective of his study was to understand the innovations and strategies of rural marketing and to understand the rural consumers of India. Through review of secondary data, the study concludes that a step towards nation development is through the development of rural markets. The scope and future of rural marketing is very promising for marketers, for the economy and most of all for better standard of living for the people living in rural areas.

B. Consumer Perception

Borah (2015) in the thesis entitled "A study on consumer perception towards product quality of select branded consumer durables" tries to analyse and examine the influence of product features, brand image, and pricing on consumers' perception towards brand quality, by selecting branded home appliances as the product for the study. He found through the study that price, brand image, durability, superior product features significantly influence consumer perception of quality of their favourite brand of durable. Also, the study revealed how personal factors of the perceiver like age, income, occupation, income of spouse can influence the relative importance assigned to the variables price, brand image, durability, country of origin associations, product features in making a brand choice.

Jeyaraj (2016) in his thesis entitled "Consumer Perception on Marketing Mix ion Organized Retailing with Special Reference to Erode District" makes a comparison between organized and unorganized retail sectors with regard to consumers' preference, attitude and perception on the marketing mix elements. The objective of the study was to analyse the consumer opinions towards organized retail stores and to determine the consumers perception on the marketing mix elements. The study concluded that consumers prefer organized retail sectors because of low cost and variety of products and that the concept of marketing mix lacked in organized retail sectors which led them to decline in sales.

Jain (2017) in his thesis entitled "Measuring the Impact of Marketing Strategy on Consumer Perception (A Study of Consumer of Udaipur)" says that a marketer needs to collect as much information as to the behaviour of the consumers in order to introduce a product and to create value and satisfaction in the mind of the customer. Using the data from FMCG consumers of Udaipur, Jain attempts to measure the impact of marketing mix strategy on consumers and on their perception and level of satisfaction. The study concludes that consumers perceive the quality of FMCG products from the price factor and consumers tend to be attracted towards promotional pricing strategies such as offers and discounts. Consumers are also highly satisfied with the pricing strategies of FMCG companies.

C. Marketing Mix

Shantakumari (2015) in her study of "The Impact of Marketing Mix on Consumer Buying Behaviour" says that consumers may state their needs and wants but may act otherwise at the time of purchase because of various behavioural factors that affects them. This study was conducted on Jaffna consumers to find out the influence of marketing mix on the brand loyalty of the Jaffna consumers. The study analysed two low involvement products (tooth-paste and milk) and two high involvement products (motor bicycle and T.V). This study revealed that the higher positive opinion of marketing mix leads to strong brand loyalty, and also found out that the word of mouth has a higher influence on the customer than the marketing mix.

Indumathi and Dawood (2016) in the study of "Impact of Marketing Mix on Consumer Buying Behaviour in organic product" says there is a changing demand of Indian customers towards organic product. According to them, there are two types of Indian consumers spending, regular spending for basic necessities and lifestyle for computers, cars, cell-phones, etc. Such spending involves consideration of different factors, especially for commodities that are a necessity. The study identifies and captures 19 variables of Marketing Mix, 5 under Product factors, 3 under Price factor, 6 under Place factors and 5 under Promotion factors. It attempts to find the most influential variables under each factor that affects the consumer buying behaviour in organic food. The study concluded that all the four factors have significance with the purchase decisions towards organic products. People buy the products even when the prices are high as organic products correlates with healthy living.

Sisodiya and Sharma (2018), in the study of "The Impact of Marketing Mix Model/Elements on Consumer Buying Behaviour: A Study of FMCG Products in Jaipur City" says that, through the investigation of consumer behaviour, the purpose of purchasing and utilising procedure of the buyer can be incorporated. While purchasing, customer gets driven by factors such as feeling, inspiration, salary, way of life, culture, etc. This study analyses the marketing mix elements and how these elements influence the buying behaviour of customers in FMCG products in Jaipur City. The results show a positive relationship between marketing mix elements and consumer buying behaviour, price being the highest factor of influence followed by promotion, product and place, in descending order.

D. Consumer Buying Decisions

Thangasamy and Patikar (2014) in the study of "Factors Influencing Consumer Buying Behaviour: A Case Study", said that there is a twin paradoxical end between the producers and consumer that needs to find a compromising point to achieve the profit margin and purchase satisfaction respectively. For this, marketers need to research on the dynamic behaviour of the consumers. Television, refrigerator, washing machine, four-wheeler and furniture were the durable products selected for the study. The objectives of their study were to examine the factors inducing the consumer buying behaviour of the selected durables. Their study concludes that evaluating and understanding the consumers' buying behaviour helps the marketers to formulate the marketing strategy with the best marketing mix, to achieve profit margin and customer satisfaction.

Subrato (2017) in the study of "A Study on Changing Buying Behaviour of Indian Customers" says the increase in consumer awareness affects the buying decisions of the consumers. Rise in income, growing economy and availability of variant choices of products and services gives rise to new consumer segments in the markets. Moreover, it has only made the study of consumer behaviour more complex. There is increase in the purchase of urban products and consumers prefering to buy fast and ready-to-serve food products. A lot of urban consumers have western influence in their lifestyle and their buying behaviours. Indian consumers are becoming more open-minded and experimental in their choices of products and services, and are becoming more value-oriented.

Shukla (2019) in the thesis entitled "A Study of Consumer Behaviour Towards Buying Decisions for Consumer Goods with Special Reference to Lucknow" says understanding consumer behaviour is very complex and the degree of complexity increases with specialized products especially durable ones. The study attempts to understand the factors responsible for a particular behaviour of consumers and its relationship with various parameters such as age, family, income, etc. The study used specific consumer durable products like mobile phones, refrigerators, laptops, twowheelers, etc. It concluded that the behaviour of consumer changes with age, income, education, etc. Therefore, marketers and manufacturers should study consumer behaviour in the light of their age, income, education, family size, etc.

Murthy and Raju (2020) in the study of "A Study on Buying Behaviour- with Reference to Rural Consumers" says that consumer buying behaviour between the rural and urban market range variably in terms of factors or attributes in making the final purchase. The rural market has increasing potential and opportunities, marketers need to take advantage of it and consider marketing rural products. Their study aims to study the consumption pattern and buying behaviour of the rural consumers. The study observed that the buying behaviour of rural consumers are influenced by one's experience and their family's experience. Price, quality and brand, especially for durable products, were the major factors that leads to the final purchase of the rural consumers.

E. Consumer Preference and Satisfaction

Zia (2017) in the article entitled "Impact of Product Attributes on Purchase Decision: A Study of Processed Food Consumer in India" talks about how Indian consumers are becoming well-educated and well-informed. The study aims to analyse the consumer buying behaviour towards processed packaged food with respect to the product attributes. A shift from traditional food to processed food is seen in consumers because of the fast-changing lifestyle. The study concluded that, Indian consumer being a money saver, price is the major factor affecting buying behaviour followed by taste for processed food products. Branding and advertisements influence the consumers' preference over the nutritional value of processed food products.

Mugera et al (2017) in their article "Consumer Preference and Willingness to Pay for a Local Label Attribute in Western Australian Fresh and Processed Food Products" says Government funded programs for promoting local food helps the local producers to sell in the local market as well as help in expanding to the domestic and international market. Consumer awareness is also facilitated through such Government initiatives. Consumers prefer local foods because of the high-quality attribute attached with the locally produced foods. There is a need to label products that can identify with the characteristics of local, differentiated from non-local products. This unique labelling helps to capture the local food consumer segment in the market.

Pícha et al (2018) in their article entitled "Preference to Local Food vs. Preference to "National" and Regional Food" says as consumers" become more interested in their cultural values and traditional values, the chances for businesses of local producers growing are evident. Local producers were usually excluded from the market as being uncompetitive compared to the national or global producers. Their study attempts to study the factors influencing the consumer preferences among products branded as local, national and global. The result shows that consumers perceive local products as being higher quality than national or global products. Consumers also link the local products with having some characteristics of cultural and traditional value. Local producers can use this information for promotion and communication with the local food consumers.

Auf, Saoula & Majid (2018) in their study of "Consumer buying behaviour: The roles of price, motivation, perceived culture importance, and religious orientation" mentions how the issues related with studying consumer behaviour is becoming more heterogenous in nature, more so because of cultural differences. Consumer preferences also change with market trends and fashion. Their study attempts to study the role of price, motivation, perceived culture, and religious orientation, in influencing the buying behaviour of the consumers. A direct relationship between the factors and consumer behaviour was found. Studying consumer behaviour helps to understand the consumer preferences and also helps the marketers to align their marketing strategies with the consumer preference.

STATEMENT OF THE PROBLEM

The analysis of literature uncovered significant findings into consumer behaviour and methods of marketing for local goods. The existing literature indicates that consumer purchasing decisions regarding local goods are influenced by factors such as the cultural relevance of the products, their perceived quality, pricing, and level of consumer awareness. The literatures reveal that consumer purchasing decisions regarding local goods, such as handlooms, handicrafts, and organic products, are often influenced by their close association with cultural identity, sustainability, and health considerations.

However, the literature also reveals that factors such as limited awareness, limited availability, and competition from non-local goods can constrain consumer purchasing decisions and their satisfaction with local products. Furthermore, the necessity of effective marketing techniques, such as the marketing mix and branding, has been highlighted in terms of influencing consumer perception and loyalty.

Despite the findings evident from the existing literature survey, there has been very limited research being done on the consumer buying behaviour for local goods. While researching for scientific or academic information regarding the local goods and the consumer behaviour towards the purchase of local goods, it was found that there were limited sources of study, which were provided only through global and national studies.

Moreover, in Nagaland, research in this line is yet to be undertaken. There is a lack of comprehensive studies that investigate the specific buying behaviour of the consumers in Nagaland and their preferences when it comes to choosing local products over alternatives. This gap underscores the need for a focused investigation into Nagaland's local goods market to better comprehend consumer behaviour, preferences, and satisfaction levels. Thus, it becomes absolute necessary to undertake research study about the local goods market in Nagaland and the consumer buying behaviour towards such goods. This research seeks to provide valuable insights that can contribute to the development of targeted interventions and strategies to promote the marketing and consumption of local goods in Nagaland.

This research study aims to address the identified research gaps by focusing on key variables derived from the literature review. Consumer awareness of local goods and local marketers' marketing mix strategies are important independent variables that shape customer perceptions and behaviours. These factors influence the dependent variable, customer perception of local goods, which is a crucial determinant of satisfaction with local products. The study also examines the mediating role of the customer's buying decision, which links awareness and marketing approaches to actual purchasing actions. Furthermore, the outcome variables, purchase behaviour and post-purchase behaviour, provide a comprehensive understanding of how consumers make purchasing decisions and their level of satisfaction after the purchase. By analyzing these variables, the study endeavours to offer a comprehensive understanding of the dynamics that influence the marketing and consumption of local goods in Nagaland, as well as practical recommendations for local market stakeholders.

CONCEPTUAL FRAMEWORK

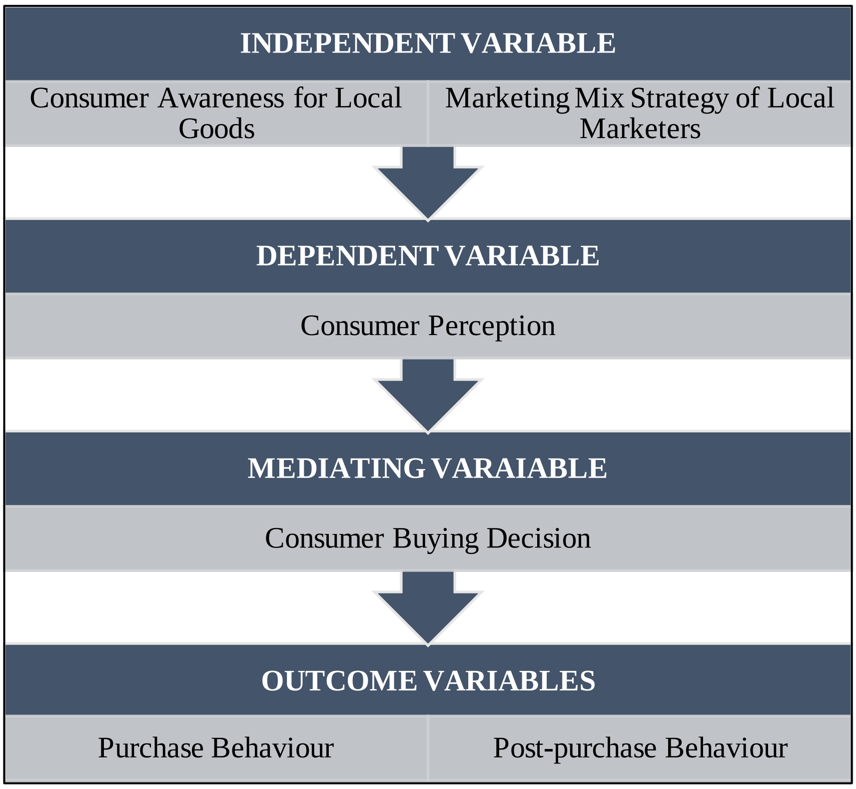
Consumer buying behaviour examines the complex process through which consumers make their purchase decisions. Understanding the factors and determinants that influence the buying behaviour process is imperative for every marketer to strategize all marketing activities and plans effectively. This study tries to understand the complexities of consumer buying behaviour within the context of the state of Nagaland, particularly in the six selected Districts, aiming to explain on the key variables and decision-making processes that influence consumer choices in these Districts.

The underlying framework for the study outlines the key variables of consumer buying behaviour and the relationships among those variables that will be explored in the study. It seeks to understand how consumer perception towards local goods is influenced by two main factors: consumer awareness and the marketing mix strategy employed by local marketers. The framework also examines how consumer perception impacts the buying decision, purchase behaviour, and post-purchase behaviour concerning local goods.

In the diagram Exhibit 1, the two independent variables, "Consumer Awareness for Local Goods" and "Marketing Mix Strategy of Local Marketers," are represented at the top. These variables influence the dependent variable, "Consumer Perception of Local Goods," The mediating variable, "Consumer Buying Decision," acts as a mediator between consumer perception and the outcome variables. The two outcome variables, "Purchase Behaviour" and "Post-Purchase Behaviour," are at the bottom of the framework. These variables are influenced by the buying decision, representing the actual purchase actions and post-purchase evaluations of consumers. The arrows in the diagram indicate the direction of influence and relationships between the variables. The conceptual framework serves as a visual representation of the research model, illustrating how consumer perception towards local goods is affected by awareness and marketing strategies and, in turn, influences buying behaviour and post-purchase actions.

Exhibit 1

Conceptual Framework



Note. Diagram of Conceptual Framework of the Study. Own work.

1. Independent Variables:

a) Consumer Awareness for Local Goods: This variable represents the extent to which consumers are informed and aware of the existence and availability of local goods in Nagaland, their benefits, and cultural significance. Consumer awareness is influenced by promotional activities, advertising, and word-of-mouth communication regarding local goods. The knowledge and understanding of an item or product are necessary to make the best and ideal purchase decision. The details and information of the products and how a marketer communicates and promotes them will ensure that consumers are fully aware about the purchases they make. As consumers recognizes their need, the seek for information for the products that will meet their needs. When the information sought are inadequate and unclear, it may lead a customer to making wrong purchase decision leaving them dissatisfied and disloyal to the product and its brand.

b) Marketing Mix Strategy of Local Marketers: This variable refers to the marketing decisions made by local marketers, including product positioning, pricing, distribution channels, and promotional efforts. The marketing mix strategy aims to create a compelling value proposition for local goods and influence consumer perceptions. Local marketers need to carefully craft their marketing mix strategy to align with consumers' preferences and aspirations. Highlighting the cultural authenticity, quality, and sustainable features of local goods can create a compelling proposition for consumers.

2. Dependent Variable:

Consumer Perception of Local Goods: Consumer perception is the dependent variable in the framework. This construct represents how consumers perceive local goods in Nagaland. It is influenced by factors such as brand image, quality, price, cultural relevance, and previous experiences with local goods. It reflects how consumers interpret and make sense of information about local goods. It influences their attitudes, preferences, and ultimately, their buying decisions. Positive consumer perception towards local goods is associated with attributes like authenticity, cultural relevance, and sustainability of local goods. It can lead to increased interest, trust, and loyalty, motivating consumers to choose local products over alternatives.

3. Mediating Variable:

Buying Decision: The mediating variable in the framework is the consumer's buying decision. This construct indicates the process through which consumers evaluate the perceived value of local goods and decide to purchase or not. Consumer perception towards local goods can impact their willingness to make a purchase decision. A positive perception may lead to a higher likelihood of choosing local goods over other alternatives.

4. Outcome Variables:

a) Purchase Behaviour: This variable represents the actual purchase action taken by consumers in response to their buying decision. Positive consumer perception and buying decision can result in consumers actively purchasing local goods. If consumers perceive local goods as valuable, authentic, and aligned with their values, they are more likely to purchase them.

b) Post-Purchase Behaviour: Post-purchase behaviour refers to the actions and evaluations consumers undertake after buying local goods. Positive post-purchase experiences, such as product satisfaction and perceived value, can lead to repeat purchases and brand loyalty. Positive post-purchase experiences, such as product satisfaction and perceived value, contribute to building brand loyalty and repeat purchases.

The conceptual framework will serve as a guiding structure for the research, enabling a systematic investigation into the factors influencing consumer behaviour towards local goods in Nagaland. By analysing these relationships, the study aims to offer valuable insights to local marketers and policymakers, enabling them to develop effective strategies to promote and sustain the local goods market in the region.

OBJECTIVES OF THE STUDY

The overall objective is to examine the marketing of local goods in Nagaland. However, the specific objectives are as follows:

1. To review the status and trend of the market for local goods in Nagaland.
2. To analyse consumers' perception towards local goods of Nagaland.
3. To examine the effect of Marketing Mix elements in creating consumer awareness towards local goods.
4. To investigate into the buying decision of consumers with regard to the purchase of local goods of Nagaland.
5. To make a comparative study of consumers' preference and satisfaction between local goods and external goods.

INVESTIGATIVE QUESTIONS

Investigative questions are important in research because they guide the study and ensure that the researcher addresses the research problem in a systematic manner. Investigative questions are essential for guiding research because they focus a broad topic down to specific areas of inquiry. They help to define the research problem and guide data collecting efforts by showing what data is required and how it should be collected (Creswell, 2014). These questions also ensure a systematic approach to research, keeping the study on track (Bryman, 2016). Furthermore, investigative questions facilitate data analysis and the development of meaningful findings by thoroughly addressing each aspect of the study problem (Yin, 2018).

Hence, some investigative questions have been derived from the objectives of the research study to collect review of literatures and to prepare data collection instrument. They are as follows:

a. How can we define “local”?
b. What is the importance of local/indigenous goods?
c. What are the common local/indigenous goods in Nagaland?
d. How are local goods marketed in Nagaland?
e. How do consumers perceive local goods?
f. How is consumers’ purchase intention influenced by their perception towards local goods?
g. Does Marketing Mix strategy help in creating consumer awareness?
h. What are the impacts of each element (Product, price, place, promotion)?
i. What are the factors/attributes associated with purchase of local goods?
j. What is the purchase behaviour and post-purchase behaviour of consumers of local goods?
k. What factors influence consumers’ preference over local goods?
l. What factors influence consumer satisfaction over local goods?

HYPOTHESES OF THE STUDY

The present study has been conducted with the following two hypotheses which has been tested based on the research findings:

1: Pricing has a direct positive effect on consumer perception towards local goods.

2: With regard to consumer satisfaction, there is no significant difference between local goods and external goods.

RESEARCH METHODOLOGY

The study on the marketing of local goods in Nagaland is an empirical one based on descriptive research design. Both primary data and secondary data has been used for this study. However, considering the nature of this type of research, survey method was used for collecting primary data. To have wide coverage of the study area, six Districts of Nagaland were included for the study viz., Kohima, Dimapur, Mokokchung, Kiphire, Tuensang and Mon, of which the last three Districts are from Eastern Nagaland and are comparatively backward as against the first three Districts.

A. Data Collection

The data for the study were collected from both primary and secondary sources. However, primary source has been extensively used to collect the considerable portions of the required data for the study.

The primary data were collected with the help of a well-structured interview schedule and through observation and informal interview method, considering the remoteness of some of the districts. It was administered to the sample respondents in all the selected six Districts under study. The secondary data were collected from the published and unpublished documents and records reports of Government of Nagaland such as, Department of Industries and Commerce, Statistical Handbook of Nagaland,

Nagaland Basic Facts, other periodicals of Nagaland, books, relevant thesis, and journal articles related to the research topic.

B. Sampling

Six selected districts of Nagaland viz., Kohima, Dimapur, Mokokchung, Kiphire, Tuensang and Mon, of which three districts are from eastern Nagaland, constitute the universe or population from where sampling units were collected. Consumers of these six districts are the sampling units that were surveyed. A total sample of 600 respondents were considered for the purpose of this study. Table 1.1 gives an account of the distribution of sample distribution of each Districts based on the population (2011 census).

Table 1.1
Sample Distribution

Districts	Population (2011 census)	Percentage (in %)	Rounded %	Sample Size
Dimapur	378811	27.80	28	168
Kohima	267988	19.67	20	120
Mon	250260	18.37	18	108
Tuensang	196596	14.43	15	90
Mokokchung	194622	14.28	14	84
Kiphire	74004	5.43	5	30
Total	**1362281**	**100**	**100**	**600**

Source: Field Survey

A well-structured pre-tested interview schedule was used as an instrument for data collection. A pilot survey was conducted with 50 sample respondents from within the study area. Considering the suggestions of experts and comments of the pre-tested respondents, the rough draft of the interview schedule was revised and the final draft was prepared. The variables of the study were identified by referring to various research reports and articles to design the interview schedule.

Non-probability convenience sampling technique was used for sample selection. Consumers below the age of 18 years were not included under the sample.

C. Data analysis

The data collected with the help of an interview schedule method was verified thoroughly for further processing of data. Proper editing work was made, wherever necessary. Each question was then coded and fed into the computer with the help of MS Excel and IBM SPSS Statistics 20 for further analysis. The information so generated was classified, and tabulated as per the requirements of the study.

In order to analyse the consumer buying behaviour towards local goods, the data were analysed by bringing raw data to measured data, summarizing the data and then applying analytical method to manipulate the data so that their interrelationship and quantitative meaning become evident. Important statistical tools like average, percentage, range, pie-chart, bar diagram, Likert Type 5 Point Scale, correlation, regression analysis, factor analysis and paired sample t-test were used to analyse and interpret the collected data for drawing meaningful inferences and conclusion. Also, other relevant and appropriate statistical technique like weighted average method were used to work out consumers' satisfaction index.

SIGNIFICANCE OF THE STUDY

The purpose of this study is to understand the market for local goods in Nagaland and the consumer buying behaviour towards local goods. The significance of the study cannot be overstated. This study holds substantial importance for various stakeholders, including local marketers, businesses, policymakers, and researchers.

Nagaland, like many other regions, is known for its unique local goods that are deeply rooted in the state's culture and traditions. The study aims to understand the consumers' preferences for these products and their significance in preserving local heritage. By promoting and supporting local goods, the study can contribute to the preservation of indigenous arts, crafts, and traditions, which are at risk of being marginalized due to globalization and mass-produced alternatives.

By analyzing consumer buying behaviour, the study can provide insights into the demand for local goods, shedding light on the factors influencing consumer purchasing decisions, which can aid in the development of sustainable marketing strategies. This, in turn, can lead to the growth of local businesses, policymakers, and marketers to formulate effective strategies that can bolster the marketing and consumption of local goods, contributing to the economic well-being of the region.

Understanding consumer preferences and behaviours towards local goods can empower entrepreneurs with valuable information to make informed business decisions. They can tailor their marketing efforts, pricing strategies, and product offerings to better meet the needs and preferences of their target audience. This study will give local marketers and business an insight into how they could identify and retain their customers and help to improve upon their strategies of anticipating the customers' buying behaviour.

By understanding the factors that influence consumers' purchasing decisions, marketers can develop strategies to improve the perception of local goods, dispel any misconceptions, and highlight the unique selling points of these products. This could potentially lead to increased demand and acceptance of local goods among consumers and help to bring about consumers' perception and awareness towards local goods and the factors determining their final purchase decision.

The research covers six districts of Nagaland, allowing for a comprehensive understanding of the regional variations in consumer buying behaviour. This data can have implications for regional development policies and resource allocation. Policymakers can use these findings to support specific districts or industries that might require additional attention or resources. It will inform them about the specific needs and challenges faced by local businesses, which can contribute to the formulation of supportive policies that encourage the growth of the local goods market. The research outcome will bring forth the similarities and differences between the six Districts with regard to consumer buying behaviour towards local goods.

As the first comprehensive study on this subject in Nagaland, the exploration of consumer buying behaviour in the marketing of local goods opens several avenues for further research. The data and findings will create a foundation and a potential direction for further studies and research on the local goods market and consumer behaviour in the region and beyond. Other researchers can build upon these findings and delve deeper into specific aspects or conduct comparative studies with other regions to gain a broader perspective and understanding of consumer behaviour in the context of local goods in Nagaland.

SCOPE OF THE STUDY

The present study has been carried out in the state of Nagaland covering 57.04 % of its geographical area with a population of 19,78,502 as per 2011 Census.

The scope of this study encompasses multiple dimensions to provide a comprehensive analysis of the market for local goods in Nagaland and the consumer buying behaviour towards such goods.

The study focused on the local goods market in Nagaland, and explores the dynamic behaviour of consumers in Nagaland, including awareness, preferences, buying decisions, and satisfaction towards local goods.

The interview schedule was administered to only three fundamental groups of respondents: local artisans, local marketers, and local consumers.

The study covered only six selected districts out of seventeen Districts at present of Nagaland viz., Kohima, Dimapur, Mokokchung, Kiphire, Tuensang and Mon, ensuring a diverse and representative sample of respondents.

The study focused broadly on marketing aspects by delving deeply into specific parameters, including Marketing Mix Strategy, Consumer Awareness, Consumer Perception, Consumer Buying Behaviour, Consumer Preference, and Consumer Satisfaction. These factors were analyzed to understand their relationship and influence on the local goods market in Nagaland.

DEFINITION OF KEY TERMS

Local

Local is defined by the geographical boundaries covering the state of Nagaland.

Local Goods

Local goods refer to those goods which are produced or manufactured and sold within the state of Nagaland irrespective of whether the procurement and supply of raw materials and ingredients for such finished goods are from Nagaland or outside Nagaland

Handloom

Any type of goods that are made from cloth, thread, and yarn though the process of hand weaving. Handloom also refers to textiles and fabrics produced using traditional weaving techniques by local artisans in Nagaland. It includes a range of products such as shawls, mekhalas, bags, waistcoats, necktie, etc.

Handicraft

Handicraft refer to those products that are manually crafted with or without machinery and indigenous technology. This includes a variety of handmade products like basket, jewellery, utensils, etc., emphasizing the cultural and artistic heritage embedded in Nagaland's handicraft industry.

Agro-products

Agro-products includes products that are directly produced or grown through farming and agriculture. This category includes fresh produce, grains, fruits. Spices, etc.

Processed Foods

Processed foods refer to food products that have undergone some form of processing or preparation and packaged for consumption. This includes locally processed items such as pickles, jams, candies, etc.

Consumer Awareness

Consumer awareness represents the extent to which consumers in Nagaland are informed about locally produced goods. It involves an understanding of the benefits, and availability of local products in Nagaland, as well as awareness of any marketing efforts or initiatives aimed at promoting these goods within the local market.

Marketing Mix

The marketing mix is a strategy that represents a strategic combination of elements, including the selection of locally produced products (Product), the pricing strategies employed for these goods in the Nagaland market (Price), the channels through which these products are made available to consumers in Nagaland (Place), and the promotional activities tailored to resonate with the local consumers in Nagaland (Promotion).

Consumer Perception

Consumer perception refers to the process by which individuals in Nagaland interpret, assess, and form opinions about locally produced goods. This includes how Nagaland consumers perceive the quality, authenticity, cultural relevance, and value of local products in relation to their preferences and needs.

Consumer Buying Decisions

Consumer buying decisions involve the cognitive and behavioural processes that Nagaland consumers go through when choosing to purchase locally produced items. This encompasses factors such as the identification of locally available products, information seeking, evaluation of alternatives, and the ultimate decision-making process.

Purchase Behaviour

Purchase behaviour refers to the observable actions and patterns exhibited by consumers when buying local goods. This includes the preferences for specific types of local products, frequency of purchase, the influence of various factors on buying choices, and the overall dynamics of purchasing behaviour related to locally produced items in Nagaland.

Post-purchase Behaviour

Post-purchase behaviour refers to the actions, attitudes, and reflections demonstrated by consumers after acquiring and experiencing locally produced items. This encompasses satisfaction levels, brand loyalty, word-of-mouth communication, and any subsequent actions or reactions following the purchase of local goods in Nagaland.

Consumer Preference

Consumer preference is the liking and choosing a product made by the consumers over other alternatives. It is the attitude shown by consumers towards a particular product when choices are available.

Consumer Satisfaction

Consumer satisfaction refers to the contentment of customers with their purchase. It is a measure of how a product meets the expectations and needs of the customers.

ORGANIZATION OF THE THESIS

The empirical study on "Marketing of Local Goods in Nagaland: An Analysis of Consumer Buying Behaviour" is presented in six chapters;

Chapter One: Introduction

This chapter gives the- Background of the study- Consumer behaviour- Local goods- Rationale of the Study- Review of Literature- Statement of the Problem- Conceptual Framework- Objectives of the Study- Investigative Questions- Hypotheses of the Study- Research Methodology- Significance of the Study- Scope of the Study- Definition of Key Terms- Organization of the Thesis.

Chapter Two: Local Goods Market in Nagaland: An Overview

This chapter presents the- Introduction- Review of Socio-economic Profile of Nagaland- Profile of the Study Area- Local goods in Nagaland: A Brief profile- Discussion on the Investigative Questions- Government Initiatives.

Chapter Three: Consumer Perception towards Local Goods and the Role of Marketing Mix

This chapter presents the- Introduction- Marketing Mix- Consumer Perception- Consumer Awareness- Socio-economic Profile of Respondents- Analysis on Consumer

Awareness- Analysis on Consumer Perception towards local goods- Analysis on Marketing Mix- Descriptive Statistics of Independent and Dependent Variables – Correlation Analysis- Regression Analysis- Price and Perception.

Chapter Four: Consumer Buying Decisions

This chapter presents the- Introduction- Buying Decisions- Analysis of Consumer Buying Decision Process.

Chapter Five: Consumers' Preference and Satisfaction: A Comparison between Local Goods and External Goods

This chapter presents the- Introduction- Consumer Preference- Consumer Satisfaction- Reasons for Preference of Local Goods and External (Non-Local) Goods- Extent of Consumer Satisfaction towards Local Goods and External Goods- Level of consumers' overall satisfaction between local goods and external goods- Customer Satisfaction Score- Factor Analysis- Hypotheses Testing (Paired Sample t-test)- Demographic Profile of The Respondents and Their Level of Satisfaction Towards Local and Non-Local Goods: District Wise- Variations in Consumers' Overall Satisfaction between local and non-local goods: Grouped District wise.

Chapter Six: Summary and Conclusion

This Chapter recapitulates the Introduction- Summary of major findings- Testing of Hypothesis- Suggestions- Limitations of the Study- Scope for Future Study- Conclusion.

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CHAPTER TWO

LOCAL GOODS MARKET IN NAGALAND: AN OVERVIEW

INTRODUCTION

Local goods market functions to sell and buy local products that are produced and manufactured within a defined territory or boundary. The local goods market is an attractive venue and platform where locals can learn about and appreciate the variety of goods made in their area. The local goods market fosters a distinctive appeal that sets it apart from mass-produced substitutes by giving local businesses, and farmers a platform. The local goods market in Nagaland, frequently hosted in different community centres and places, sells locally produced goods such as handloom products, handcrafted products, processed foods, fresh vegetables, and local meals. Customers can have direct access to producers through the availability of such products, as a result of which, local enterprises can establish direct connections with customers and stimulate a sense of community, help build trust and accountability in the community while bolstering the local economy.

Local goods give importance to production and consumption processes that are economically viable, safe, and healthy. It supports the local economy by benefitting the consumer, producer, and the community. Studies reveal that consumers find local goods to be healthy and organic in nature. The benefits of local goods have led to the increase in demand by the consumers. Travellers around the world tries to experience anything local in a particular place. The Local Goods Market encourages environmentally friendly behaviours, strengthens regional identity, and fosters a sense of pride in supporting local companies by encouraging local consumers to shop locally.

In this chapter, the study tries to analyse the local goods market in Nagaland. It provides an insight into the marketing strategies of local artisans and local marketers and the Government initiatives adopted for such local goods. The chapter also presents the brief profile of the study area.

REVIEW OF SOCIO-ECONOMIC PROFILE OF NAGALAND

The State of Nagaland was formally inaugurated as the 16^{th} state of the Indian Union on the 1^{st} of December 1963. It is a hill state, bounded by Myanmar and part of Arunachal Pradesh on the East, Assam in the West, Arunachal Pradesh and some part of Assam on the North, and Manipur on the South. It is located in the extreme north-eastern region of India, with Kohima as its Capital. The State has a total geographical area of 16, 579 Sq. Km., and lies approximately between 25°6' and 27°4' latitude, North of Equator and between the longitudinal lines 93°20'E and 95°15'E.

For the purpose of administration, the Nagaland Government created 5 new Districts- Chumukedima, Niuland and Tseminyu on the 18^{th} of December 2021, Shamator on the 19^{th} of January 2022, and Meluri on the 30^{th} of October 2024, taking the total number to 17 Districts. The names of the other 12 Districts are Kohima, Mokokchung, Tuensang, Mon, Phek, Wokha, Zunheboto, Dimapur, Kiphire, Longleng, Peren and Noklak. The State is home to 14 recognized Naga Tribes and 5 Scheduled Tribes. The official language of Nagaland is English, which promotes communication across the numerous tribes who speak distinct dialects and languages of Naga.

The total population of Nagaland, as per 2011 Census, is 19,78,502 with a population density of 119 per Sq. Km. The male population is 10,24,649 and female population is 9,53,853. The literacy rate of the State is 79.55 %, out of which male literacy consists of 82.75 % and female 76.11 %.

The climate of Nagaland is monsoonal and salubrious in nature. The annual average rainfall is between 2000 mm - 2500 mm. The State witnesses heavy rain during the months of May to August, occasional rain from September to October and dry season from November to April. The temperatures range from 21 to 40 °C (70 to 104 °F).

Nagaland is an agrarian economy. The State has been dependent on agriculture and continues to do so for its economy. The other sources of income besides agriculture are forestry, tourism, and cottage industries. The root of the lifestyle of Naga people is its rich tradition of art, craft, weaving and culture, which has been passed on from generations. Nagaland maintains its distinct cultural heritage while evolving with its blend of modernity and tradition. The state is a fascinating location for individuals looking for an interesting cultural experience in the northeastern portion of India because of its beautiful landscapes, colorful festivals, and friendly people.

PROFILE OF THE STUDY AREA

The study has been carried out in six Districts of Nagaland namely Kohima, Dimapur, Mokokchung, Tuensang, Kiphire and Mon. A brief profile of each of these Districts is given as under:

Kohima District: Kohima is situated in the south at an altitude of 1444m above sea level is the capital of Nagaland. It is one of the oldest districts of the state and the first seat of modern administration as the Headquarters of Naga Hills District (then under Assam). Kohima was declared as the capital District when Nagaland became a full-fledged state on 1st December, 1963. It shares boundaries with Dimapur and Peren District in the West, Zunheboto and Phek District in the East, Manipur State in the South, and Wokha District in the North.

The total population of Kohima, as per 2011 Census, is 2,67,988 with a population density of 183 per Sq. Km. Kohima has an average literacy rate of 85.23%: male literacy is 88.69 % and female literacy is 81.48 %.

Mokokchung District: At an altitude of 1326m above sea level, Mokokchung is bounded by the state of Assam to its North, Wokha District to its West, Tuensang and Longleng Districts to its East, and Zunheboto District to its South. Mokokchung is known as the Land of Pioneers and considered as the cultural and intellectual capital of Nagaland. It has 11 administrative headquarters under its jurisdiction.

The total population of Mokokchung, as per 2011 Census, is 1,94,622 with a population density of 121 per Sq. Km. The literacy rate is 91.62%, which is the highest in Nagaland.

Dimapur District: At an altitude of 260m above sea level, Dimapur district is bounded by Kohima District on the South and East, Karbi Anglong District of Assam and stretch of Golaghat District of Assam on the West and the North. Dimapur is considered as the gateway of Nagaland and Manipur and houses the only railhead and airport of Nagaland.

The total population of Dimapur, as per 2011 Census, is 3,78,811 with a population density of 409 per Sq. Km. The literacy rate is 84.79.

Tuensang District: At an altitude of 1372m above sea level, Tuensang lies in the eastern part of Nagaland and is bounded by Mon District in the North, Longleng District in the North-east, Mokokchung in the North-west, Zunheboto in the South-west, Kiphire in the South, and Myanmar in the East. The District is inhabited by four major Naga tribes, the Changs, the Yimkhiung, the Khiamniungans and the Sangtams. It has 7 administrative headquarters under its jurisdiction.

The total population of Tuensang, as per 2011 Census, is 1,96,596 with a population density of 78 per Sq. Km. The literacy rate is 73.08%.

Kiphire District: At an altitude of 896m above sea level, Kiphire is in the eastern most part of the State bordering Myanmar. The District has three official recognized tribes as its indigenous population- the the Changs, the Yimkhiungs, and the Sumis. It has 8 administrative headquarters under its jurisdiction.

The total population of Kiphire, as per 2011 Census, is 74,004 with a population density of 65 per Sq. Km. The literacy rate is 69.54%

Mon District: At an altitude of 898m above sea level, is bounded on the East by Myanmar (Burma), on the West by Tuensang and Mokokchung Districts of Nagaland, on the North by Sibsagar District of Assam, and on the South by Tuensang District of Nagaland and Myanmar (Burma). The District is the home to the Konyak tribe. It has 15 administrative headquarters under its jurisdiction.

The total population of Mon, as per 2011 Census, is 2,50,260 with a population density of 140 per Sq. Km. The literacy rate is 56.99%

LOCAL GOODS IN NAGALAND: A BRIEF PROFILE

Nagaland, situated in the north-eastern part of India, with varied geophysical and climatic conditions is a state endowed with rich biotic and abiotic resources. It is a land of vibrant cultural diversity, rich heritage, and awe-inspiring natural beauty. The state is home to numerous indigenous tribes, each possessing unique customs, traditions, and artistic expressions that have been passed down through generations. The availability of resources in Nagaland provides opportunities for local ventures into marketing local goods. Local goods hold immense significance for Nagaland, encompassing a wide array of products that are handcrafted, produced, or cultivated within the region. These goods include traditional handicrafts, exquisite handlooms, organic agro-products, and sumptuous processed foods, among others.

Local goods not only reflect the authentic craftsmanship and artistic skills of the indigenous communities but also play a pivotal role in sustaining the state's economy and cultural heritage. Local goods in Nagaland are brimming with opportunities and potential, presenting a promising landscape for economic growth, cultural preservation, and sustainable development. The people of Nagaland have been taking advantage of the availability of resources. With the tradition of skilled art and crafts which have been passed on from generation to another, the handloom and handicraft sector holds importance for self-sufficiency, for the economic growth and for a sense of identity and pride. As consumers increasingly value authenticity, sustainability, and support for local communities, the State is witnessing local ventures and the demand for locally produced goods is on the rise.

Local goods serve as a vibrant reflection of Nagaland's rich cultural identity and heritage. From intricately crafted handicrafts to traditional textiles, each product carries the essence of the Naga tribes' unique cultural practices. By preserving and promoting these products, Nagaland can celebrate its heritage while also attracting cultural enthusiasts and tourists from around the world. With the global emphasis on sustainability and eco-consciousness, local goods offer a sustainable alternative to mass-produced products with long supply chains. Nagaland's focus on organic farming and traditional handloom practices aligns perfectly with the global trend of responsible consumption. Embracing local goods can contribute to reducing the state's carbon footprint and promoting environmentally friendly production methods.

Supporting local goods translates into empowering local artisans, entrepreneurs, and small-scale producers. The growth of the local goods market creates employment opportunities within the state and reduces dependency on external markets. As local businesses thrive, it bolsters the overall economic development of Nagaland and enhances its self-reliance. Embracing local goods encourages a sense of community resilience and self-sufficiency. During times of crisis or disruptions in global supply chains, local goods can serve as a reliable source of essential products for the people of Nagaland. This resilience helps build a stronger and more robust local economy.

The global demand for unique, handcrafted, and culturally significant products is growing steadily. Nagaland's local goods have the potential to tap into this international market, providing a platform for local artisans to showcase their talents on a global stage. E-commerce and digital platforms open doors for these products to reach consumers beyond state boundaries. The Nagaland government's focus on promoting local entrepreneurship and "Vocal for Local" initiatives has created a favourable policy environment for local goods. With continued government support, including incentives, infrastructure development, and marketing assistance, the prospects for local goods will receive a further boost.

Nagaland's local goods encompass a diverse range of products, from agro-based produce and processed foods to handlooms and traditional handicrafts. This diversity allows for a comprehensive and dynamic local goods market that can cater to a wide spectrum of consumer preferences. The authenticity and unique craftsmanship of local goods give them a niche market appeal, attracting consumers seeking one-of-a-kind products with a distinct cultural touch. This niche appeal can create a loyal customer base, both locally and globally.

The prospects of local goods in Nagaland are highly promising, offering a myriad of opportunities for economic growth, cultural preservation, and sustainable development. Embracing and promoting local goods not only celebrates Nagaland's cultural heritage but also empowers local communities and fosters a resilient and vibrant local economy. With the right support from the government, investment in marketing, and a growing emphasis on sustainability, the local goods market in Nagaland can thrive and carve a niche for itself in the global marketplace. By valuing and supporting local goods, Nagaland can unlock a world of possibilities for its artisans, entrepreneurs, and the entire state's prosperity.

Considering the backwardness of some of the districts, primary data were also collected through observation and informal interview method. The collected data went through the process of classification and are presented under twelve (12) points which comprises of the prospects and challenges faced by both marketers and consumers.

1. **Diverse Range of Products:**

In Nagaland, a wide range of items are acknowledged, indicating that local marketers are meeting a range of customer needs and demands. This variety reflects the State's rich artistic and cultural heritage. A wide variety of goods that highlight authenticity and distinctive craftsmanship are in high demand. Customers are known to be searching for products that showcase both traditional craftsmanship and uniqueness.

2. **Sustainable and Eco-friendly Practices:**

In Nagaland, consumers are showing a preference for local products made with eco-friendly and sustainable methods. This can infer that the consumers are becoming more conscious of and concerned about environmental issues. Local businesses are involved in implementing ecologically friendly production techniques, cutting carbon emissions, and using recycled materials.

3. **E-commerce and Digital Platforms:**

The Nagaland's local product marketing is shifting to internet and e-commerce platforms as well. Local consumers are willing to purchase online and emphasizes how important it is for businesses to have a good online presence to compete in the digital economy.

4. **Lack of Marketing Skills:**

It appears that local businesses are lacking in several areas of their marketing expertise. This can entail failing to reach the intended audience or failing to explain the items' unique selling propositions clearly. In order to improve the marketing tactics and successfully reach their target audience, the local businesses require assistance and training.

5. **Local Identity and Preservation of Culture and Traditions:**

Nagaland's customers seem to appreciate regional products that support the maintenance of the area's distinct identity, culture, and customs. Products that support the preservation of regional identity, culture, and customs appear to be valued more by consumers. This implies a demand for goods with a strong association with a particular cultural or geographic identity.

6. **Overpriced without Quality Management:**

Certain locally produced things seem to be overpriced without offering any comparable value. This implies that businesses should review their pricing policies to ensure that prices reflect their offerings' perceived worth and quality. This can be the result of specific organizations' poor quality management procedures.

7. **Geographical Pricing Policy and Price Instability:**

The presence of regional pricing policies and pricing volatility suggests that local enterprises may face difficulties implementing their pricing strategy. This can make it harder for customers to trust and be satisfied. Geographic pricing practices, in which prices are set according to a product's location, may be the source of discontent among customers. Furthermore, price instability—unpredictable price fluctuations—may be a problem.

8. **Lack of Proper Packaging and Labelling:**

Appropriate labelling and packing practices are lacking in local products. Better packaging designs and informative labelling should be used to remedy this and improve the overall presentation and consumer image of local goods. This could have an adverse effect on how valuable people think the goods are and ruin their shopping experience.

9. **Unwelcoming Attitude of Sellers:**

It is observed that some local sellers have an unwelcoming attitude. This could discourage prospective customers from making a purchase or coming back for more purchases and have a major negative effect on the customer experience. Sellers should develop pleasant connections and provide better customer service to help create long-lasting relationships with the consumers.

10. Lack of Support for Local Sellers/Artisans and Their Products:

The absence of assistance for regional vendors and craftspeople points to the necessity of institutional and community support systems. Local firms may find it difficult to expand and survive if they receive little support. There should be programs that support and give local businesses the tools they need to succeed.

11. Lack of Promotion and Awareness:

According to the survey, Nagaland needs to do a better job promoting and raising awareness of local products. Expanding marketing initiatives and launching awareness campaigns can assist in developing the customer base and increasing revenue. Some items or businesses are thought to need more promotion or recognition. This suggests that to raise awareness of the products accessible among potential clients, marketing efforts must be intensified.

12. Authenticity and Unique Craftsmanship:

It is implied that customers value and seek out products that display traditional skills and craftsmanship when they acknowledge authenticity and distinctive craftsmanship. This could be used as a differentiator when promoting regional products in Nagaland.

These observations collectively provide a comprehensive understanding of the challenges and opportunities within the local goods market in Nagaland, guiding potential strategies for improvement and growth in this sector.

In order to review the status and the trend behind local goods, it is crucial for marketers as well as consumers to know and understand the motives behind demanding and buying local goods. Marketers need to identify the key drivers affecting the performance of local goods.

DISCUSSION ON THE INVESTIGATIVE QUESTIONS

A set of four investigative questions have been identified for this chapter *to review the status and trend of the market for local goods in Nagaland*. They are:

1. How can we define “local”?

2. What is the importance of local/indigenous goods?
3. What are the common local/indigenous goods in Nagaland?
4. How are local goods marketed in Nagaland?

To find answers to the four investigative questions, surveys were conducted on two phases. The first phase focused on local artisans who produces and sells their own products and the second phase focused on local marketers who are involved solely in selling activities. In addition to the six selected Districts of the study, the survey for the local artisans was also conducted in significant events of Nagaland such as the Hornbill Festival (Kisama) 2021 and 2022 and Handloom Expos (Dimapur and Kohima) 2021 and 2022, with a sample size of 50 respondents. The local marketers include five prominent and well-known marketing organisations viz., Meraki Nagaland (NHHDC), Naturally Nagaland, ilandlo Services Pvt. Ltd, Fusion Store Dimapur and Made in Nagaland Center (YouthNet). They play an important role in promoting and selling local goods in Nagaland.

The discussions on each investigative question are stated below in various sub-heads:

a. Defining "local"

The real meaning of the term "local" can vary between buyers and between marketers. It is simple to define the term "local" when it comes to the territory or location in which the local goods are sold. But to define what constitutes a "local good" is very challenging. There is no universal or standard definition that fits the term "local goods."

Many complicating factors influence the way "local goods" are defined. These factors can be related to: 1) main raw materials or all the raw materials being sourced locally, 2) location of the processing unit, 3) company being locally owned, and 4) the motive for demanding local goods.

As per the study conducted on local marketers, it is found that majority of the marketers responded to the term "local" as either fresh produce or indigenous products.

Table 2.1
Meaning of “Local”

Factors	No. of Respondents	
	In Numbers	In Percentage
Fresh Produce	35	70%
Indigenous Products	50	100%
Easily Accessible	12	24%
Ethnic Food	13	26%
Quality Products	20	40%

Source: Field Survey

Table 2.1 initiates with the meaning of the term “local” as understood by the respondents based on some stated factors. The analysis shows that 70% of respondents strongly believe that the term "local" refers to fresh produce. This implies that a significant majority of the group considers local items to be distinguished by their freshness. All the respondents (100%) agreed that indigenous items are invariably connected with the term "local". This suggests a broad agreement that local goods are intimately related to the indigenous or customary offerings of the area. Just 24% of respondents think being "local" means being easily accessible. This suggests that the notion of local does not always depend on things being easily accessible for a sizable segment of the population. Approximately 26% of participants associate "local" with ethnic cuisine. This implies that certain community members identify local products that complement a particular ethnic or cultural preference. According to 40% of respondents, the term "local" is associated with high quality products. This suggests that a sizable portion of the population thinks that the general quality of local goods defines them.

In conclusion, the interpretation reveals that there are differences in the ways that individuals understand the term "local." There is agreement about the connection to indigenous goods and a strong focus on quality and freshness, but there is disagreement about things like ethnic food and accessibility. The findings suggest that the term "local" has many meanings for different people, including origin, quality, and cultural significance.

For the purpose of this study, the term “local” is defined by the boundaries covering the state of Nagaland and “local goods” is defined as the goods which are produced or manufactured and sold within and outside the state of Nagaland irrespective of whether the procurement and supply of raw materials and ingredients for such finished goods are from Nagaland or outside Nagaland.

b. Importance of local/indigenous goods

The term “local” has been trending everywhere around the world. Many initiatives to “buy local” have been taken up to promote local products. Consumer behaviour is changing where most buyers are seeing their local shops and local products through a different perspective. The ongoing pandemic, particularly Covid-19, brings about a shift in consumers spending habits which is inclined mostly towards local shopping. It has made people re-examine the value of local products. Studies have revealed that consumers find local foods to be healthier, organic, and sustainable. Local goods emphasize sustainable production, processing, distribution, and consumption that are integrated to enhance the economic, environmental, and social health in a particular region.

According to the study on local marketers, the importance of local goods is felt in the need for preservation of culture and traditions, and for self-reliance.

Table 2.2
Importance of Local Goods

Factors	No. of Respondents	
	In Numbers	In Percentage
Support for local business	20	40%
Fresh and Organic	0	0
Preservation of culture and tradition	50	100%
Growth of local economy	20	40%
Sustainability	0	0
Self-sufficiency/Self-reliance	40	80%

Source: Field Survey

Table 2.2 shows the analysis of the importance of local goods as felt by the respondents. When assessing the importance of local goods, it is seen from the table that 40% of respondents said supporting local startups is crucial. This implies that a sizeable segment of the group values supporting the viability and growth of local firms. Remarkably, none of the respondents stressed the value of locally produced goods because of their organic and fresh qualities. It can mean that other aspects, including self-sufficiency and cultural preservation, are more important for this specific population. A perfect 100 percent of respondents believe that the value of locally produced commodities is largely dependent on the preservation of culture and tradition. This implies a close relationship between the preservation of cultural assets and customs and locally produced goods. 40% of respondents agree that buying local products is crucial to expanding the local economy, much like supporting local companies. This indicates that a sizable population knows the financial implications of selecting locally-made goods. Not a single responder connected the significance of locally produced items with sustainability. This suggests that sustainability might not be the group's primary consideration when determining the importance of locally produced goods. Approximately 80% of participants perceive the significance of locally produced commodities in relation to self-sufficiency and independence. This implies that the idea of communities being able to meet their needs on their own is valued by the majority in the community.

In conclusion, the interpretation suggests that respondents highly value self-sufficiency and cultural preservation when evaluating the significance of locally produced commodities. Although a sizable section of the group acknowledges the necessity of supporting local businesses and the expansion of the local economy, aspects like freshness, organic nature, and sustainability appear to be less significant in their opinions of local goods.

c. Common local/indigenous goods in Nagaland

Four categories of local goods, which are labelled and packaged, have been included for the purpose of this study viz., handicrafts, handlooms, agro-products and processed foods. Accordingly, the study was conducted limiting to the four categories of local goods. The most common handloom products marketed in Nagaland are shawl, mekhala, bag, necktie, men’s waistcoat, muffler, and home furnishing. For handicraft products, the common types found are basket, jewellery, furniture, utensils, and decorative items. The agro-products commonly found are honey, tea, coffee, foodgrains, vegetables, fruits, and spices. The common processed food available are in the form of pickles, fruit candies, vegetable candies, powdered spices, fruit jam, juice, and sauce. It was found that all four categories of the local goods - handloom, handicraft, agro-products, and processed foods are widely and commonly available and sold in the local goods market of Nagaland, through both physical outlets and ecommerce platforms.

d. Marketing of local goods in Nagaland

To understand how marketing activities for local goods are implemented in Nagaland, the data has been collected from both local artisans and local marketers. The results, findings, and discussions of the surveys on local artisans and local marketers are given in two parts as under:

Part A: Local Artisans

The data collected through the pilot survey has been tabulated and analyzed using percentage method for meaningful interpretation. The purpose of the data analysis in Table 2.3 is to get a comprehensive picture into the demographic profile of the local artisans based on some indicators such as gender, age, education, type of business and location of business.

The analysis of the data in Table 2.3 shows that majority of the respondents (90 percent) are female and 10 percent male. 56 percent of the respondents belong to the age group of 31-50 years, followed by 24 percent 18-30 years and 20 percent 51-60 years of age. The analysis also shows that 44 percent of the respondents has below 10 educational qualification, 40 percent has 10+2, and only 16 percent are graduates. Majority of the respondents (66 percent) has established their business in the District of Dimapur, followed by Kohima (16 percent), 12 percent Mokokchung and 6 percent Mon. 50 percent of the respondents deal in Handloom business, 24 percent Handicraft, 16 percent Processed food and 10 percent Agro-products.

Table 2.3
Respondents Profile (Local Artisans)

Factors	Classification	No of respondents	
		In numbers	**In percentage**
Gender	Male	5	10%
	Female	45	90%
	Total	**50**	**100%**
Age Group (in years)	18-30	12	24%
	31-50	28	56%
	51-60	10	20%
	61 and above	0	0
	Total	**50**	**100%**
Educational Level	Below 10	22	44%
	10+2	20	40%
	Graduate	8	16%
	Post-graduate	0	0
	Total	**50**	**100%**
Place of Business	Kohima	8	16%
	Dimapur	33	66%
	Mokokchung	6	12%
	Kiphire	0	0
	Tuensang	0	0
	Mon	3	6%
	Total	**50**	**100%**
Type of Business (Product)	Handloom	25	50%
	Handicraft	12	24%
	Processed Food	8	16%
	Agro-product	5	10%
	Total	**50**	**100%**

Source: Field Survey

The data in Table 2.4 gives an analysis of the marketing practices of the respondents based on parameters such as product identification, pricing policy, distribution channel, and promotion policy.

Product Identification: The percentage of respondents that use branding as a tactic for product identification is just 24%. This implies that some local marketers in Nagaland understand the value of giving their items a distinct brand identity. A more significant proportion of respondents (30%) use packaging to identify products. This suggests that a comparatively more significant proportion of regional marketers concentrate on their products' visual attraction and safeguarding. Additionally, thirty percent of responders use labelling. It suggests that one of the key components of product identification is the provision of comprehensive information about the product through labels.

Table 2.4
Marketing Practices of Local Artisans

Marketing Practices	Classification	No. of Respondents	
		In Numbers	**In Percentage**
Product Identification	Branding	12	24%
	Packaging	15	30%
	Labelling	15	30%
Pricing Policy	Cost oriented	50	100%
	Demand oriented	0	0
	Competition oriented	0	0
Distribution Channel	Direct Channel	50	100%
	Indirect Channel	10	20%
Promotion Tools	Personal Selling	40	80%
	Advertising	0	0
	Sales Promotion	0	0
	Publicity	50	100%

Source: Field Survey

Pricing Policy: All respondents follow cost-oriented pricing. This implies that local marketers' production costs are the main factor influencing product pricing. Not one of the respondents uses a demand-driven pricing strategy. This suggests that market demand patterns do not influence pricing decisions. In the same way, not a single respondent implements a competition-oriented pricing strategy. The pricing strategies of competitors do not influence the pricing decisions.

Distribution Channel: Every respondent distributes their content directly. This suggests that Nagaland entrepreneurs prefer to offer their goods directly to customers, by eliminating middlemen. 20% of them employ both direct and an indirect distribution route, a lower percentage. This implies that some local marketers distribute their goods through middlemen.

Promotion Tools: Eighty percent of respondents stated they use personal selling as a promotion method, indicating its widespread adoption. It shows that one of the most important promotion strategies is to develop direct contacts and make customized sales efforts. Not a single respondent makes use of conventional advertising techniques. This implies that local marketers may use personal selling and other promotional strategies more frequently. There is no sales marketing activity among the responders. This can suggest a concentration on alternative marketing strategies. Publicity is a promotion strategy that is widely used; 100% of respondents said they use it through publicity tools such as Government trade expo and exhibitions. Raising awareness through impersonal, non-paid communication is highly valued.

In conclusion, cost-oriented pricing, personal selling, and direct distribution methods are the foundation of Nagaland's local marketers' strategies. While some degree of product identification is acknowledged to be possible through branding, packaging, and labelling, traditional forms of sales promotion and advertising are not commonly used, and publicity is given a lot of weight.

Part B: Local Marketers

The data collected through face-to-face personal interview on the five local good marketers in Nagaland has been classified and summarized under various elements to look into the different marketing practices followed for local goods market in Nagaland.

Meraki Nagaland and Naturally Nagaland are full-fledged Government initiatives. The other marketers viz., ilandlo and Fusion are privately owned and Made in Nagaland Centre is an initiative of YouthNet, a non-profit organization. The marketing services and activities practised by the five local marketers are discussed under three heads: 1) types and sources of local goods, 2) marketing practices, and 3) types of customers.

1. **Types and Sources of Local Goods**

   All the local marketers listed above, except for Meraki Nagaland which deals only in handicraft products, deals in all the categories of goods under study: handloom, handicraft, agro-products and processed foods.

   Meraki, an initiative of NHHDC, deals in a wide range of handicraft products such as Bamboo and wooden bowls, Bamboo root spoon, cutting boards, etc. Meraki produces and uniquely design the products themselves and sells through digital online platform and Naturally Nagaland outlets.

   The products listed in Naturally Nagaland comes from different Government agencies and mission programmes viz., NBDA (Nagaland Bamboo Development Agency), NBHM (Nagaland Bee Keeping and Honey Mission), NBM (Nagaland Bio-resource Mission), DUDA (Development of Under Developed Areas) and NHHDC (Nagaland Handloom and Handicrafts Development Corporation).

There are also few private local entrepreneurs that have linked up with Naturally Nagaland for promoting and marketing of their products.

Fusion Store, ilandlo and Made in Nagaland Center provides a centralized platform to various local entrepreneurs to promote and market their products and services within and outside Nagaland. At present, ilandlo has partnered with more than 200 local entrepreneurs; Fusion store with more than 50 including Self-Help Groups; and Made in Nagaland Center hosts around 180 local entrepreneurs.

2. Marketing Practices

Most of the local goods have been branded but without a trademark. Packaging and labelling are practiced for promotion and as part of the product. All agro-products and processed food marketed through Naturally Nagaland are Food Safety and Standards Authority of India (FSSAI) license approved. For the promotional activities, the only tool used is social media via their own online stores.

The sales revenue generated through Meraki and Naturally Nagaland goes to the respective Government agencies and mission from where the products have been sourced. The other local marketers that sell and distribute the products from the partnered local entrepreneurs charge a commission of minimum 15% and maximum 30% on the sales generated for their services offered.

3. Types of Customers

Most customers are usually outsiders or tourist, and not the locals. But during the Covid-19 pandemic and its subsequent lockdowns, the number of customers from outside primarily reduced and more of local customers became evident. Even through online stores, there were less orders from outsiders as distribution and logistics becomes a challenge with strict prevalent Covid-19 SOPs (Standard Operation Procedures). However, with the lifting of restrictions for tourist in the subsequent years, the number of consumers from outside has increased and local consumers continue to increase.

GOVERNMENT INITIATIVES

In the aim to promote and support local products, the government of Nagaland has also implemented some few notable programs and policies, in line with the central government, for the growth and development of local products in Nagaland.

1. One District One Product (ODOP)

The Prime Minister Formalisation of Micro Food Processing Enterprises (PM FME) Scheme adopts One District One Product (ODOP) approach to reap the benefit of scale in terms of procurement of inputs, availing common services and marketing of products. By combining its distinct resources with its native food processing industries, Nagaland can establish a sustainable and inclusive economic ecosystem through the PM FME Scheme and the One District One Product (ODOP) idea. Nagaland has been able to recognize and market its unique food products by implementing ODOP. The agriculture-horticulture sector and the food processing sector forms the major part of the Nagaland's ODOP product mix. The Table 2.5 below shows the list of unique ODOP, including both primary and secondary products, for the 6 Districts selected for the study.

Table 2.5
One District One Product (ODOP): District Wise

S. No	District	ODOP (Primary Products)	ODOP (Secondary Products)
1	Kohima	Pickled Products	Chilli
2	Dimapur	Pineapple Products	Bamboo
3	Mokokchung	Coffee Products	Tea, Banana, and Ginger
4	Kiphire	Kholar (Rajma) Products	None
5	Tuensang	Kholar (Rajma) Products	Anthurium
6	Mon	Large Cardamom Products	Tea, Bamboo, Handicraft

Source: Field Survey

In Nagaland, the PM FME Scheme and ODOP partnership have made it easier to establish a strong infrastructure and implement contemporary technology. There are now established food processing clusters with state-of-the-art equipment and processing units. These clusters give microbusinesses a shared platform to efficiently access markets, share information, and pool resources. The ODOP brand, used to promote the products, has given them a distinct and exclusive appearance. To highlight the variety of Nagaland's food items, the federal and state governments have also taken the initiative to arrange food festivals, exhibitions, and partnerships with online retailers.

For entrepreneurs involved in food processing, the scheme has arranged workshops and training programs. Aspects including food safety, packaging, marketing, and financial management are all covered in these programs. The improved abilities and knowledge have given local producers the confidence to implement best practices, allowing them to create high-quality products that satisfy both domestic and international requirements.

Integrating the PM FME Scheme with the ODOP idea has changed everything for Nagaland's small food processing businesses. While maintaining its cultural legacy, Nagaland has conquered a growing market by utilizing its distinctive food products and traditional expertise. The state's economic growth and social development are greatly supported by the vibrant ecosystem of sustainable food processing formed by the combined efforts of the center and state governments, as well as the entrepreneurial spirit of the local people. As it continues to lead by example, Nagaland shows how integrating government measures can result in local community empowerment and overall development.

2. The Nagaland State Co-operative Marketing & Consumers' Federation (MARCOFED) Ltd. Dimapur

Established in 1968 as a public sector under the sponsorship of the State Government, the Nagaland State Co-operative Marketing & Consumers' Federation Ltd., also known as MARCOFED, is an Apex Level Co-operative Institution for Marketing of Agricultural Produce and Distribution of Essential Commodities in the State. It acts as a nodal organization for advancing cooperative marketing of consumer goods and agricultural products and as an apex marketing cooperative society. MARCOFED's main goals are to guarantee fair prices for the produce grown by farmers, do away with middlemen, and offer consumers high-quality goods at competitive costs.

A crucial part of marketing the agricultural products that are purchased from farmers is played by MARCOFED. It runs several markets and retail locations in Dimapur and other important Nagaland towns. By acting as a direct channel between farmers and customers, these establishments guarantee that final consumers purchase farmers' produce at fair prices. The marketing initiatives of MARCOFED have also included exploring domestic and foreign markets for Nagaland's distinctive agricultural products. Through promoting organic fruits, spices, and herbs, MARCOFED has contributed to the branding of Nagaland's agricultural products and created new opportunities for farmers to make money.

In Nagaland, MARCOFED focuses particularly on empowering women and advancing Self-Help Groups (SHGs). The organization is a key player in assisting women-owned businesses and actively promotes women's participation in various economic activities. Through MARCOFED, which arranges skill development programs and offers financial support to women entrepreneurs, a favourable atmosphere has been established for women to assume leadership positions and contribute to the state's economic expansion.

In addition to helping farmers and entrepreneurs, MARCOFED also looks out for customers' well-being. The federation protects customers from price swings in the open market by guaranteeing a consistent supply of reasonably priced necessities. Food grains, edible oils, pulses, and other everyday necessities are just a few things that MARCOFED provides through its chain of retail stores.

The Nagaland State Co-operative Marketing & Consumers' Federation (MARCOFED) Ltd. has become a significant factor in the state's economic growth. Through its vital support for farmers, promotion of cooperative marketing, and guaranteeing consumers' access to basic goods, MARCOFED has played a major role in the development of the state's agricultural industry and the welfare of its citizens. By promoting self-sufficiency and entrepreneurship, MARCOFED has empowered rural communities, especially women, and reinforced the agricultural supply chain through a variety of programs and activities.

As long as MARCOFED keeps enabling Nagaland's socioeconomic development, it will continue to be a bright example of cooperative societies' beneficial effects on people's lives, particularly regarding agricultural marketing and consumer empowerment.

3. Department of Industries and Commerce

In Nagaland, the Department of Industries and Commerce is one of the most critical government agencies responsible for fostering the state's industrial and economic growth. This department, which was created to assist and encourage the development of different industries, is essential in promoting entrepreneurship, creating job opportunities, and advancing the manufacture and sale of regional goods.

For local businesses and industries producing items locally, the Department of Industries and Commerce offers a range of financial aid, subsidies, and incentives. These incentives may take the form of capital subsidies, loan interest subsidies, or reimbursement for specific costs incurred in the early phases of firm establishment.

The department provides training and skill development opportunities for small-scale business owners, artisans, and craftsmen who produce locally. The department increases the productivity and quality of locally produced goods, increasing their marketability and competitiveness. It does this by providing specialized training.

The department organizes buyer-seller meetings, trade shows, and exhibitions at state and national levels to help local goods find a market and create connections. These online marketplaces allow regional business owners to exhibit their goods and connect with distributors, merchants, and possible customers.

The department collaborates with the Nagaland Handloom & Handicrafts Development Corporation Ltd. (NHHDC), Dimapur to promote traditional handloom and handicraft products. It protects and promotes the state's rich cultural legacy by providing financial assistance, training, and market access to weavers and other artists.

The department promotes the development of Nagaland's food and agro-processing businesses in addition to traditional crafts. Food security and the marketing of indigenous products are aided by its support for the processing and value-adding of regional agricultural production.

In Nagaland, the Department of Industries and Commerce is essential to promoting regional products and advancing the state's economy. The department empowers local entrepreneurs and craftspeople through market access, skill development, and financial incentives, which support the long-term growth of local industries. Through its initiatives, the department helps the state's economy flourish and significantly contributes to the preservation and promotion of Nagaland's cultural heritage by selling distinctive local products.

4. The Nagaland Apex Weavers and Artisans Federation Ltd. (WEAFED)

WEAFED is a significant cooperative organization whose mission is to conserve and promote Nagaland's indigenous craft and art traditions. Since its establishment in 1990, WEAFED has been instrumental in supporting the marketing and promotion of indigenous handloom and handicraft goods locally and nationally and the economic empowerment of the region's weavers and artisans. In Nagaland, WEAFED is essential to the empowerment of regional weavers and craftspeople. It functions as the state's highest authority, offering direction, encouragement, and financial support to its primary weavers' cooperative groups and individual craftspeople. The federation supports training initiatives, skill development, and capacity building to raise the standard of traditional handloom and handicraft goods' construction and design.

WEAFED actively showcases and markets regional handloom and handicraft items in order to promote the rich cultural heritage of Nagaland. To highlight the excellent craftsmanship of Naga craftsmen, the federation hosts craft bazaars, trade fairs, and exhibitions at regional, national, and international levels. In addition to helping local products become more visible, taking part in these events gives participants direct access to markets and potential customers. Through WEAFED, artisans in Nagaland are able to get recognition and fair compensation for their work by expanding the reach of their handloom and handmade items. Through these programs, WEAFED guarantees that the artisans possess the skills and know-how to produce distinctive and commercially viable goods. WEAFED creates sustainable employment possibilities for weavers and craftspeople while simultaneously promoting the continuation of cultural heritage by preserving traditional weaving and craft practices.

By incorporating new styles and techniques with traditional motifs, the federation empowers artisans to produce goods that appeal to modern consumers without compromising their cultural identity. This strategy makes Naga handloom and handicraft products more relevant and appealing to broader consumer segments, broadening the market beyond regular consumers. Thus, WEAFED supports the viability and ongoing expansion of the regional handloom and handicraft sector.

WEAFED functions to help the members of the affiliated handloom and handicraft cooperative societies to procure the raw materials required for the production and to sell off the products at the remunerative price. It also organizes special Handloom Expos to showcase and sell handloom products.

By promoting regional handloom and handicraft goods, the Nagaland Apex Weavers and Artisans Federation Ltd. (WEAFED) significantly contributes to the preservation and promotion of Nagaland's rich cultural legacy. Through empowering artists and weavers, creating connections with markets, and promoting creativity, WEAFED has made a substantial economic contribution to the state while safeguarding its distinct cultural identity. WEAFED is still a major player in supporting the long-term growth of Nagaland's handloom and handicraft sectors through various projects.

5. Department of Under-Developed Areas (DUDA)

DUDA was created by the Government of Nagaland particularly for the under-developed Districts like Tuensang, Mon, Longleng, Kiphire, Noklak and Shamator. Owing to the significant differences in the State's underdeveloped areas, a development strategy has been developed based on the needs, goals, and conditions of the people living there. Because of this, the Department of Under Developed Districts (DUDA), specifically for Tuensang and Mon (including Longleng & Kiphire Districts), was established in 2003 to advance socio-economically and in terms of infrastructure in Nagaland's underdeveloped districts.

The Department creates policies, plans, and programs for the development of undeveloped areas to achieve effective developmental outcomes. Additionally, the

Department oversees six other designated impoverished regions, including Aghunato & Satoi in Zunheboto District, Bhandari in Wokha District, Meluri in Phek District, and Peren & Tening in Peren District.

Anghya brand and the Anghya Marketing Network are initiatives of the Department of Underdeveloped Areas (DUDA). The Anghya brand was formally introduced on January 26, 2019, to offer farmers, business owners, and jobless young in Eastern Nagaland a means of subsistence. It was founded to maximize income-generating activities in rural regions and provide farmers, entrepreneurs, and unemployed youth in Eastern Nagaland with subsistence. Goods, including handlooms, handicrafts, organic food items, and MEP goods, are collected and processed at each hub. In this case, Mon, Tuensang, Longleng, Kiphire, and Tseipama already have established retail infrastructure. ANGHYA outlets established at Mon, Tuensang, Longleng, Kiphire and Kohima.

Anghya will bridge the gap by enabling farmers and producers to sell their unique and organic locally produced goods on a wide scale outside of the market. DUDA's Anghya initiative aims to build the necessary infrastructure in eastern Nagaland to establish a market linkage hub, assisting farmers and businesspeople in optimizing their income-generating operations through the use of indigenous products.

There are two levels to Anghya Marketing and Livelihood Solution's retail locations. The four-district headquarters in Eastern Nagaland already have the Anghya super store and the main Anghya retail shops built, which offer space for storage and warehousing. Anghya Smart Shop is a 7-11 model shop franchise that allows entrepreneurs and youth without jobs to apply for a franchise. It also promotes products from Eastern Nagaland, Nagaland, and Fast-Moving Consumer Goods sold in convenience stores.

With an emphasis on the State's underdeveloped areas, the Department of Underdeveloped Areas started the handholding project Mongken, an apparel and garment manufacturing centre established at Dimapur, on January 28, 2020, with the goal of generating employment possibilities for Nagaland's skilled artisans, designers, and craftsmen. This ecosystem was developed to upscale local weavers and provide them a place in the clothing and garment business, as well as to promote and preserve traditional knowledge and patent traditional motifs and weave patterns. Mongken will serve as a hub for marketing regional goods by participating in trade shows and festivals in collaboration with Tribes India and other such organizations. The clothing and accessories are modeled after the Phom, Konyak, Sangtam, Yimchucher, Chang, and Khiamniungan Tribes of Eastern Nagaland. Mongken was founded to patent traditional motifs and weave patterns to avoid duplication because of the concern that the emergence of online marketing and digital information would lead to the copyright infringement of traditional designs. Additionally, it would upskill local youths and weavers and create possibilities for them to work as experienced weavers in the garment business, all while promoting and preserving traditional knowledge through events and documentation.

6. Naturally Nagaland

Launched on July 9, 2021, it is an outlet of Naturally Nagaland, a state government hand-holding program to promote organic Agri and Allied products, the state's finest arts, crafts, and handlooms. The outlet was designed to highlight the food, crafts, textiles, and agricultural items made by local farmers and entrepreneurs. By using the Naturally Nagaland brand, these individuals are encouraged to market their finished and processed goods. All the local goods can be combined for sale under the Naturally Nagaland brand, bringing the food, culture, and way of life of the Naga people to a global audience. The outlet serves as a showcase for Nagaland's handicraft, handloom, and agri-allied products. Quality control and value addition are carefully considered to ensure that all processed and finished goods meet the required standards for internal and external marketplace quality. Each product's nutritional value is intended to assist consumers in identifying the product's nutritional content in addition to its FSSAI registration. Every product sold under the Naturally Nagaland brand's origin is mentioned on the packaging.

Naturally Nagaland will provide the necessary assistance by setting up a market chain for local entrepreneurs and identifying the local goods found in the various districts and tribes. All established entrepreneurs are welcome to participate in selling their own brands through Naturally Nagaland's window, which serves as an umbrella organization for all brands, as the government will not disregard those who have already established their own brands and built a reputation in the market while promoting the Naturally Nagaland brand. All of 'Naturally Nagaland's' products are cultivated in the state organically and without intervention. Farmers, SHGs, and business owners can market and sell under the brand "Naturally Nagaland" under their own names.

The venture is a collaborative effort of the Nagaland Bamboo Development Agency (NBDA), Nagaland Bee Keeping and Honey Mission (NBHM), Nagaland Bio-resource Mission (NBM), Myki under Women Resource Development, Development of Under Developed Areas (DUDA) in partnership with Nagaland Handloom and Handicrafts Development Corporation (NHHDC), a PSU under Government of Nagaland.

This chapter presented an analysis on the status and trend of the market for local goods in Nagaland. It is so critical for marketers to understand local consumers and adjust to local areas by enhancing marketing channels, distribution outlets, and communication channels. It is also important for the consumers to be aware of the availability and importance of local goods and its origin. The promotion of local goods can act as a catalyst for self-reliance and self-sufficiency. As a result, Nagaland need intensive promotion and awareness efforts for local goods in order to influence customer buying decisions by driving demand. The study clearly shows that local goods marketing provides significant value benefits, such as boosting the local economy, creating local identity, preserving culture and customs, and promoting a healthy, sustainable environment. Thus, the chapter answers the investigative questions and satisfies the objectives of the study.

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CHAPTER THREE

CONSUMER PERCEPTION TOWARDS LOCAL GOODS AND THE ROLE OF MARKETING MIX

INTRODUCTION

The age-old business saying “Customer is the king of market” underlines the importance of customer in every business. Their awareness, impression and opinion about the business, the brand and the products have a huge impact on the buying decisions. Customer behaviour patterns are ever-changing, influencing marketing techniques across the globe. Under this framework, consumers' perceptions of local goods have become a crucial research topic, attracting the interest of academics, and marketers in equal measure. The importance of local products in the marketplace has grown as customers' awareness of sustainability, responsible purchase, and community support has grown.

The literature, however, is noticeably lacking in its discussion of how the marketing mix influences consumer views of local goods, despite the increased interest in understanding these perceptions, as evident from the pertinent literature survey. Although many aspects of consumer behaviour and marketing strategies have been studied, there still needs to be a more thorough study that focuses explicitly on how the components of the marketing mix affect consumers' attitudes and behaviours toward local products.

This chapter attempts to study the consumer perception towards local goods in Nagaland. It thoroughly examines how consumers see locally produced goods and the critical role that awareness and marketing mix plays in this process. The study analysis the different elements of the marketing mix strategy and how it influences the perception of the consumers. An analysis of the consumers’ perception and awareness towards local goods, considering the marketing mix factors’ role in the consumers’ perception is conducted. The analysis on this chapter has two parts: Part A corresponds to the socio-economic profile of the respondents and Part B corresponds to the consumer perception, marketing mix and consumer awareness.

Although the primary purpose of this chapter is to examine how consumers perceive local goods by using the marketing mix as a basis, it is essential to recognize that consumer awareness plays a vital part in influencing these perceptions. Customer perceptions stem from consumer awareness, which is the knowledge, attitudes, and beliefs about many aspects of local products, including their origin, production techniques, and impact on local economies and communities. Recognizing the importance of consumer awareness highlights how complicated consumer behaviour is and how many variables interact to shape how consumers perceive local products. It offers crucial background information and insight into the variables affecting consumers' perceptions of and actions about local products.

MARKETING MIX

A very powerful marketing strategy is the ‘marketing mix’ strategy. It comprises of a set of elements which are controllable and designed accordingly to meet the needs of the customers as well as to achieve profit maximization. The strategy is aimed at influencing demand for a product, meeting company’s objectives and creating or providing value to customers.

According to Philip Kotler, *‘marketing mix is the mixture of controllable marketing variable that the firm uses to pursue the sought level of sales in the target market.’*

According to Neil H. Borden, *‘the marketing mix refers to the apportionment of effort, the combination, the designing, and the integration of the elements of marketing into a programme or mix which, on the basis of an appraisal of the market forces, will best achieve the objectives of an enterprise at a given time.’*

According to W.J. Stanton, *‘marketing mix is the term used to describe the combination of the four inputs which constitute the core of a company’s marketing system: the product, the price structure, the promotional activities, and the distribution system.’*

Thus, marketing mix encompasses the structuring of a marketing programme around the four elements: product, price, place and promotion, keeping in view the internal and external environment that affects the firm, and achieving the objectives of the firm and satisfaction of the consumers.

The 4 Ps of Marketing Mix

1. **Product:** Product refers to an item that is created to satisfy the needs, wants and demands of the customer. It can be tangible item(good) or an intangible item (service/idea/concepts/information). The important factors to be considered under product is the branding, the features, the product mix, the practicality, the process, the packaging, and labelling and so on.
2. **Price:** Price refers to the amount paid for the product offered for sale to the customer. The important considerations under it are the approach to pricing, pricing strategies, purchasing power of the customer and so on.
3. **Place:** Place refers to the process of distributing the product to the customers. The important decisions under placing are the target market, target customers, channels of distribution, convenience, timely service, inventory and so on.
4. **Promotion:** Promotion refers to communicating with the customers and providing information. The important factors for consideration are the promotion mix-advertising, personal selling, publicity and sales promotion, choice of media, message strategy, etc.

Marketing Mix is an effective marketing strategy to promote a product and to achieve the desired objectives. It is a powerful tool used for influencing demand for a product. The elements of the marketing mix strategy, namely product, price, place and promotion, are synergised to create an impact on the consumer perception towards the brand and the products

CONSUMER PERCEPTION

The term "consumer perception" describes how people understand and interpret information about goods, services, brands, and experiences in the marketplace. It includes the mental procedures that customers use to choose, arrange, and analyze sensory information to create assessments and opinions about the stimuli they come across. The subjective nature of consumer perception is shaped by a multitude of internal and external elements, such as marketing communications, cultural background, personal experiences, beliefs, and attitudes.

Purchase decisions are greatly influenced by consumer perception. While unfavourable opinions can discourage customers from making a purchase, favourable opinions of a product or brand frequently improve purchase intention and brand loyalty. Perceptions aid in setting products or brands apart from rivals in the market. Positive opinions about value, quality, or distinctiveness can offer companies a competitive advantage. Businesses may effectively position their products or brands in the market by having a thorough understanding of consumer attitudes. Businesses may develop value propositions that are appealing to target consumers and resonate with them by matching marketing methods with desired perceptions. Customers' assessments of product prices are influenced by perceptions. Premium prices are frequently justified by perceived value, quality, and prestige; nevertheless, to remain competitive, pricing modifications or value-added offerings may be necessary in response to unfavourable opinions.

Perceptions influence how consumers feel about brands or items in general. Positive impressions promote long-term connections and brand loyalty by affecting customer satisfaction, advocacy, and positive word-of-mouth. Perceptions of consumers play a crucial role in corporate strategy and marketing, impacting customer happiness, brand equity, position in the marketplace, innovation, and purchasing behaviour. In dynamic and competitive marketplaces, businesses can drive business growth and achieve a durable competitive advantage by successfully managing and shaping consumer perceptions.

In today's global marketplace, consumer perception of local goods is of growing importance. Globalization is changing economies and societies all over the world. As a result, customers are becoming more thoughtful about the brands and goods they buy, looking for ones that fit their goals, values, and tastes. In this sense, local goods are a unique class of goods that are important to communities and customers alike in terms of culture, economy, and social importance.

The thought processes through which people understand, assess, and react to information concerning locally sourced or produced goods are all included in their perception of local goods. Perceived quality, authenticity, cultural relevance, environmental sustainability, social impact, and economic impact are just a few areas it covers. A complex interaction between internal elements like individual experiences, opinions, and attitudes and external influences like societal conventions, commercial messages, and cultural values shapes these impressions.

The importance of how consumers view locally produced items goes beyond personal buying choices to have a broader impact on communities, businesses, and legislators. Comprehending consumer attitudes and preferences about locally produced items is crucial for companies looking to seize market opportunities, set themselves apart from rivals, and establish long-lasting customer relationships. Businesses may use the distinctive qualities of locally produced items to their advantage by matching marketing tactics with consumer perceptions and developing value propositions that appeal to target customers.

It is imperative that we investigate how consumers perceive local goods to further our understanding of consumer behaviour, market dynamics, and the economic consequences of purchase patterns. This study intends to offer insights on the elements impacting consumer perception of local goods that help guide strategic decision-making and support the sustainable development of local economies and communities in an increasingly globalized world by analyzing the interactions between individual, cultural, economic, and environmental elements.

CONSUMER AWARENESS

The term "consumer awareness" describes the degree of information, comprehension, and awareness that consumers have about different facets of goods, services, brands, and the characteristics that go along with them. When it comes to locally produced goods, consumer awareness includes knowledge about the products' origin, production processes, quality, advantages, and socioeconomic impact. Given that it affects consumer views, attitudes, preferences, and purchase decisions, it is a critical aspect of consumer behaviour.

The demand for local goods is mostly driven by customer awareness. Consumer understanding of the advantages of buying local goods rises as they become more aware of sustainability, ethical sourcing, and community support. This increased consciousness aids in the preservation of regional economies and cultural assets in addition to creating a feeling of community and support for regional producers and companies.

Also, the dynamics and competitiveness of the market are affected by customer awareness. Knowledge-conscious consumers are more inclined to examine product details carefully and base their purchases on their values. Therefore, in markets where consumer knowledge of local goods is high, firms that prioritize transparency, authenticity, and ethical procedures in their production and marketing tactics stand to gain an advantage over their competitors.

As a key component of consumer behaviour, consumer awareness has a big impact on how much local goods are purchased. Consumer awareness encourages sustainability, community resilience, and cultural preservation by improving understanding and appreciation of local products' origin, production processes, and socio-economic impact. It also enables individuals to make educated purchasing decisions. Therefore, promoting consumer knowledge of locally produced items is crucial to establishing resilient communities, thriving local economies, and sustainable consumption practices.

RESULTS AND DISCUSSIONS

Part A
SOCIO-ECONOMIC PROFILE OF RESPONDENTS

The survey for the present study has been conducted in Kohima, Dimapur, Mokokchung, Mon, Tuensang and Kiphire districts of Nagaland. Four categories of local goods viz; Handloom, Handicraft, Agro-product, and Processed Food are chosen for the purpose of the study. 600 respondents were identified from the six districts. The demographic factors of the respondents are shown in the following Tables.

1. **District:** The survey for the present study has been conducted in six select Districts of Nagaland- Kohima, Dimapur, Mokokchung, Mon, Tuensang and Kiphire. The classification of the districts is presented in Table 3.1.

Table 3.1

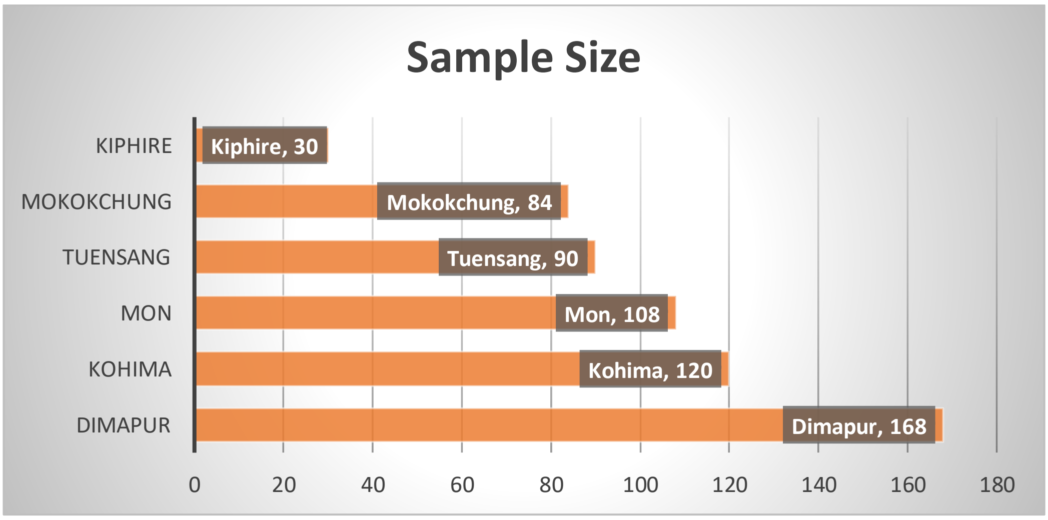
District-wise Classification of Respondents

Sl. No	District	No. of Respondents	Percentage (in %)
1	Kiphire	30	5
2	Mokokchung	84	14
3	Tuensang	90	15
4	Mon	108	18
5	Kohima	120	20
6	Dimapur	168	28
	Total	**600**	**100**

Source: Field Survey

The distribution in Table 3.1 shows the varying levels of participation from the six districts, with Dimapur having the highest number of respondents (28%) and Kiphire the lowest (5%). The same is given in Exhibit- 2.

Exhibit - 2



Source: Field Survey

2. **Gender:** The role of gender in buying decisions is considered important, because the influencing factors for men and women might be different. The age-wise classification of the respondents is provided in Table 3.2.

Table 3.2

Gender-wise Classification of Respondents

Gender	KPR	MKG	TSG	MON	KHM	DMP	Total	Percentage
Male	17	38	39	58	56	78	286	47.7
Female	13	46	51	50	64	90	314	52.3
Total	**30**	**84**	**90**	**108**	**120**	**168**	**600**	**100**

Source: Field Survey

The short forms used in Table 3.2 are decoded as follows:

KPR= Kiphire MKG= Mokokchung TSG= Tuensang

MON= Mon KHM= Kohima DMP= Dimapur

The data in Table 3.2 presents the distribution of the number of male and female respondents in each district, as well as the total number of respondents and the corresponding percentages.

In Kiphire and Mon, there were highest number of male respondents, 17 and 58 respectively. Mokokchung, Tuensang, Kohima and Dimapur had the highest number of female respondents, 46, 51, 64 and 90 female respondents respectively.

Altogether, there were 286 male and 314 female respondents, totalling 600. The data indicates a satisfactorily balanced gender distribution among respondents, with females slightly outnumbering males by 52.3% compared to 47.7%.

3. **Age Group:** Age is considered as an important factor to identify and understand the buying behaviour towards local goods. The respondents have been described as all individuals by categorizing them into four groups. The data on the distribution of respondents across different age groups in the six districts is presented in Table 3.3.

Table 3.3

Age Group Classification of Respondents

Age Group	KPR	MKG	TSG	MON	KHM	DMP	Total	Percentage
18 to 25	8	14	41	35	43	83	224	37.33
26 to 40	14	40	38	54	56	59	261	43.50
41 to 60	8	28	11	15	17	21	100	16.67
61 and above	0	2	0	4	4	5	15	2.50
Total	**30**	**84**	**90**	**108**	**120**	**168**	**600**	**100**

Source: Field Survey

The short forms used in Table 3.3 are decoded as follows:

KPR= Kiphire MKG= Mokokchung TSG= Tuensang

MON= Mon KHM= Kohima DMP= Dimapur

The highest number of respondents from Kiphire, Mon, Mokokchung, and Kohima falls within the 26 to 40 age group as shown in Table 3.3 and the highest number of respondents from Tuensang and Dimapur fall withing the 18 to 25 age group.

The highest number of total 600 respondents fall within the 26 to 40 age group, representing 43.50% of the total respondents. And the lowest number of respondents fall within age group of 61 and above accounting for only 2.5%.

4. **Educational Qualification:** The respondents have been grouped based on their educational qualification since education is one of the influencing demographic factors in buying decision. Educational qualification-wise classification of the respondents is furnished in Table 3.4.

Table 3.4

Educational Qualification-wise Classification of Respondents

Educational Qualification	KPR	MKG	TSG	MON	KHM	DMP	Total	Percentage
Below Class 10	1	3	0	15	3	5	27	4.5
Matriculate	1	2	2	11	3	5	24	4.0
Higher Secondary	5	5	13	15	11	28	77	12.8
Graduate	4	34	38	39	56	74	245	40.8
Post-graduate	19	40	37	28	47	56	227	37.8
Total	**30**	**84**	**90**	**108**	**120**	**168**	**600**	**100**

Source: Field Survey

The short forms used in Table 3.4 are decoded as follows:

KPR= Kiphire MKG= Mokokchung TSG= Tuensang

MON= Mon KHM= Kohima DMP= Dimapur

Table 3.4 presents the number of respondents falling into different educational categories across various districts, along with the total number of respondents and their corresponding percentages. In total, there were 27 respondents (4.5%) below Class 10, 24 Matriculates (4%), 77 respondents (12.8%) with Higher Secondary education, 245 graduates, and 227 post-graduates, totalling 600 respondents. Graduate respondents constituted the largest percentage at 40.8%, followed closely by post-graduates at 37.8%, indicating a significant portion of highly educated individuals among the respondents.

5. **Occupational Status:** The data for the present occupational status of the respondents was collected as it is one of the influencing demographic factors in buying decision process. The occupation-wise classification of the respondents is presented in Table 3.5.

Table 3.5

Occupational Status-wise Classification of Respondents

Occupational Status	KPR	MKG	TSG	MON	KHM	DMP	Total	Percentage
Student	3	10	5	14	10	16	58	9.7
Home-maker	3	11	7	12	8	12	53	8.8
Govt. Service	2	28	23	32	49	39	173	28.8
Private Service	16	26	30	16	34	70	192	32.0
Self-employed	6	9	25	34	19	31	124	20.7
Total	**30**	**84**	**90**	**108**	**120**	**168**	**600**	**100**

Source: Field Survey

The short forms used in Table 3.5 are decoded as follows:

KPR= Kiphire MKG= Mokokchung TSG= Tuensang

MON= Mon KHM= Kohima DMP= Dimapur

The Table 3.5 describes the present occupational status of respondents at the time of data collection across various districts.

It provides a categorization of five occupational status roles- Student, Home-maker, Govt. service, Private service and Self-employed. There were 58 students, 53 home-makers, 173 in government service, 192 in private service, and 124 self-employed individuals, totalling 600 respondents. The result showcases a diverse occupational profile among the respondents from different districts with private service as the highest representation at 32.0%, followed by government service at 28.8%, as self-employed at 20.7%, as students at 9.7% and as home-makers at 8.8%.

The socio-economic profiles of the respondents from various districts differed overall, showing clear variations in age, education, and occupation. This provided a thorough demographic overview pertinent to the investigation of how local goods are viewed by consumers.

Part B

CONSUMER PERCEPTION, MARKETING MIX AND CONSUMER AWARENESS.

The data presented in Part B of this chapter is a statement type of item, and so, all responses score is calculated by assigning weights as 5 points for the most favoured response (Strongly Agree) and 1 point for the least favoured response (Strongly Disagree). The weighted average score of each statement is computed and compared with the range of score for interpretation wherever necessary. This method follows the instructions provided by Pimentel (2019), who gives some suggested interval that can improve labelling and descriptive interpretation of weighted mean or average for Likert rating scales in questionnaires, based on item response categories.

The range of scores used for comparison as per the Five-point Likert Scale interval are given as:

Range	**Interpretation**
4.21 to 5.00	Strongly Agree
3.41 to 4.20	Agree
2.61 to 3.40	Neither Agree nor Disagree
1.81 to 2.60	Disagree
1.00 to 1.80	Strongly Disagree

The short forms used in all the table are decoded as follows:

SD = Strongly Disagree **D =** Disagree **N =** Neither Agree nor Disagree

A = Agree **SA =** Strongly Agree

1. Analysis on Consumer Awareness

The purpose of the analysis on Consumer Awareness of Local Goods in Table 3.6 and Table 3.7 is to provide a comprehensive overview of consumer knowledge and awareness regarding local goods. It aims to depict the extent to which consumers are informed about local products, its attributes and whereabouts, and their role in promoting and creating awareness of local goods.

The schedule had 10 items/statements to analyse consumer awareness of local goods. The statements are related to the various aspects of consumer behaviour which creates information and awareness among the consumers on local goods. The collected responses given to related statements are classified and presented in Table 3.6 and Table 3.7. It presents the division of 600 respondents under the 10 items/statements, along with total weighted average score and the descriptive statistics along with the decision in Table 3.6 and the number of responses for each item and the percentage of respondents for each item in Table 3.7.

The decision rule made in Table 3.6 is based on the weighted average of all 10 items, which has a total score of 3.81 out of 5. Two categories of decisions are made for understanding the consumers awareness level towards local goods. The individual items scoring below the total weighted average score (<3.81) falls under the category of "Low Awareness" and the individual items scoring above the total weighted average score (>3.81) falls under the category of "High Awareness."

The data analysis in Table 3.6 shows that, according to the decision rule, the respondents have a low awareness about all the local goods in Nagaland since the weighted average of 3.47 is lower than the total weighted average score of 3.81. Also, respondents are not highly aware about collecting enough information (3.68<3.81) and checking the prices of different vendors for the same product (3.77<3.81) before making any purchase of local goods. They also do not keep searching for information on local goods time to time (3.55<3.81) making them less aware about it.

On the other hand, respondents are highly aware about differentiating local goods from non-local goods (4.00>3.81), they know where to buy local goods (3.98>3.81) , they are aware about checking the Maximum Retail Price (MRP) of an item every time before buying (4.03>3.81), they are well-informed to compare the quality of the product of different vendors before buying (3.87>3.81), they are also mindful of checking customer reviews, recommendations, and suggestions before buying and they create awareness by being vocal about local goods with their friends and family.

Table 3.6

Weighted Average and Descriptive Statistics of Consumer Awareness

S.No	Statements	N	Weighted Average	Standard Deviation	Decision
1.	I am aware of most of the local goods in Nagaland	600	3.47	1.01	Low Awareness
2.	I can differentiate local goods from non-local goods	600	4.00	0.81	High Awareness
3.	I know where to buy local goods	600	3.98	0.70	High Awareness
4.	I collect enough information before making any purchase of local goods	600	3.68	0.89	Low Awareness
5.	I check the Maximum Retail Price (MRP) of an item every time before buying	600	4.03	0.89	High Awareness
6.	I check the prices of different vendors for the same product before buying	600	3.77	0.89	Low Awareness
7.	I compare the quality of the product of different vendors before buying	600	3.87	0.85	High Awareness
8.	I check customer reviews, recommendations, and suggestions before buying	600	3.85	0.89	High Awareness
9.	I search for information on local goods time to time	600	3.55	0.86	Low Awareness
10.	I am vocal about local goods with my friends and family	600	3.89	0.83	High Awareness
Weighted Average of all item Score			**3.81**	**0.86**	

Source: Field Survey

In Table 3.6, the average weighted score is calculated for each item, indicating their level of agreement or disagreement with the item/statement. Based on the average score of all the items in the table, the average weighted score result (3.81) presents a picture of consumers in Nagaland being generally aware of, and positively inclined towards, local goods.

The data in Table 3.7 presents the detailed data pertaining to Table 3.6 and its analysis. The table shows that more than 50% of respondents either agree or strongly agree that they are aware of most local goods in Nagaland indicating that most consumers in Nagaland have knowledge and are aware of the local goods available in their region.

Over 80% of respondents agree or strongly agree that they can differentiate local goods from non-local goods. This response suggests that consumers in Nagaland have confidence in their ability to discern between local and non-local products for having sufficient awareness.

Also, over 80% of respondents agree or strongly agree that they know where to buy local goods which indicates that most consumers are familiar with the local markets or local stores where they can buy local goods making them aware about local goods.

While a majority (44.67%) of respondents agree that they collect enough information before making any purchase of local goods, there is still a notable percentage (27.67%) who neither agree nor disagree. This suggests that most consumers make informed purchasing decisions having enough awareness, while some may make impulse purchases with enough awareness and information at the time of purchase, and some buy local goods without any information thereby lacking awareness.

A majority of over 79.17% of respondents agree or strongly agree that they check the Maximum Retail Price (MRP) of an item every time before buying. This indicates that consumers are price conscious about the local goods in Nagaland by being aware of the importance of pricing.

Around 70% of respondents agree or strongly agree that they check the prices of different vendors for the same product before buying, reflecting the awareness of competitions in the market.

Around 75% of respondents agree or strongly agree that they compare the quality of the product of different vendors before buying. This indicates consumers having sufficient awareness on the importance of product quality and its assessment before making a purchase.

Most of the respondents (around 69.67%) agree or strongly agree that they check customer reviews, recommendations, and suggestions before buying. This suggests that consumers keep themselves informed and updated, to have enough awareness and information on other’s opinions and reviews in shaping their buying decisions on local goods.

About 59.17% of respondents agree or strongly agree that they search for information on local goods from time to time, which indicates that a moderate amount consumers keep themselves updated on the varieties of local goods available in the region creating sufficient awareness.

Table 3.7

Number of Responses and Percentage on Consumer Awareness

S.No	Statements	No of Respondents (Percentage %)				
		SD	D	N	A	SA
1.	I am aware of most of the local goods in Nagaland	16 (2.67)	95 (15.83)	170 (28.33)	230 (38.33)	89 (14.83)
2.	I can differentiate local goods from non-local goods	4 (0.67)	29 (4.83)	87 (14.50)	325 (54.17)	155 (25.83)
3.	I know where to buy local goods	2 (0.33)	14 (2.33)	100 (16.67)	364 (60.67)	120 (20.00)
4.	I collect enough information before making any purchase of local goods	3 (0.50)	60 (10.00)	166 (27.67)	268 (44.67)	103 (17.17)
5.	I check the Maximum Retail Price (MRP) of an item every time before buying	8 (1.33)	31 (5.17)	86 (14.33)	285 (47.50)	190 (31.67)
6.	I check the prices of different vendors for the same product before buying	5 (0.83)	61 (10.17)	108 (18.00	317 (52.83)	109 (18.17)
7.	I compare the quality of the product of different vendors before buying	4 (0.67)	47 (7.83)	99 (16.50)	325 (54.17)	125 (20.83)
8.	I check customer reviews, recommendations, and suggestions before buying	8 (1.33)	35 (5.83)	139 (23.17)	276 (46.00)	142 (23.67)
9.	I search for information on local goods time to time	6 (1.00)	73 (12.17)	166 (27.67)	298 (49.67)	57 (9.50)
10.	I am vocal about local goods with my friends and family	4 (0.67)	33 (5.50)	118 (19.67)	313 (52.17)	132 (22.00)

Source: Field Survey

Around 74% of respondents agree or strongly agree that they are vocal about local goods with their friends and family. This suggests that consumers in Nagaland contribute to increasing awareness and demand for locally made goods by promoting them through word-of-mouth.

The results in Tables 3.6 and 3.7 provide a detailed overview of Nagaland's consumer awareness of local goods. These findings point to a bright future for Nagaland's local goods market, one marked by consumer awareness, well-informed decision-making, and local community advocacy-factors that will probably support the region's indigenous or local products' steady rise to prominence.

2. Analysis on Consumer Perception

The objective of analysing consumer perception towards local goods in Table 3.8 and Table 3.9 is understanding how consumers feel about locally produced goods. It examines various aspects of customer attitudes and opinions about locally-made products. This analysis is helpful for understanding the intricacies of customer views toward local goods, providing insight into their preferences, concerns, and the variables that influence their buying choices.

A wide range of factors, including quality, convenience, uniqueness, freshness, cost, availability, cultural significance, economic impact, environmental sustainability, awareness levels, promotion, pride associated with purchase, brand loyalty, and safety, are included in the table to influence consumers' perceptions towards local goods.

The tables include data obtained from a survey with 600 respondents, concentrating on fifteen statements about multiple aspects of local goods. The total weighted average score and the descriptive statistics of Consumer Perception is given in Table 3.8 and the number of respondents along with the percentage is provided in Table 3.9. The consumers ' degree of agreement or disagreement on each item was determined based on the weighted average and standard deviation of each statement as presented in Table 3.9.

The decision rule made in Table 3.8 is based on the weighted average of all 15 items, which has a total weighted average score of 4.04 out of 5. Two categories of decisions are made for understanding the consumers’ perception towards local goods. The individual items scoring below the total weighted average score (<4.04) falls under the category of "Low Perception" and the individual items scoring above the total weighted average score (>4.04) falls under the category of "High Perception."

According to the decision rule, the data analysis in Table 3.8 shows that respondents have low perception about the quality delivered by local goods (3.84<4.04), high price of local goods (4.01<4.04), easily available of local goods (3.51<4.04), low awareness level (3.86<4.04), feeling of pride in buying local goods (3.62<4.04) and brand loyalty created by local goods (3.46<4.04).

On the other hand, the respondents also have high perception on most items related to local goods. They feel that local goods are convenient to use and consume (4.19>4.04), that it provides uniqueness (4.26>4.04), freshness and organic nature (4.45>4.04), and local identity associated with local goods (4.32>4.04). The respondents also perceive highly about local goods safeguarding the culture and tradition (4.46>4.04), improving the local economy (4.38>4.04), and environmentally friendly (4.08>4.04). They also feel that local goods lack adequate promotion (4.19>4.04), but highly perceive that local goods are safe to use and consume (4.19>4.04).

With a weighted average score of 3.84 out of 5 as shown in Table 3.9, there is a general agreement of consumers' perception towards positive delivery on the quality of local goods as is shown in Table 3.8 where majority (52.67%) agree that local goods deliver quality.

Consumers has a positive perception as majority (53.5%) in Table 3.9 agree that local goods are convenient to use and consume, with an average score of 4.19 out of 5 in Table 3.8.

In Table 3.9, majority (48.5%) of respondents strongly agree that local goods provide uniqueness, with a high average score of 4.26 out of 5 in Table 3.8, indicating a positive perception towards the distinctiveness of local goods.

Consumers have a strong positive perception towards the nature of local goods as in Table 3.9, a substantial portion of respondents (53.33%) strongly agree that local goods are fresh and organic, with a high average score of 4.45 out of 5 in Table 3.8.

Table 3.8
Weighted Average and Descriptive Statistics of Consumer Perception

S.No	Statements	N	Weighted Average	Standard Deviation	Decision
1.	Local goods deliver quality	600	3.84	0.76	Low Perception
2.	Local goods are convenient to use and consume	600	4.19	0.70	High Perception
3.	Local goods provide uniqueness	600	4.26	0.70	High Perception
4.	Local goods are fresh and organic	600	4.45	0.67	High Perception
5.	Local goods are expensive	600	4.01	0.91	Low Perception
6.	Local goods are easily available	600	3.51	0.88	Low Perception
7.	Local goods carry local identity	600	4.32	0.63	High Perception
8.	Local goods help in preservation of Culture & Tradition	600	4.46	0.64	High Perception
9.	Local goods improve local economy	600	4.38	0.66	High Perception
10.	Local goods are environmentally friendly	600	4.08	0.79	High Perception
11.	Level of awareness towards local goods is low	600	3.86	0.83	Low Perception
12.	Local goods lack adequate promotion	600	4.04	0.92	High Perception
13.	Vanity (Pride) is associated with the purchase of local goods	600	3.62	0.82	Low Perception
14.	Local goods create brand loyalty	600	3.46	0.83	Low Perception
15.	Local goods are safe to use and consume	600	4.20	0.69	High Perception
Weighted Average of all item Score			**4.04**	**0.76**	

Source: Field Survey

In Table 3.9, most respondents (36.83%) agree that local goods are expensive, with an average score of 4.01 out of 5 in Table 3.8, indicating a positive perception towards the pricing strategy of local goods being on the higher side.

A moderately positive perception towards the availability of local goods is seen through most respondents (42.33%) in Table 3.9 generally agreeing that local goods are easily available, with an average score of 3.51 out of 5 in Table 3.8.

With a high average score of 4.32 out of 5 in Table 3.8, majority of respondents (51.83%) in Table 3.9 agree that local goods carry local identity. This suggests a strong positive perception towards local goods as a component of likeness and identity.

Respondents also have a strong positive perception towards local goods playing a key role in protecting and keeping culture and tradition of the local people since majority (53.5%) %) in Table 3.9 strongly agree that local goods help in the preservation of culture and tradition, with a high average score of 4.46 out of 5 in Table 3.8.

Most respondents (47.67%) in Table 3.9 strongly agree that local goods improve the local economy, with a high average score of 4.38 out of 5 in Table 3.8, indicating another strong positive perception about the positive impact local goods contribute to the local economy.

With an average score of 4.08 out of 5 in Table 3.8, majority of respondents (49.67%) in Table 3.9 agree that local goods are environmentally friendly. This suggests that consumers have a strong opinion towards local goods not bringing harm to the environment.

In Table 3.9, majority of respondents (52.67%) agree that the level of awareness towards local goods is low, with an average score of 3.86 out of 5 in Table 3.8. Though, the agreement may not be as strong as other statements, the response indicates that consumers have a positive perception about lack of awareness on local goods.

More than 50% of respondents in Table 3.9 either agree or strongly agree that local goods lack adequate promotion, with an average score of 4.04 out of 5 in Table 3.8, also indicating a positive perception that local goods require more awareness and promotion.

Most respondents (43.67%) in Table 3.9 generally agree that vanity is associated with the purchase of local goods, with an average score of 3.62 out of 5 in Table 3.8. This suggests a positive perception consumers have on the feeling on proudness while purchasing local goods.

Table 3.9

Number of Responses and Percentage on Consumer Perception

S. No	Statements	No of Respondents and Percentage (%)				
		SD	D	N	A	SA
1.	Local goods deliver quality	1 (0.17)	23 (3.8)	153 (25.5)	316 (52.67)	107 (17.83)
2.	Local goods are convenient to use and consume	0 (0)	11 (1.8)	65 (10.8)	321 (53.5)	203 (33.83)
3.	Local goods provide uniqueness	2 (0.33)	2 (0.3)	69 (11.5)	291 (48.5)	236 (39.33)
4.	Local goods are fresh and organic	2 (0.33)	2 (0.3)	41 (6.8)	235 (39.17)	320 (53.33)
5.	Local goods are expensive	4 (0.67)	27 (4.5)	138 (23)	221 (36.83)	210 (35)
6.	Local goods are easily available	3 (0.5)	81 (13.5)	194 (32.3)	254 (42.33)	68 (11.33)
7.	Local goods carry local identity	0 (0)	2 (0.3)	46 (7.7)	311 (51.83)	241 (40.17)
8.	Local goods help in preservation of Culture & Tradition	0 (0)	3 (0.5)	39 (6.5)	237 (39.5)	321 (53.5)
9.	Local goods improve local economy	0 (0)	4 (0.7)	49 (8.2)	261 (43.5)	286 (47.67)
10.	Local goods are environmentally friendly	6 (1)	10 (1.7)	99 (16.5)	298 (49.67)	187 (31.17)
11.	Level of awareness towards local goods is low	6 (1)	30 (5)	127 (21.2)	316 (52.67)	121 (201.17)
12.	Local goods lack adequate promotion	5 (0.83)	33 (5.5)	113 (18.8)	234 (39)	215 (35.83)
13.	Vanity (Pride) is associated with the purchase of local goods	8 (1.33)	28 (4.7)	225 (37.5)	262 (43.67)	77 (12.83)
14.	Local goods create brand loyalty	9 (1.5)	54 (9)	239 (39.8)	248 (41.33)	50 (8.33)
15.	Local goods are safe to use and consume	0 (0)	3 (0.5)	87 (14.5)	300 (50)	210 (35)

Source: Field Survey

Majority of respondents also have a positive perception about the association of local goods and brand loyalty as the result shows that majority (41.33%) in Table 3.9 agree that local goods create brand loyalty, but this agreement is not as strong as with other statements, with an average score of 3.46 out of 5 in Table 3.8.

There is a positive consumer perception towards the assurance of Local Goods as majority (50%) in Table 3.9 agree that local goods are safe to use and consume, with an average score of 4.20 out of 5 in Table 3.8.

Overall, based on the average weighted score of all items, the data indicates a generally positive perception towards local goods among consumers in terms of quality, convenience, uniqueness, freshness, and organic nature, association with local identity, culture and tradition, positive impact on the local economy and the environment, high cost, low awareness, and insufficient promotion of local goods, brand loyalty, association with vanity, use and consumption.

3. Analysis on Marketing Mix

Table 3.10 and Table 3.11 aims to analyze the impact of the four elements of the Marketing Mix - Product, Price, Place, and Promotion - on consumer behaviour towards local goods. The purpose is to provide insights into how each element influences consumers' perceptions and purchasing decisions regarding locally produced items. This analysis serves to inform marketing strategies aimed at promoting and enhancing the consumption of locally produced items.

The table comprises four sections, each focusing on factors and statements related to the four elements of the Marketing Mix. Product element examines factors related to the product itself, such as quality, reliability, durability, branding importance, packaging, and variety. In the price element, aspects of pricing strategies and payment methods are explored, including affordability, pricing strategies employed by vendors, pricing similarity among substitutes, negotiated pricing, and payment modes at the point of purchase. Place element evaluates the importance of the location and accessibility of local goods, considering factors such as market proximity, convenience of availability, accessibility in physical stores and ecommerce platforms, and the ambiance and customer relationships at the point of purchase. Promotion element examines the promotional activities including the availability of product details, publicity through exhibitions/trade fairs and media advertisements, the reputation of local goods stores, and the attractiveness of price offers, discounts, samples, and trials.

There are a total of 24 items/statements to analyse the marketing mix factor. The collected data of the 600 respondents are classified and presented in Table 3.10 and Table 3.11. The total weighted average score and the descriptive statistics of Marketing Mix is given in Table 3.10 and the number of respondents along with the percentage is provided in Table 3.11. Further, the total scores of all questions for each respondent are calculated for all the four sub factors- product, price, place, and promotion. Based on the total scores, the aggregate average of the results of all the four sub factors is obtained to get the mean score for Marketing Mix Factor. This analysis is presented in Table 3.12.

The weighted average score in Table 3.10 for the product factor is 3.88 with a standard deviation of 0.88, indicating that the attributes of local goods such as quality, reliability, durability, branding, packaging, and choice of options have a generally positive impact among consumers in purchase decision. This is also explained through the responses in Table 3.11 where most respondents either agree or neither agree nor disagree or strongly agree to all the statements related to product factors.

The weighted average score for the price factor is 3.41 with a standard deviation of 0.91, indicating that pricing of local goods relatively has an impact on buying decisions. However, in Table 3.11, there is a mixed response regarding agreement or disagreement with the statements relating to the pricing strategy of local goods, such as affordability, negotiated pricing, and mode of payment, from disagreeing to neither agree nor disagree to agree to strongly agree.

Table 3.10

Weighted Average and Descriptive Statistics of Marketing Mix

I	**Product Factor**	**N**	**Weighted Average**	**Standard Deviation**	**Interpretation**
1	Local Goods are high in Quality	600	3.89	0.82	Agree
2	Local goods are reliable	600	3.93	0.70	Agree
3	Local Goods are durable and sustainable	600	3.66	0.75	Agree
4	Branding of local goods is important to make a purchase decision	600	3.88	0.81	Agree
5	Good Packaging of local goods is an important factor for buying decision	600	4.08	0.86	Agree
6	There are varieties of local goods to choose	600	3.84	0.89	Agree
Average of all item Score			**3.88**	**0.88**	**Agree**

II	Price Factor	N	Weighted Average	Standard Deviation	Interpretation
7	Local goods are affordable	600	3.23	1.03	Neither Agree nor Disagree
8	Local goods vendor uses skimming pricing strategy (high to low)	600	3.60	0.76	Agree
9	There is similarity in the pricing of substitute local goods	600	3.46	0.76	Agree
10	Local goods vendor provides negotiated pricing	600	3.35	0.91	Neither Agree nor Disagree
11	The point of purchase offers only cash mode of payment	600	3.44	1.09	Agree
Average of all item Score			**3.41**	**0.91**	**Agree**
III	**Place Factor**	**N**	**Weighted Average**	**Standard Deviation**	**Interpretation**
12	Market proximity is important to purchase local goods	600	4.00	0.77	Agree
13	Local goods are available at convenient place	600	3.39	0.88	Neither Agree nor Disagree
14	There is easy access to Local goods in physical stores	600	3.34	0.91	Neither Agree nor Disagree
15	Local goods are easily available on ecommerce platforms	600	2.82	0.93	Neither Agree nor Disagree
16	Welcoming ambience is important at the point of purchase	600	3.86	0.83	Agree
17	Local goods vendor maintains good customer relationship	600	3.55	0.90	Agree
Average of all item Score			**3.49**	**0.87**	**Agree**
IV	**Promotion Factor**	**N**	**Weighted Average**	**Standard Deviation**	**Interpretation**
18	Details on local goods are easily available	600	3.16	0.97	Neither Agree nor Disagree
19	There is widespread publicity of local goods through exhibitions/trade fairs	600	3.44	0.96	Agree
20	There is widespread publicity of local goods through media advertisements	600	3.08	0.99	Neither Agree nor Disagree
21	Reputation of the local goods store(online/physical) is important for buying decision	600	3.87	0.74	Agree
22	Local goods provide attractive price of offers and cash discounts	600	2.88	1.03	Neither Agree nor Disagree
23	Local goods provide samples and trials before actual purchase	600	2.73	1.09	Neither Agree nor Disagree
24	Local goods provide commodity discount	600	2.95	0.96	Neither Agree nor Disagree
Average of all item Score			**3.16**	**0.96**	**Neither Agree nor Disagree**

Source: Field Survey

The weighted average score for the price factor is 3.41 with a standard deviation of 0.91, indicating that pricing of local goods relatively has an impact on buying decisions. However, in Table 3.11, there is a mixed response regarding agreement or disagreement with the statements relating to the pricing strategy of local goods, such as affordability, negotiated pricing, and mode of payment, from disagreeing to neither agree nor disagree to agree to strongly agree.

Table 3.11

Number of Responses and Percentage on Marketing Mix

S. No	Marketing Mix Factors	SA	%	A	%	N	%	D	%	SD	%
I	**PRODUCT FACTORS**										
1	Local Goods are high in Quality	1	0.17	28	4.67	149	24.83	279	46.50	143	23.83
2	Local goods are reliable	1	0.17	13	2.17	123	20.50	352	58.67	111	18.50
3	Local Goods are durable and sustainable	3	0.50	28	4.67	203	33.83	302	50.33	64	10.67
4	Branding of local goods is important to make a purchase decision	0	0.00	37	6.17	125	20.83	310	51.67	128	21.33
5	Good Packaging of local goods is an important factor for buying decision	2	0.33	39	6.50	71	11.83	284	47.33	204	34.00
6	There are varieties of local goods to choose	7	1.17	52	8.67	97	16.17	321	53.50	123	20.50
II	**PRICING FACTORS**										
7	Local goods are affordable	23	3.83	126	21.00	205	34.17	180	30.00	66	11.00
8	Local goods vendor uses skimming pricing strategy (high to low)	2	0.33	38	6.33	218	36.33	285	47.50	57	9.50
9	There is similarity in the pricing of substitute local goods	4	0.67	57	9.50	225	37.50	285	47.50	29	4.83
10	Local goods vendor provides negotiated pricing	18	3.00	90	15.00	194	32.33	262	43.67	36	6.00
11	The point of purchase offers only cash mode of payment	25	4.17	113	18.83	132	22.00	236	39.33	94	15.67

S. No	Marketing Mix Factors	SA	%	A	%	N	%	D	%	SD	%
III	**PLACE FACTORS**										
12	Market proximity is important to purchase local goods	0	0	19	3.17	120	20	304	50.67	157	26.17
13	Local goods are available at convenient place	4	0.67	92	15.33	225	37.50	224	37.33	55	9.17
14	There is easy access to Local goods in physical stores	5	0.83	117	19.50	196	32.67	232	38.67	50	8.33
15	Local goods are easily available on ecommerce platforms	36	6	192	32	236	39.33	115	19.17	21	3.50
16	Welcoming ambience is important at the point of purchase	3	0.50	32	5.33	140	23.33	294	49	131	21.83
17	Local goods vendor maintains good customer relationship	13	2.17	57	9.50	192	32	266	44.33	72	12
IV	**PROMOTION FACTORS**										
18	Details on local goods are easily available	21	3.50	133	22.17	215	35.83	189	31.50	42	7
19	There is widespread publicity of local goods through exhibitions/trade fairs	13	2.17	94	15.67	176	29.33	247	41.17	69	11.50
20	There is widespread publicity of local goods through media advertisements	24	4	159	26.50	207	34.50	167	27.83	43	7.17
21	Reputation of the local goods store(online/physical) is important for buying decision	1	0.17	36	6	94	15.67	380	63.33	89	14.83
22	Local goods provide attractive price of offers and cash discounts	37	6.17	208	34.67	191	31.83	121	20.17	43	7.17
23	Local goods provide samples and trials before actual purchase	59	9.83	235	39.17	156	26	107	17.83	43	7.17
24	Local goods provide commodity discount	34	5.67	160	26.67	226	37.67	155	25.83	24	4

Source: Field Survey

The weighted average score 3.49 in Table 3.10 for the place factor with a standard deviation of 0.87, indicates the influence of placement strategy on buying behaviour. Most respondents in Table 3.11 show that consumers either agree or neither agree nor disagree or strongly agree to the placement strategies of local goods such as, accessibility, availability, market proximity and welcoming ambience of the stores.

The weighted average score in Table 3.10 for the promotion factor is 3.16 with a standard deviation of 0.96, indicating a neutral-mixed impact of promotional activities on buying behaviour of local goods. This is examined in Table 3.11 where most responses are either disagreement or neutral agreement or agreement to the promotional activities such as information availability, widespread publicity, promotional offers, and discounts.

Overall, it can be interpreted through the data analysis in both Table 3.10 and Table 3.11 that factors related to product, pricing, placement, and promotion of the marketing mix strategy play significant roles in influencing consumers' decisions to buy local goods.

Table 3.12
Aggregate Weighted Average and Descriptive Statistics of Marketing Mix

Factor	**N**	**Minimum**	**Maximum**	**Mean**	**Standard Deviation**
Product	600	13	30	23.28	2.92
Price	600	10	25	17.07	2.79
Place	600	13	30	20.96	3.20
Promotion	600	9	35	22.11	4.68
Marketing Mix	**600**	**11.25**	**30**	**20.86**	**3.40**

Source: Field Survey

With the highest mean score of 23.28 for the Product aspect, respondents generally consider factors related to the product element as the most significant of the four elements. With a mean score of 17.07, the pricing aspect indicates that respondents consider pricing strategies as somewhat significant in comparison to other elements. With a mean score of 20.96, place-related components show that respondents consider placement strategies to be somewhat essential, but not as much as product-related factors. With a mean score of 22.11, promotion-related components indicate that respondents consider promotion as significant.

The mean score of 20.86 for the entire marketing mix, which takes into consideration all four elements, respondents generally view the marketing mix aspects as reasonably important to influence their buying behaviour.

4. Descriptive Statistics of Independent and Dependent Variables

The study, in its conceptual framework, has two independent variables, "Consumer Awareness for Local Goods" and "Marketing Mix Strategy of Local Marketers," and a dependent variable, "Consumer Perception of Local Goods". Table 3.13 presents the descriptive statistics of the two independent variables and the dependent variable.

Table 3.13
Descriptive Statistics of Independent and Dependent Variables

Variables		Mean	Standard Deviation	N
Consumer Awareness		3.8078	.52740	600
Marketing Mix Strategy	Product	3.8803	.48629	600
	Price	3.4147	.55813	600
	Place	3.4933	.53313	600
	Promotion	3.1579	.66813	600
Consumer Perception		4.0449	.34513	600

Source: Field Survey

The data analysis in Table 3.13 shows the mean and standard deviation of the two independent variables and the dependent variable. The descriptive statistics show that consumer awareness is rather high, with a mean of 3.81 and moderate variability (SD= 0.53). Product strategies are rated the highest (mean= 3.88), followed by place (mean= 3.49) and pricing (mean= 3.41), with promotion receiving the lowest score (mean= 3.16). Consumer perception is significantly positive, with a high mean score of 4.04 and low variability (SD= 0.35).

It can be thus inferred that consumers are generally well-informed about the local goods under the study. Among the marketing mix strategy, product-related marketing strategies are generally perceived positively, price-related strategies had a somewhat lower mean score than product strategies, indicating possible areas for improvement or variation in perception., distribution (place) strategies have a mean that is similar to price, indicating that they are also perceived to be slightly lower than product strategies, and promotion-related initiatives had the lowest mean score of the marketing mix elements, indicating that they may require additional attention or improvement. With a high perception score, consumers have a positive or favourable opinion about the local goods of Nagaland.

5. Correlation Analysis

To test the relationship between the independent variables and dependent variable, correlation analysis is conducted. Table 3.14 shows the correlation(r) between the two independent variables, 'Consumer Awareness for Local Goods' and 'Marketing Mix Strategy of Local Marketers,' with the dependent variable, 'Consumer Perception of Local Goods'. The independent variable Marketing mix is divided into four sub-variables: Product, Price, Place and Promotion.

The correlation analysis in Table 3.14 shows that the independent variables have a positive linear relation with the dependent variable. It indicates that there is a moderate degree of positive correlation between Product (r=.556) and Consumer Perception, Price (r=.347) and Consumer Perception and Place (r=.365) with Consumer Perception. The analysis also shows that there is a low degree of positive correlation between Promotion (r=.243) and Consumer Perception, and Consumer Awareness (r=.291) and Consumer Perception.

Table 3.14

Correlations of Independent and Dependent Variables

		Product	Price	Place	Promotion	Consumer Awareness	**Consumer Perception**
Product	Pearson Correlation	1	.423**	.461**	.415**	.413**	**.556****
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	600	600	600	600	600	600
Price	Pearson Correlation	.423**	1	.446**	.466**	.268**	**.347****
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	600	600	600	600	600	600
Place	Pearson Correlation	.461**	.446**	1	.504**	.413**	**.365****
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	600	600	600	600	600	600
Promotion	Pearson Correlation	.415**	.466**	.504**	1	.413**	**.243****
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	600	600	600	600	600	600
Consumer Awareness	Pearson Correlation	.413**	.268**	.413**	.413**	1	**.291****
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	600	600	600	600	600	600
Consumer Perception	Pearson Correlation	.556**	.347**	.365**	.243**	.291**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	600	600	600	600	600	600
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: Field Survey

Therefore, the degree of association between the dependent and independent variables lies between low to moderate positive correlation.

6. Regression Analysis

In order to analyse the effect of variance of the four independent variables- Consumer Awareness, Price, Product, Promotion, and Place on the dependent variable- Consumer Perception, regression analysis was conducted.

Table 3.15
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581[a]	.338	.332	.28199

Source: Field Survey

Table 3.15 is the model summary of the prediction of Consumer Perception by Consumer Awareness, Price, Product, Promotion, Place. The R Square value of .338 suggests that the four predictors (Consumer Awareness, Price, Product, Promotion, Place) accounts for 33.8% of variance on consumer perception. This indicates that the model has good predictors to influence the Consumer Perception.

Table 3.16
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.116	5	4.823	60.652	.000[b]
	Residual	47.235	594	.080		
	Total	71.351	599			

Source: Field Survey

Table 3.16 shows the ANOVA F test associated with the model in Table V. The test is significant when Consumer Awareness, Price, Product, Promotion, Place collectively serve as predictors, F= 60.652, p= .000. Therefore, the result indicates that the predictors, which are the independent variables can be used for variation of consumer perception which is the dependent variable.

Table 3.17

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.248	.111		20.251	.000
	Product	.328	.029	.463	11.360	.000
	Price	.077	.025	.125	3.100	.002
	Place	.077	.027	.118	2.793	.005
	Promotion	-.046	.022	-.089	-2.115	.035
	Consumer Awareness	.036	.026	.055	1.402	.161

Source: Field Survey. Note: $p<0.05$

The value of B in unstandardized coefficient indicates that for every unit increase in product, a .328 units increase is predicted in consumer perception, impact of price on consumer perception is .077 times, impact of place is .077 times, and impact of consumer awareness is .036 consumer perception. However, for every unit increase in promotion, there is a -.046 unit decrease in the predicted score of consumer perception.

The p- value (Sig.) signifies the significant impact of independent variables on consumer perception. The p- value is significant at "$p < 0.05$." The results of p- value shows 95% significance level for the impact of Product (.000), Price (.002), Place (.005) and Promotion (.035) on consumer perception because all the values are less than 0.05. however, the variable consumer awareness is not statistically significant because its p-value (.161) is greater than 0.05.

7. Price and Perception

With regard to price element of the marketing mix and consumer perception of local goods, regression analysis was conducted to understand and ascertain whether pricing has a direct effect on consumer perception towards local goods.

Table 3.18

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.347[a]	.120	.119	.32401

Source: Field Survey

The Model Summary provides detail about the characteristics of the model. R-value of .347 represents the moderate degree of positive correlation between the price and consumer perception. R-square value of .120 shows that 12% of total variation for the dependent variable which is consumer perception could be explained by the independent variable, price. Adjusted R-square value of .119 is not far off from the R-squared value of .120, so the model is good. Therefore, the model summary table is satisfactory.

Table 3.19

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.571	1	8.571	81.645	.000[b]
	Residual	62.780	598	.105		
	Total	71.351	599			

Source: Field Survey

The ANOVA table determines whether the model is significant enough to determine the outcome. In Table 3.19, the p-value is .000 which is less than 0.05 (5% significance level). Therefore, the result is significant. The F-ratio value is 81.6, which is greater than 1 for F-ratio yield efficient model. Therefore, the model is good. These results estimate that as the p-value of the ANOVA table is below the tolerable significance level, thus there is a possibility of rejecting the null hypothesis in further analysis.

Table 3.20

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.313	.082		40.369	.000
	Price	.214	.024	.347	9.036	.000

Source: Field Survey. *Note: p<0.05*

The Coefficients table shows the significance of the independent variable in the model and the magnitude with which it impacts the dependent variable. In Table 3.20, there is significant change in consumer perception due to the changes in price, because of the Sig. value .000, which is less than the acceptable value of 0.01. With a 1% increase in the price variable, the change in consumer perception will increase by 0.214 % (B value). Therefore, the analysis suggests that the price has a significant positive relationship with the consumer perception.

Thus, this chapter has presented an examination of how consumers perceive local goods and the role that awareness and marketing mix strategy plays in the process of perception. It also computed and presented the socio-economic profile of the respondents. The chapter provides insight on the consumers of Nagaland and how their perception influences the purchase intention towards local goods. The analysis in this chapter shows the positive effect that marketing mix strategies has on the perception and awareness towards local goods, thus answering the investigative questions and satisfying the objectives of the study.

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CHAPTER FOUR

CONSUMER BUYING DECISIONS

INTRODUCTION

Behind every purchase made by a customer, there is a buying motive and a process. The urge to satisfy a need or want is the primary motive and intention to buy a particular product. To do so, a customer goes through a process of decisions and choice making before the purchase, during the purchase and after the final purchase. Such process and thought process of making buying decisions are influenced either by product-related factors or emotional needs or even situational factors. Such buying decision process become more important than the final purchase decision in order to understand the prior immediate buying motive of the customer.

The purchasing decisions of consumers in Nagaland, where the consumer landscape is closely linked with their cultural and traditional composition, have substantial socio-economic implications. Despite the diverse array of traditional crafts, weaves, agricultural products, and other indigenous goods, academics and marketers must comprehend customer purchasing behaviour. Various locally made goods, from stunning handicrafts and handloom fabrics to organic agricultural products and indigenous cuisines, are found in Nagaland's vibrant marketplace. In addition to being representations of cultural legacy, these products are vital to the livelihoods of nearby farmers and artisans.

However, despite the increasing accessibility of local goods, a noticeable gap exists in our comprehension of the fundamental elements impacting consumer buying decisions. There is still a need for more academic studies addressing the factors influencing customer decisions in this market context. Previous research has predominantly concentrated on general models of consumer behaviour, which has yet to capture the complexities involved in the consumption of local goods in Nagaland's context. As such, there needs to be more information about the factors influencing consumers' decisions to buy local products.

By exploring the buying behaviour of Nagaland consumers and analyzing the intricate interactions between cultural, social, economic, and product-related elements that influence their purchasing decisions for local products, this chapter aims to provide actionable insights for local producers, marketers, and policymakers by examining and understanding the process of making buying decisions on local goods.

The chapter presents the analysis of the consumer buying decision process comprising of: reasons to buy local goods, information search, evaluation of alternatives, factors influencing handloom, handicraft, agro-products and processed food, purchase behaviour and post-purchase behaviour.

BUYING DECISIONS

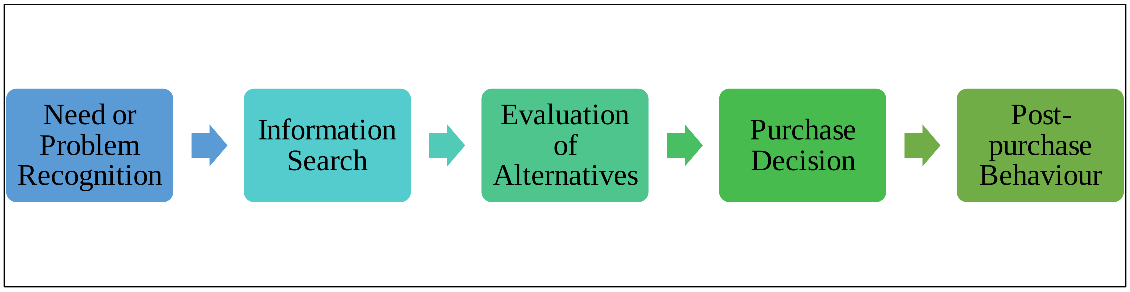
Consumer buying decision making process is a series of stages a customer experiences throughout the buying journey, from recognizing their need to fulfilling their need by making the purchase. Understanding the buying behaviour of the target market is the essential task of marketing manager under modern marketing (Kotler, 2009). Consumers' buying decision involves a lot of thought process and analysis that makes them to make the final purchase. This decision making of the consumers is used before, during and after the purchase of a good or service.

Consumer buying decisions are mostly driven either by the attributes of the product or by emotional needs or by situational needs. Either way, it gives significant discernment to the various types of consumers buying behaviour, serving as a fundamental aspect of marketing for businesses aiming to achieve customer satisfaction and customer loyalty.

The entire process of consumer buying decision helps the marketer to understand the needs, wants and demands of a consumer and why the purchase has been made. Therefore, Marketers need to focus on the entire buying process rather than just the purchase decision (Kotler and Armstrong). The consumer buying decision process, though a complicated and dynamic process, serves as a starting point to make better marketing strategies, in finding the best ways to reach customers and prospects, in product development, and in building customer relationship.

There are generally five stages which a customer goes through before making a purchase- Need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour. Each stage plays a key role in shaping the buying decisions. A customer need not necessarily go through all the five stages and the time taken to go through the stages is unique for each customer.

Exhibit- 3
Consumer Buying Decision Process



Note. Diagram of Consumer Buying Decision Process. Own work.

1. **Need or problem recognition:** This is the first stage that initiates the process of consumer buying decision. In this stage, a need or problem is recognised by the customer and a want arises to satisfy the need or to solve the problem. Sometimes, without a need, a customer may start the process of buying because of reasons such as the product attributes, curiosity to try the product, to maintain social status, responsibility towards culture and traditions, and many other reasons. The needs that are identified can be either unmet needs or unaware needs. Unmet needs are those which a customer is aware of but was not able to satisfy the need. Unaware needs, on the other hand, are those needs which a customer require, but is not aware of or has not yet recognized the need.

2. **Information search:** In the second stage, customers go through various sources to find the information that can help them to satisfy their need and want. To make effective purchase decision, customers actively engage in collecting and acquiring information on the products related to their needs recognized in the first stage. The sources through which the customers seek information can be commercial sources,

friends and family sources, search engines, past experiences, public sources, sales representatives, etc.

3. **Evaluation of alternatives:** During the information search stage, consumers come across many information regarding the products which is sought for. Before making the final decision to buy, all the collected information need to be filtered or screened out. This is the stage where the customer starts evaluating the different information obtained based on the criteria that best fits their choice of need. It is a stage that consists of comparisons and differentiation between the similar products before selecting the final product for the purchase. Consumers evaluate the available alternatives based on various criteria such as quality, pricing, packaging, reviews, offers, etc.

4. **Purchase decision:** After evaluating all the alternatives, the customer then decides whether to make the purchase or not. They decide to buy by choosing the one they think offers the most value or utility. The decisions for purchase are taken on which product out of the many to buy, from whom to buy and from where to buy. Many factors have an impact on the choices made by the customers such as, product attributes, socio-cultural factors, accessibility, availability, etc. This purchase decision exhibits the purchase behaviour of the consumers.

5. **Post-purchase behaviour:** The post-purchase behaviour follows only if the purchase has been made. Here, the customer analyses the purchase on whether it brings satisfaction or dissatisfaction or even cognitive dissonance (buyer's discomfort) considering their expectations and real experiences. While negative post-purchase experiences can cause dissonance, regret, or even product returns and complaints, positive post-purchase experiences can lead to satisfaction and possibly loyalty. Post-purchase behaviour also includes giving feedback, making follow-up purchases, and exchanging experiences through word-of-mouth. These behaviours all have an impact on future purchasing decisions and brand views.

ANALYSIS OF CONSUMER BUYING DECISION PROCESS

1. Reasons for buying local goods

There is always a reason(s) which prompts the consumers to buy local goods, thereby satisfying their needs and wants. However, the reasons for such needs and wants satisfaction of individual do not always remain same for every purchase. They vary from one to another and changes with time even if it remains constant for some time. It is important for marketers to identifying the reasons of purchase to plan and execute their marketing strategy by aligning with the dynamic needs and wants of the consumers. Table 4.1 aims to thoroughly examine the reasons why consumers choose to buy local goods.

Ten (10) reasons on why consumers buy local goods were stated in the schedule administered to the respondents. These reasons include personal needs, necessities, product features, curiosity, customs, ease of use, past purchasing experience, societal status, and reliability. The respondents were asked to select the reason(s). The reasons given by respondents for purchasing local items are broken down in Table 4.1, along with the percentage of respondents who selected each reason and the corresponding number of respondents. The same is shown in Exhibit- 4

Table 4.1
Reasons for buying Local Goods

Sl. No	Reasons	No. of Respondents	Percentage
1	Personal Needs	373	**62%**
2	Necessity	400	**67%**
3	Product attributes	209	**35%**
4	Curiosity	164	**27%**
5	Traditions	356	**59%**
6	Convenience	200	**33%**
7	Supporting Local	440	**73%**
8	Past Purchase experience	252	**42%**
9	Social Status	56	**9%**
10	Reliable	316	**53%**

Source: Field Survey

It has been observed from Table 4.1 that 62% of the respondents selected the reason ‘Personal Needs’ which suggests that a significant portion of consumers prioritize fulfilling their personal requirements when buying local goods. It also suggests a significant level of alignment between local offerings and individual requirements as customers select products that meet their unique criteria or preferences.

The high percentage of the reason Necessity (67%) indicates consumers view locally produced goods as necessities that meet their everyday needs or fulfil essential requirements.

A considerable proportion of respondents (35%) still consider ‘Product Attributes’ when buying local goods. This suggests that many buyers consider specific qualities or features of the products when deciding which local products to purchase.

The reason ‘Curiosity’ selected by 27% of the respondents implies that consumers show interest in exploring and trying out local products.

Most respondents (59%) selected ‘Traditions’ as a reason for buying local goods which indicates how local goods preserve cultural identity and history, stimulating customers' pride in their heritage, community values, cultures, and customs.

33% of the respondents selected ‘Convenience’ as a reason for buying local goods which shows how important convenience and accessibility are in influencing consumers' choices to buy locally-produced items.

The compelling percentage (73%) for the reason ‘Supporting Local’ indicates that a vast majority of consumers prioritize supporting local businesses when making purchasing decisions. It emphasizes how crucial it is to maintain a sense of community and how valuable it is to support the local economy

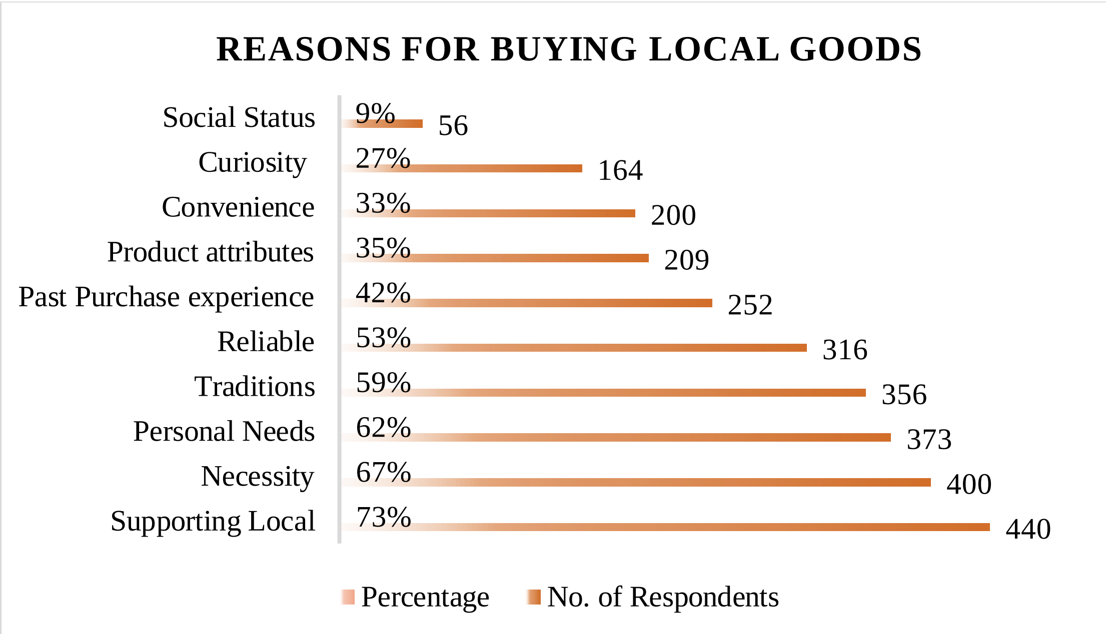
42% portion of respondents consider their ‘Past Purchase Experiences’ with local goods when making purchasing decisions. This highlights how much past interactions and experiences with local goods influence customers' present purchasing decisions.

A relatively small percentage (9%) for the reason ‘Social Status’ suggests that some consumers may perceive buying local goods as a symbol of social status.

More than half of the respondents (53%) consider ‘Reliability’ as one of the reasons when buying local goods. This implies that consumers view locally produced goods as reliable and trustworthy, reflecting positively on the quality and dependability of local products.

Overall, the data in Table 4.1 highlights how diverse customer motivations are when buying local products. The most influential reasons for buying local goods are Supporting local, Necessity, and Personal Needs and the least comparatively influential reasons are Social Status, Convenience and Product Attributes.

Exhibit- 4



Source: Field Survey

2. Sources used for seeking information about local goods

Marketers are making use of various forms of promotional tools, both traditional and modern, in disseminating the information about their products and creating awareness and demand. At the same, consumers are always searching gathering adequate information from the available sources about the products that they desire to buy so that they attain maximum satisfaction. It is therefore important for marketers to identify the most used sources of information search by the consumers, so as to communicate with the consumers effectively. Table 4.2 aims to thoroughly study the different sources that customers use to learn more about local goods.

The sources sought by customers for information about local product categories, namely, handlooms, handicrafts, agro-products, and processed foods, are broken down in Table 4.2. Eight (8) sources were stated in the schedule, and respondents were asked to select the source(s) that they make use of while searching for information on local goods. The table shows the percentage representation of each source and the total number of respondents for each category. The sources span various channels, such as social media, television, neighbourhood, local dailies, friends, family, neighbors, trade shows, local product vendors and salespeople.

From Table 4.2, it is observed that while ‘Television Media’ appears to be a much less common source of information across all product categories, it still has some influence, particularly for agro-products and processed food, with 10% and 12% of respondents respectively. This implies that the effectiveness of traditional television advertising in influencing consumers' views and decisions to buy local goods may be restricted.

‘Social Media’ appears as a highly influential source across all product categories of local goods, for information search with 48% for handloom, 50% for handicraft, 37% for agro-products, and 54% for processed food. Consumers rely on social media sites as a major source of knowledge and information about local products, highlighting the value of social media interaction to effectively connect with their target audience and promote local goods.

‘Local Dailies’ remain a moderately influential source, with around 23% to 30% of respondents utilizing them for information on local products. Consumers can still find valuable information about local goods from local newspapers. This shows that traditional print media, especially in areas where local newspapers have a sizable readership and impact, still have a place in educating consumers about local products.

‘Friends/Family’ source has the highest influence across all product categories, with majority of respondents relying on it for information with 69% for handloom, 67% for handicraft, 70% for agro-products, and 61% for processed food. This emphasizes how important reviews, recommendations, suggestions, and word-of-mouth marketing are in influencing consumers' opinions and purchase choices. Respondents also regards ‘Neighbours’ as a good source of information with 48% for handloom, 44% for handicraft, 49% for agro-products, and 47% for processed food. This indicates that neighbours' reviews and recommendations help in motivating the purchase decisions through shared experiences with each other.

'Trade fairs and exhibitions' are also significant sources of information for consumers, especially for handloom and handicraft products, with 44% of the respondents for handloom, and 54% of the respondents for handicraft, utilizing them. This implies that through such channels, customers may speak with producers face-to-face, try out products, and discover more information about the value and benefits of local goods.

'Local Goods Vendors' are a prominent source of information, particularly for agro-products with 61% and processed food with 51% of the respondents relying on them. This implies that when consumers are looking for information on locally produced items, they rely heavily on local vendors and place a high degree of trust and reliance on them. 'Sales Representatives' is also used as a source of information, but to a lesser extent compared to other sources with 12% for handloom, 17% for handicraft, 17% for agro-products, and 21% for processed food.

Overall, the table analysis emphasizes the variety of sources that customers use to learn about local goods and emphasizes the significance of a multi-channel promotion strategy for successfully reaching and interacting with target audiences. Businesses may effectively promote local goods and take advantage of the growing demand for genuine, locally sourced items by customizing their marketing strategy and communication efforts based on an understanding of consumer preferences and behaviours.

Table 4.2
Sources of Information on Local Goods

Sources	Handloom		Handicraft		Agro-products		Processed Food	
	No. of Respondents	Percentage	No. of Respondents	Percentage	No. of Respondents	Percentage	No. of Respondents	Percentage
Television Media	50	8%	40	7%	60	10%	74	12%
Social Media	285	48%	302	50%	223	37%	323	54%
Local Dailies	140	23%	171	29%	182	30%	162	27%
Friends/ Family	416	**69%**	401	**67%**	418	**70%**	367	**61%**
Neighbours	290	48%	266	44%	294	49%	279	47%
Trade Fairs/ Exhibitions	263	44%	323	54%	239	40%	217	36%
Local Goods Vendor	166	28%	192	32%	363	61%	303	51%
Sales Representatives	73	12%	103	17%	99	17%	125	21%

Source: Field Survey

3. Criteria for evaluation of alternatives

After generating all information on local goods when making the buying decision, consumers come across similar products in the market. They go through a process of comparison and differentiation based on some criterion, before selecting and making the final choice for buying. Consumers have plenty of options in today's competitive economy, so weighing the alternatives is an integral part of the decision-making process. Understanding the elements that impact consumers' evaluation criteria is crucial for companies looking to correctly position their goods and satisfy their intended market's changing demands and inclinations. Table 4.3 aims to give a thorough examination of the primary elements influencing consumer preferences and purchase decisions by looking at the criteria that consumers take into consideration when evaluating alternatives before making the final purchase. The same is shown in Exhibit- 5.

Eight (8) criterions for evaluation of alternatives on local goods were stated in the schedule, which the respondents were asked to select based on their purchase behaviour. Table 4.3 lists the number of respondents and the percentage that each criterion represents for each of the criteria. The criteria cover a wide range of elements, such as quality, pricing, quantity, reviews and recommendations, price offers, convenient location, reputation, and packaging and presentation.

Majority of respondents (98%) consider 'Quality' of the products to compare with other similar products when making purchasing decisions for local goods. This implies consumers place a premium on quality to obtain long-term value and satisfactory results from their purchases.

90% of the respondents consider 'Pricing' as another critical factor when evaluating the alternatives for local goods which indicates that consumers look for products that balance price and perceived benefits to maximize utility while staying within their purchasing power.

The third highest considered criterion for evaluation of similar products when buying local goods is 'Quantity' with 72% of respondents considering it. This implies customers evaluate the quantity to ensure it is sufficient, appropriate, and valuable for use or consumption.

Table 4.3

Criteria for Evaluation of Alternatives

Sl. No	Criteria	No. of Respondents	Percentage
1	Quality	589	98%
2	Pricing	539	90%
3	Packaging and Presentation	347	58%
4	Reputation	179	30%
5	Convenient location	288	48%
6	Reviews and recommendations	348	58%
7	Price Offers	379	63%
8	Quantity	433	72%

Source: Field Survey

63% of respondents consider ‘Price Offers’ as a criterion when evaluating local goods indicating that price offers encourage consumers to take advantage of discounts, and get the best value for their money.

More than half of the respondents (58%) take ‘Packaging and Presentation’ into account when weighing their options for buying local goods. This shows that effective packaging and presentation are essential for drawing in customers, communicating the image and personality of the brand, and raising the product's perceived value.

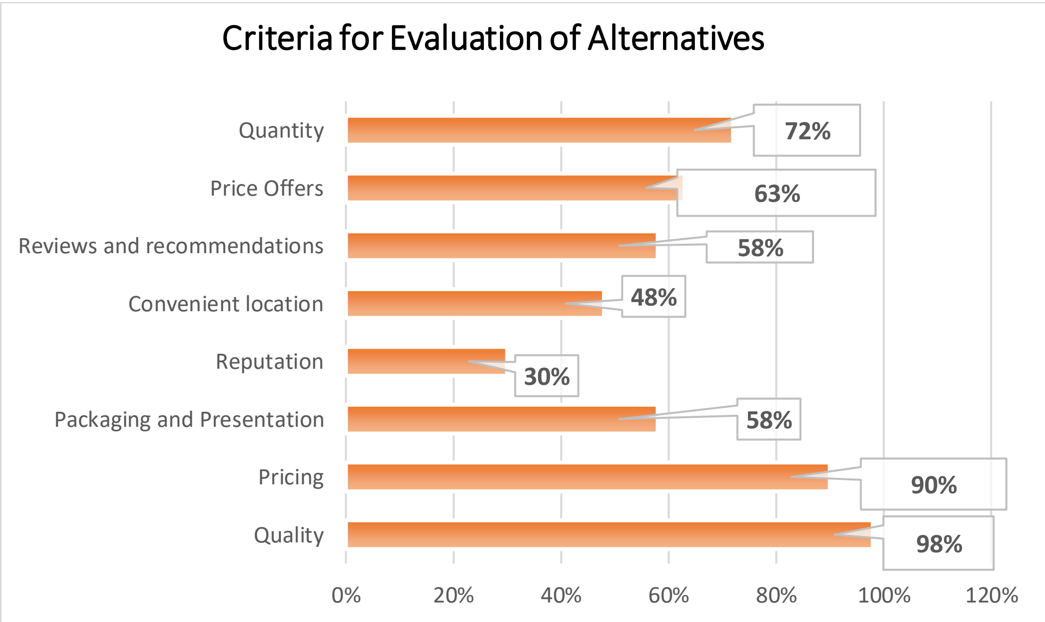
Similarly, around 58% of respondents take ‘Reviews and Recommendations’ into account for product evaluation when buying for local goods which implies that customers seek confirmation and direction from other people's experiences and depend on reviews and recommendations to evaluate a product's acceptability, quality, and dependability.

48% of the respondents consider ‘Convenient Location’ as a criterion for evaluating local goods. This implies that proximity to local stores or vendors is important for certain consumers, especially when considering factors such as effort, accessibility, time factor and ease of purchase involved in getting the goods or making the purchase.

The least considered criterion, as compared to other criterions, when evaluating local goods is ‘Reputation’ with just 30% of respondents considering it. This implies that customers' trust and confidence in a product are not influenced as much by the reputation and image of the brand or business.

Overall, the examination of the eight criteria reveals how the process of consumers' evaluation of alternatives takes place. Consumers go through a thorough process of weighing their options by considering various criterion. Among the eight criterions, the three most considered criterions for evaluation of alternatives are quality, pricing and quantity and the least three criterions comparatively are reviews and recommendations, convenient location and reputation.

Exhibit- 5



Source: Field Survey

4. Factors influencing buying decision of local goods

The purpose of the data analysis in Table 4.4 and table 4.5 is to thoroughly study the factors influencing consumers' decisions to purchase local goods. Businesses and marketers must comprehend the fundamental forces influencing consumer behaviour in a dynamic marketplace marked by globalization and shifting customer preferences towards locally-produced goods. The tables attempt to provide valuable insights into the motives and considerations governing consumer behaviour in the context of buying local goods by analyzing the various factors influencing customers' buying decisions.

Based on the nature of goods, the four categories of local goods under the study were paired into two groups- one group with pairing of handloom and handicraft and the other group with pairing of agro-products and processed food.

The data presented in this analysis is a statement type of item, and so, all responses score is calculated by assigning weights as 5 points for the most favoured response (Strongly Agree) and 1 point for the least favoured response (Strongly Disagree). The weighted average score of each statement is computed and compared to assign the respective rankings.

Table 4.4 presents the factors influencing purchase of handloom and handicraft products and Table 4.5 presents the factors influencing purchase of agro-products and processed food. Both the table shows number of respondents based on their level of agreement and disagreement. Through the calculation of total weighted score, ranks were assigned from highest score to the lowest score as ranks 1 to 13 for both Table 4.4 and table 4.5.

The short forms used in both the Table 4.4 and table 4.5 are decoded as: **SD =** Strongly Disagree**, D =** Disagree**, N =** Neither Agree nor Disagree**, A = Agree, SA =** Strongly Agree.

The analysis in Table 4.4 shows that ‘Quality and Durability’ factor, which is ranked first, is considered the most significant factor by consumers when purchasing handloom and handicraft products. This suggests buyers prioritize goods of excellent quality and long-term durability, reflecting their desire for dependability and value in their purchases. The ‘Uniqueness’ of handloom and handicraft products is ranked second in buying decision indicating that customers prefer different products that stand out. This emphasizes uniqueness and creativity's importance in developing new products and marketing plans. ‘Culture and Traditions’ is ranked as the third most influenced factor when purchasing handloom and handicraft products. This implies that consumers desire authenticity and a sense of connection to their roots and value products that reflect their cultural heritage and traditions. The ‘Design’ factor of the handloom and handicraft products stands as the fourth highest in buying decision. This demonstrates how much customers value beautifully designed and visually appealing goods that improve their usability and visual appeal. Consumers also consider the factor 'Supporting Local Marketers/Economy' as an influential factor to buy handloom and handicraft products reflecting consumers' increasing knowledge of and desire for locally sourced goods. This indicates a more significant trend toward purchasing decisions focused on the community and the willingness to support the local economy.

Table 4.4
Factors influencing purchase of Handloom and Handicraft products

Factors	Number of Respondents					Total Weighted Score	Average Weighted Score	Rank
	SD	D	N	A	SA			
Quality and Durability	1	10	45	301	243	2575	4.29	**1**
Family and friends influence	4	40	121	316	119	2306	3.84	**8**
Past purchase experience	2	21	98	330	149	2403	4.01	**6**
Design	2	9	64	350	175	2487	4.15	**4**
Advertisements/ Promotions	8	82	243	217	50	2019	3.37	**13**
Uniqueness	0	13	63	293	231	2542	4.24	**2**
Pride and Vanity	10	85	206	187	112	2106	3.51	**11**
Culture and Traditions	3	1	87	275	234	2536	4.23	**3**
Supporting local marketers/ economy	3	22	109	288	178	2416	4.03	**5**
Easy Accessibility/ Availability	5	52	167	244	132	2246	3.74	**9**
Reputation of the brand	5	53	267	208	67	2079	3.47	**12**
Guaranteed Performance	4	45	169	287	95	2224	3.71	**10**
Token of Gifts/Souvenirs	10	36	136	256	162	2324	3.87	**7**

Source: Field Survey

The sixth, seventh, eighth, ninth and tenth influential factors are 'Past Purchase Experience', 'Token of Gifts/Souvenirs', 'Family and Friends Influence', 'Easy Accessibility/Availability', and 'Guaranteed Performance' respectively. This suggest that although they are significant factors, they are not the main ones influencing customers' decisions to purchase local goods as compared to the first five high ranks factors.

The three least influential factors while purchasing handloom and handicraft products are 'Pride and Vanity' as the eleventh rank, 'Reputation of the Brand' as twelfth rank and 'Advertisements/Promotions' as the last and thirteenth rank. Although consumers consider all the three factors as significant in influencing their purchase decision of handloom and handicraft products, the other high ranked factors take precedence over them.

It is observed from Table 4.5 that the first rank 'Taste' is the most influential factor while buying agro-products and processed foods. The 'Freshness/Organic' and 'Quality' factors are both ranked equally as the second most influential factors. 'Pricing' is ranked as fourth most influential factor. This indicates that customers are becoming more environmentally concerned and health-conscious and that there is a rising market for fresh, flavourful, and organic components in agro-products and processed foods. Customers' preferences for dependable and trustworthy food products are reflected in their preference for goods that consistently provide high quality and may be willing to pay more for goods with better taste, freshness, and quality. The fifth rank 'Past Purchase Experience' suggest that buyers base their decisions about future purchases on their past experiences.

The sixth, seventh, eighth and ninth ranks are, 'Local Identity,' 'Supporting Local Marketers/Economy,' 'Cultural Aspect' and 'Uniqueness' factors respectively. This indicates consumers prefer goods that reflect their cultural or local roots, and a growing movement to promote local marketers and preserve the distinctive regional culinary customs and flavours to boost the local economy and community.

Table 4.5
Factors influencing purchase of Agro-products and Processed Food

Factors	Number of Respondents					Total Weighted Score	Average Weighted Score	Rank
	SD	D	N	A	SA			
Pricing	2	13	100	297	188	2456	4.09	**4**
Family and friends influence	8	23	115	347	107	2322	3.87	**10**
Past purchase experience	1	14	93	332	160	2436	4.06	**5**
Taste	1	2	30	260	307	2670	4.45	**1**
Freshness/ organic	1	5	50	215	329	2666	4.44	**2**
Quality	2	7	30	249	312	2662	4.44	**2**
Advertisements/ Promotions	10	99	216	224	51	2007	3.35	**13**
Uniqueness	2	18	169	250	161	2350	3.92	**9**
Local identity	2	13	114	293	178	2432	4.05	**6**
Cultural aspect	4	20	129	309	138	2357	3.93	**8**
Supporting local marketers/ economy	4	23	123	292	158	2377	3.96	**7**
Easy Accessibility/ Availability	4	43	127	295	131	2306	3.84	**11**
Reputation of the brand	8	58	245	215	74	2089	3.48	**12**

Source: Field Survey

The least influential factors in comparison to the other high ranked factors that consumers consider while buying agro-products and processed foods are 'Family and friends' Influence' as the tenth rank, 'Easy Accessibility/Availability' as the eleventh rank, 'Reputation of the Brand' as the twelfth rank and 'Advertisements/Promotions' as the thirteenth rank.

5. Purchase Behaviour of Consumers towards Local Goods

The data analysis in Table 4.6 and Table 4.7 aims to give a thorough examination of how customers behave when making purchases of local items. The purpose of the tables is to shed light on consumer preferences and buying patterns regarding their support of local goods by looking at a variety of aspects, that reflect the purchase behaviour of local goods.

Eight different items that are relevant to customers' purchase behaviour towards local goods are included in both the tables. These items address a broad range of customer purchase behaviours and attitudes, such as brand loyalty, information awareness, planning versus impulsive buying, support for local businesses, and preferences for certain kinds of locally produced goods like handlooms and handicrafts.

The data presented in this analysis is a statement type of item, and so, all responses score is calculated by assigning weights as 5 points for the most favoured response (Strongly Agree) and 1 point for the least favoured response (Strongly Disagree). The weighted average score of each statement is computed and compared with the range of score for interpretation. The same method has been followed in Chapter- 3.

The range of scores used for comparison are given as:

Range	**Interpretation**
4.21 to 5.00	Strongly Agree
3.41 to 4.20	Agree
2.61 to 3.40	Neither Agree nor Disagree
1.81 to 2.60	Disagree
1.00 to 1.80	Strongly Disagree

The analysis on total weighted average score and the descriptive statistics of Consumer Purchase Behaviour is given in Table 4.6 and the classification of the 600 respondents based on the number of respondents and the associated percentages for the various degrees of agreement—which range from strongly disagree (SD) to strongly agree (SA)—are included with each issue in Table 4.7.

With a weighted average score of 3.95 out of 5 in Table 4.6, respondents generally agree that they are well informed about the local goods they buy. This is further explained through the analysis in Table 4.7 where around 75.67% of respondents either agree or strongly agree that they are well-informed to choose local goods for buying. This implies that a sizable majority of customers search for information about local goods before making the purchase decision, which demonstrate a part of their purchase behaviour.

Table 4.6

Weighted Average and Descriptive Statistics of Consumer Purchase Behaviour

Sl. No	Items	N	Average Weighted Score	Standard Deviation	Interpretation
1	I am well informed to choose the local goods for buying	600	3.95	0.75	Agree
2	I consider other's opinion for buying local goods	600	3.67	0.86	Agree
3	I plan and make need-based purchases of local goods	600	3.92	0.69	Agree
4	I tend to make impulse purchases of local goods	600	3.42	0.77	Agree
5	I buy local goods to support local marketers	600	3.89	0.83	Agree
6	I buy different manufactures/brands of agro-products and processed food for comparison	600	3.34	0.98	Agree
7	I tend to make repeat purchase from the same brand/store	600	3.83	0.84	Agree
8	I buy handloom and handicrafts for gifting	600	3.91	0.83	Agree
Average of all item Score			**3.74**	**0.82**	**Agree**

Source: Field Survey

In Table 4.6, respondents generally agree that they consider others' opinions for buying local goods with a weighted average score of 3.67 out of 5 as is shown in Table 4.7 where 65% of respondents either agree or strongly agree to the statement. This demonstrates the purchase behaviour of the consumers where their decision-making is greatly influenced by reviews, recommendations and referrals from friends and family when it comes to local goods.

Table 4.7
Number of Responses and Percentage on Consumer Purchase Behaviour

Sl. No	Items	No of Respondents and Percentage (%)									
		SD	**%**	**D**	**%**	**N**	**%**	**A**	**%**	**SA**	**%**
1	I am well informed to choose the local goods for buying	2	0.33	15	2.50	129	21.50	322	53.67	132	22.00
2	I consider other's opinion for buying local goods	8	1.33	51	8.50	151	25.17	311	51.83	79	13.17
3	I plan and make need-based purchases of local goods	2	0.33	14	2.33	114	19.00	372	62.00	98	16.33
4	I tend to make impulse purchases of local goods	4	0.67	63	10.50	244	40.67	258	43.00	31	5.17
5	I buy local goods to support local marketers	3	0.50	30	5.00	135	22.50	293	48.83	139	23.17
6	I buy different manufactures/brands of agro-products and processed food for comparison	18	3.00	112	18.67	176	29.33	239	39.83	55	9.17
7	I tend to make repeat purchase from the same brand/store	5	0.83	35	5.83	136	22.67	305	50.83	119	19.83
8	I buy handloom and handicrafts for gifting	5	0.83	31	5.17	114	19.00	314	52.33	136	22.67

Source: Field Survey

The short forms used in Table 4.7 are decoded as: **SD =** Strongly Disagree**, D =** Disagree**, N =** Neither Agree nor Disagree**, A = Agree, SA =** Strongly Agree.

A weighted average score of 3.92 out of 5 in Table 4.6 shows that respondents generally agree that they plan and make need-based purchases of local goods. This is obtained through Table 4.7 where 78.33% of respondents agreed or strongly agreed to the statement. This points to the purchase behaviour of consumers having the propensity for thoughtful decision-making considering requirements, needs, or preferences.

With a weighted average score of 3.42 out of 5 in Table 4.6, respondents generally agree that they tend to make impulse purchases of local goods. It is also shown through the analysis in Table 4.7 where a significant proportion (51.84%) of respondents disagreed or strongly disagreed or neither agreed nor disagreed with making impulse purchases of local goods. Yet, there is still a notable percentage (48.17%) who either agreed or strongly agreed with this statement. This indicates that customers have a mixed attitude on making impulsive purchases, with a sizable minority showing self-control and a big part displaying susceptibility to impulsive purchasing, reflecting the dynamic purchase behaviour of the consumers for local goods.

In Table 4.6, the weighted average score of 3.89 shows the respondents general agreement to buying local goods for supporting local marketers, as is shown in Table 4.7 where majority (72%) of respondents agreed or strongly agreed to the statement. This indicates and demonstrates the purchase behaviour of the consumers of local goods wherein they exercise a strong sense of support within the community as well as an understanding of how crucial it is to maintain and sustain local economies and businesses.

With a weighted average score of 3.34 out of 5 in Table 4.6, respondents generally agree that they buy different manufactures/brands of agro-products and processed food for comparison. However, the data analysis in Table 4.7 shows that while a substantial percentage (49%) of respondents agreed or strongly agreed, there is still a notable proportion (51%) who either disagreed or strongly disagreed or neither agreed nor disagreed with buying different brand's agro-products and processed food for comparison. This implies a wide range of customer purchase behaviours on local goods, some of which may be brand loyalty or product preference, while others may be actively involved in comparative shopping.

With a weighted average score of 3.83 out of 5 in Table 4.6, respondents generally agree that they tend to make repeat purchases from the same brand/store as is shown through the analysis in Table 4.7 where a significant majority (70.67%) of respondents either agreed or strongly agreed with the statement. This indicates that the purchase behaviour of consumers on local goods is demonstrated in their loyalty to a brand or store.

In Table 4.6, respondents generally agree that they buy handloom and handicrafts for gifting, shown through the weighted average score of 3.91 out of 5 as is shown through the analysis in Table 4.7 where majority (75%) of respondents either agreed or strongly agreed to the statement. This emphasizes how much traditional and artisanal local goods are valued as gifts, possibly due to exclusivity, cultural relevance, and encouragement and support of local marketers.

It can be interpreted through the analysis in Table 4.6 and Table 4.7 that consumers have a generally favourable attitude about buying local goods, with varying degrees of agreement across various aspects of purchase behaviour. These observations can help develop marketing and promotion plans for local goods that successfully address the needs and desires of customers and their purchase behaviour.

6. Post Purchase Behaviour of Consumers towards Local Goods

The purpose of the data presented in Table 4.8 and Table 4.9 thoroughly investigates consumers' post-purchase behaviour regarding local goods. Understanding consumer attitudes and behaviour after a purchase is critical for businesses and marketers in today's dynamic marketplace. These tables are meant to offer insightful information on the several elements affecting customer behaviour and attitudes toward local goods.

The tables include eight items encompassing crucial elements of customer post-purchase behaviour, such as the significance of pricing, accessibility to information, brand reputation, satisfaction-driven repeat purchases, complaint behaviour, and advocacy through reviews. The weighted average scores obtained from a consumer survey are shown in Table 4.8. Table 4.9 offers a more comprehensive analysis by presenting the total number of participants and the corresponding percentages for each of the several post-purchase behaviour indicators.

Table 4.8
Weighted Average and Descriptive Statistics of Consumer Post-Purchase Behaviour

Sl. No	Items	N	Average Weighted Score	Standard Deviation	Interpretation
1	Price should always connote quality	600	4.29	0.73	Strongly Agree
2	Right and timely information about local goods is very important in my purchase	600	4.10	0.76	Agree
3	Manufacturer/brand reputation is important to me	600	3.70	0.87	Agree
4	Finishing touch of handloom and handicraft is important to me	600	4.41	0.63	Strongly Agree
5	I repeat my purchase if I am satisfied	600	4.40	0.64	Strongly Agree
6	I make complaints for any defects or dissatisfaction with the purchase	600	3.85	0.92	Agree
7	I give reviews on my purchases to my friends and families	600	4.22	0.67	Strongly Agree
8	I stop buying from the same brand/store if I am not happy with my purchase	600	4.22	0.84	Strongly Agree
Average of all item Score			**4.15**	**0.76**	**Agree**

Source: Field Survey

There is a strong general agreement among respondents—as seen by the high average weighted score of 4.29 out of 5 in Table 4.8 that quality should always be associated with price. This is consistent with Table 4.9 where a large proportion (87.67%) of respondents who either agree or strongly agree to the statement. The agreement that price is a reliable indicator of a product's quality indicates the consumers post-purchase behaviour where they are prepared to pay more for perceived higher quality.

Respondents in Table 4.8 generally agree that accurate and timely information on locally produced goods is important in their purchase, with an average weighted score of 4.10 out of 5. This is in line with the majority (81.84%) of respondents in Table 4.9 who either agree or strongly agree about the significance of information when making decisions about what to buy. This highlights how crucial information accessibility and transparency are to consumer decision-making before and after the purchase is made.

Regarding the significance of manufacturer/brand reputation in Table 4.8, respondents appear to agree, as indicated by the average weighted score of 3.70 out of 5. It is consistent with the 61.66% of respondents who either agree or strongly agree in valuing this aspect in Table 4.9, even though it is not as strong as some other items. This suggests that, although to a slightly lesser extent than other factors, manufacturer/brand recognition and reputation do matter for future purchases.

With an average weighted score of 4.41 out 5 in Table 4.8, respondents strongly agree that they value the finishing touch in handloom and handicraft products. This is consistent in Table 4.9 with the significant proportion (93.5%) of respondents who either agree or strongly agree in giving this element priority. This shows the post-purchase behaviour of the consumers in expressing a preference and emphasizing on how important craftsmanship and attention to detail are in determining what customers want.

With regard to repeating purchase of local goods if satisfied, respondents strongly agree to it with a high average weighted score of 4.40 out 5 in Table 4.8. This is in line with the large proportion (94%) of respondents in Table 4.9 who either agree or strongly agree that they would make the same purchase again if they were satisfied. This highlights the significance of customer satisfaction in post-purchase behaviour of local goods.

With an average weighted score of 3.85 out 5 in Table 4.8, respondents agree that they file complaints in the event of any defects or dissatisfaction with the purchase. Even though this is less, it may point to a proactive approach to problem-solving, as evidenced by the 69% of respondents in Table 4.9 who either agree or strongly agree to this aspect of post-purchase behaviour of local goods.

Table 4.9

Number of Responses and Percentage on Consumer Post-Purchase Behaviour

Sl. No	Items	No of Respondents and Percentage (%)									
		SD	**%**	**D**	**%**	**N**	**%**	**A**	**%**	**SA**	**%**
1	Price should always connote quality	2	0.33	7	1.17	65	10.83	270	45.00	256	42.67
2	Right and timely information about local goods is very important in my purchase	2	0.33	14	2.33	93	15.50	304	50.67	187	31.17
3	Manufacturer/brand reputation is important to me	4	0.67	48	8.00	178	29.67	266	44.33	104	17.33
4	Finishing touch of handloom and handicraft is important to me	1	0.17	2	0.33	36	6.00	272	45.33	289	48.17
5	I repeat my purchase if I am satisfied	1	0.17	4	0.67	31	5.17	280	46.67	284	47.33
6	I make complaints for any defects or dissatisfaction with the purchase	8	1.33	41	6.83	137	22.83	263	43.83	151	25.17
7	I give reviews on my purchases to my friends and families	2	0.33	5	0.83	56	9.33	334	55.67	203	33.83
8	I stop buying from the same brand/store if I am not happy with my purchase	3	0.50	25	4.17	67	11.17	247	41.17	258	43.00

Source: Field Survey

The short forms used in the Table 4.7 are decoded as: **SD =** Strongly Disagree**, D =** Disagree**, N =** Neither Agree nor Disagree**, A = Agree, SA =** Strongly Agree.

The high weighted average score of 4.22 out 5 in Table 4.8 suggests that respondents strongly agree that they give reviews of their purchases to friends and family. This is consistent with the significant proportion (89.5%) of respondents in Table 4.9 who either agree or strongly agree to this aspect. This demonstrates how social influence and word-of-mouth play a part in influencing consumers' opinions and purchasing decisions.

Respondents had a strong agreement, with an average weighted score 4.22 out 5 in Table 4.8, when it came to stopping purchases from the same brand or store after a negative experience. This is consistent with the significant proportion (84.17%) of respondents in Table 4.9 who either agreed or strongly agreed to stopping purchases in these circumstances, highlighting the post-purchase behaviour of the consumers where bad experiences affect customer loyalty and retention.

Based on the analysis in both Table 4,8 and Table 4.9, majority of respondents have a general agreement with the statements regarding the aspects and elements of consumer post-purchase behaviour of local goods.

This chapter presented an in-depth analysis of the data to investigate into the buying decision process of the consumers in Nagaland for local goods. The findings show the most influencing factors associated with the buying decision of local goods, and how consumers behave during and after the purchase. The chapter answers the investigative questions and satisfies the objectives of the present study.

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CHAPTER FIVE

CONSUMERS' PREFERENCE AND SATISFACTION: A COMPARISON BETWEEN LOCAL GOODS AND EXTERNAL GOODS

INTRODUCTION

The effectiveness and success of any marketing strategy is validated through satisfying the consumers and achieving customer loyalty towards the product and brand. Customers have an abundance of options when it comes to goods and services in today's worldwide marketplace. The argument over choosing external or non-local goods and local goods has drawn attention to these options. The decision to choose a product goes beyond the actual products' attribute to include the values, financial implications, and degree of satisfaction associated with these decisions. The market today is representative of a heterogeneous environment in which consumers must choose between locally produced commodities and those products from outside a particular region. Local goods are frequently associated with sustainability, cultural authenticity, and support for the community. However, non-local or external goods may provide more choices, more affordable prices, and occasionally perceived more significant level of quality because of trademarked branding. Comprehending the factors that impact consumers' preferences and satisfaction in today's market scenario is crucial for businesses, and marketers.

Despite the increased interest in understanding consumer behaviour toward local and non-local or external goods, there still needs to be more information in the literature about the complex aspects influencing customer preference and satisfaction, particularly about local goods. More targeted studies are required on the distinctive characteristics impacting customers' decisions and satisfaction levels regarding locally made goods.

By carefully examining consumer choices and satisfaction levels with local versus external goods, this chapter seeks to close this gap. In order to do this, the chapter examined the underlying elements influencing customers' decisions, particularly the reasons for preferring local goods and non-local or external goods, and also the level of customer satisfaction towards both local goods and non-local or external goods.

The chapter presents the analysis of the reasons for preferring local goods and non-local or external goods, and a comparative analysis to understand the level of customer satisfaction towards both local goods and non-local or external goods.

CONSUMER PREFERENCE

Consumer preference refers to people's personal judgments and decisions when presented with options for goods or services. Consumer preferences are fundamentally a reflection of each person's distinct requirements, preferences, experiences, and values. Numerous factors, such as individual demographics, cultural background, social influences, psychological perceptions, and economic considerations, might have an impact on these preferences.

Preferences are dynamic and subject to change because of life events, consumer trends, and individual experiences. Consumer preference is frequently defined by heterogeneity, which refers to the possibility of differing preferences for the same good or service across members of a market group. Additionally, consumer preference is a major factor in determining market outcomes and demand. In marketplaces where competition is fierce, businesses work hard to set themselves apart from the competition and satisfy customer needs while gaining a competitive advantage. Recognizing and preparing for changes in consumer preferences can help businesses innovate, create new goods, or improve current ones to better satisfy customers.

Customer demand is multilayered, reflecting the intricate relationship between societal influences, market dynamics, and personal preferences. In a constantly changing market, companies can become more competitive, build brand loyalty, and achieve sustainable growth by knowing and meeting customer preferences.

Economic, social, cultural, and environmental factors interact differently to determine consumer preference for local goods over non-local goods. To effectively navigate the complex dynamics of today's interconnected marketplace and meet the changing wants and desires of customers, firms, governments, and researchers must thoroughly understand these preferences.

CONSUMER SATISFACTION

A critical indicator of how well a product, service, or entire experience meets or exceeds a client's expectations is customer satisfaction. It is crucial to the survival and prosperity of companies in all sectors of the economy since contented clients are more likely to use the firm again, refer it to others, and enhance its good name. Understanding customer satisfaction is important because it offers important insights into the experiences, preferences, and perceptions of consumers. Businesses can better fulfil consumer needs by identifying areas for improvement, improving product or service offerings, and customizing marketing efforts by knowing what drives satisfaction. Additionally, happy consumers are more likely to stick around as devoted promoters, encouraging repurchases and strong word-of-mouth recommendations. Consumer satisfaction research also helps firms remain competitive in the fast-paced market of today, where a focus on the needs of the client is becoming more and more important for long-term success. In the end, researching customer happiness helps companies stay competitive, grow, and forge closer bonds with their clients.

Customer satisfaction with local products frequently results from a feeling of belonging to the community, guarantee of quality, and compatibility with personal beliefs. Consumers are more satisfied when they purchase locally sourced goods because they value its transparency, authenticity, and freshness. Furthermore, a sense of loyalty and pride in supporting local businesses is fostered by the social connection and trust established with local producers, which further improve satisfaction. Overall, elements including perceived quality, community involvement, and ethical considerations influence consumer satisfaction with local goods, which promotes positive shopping experiences and ongoing support for local firms.

Customer satisfaction with non-local items is frequently influenced by elements including perceived prestige, competitive cost, and availability of a wide range of options. Customers value non-local marketplaces' diversity and inventiveness because it gives them the chance to try out new goods and experiences. Due to economies of scale and global branding initiatives, competitive pricing gives non-local goods a perception of worth and prestige that increases customer happiness. Additionally, consumers' trust in non-local items is enhanced by perceived superior quality and adherence to global norms, which in turn fosters contentment and loyalty. Overall, characteristics like variety, cost, perceived quality, and prestige influence how satisfied consumers are with non-local items.

ANALYSIS ON CONSUMER PREFERENCE AND CONSUMER SATISFACTION

1. Reasons for Preference of Local Goods and External (Non-Local) Goods

A thorough examination of consumer preferences for local versus non-local goods across several parameters is shown in Table 5.1, Table 5.2, and Table 5.3. This analysis aims to analyse the relative strengths of local and non-local goods in the market and to comprehend the significant factors influencing consumer preferences by making a comparative study between local and non-local goods.

Table 5.3 is divided into two primary sections that outline the factors influencing customer preferences for goods that are both local and non-local. Altogether Nine (9) obvious and probable reasons were stated in the schedule administered to the sample respondents. Each respondent was asked to choose any five out of nine reasons and rank them as 1 to 5 based on his/her choice of priority.

Frequencies of ranks 1 to 5 were calculated for each reason based on the number of responses. Table 5.1 and Table 5.2 shows the frequencies of ranks for local goods and non-local goods respectively. Weights from 5 to 1 were allotted in the order of 1st rank to 5th rank and average weighted score for each reason was arrived at. Then all the reasons were ranked in the order of the average weighted scores that each reason acquired as shown in Table 5.3.

Table 5.1
Frequencies of Ranks for Local Goods

Reasons	Ranking Frequencies				
	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Affordable Pricing	84	114	118	89	93
Quality	271	132	67	49	22
Design & Features	46	62	108	38	56
Taste	95	145	90	62	56
Availability and Accessibility	49	44	63	71	68
Packaging	4	9	13	52	94
Safety and Reliability	35	65	83	124	43
Advertising and Promotion	3	3	17	28	49
Convenience in Buying	17	30	42	85	116

Source: Field Survey

Table 5.2
Frequencies of Ranks for External (Non-Local) Goods

Reasons	Ranking Frequencies				
	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Affordable Pricing	188	91	64	90	87
Quality	123	121	83	101	46
Design & Features	35	79	61	35	55
Taste	62	66	109	81	38
Availability and Accessibility	64	130	71	91	54
Packaging	17	45	96	66	84
Safety and Reliability	27	19	35	70	48
Advertising and Promotion	47	26	28	37	78
Convenience in Buying	42	38	49	27	106

Source: Field Survey

Table 5.3
Reason for Preference of Local Goods and External (Non-Local) Goods

Sl. No	Reasons	Local Goods			External (Non-local) Goods		
		Total weighted Score	Average Weighted Score	Rank	Total weighted Score	Average Weighted Score	Rank
1	Affordable Pricing	1501	2.50	**3**	1763	2.94	**1**
2	Quality	2204	3.67	**1**	1596	2.66	**2**
3	Design & Features	934	1.56	**5**	799	1.33	**5**
4	Taste	1505	2.51	**2**	1101	1.84	**4**
5	Availability and Accessibility	820	1.37	**6**	1289	2.15	**3**
6	Packaging	293	0.49	**8**	769	1.28	**6**
7	Safety and Reliability	975	1.63	**4**	504	0.84	**9**
8	Advertising and Promotion	183	0.31	**9**	575	0.96	**8**
9	Convenience in Buying	617	1.03	**7**	669	1.12	**7**

Source: Field Survey

Reasons for Preference of Local Goods:

The “quality” reason ranked the first, with a total weighted score of 2204 and an average weighted score of 3.67. The reason “Taste” has a total weighted score of 1505 and an average weighted score of 2.51, ranking second. The reason “Affordable Pricing” has a total weighted score of 1501 with an average weighted score of 2.50, ranking third among the listed reasons. There is a moderate score in “Safety and Reliability” as the reason, with a total weighted score of 975 and an average weighted score of 1.63, ranking fourth. The “Design & Features” reason received a total weighted score of 934 and an average weighted score of 1.56, ranking fifth. The reason of “Availability and Accessibility” generated a total weighted score of 820 and an average weighted score of 1.37, ranking sixth. The score for “Convenience in buying” is reasonably well, with a total weighted score of 617 and an average weighted score of 1.03, ranking seventh. The score is relatively low in “Packaging” as the reason, with a total weighted score of 293 and an average weighted score of 0.49, ranking eighth. The “Advertising and Promotion” reason received the lowest score, with a total weighted score of 183 and an average weighted score of 0.31, ranking ninth.

Reasons for Preference of External (Non-Local) Goods:

It is observed from Table 5.3 that external (non-local) goods are preferred primarily due to 'Affordable Pricing,' scoring a total weighted score of 1763 and an average weighted score of 2.94, ranking first. Although 'Quality' is a significant factor, external goods scored slightly lower than local goods, with a total weighted score of 1596 and an average weighted score of 2.66, ranking second. External goods scored better in 'Availability and Accessibility,' with a total weighted score of 1289 and an average weighted score of 2.15, ranking third. External goods scored lower in 'Taste' compared to local goods, with a total weighted score of 1101 and an average weighted score of 1.84, ranking fourth. External goods scored slightly lower in 'Design and Features' compared to local goods, with a total weighted score of 799 and an average weighted score of 1.33, ranking fifth. External goods scored higher in 'Packaging' compared to local goods, with a total weighted score of 769 and an average weighted score of 1.28, ranking sixth. External goods scored slightly lower in 'Convenience in buying' compared to local goods, with a total weighted score of 669 and an average weighted score of 1.12, ranking seventh. External goods scored slightly higher in 'Advertising and Promotion' compared to local goods, with a total weighted score of 575 and an average weighted score of 0.96, ranking eighth. External goods scored lower in 'Safety and Reliability' compared to local goods, with a total weighted score of 504 and an average weighted score of 0.84, ranking ninth.

Thus, by gaining insight into the reasons influencing the preference for local goods and external goods, it can be inferred that quality is the most influential reason for local goods and affordable pricing is the primary reason for external goods.

The other considerable reasons influencing the preference for local goods are 'Taste,' 'Affordable Pricing,' 'Safety and Reliability' and 'Design and Features.'

For external goods, the other important reasons influencing the consumer preference are 'Quality,' 'Availability and Accessibility,' 'Taste' and "Design and Features.'

The remaining reasons influencing the preference for both local goods and external goods are not prioritised as important reasons since the scores gained by such reasons are low and negligible.

2. Extent of Consumer Satisfaction towards Local Goods and External Goods

To make a comparative study of consumers’ satisfaction between local goods and external goods, a scale has been constructed to measure the level of satisfaction of each respondent separately for local goods and external goods. The scale is a Likert type-five points scale containing 25 items relating to the various aspects of consumer satisfaction towards local goods. The five points constitute the ‘Consumer Satisfaction Scale (CSS).’ Under this scale, the respondents were asked to give their opinion against each of the items to indicate their extent of agreement or disagreement in terms of five degrees as:

1. Strongly agree
2. Agree
3. Neither Agree nor Disagree
4. Disagree
5. Strongly Disagree

Table 5.4 compares consumers' satisfaction levels between local and non-local items. This analysis aims to explain the variations in customer views towards these two product categories by examining average satisfaction scores (ASS), the range of satisfaction, and the distribution of respondents based on their satisfaction levels.

The consumers’ overall satisfaction score of the respondents ranges from 54-125 as shown in Table 5.4 for local goods and their average satisfaction score (ASS) is 91.13. Out of 600 respondents, 296 respondents have their respective satisfaction score above the average and 274 respondents below the average. As the average customer satisfaction score is 91.13 out of the maximum of 125, it can be inferred that the customers are satisfied with local goods.

Table 5.4
Variations in Consumers' Overall Satisfaction between local and non-local goods

Goods	ASS	Range	No. of Respondents	
			Above ASS	Below ASS
Local	91.13	54-125	296	304
Non-local	89.19	50-125	274	326

Source: Field Survey

Similarly, the average satisfaction score (ASS) for non-local goods in Table 5.4 is 89.19 which ranges from 50-125. Out of 600 respondents, 304 respondents have their respective satisfaction score above the average and 326 respondents below the average. As the average customer satisfaction score is 89.19 out of the maximum of 125, it can be inferred that the customers are also satisfied with non-local goods.

However, as the Average Satisfaction Score (ASS) is higher for local goods than that of non-local goods, it can be inferred that the customers are relatively more satisfied with local goods than non-local goods.

3. Level of consumers' overall satisfaction between local goods and external goods

The responses of the respondent to the items have been recorded on five degrees of satisfaction. The most desired response is awarded four scores and the least zero score. Thus, the Consumer Satisfaction Scale (CSS) has maximum score of 100 (25 items X 4 scores).

The respondents have been grouped into three categories, based on their on actual satisfaction scores as shown in Table 5.5. Respondents with less than 25 percent of the total scores (0-25 scores) have been grouped into 'Low Satisfaction' category. Respondents with total scores between 26 percent and 75 percent (26 to 75 scores) under

‘Medium Satisfaction’ category, while the respondents with above 75 percent (76 and above scores) of the total scores in the ‘High Satisfaction’ category.

With regard to local goods in Table 5.5, no respondents fall in the category of ‘Low Level of Satisfaction’. There are 54 respondents representing 9 per cent in the ‘Medium Level of Satisfaction’ while 546 respondents representing 91 per cent are found in the ‘High Level of Satisfaction’ category. In the case of non-local goods, 62 respondents representing 10 per cent fall in the ‘Medium Level of Satisfaction’ category while 538 respondents representing 90 per cent are found in the ‘High Level of Satisfaction’ category. None of the respondents fall under the ‘Low Level of Satisfaction’ category.

Table 5.5
Level of Consumers’ Overall Satisfaction between local and non-local goods

Score Range	**Level of Satisfaction**	**Local Goods**		**External Goods**	
		No. of Respondents	**Percentage**	**No. of Respondents**	**Percentage**
0 - 25	Low	0	0	0	0
26 - 75	Medium	54	9%	62	10%
76 and above	High	546	91%	538	90%
Total		600	100%	600	100%

Source: Field Survey

Overall, consumers are satisfied with both local goods and non-local goods. however, since there are more high-level satisfied respondents for local goods as compared to non-local goods, it can be inferred that consumers are relatively satisfied with local than non-local goods.

4. Customer Satisfaction Score

To find out the overall percentage of satisfied consumers of both local and non-local goods, a CSAT (Customer Satisfaction) score has been computed.

The CSAT score is calculated for all 25 items in the customer satisfaction scale using the formula:

$$CSAT\ Score = \frac{Sum\ of\ all\ responses\ having\ scores\ 4\ and\ 5}{Total\ number\ of\ Respondents}\ X\ 100$$

Table 5.6 presents the data analysis on the CSAT score of both local goods and non-local goods. The CSAT score is computed on percentage basis. An attempt to compare the percentage of higher satisfied customers for all 25 items between local and non-local goods is made in Table 5.6.

Table 5.6
CSAT Score of Local Goods and Non-local Goods

Sl. No	**Items**	**CSAT Score**	
		Local Goods	**Non-local Goods**
1	The prices of handloom products are reasonable	43%	**48%**
2	The prices of handicraft are reasonable	39%	**51%**
3	The prices of agro-products are reasonable	56%	**64%**
4	The prices of processed food are reasonable	53%	**61%**
5	The quality of handloom and handicraft products is satisfactory	**75%**	59%
6	The quality of agro-products and processed food products is satisfactory	**74%**	57%
7	The quantity of agro-products and processed food products is ideal	**60%**	56%
8	The design of handloom and handicraft products is satisfactory	**79%**	58%
9	The colour combination of handloom and handicraft products is attractive	**79%**	63%
10	The weaving skills and craftsmanship of handloom and handicraft products is excellent	**78%**	65%
11	The durability of handloom and handicraft products is satisfactory	**77%**	51%
12	The freshness and taste of agro-products and processed food products is satisfactory	**75%**	52%
13	The packaging and labelling of agro-products and processed food products is appealing	55%	**69%**
14	Agro-products and processed food products are hygienic and safe	**69%**	47%

15	Agro-products and processed food products are healthy and nutritious	**65%**	46%
16	Satisfied with the ingredients used in the processed food products	**66%**	55%
17	There is enough choice available for handloom and handicraft products	**62%**	61%
18	There is adequate variety of agro-products and processed food available	**62%**	60%
19	The manufacturing and expiry dates of products are properly indicated in agro-products and processed food	53%	**72%**
20	Standardization and Grading system of agro-products and processed food is satisfactory	42%	**58%**
21	Adequate promotion is provided for handloom and handicraft products	37%	**53%**
22	Satisfied with the way agro-products and processed food are being promoted	38%	**50%**
23	The after-sales service of handloom and handicraft products is satisfactory	43%	**46%**
24	Handloom and handicraft products are highly reliable	**66%**	49%
25	Agro-products and processed food products ensure high degree of reliability	**60%**	46%

Source: Field Survey

The CSAT score for reasonable pricing of all categories of local goods-handloom, handicraft, agro-products, and processed food is greater for non-local goods than for local goods. This implies there are more satisfied customers of non-local goods than local goods when it comes to pricing.

In terms of perceived quality, according to the CSAT score, local goods are superior to non-local commodities for both handloom and handicraft items and agro-products and processed food. This indicates that customers are more satisfied with local goods than non-local goods in terms of quality.

A similar pattern may be seen in processed foods and agro-products, where non-local goods receive significantly lower scores than local goods in terms of quantity.

When compared to non-local items, local handloom and handicraft products obtain much higher satisfaction score for design, colour combination, weaving skills, craftsmanship, and durability.

The CSAT score is higher for non-local processed foods and non-local agricultural products in the areas of packaging and labelling, and indication of manufacturing and expiry dates.

In the areas of hygiene and safety, healthy and nutritious, and ingredients for agro-products and processed foods, and varieties and options to choose for handloom, handicraft, agro-products, and processed food, there is higher CSAT score for local goods than non-local goods.

The CSAT score with standardization and grading system, promotion initiatives and after sales service for non-local goods is greater for handloom/handicraft items as well as agro-products/processed food than local goods.

When it comes to reliability of handloom, handicraft, agro-products, and processed food, the CSAT score is higher for local goods than non-local goods.

From the overall analysis of the CSAT score it is obvious that, out of the 25 items, the score is higher for local goods under 15 items and higher for non-local goods under 10 items. Since the CSAT scores are higher for local goods, it can be inferred that there are overall more satisfied customers for local goods than for non-local goods.

5. Factor Analysis

The researcher has done factor analysis to determine the factors influencing consumer satisfaction by finding their linear relation and association and for data reduction to bring the strong factors influencing consumer satisfaction.

The respondents were given 25 statements related to factors influencing consumer satisfaction towards local as well as non-local goods separately and they were asked to indicate their extent of agreement or disagreement on their satisfaction on all 25 items on a Likert type-five points scale in terms of five degrees as: 5= Strongly agree, 4=Agree, 3=Neither Agree nor Disagree, 2=Disagree, 1=Strongly Disagree.

The factor analysis was performed for both local goods and non-local goods separately to make a clear comparison on consumer satisfaction between local and non-local goods.

5.1. Reliability Test

To measure the reliability or internal consistency of the set of 25 scale items, Cronbach's Alpha have been used. Cronbach's Alpha ranges from 0 to 1. Higher values indicate stronger relationships between the items on a scale. A Cronbach's Alpha of 0.7 or higher is universally considered to be acceptable.

Table 5.7

Reliability Statistics (Local Goods)

Cronbach's Alpha	N of Items
.920	25

Source: Field Survey

Table 5.8

Reliability Statistics (Non-local Goods)

Cronbach's Alpha	N of Items
.919	25

Source: Field Survey

The Cronbach's Alpha value of 25 factors influencing consumer satisfaction towards local goods is 0.920 as shown in Table 5.7 and for non-local goods is 0.919 as shown in Table 5.8. Both values indicate a very high level of internal consistency between the items on the scale. Hence, the value of Cronbach's Alpha for both local and non-local goods is acceptable, as both these values are more than 0.7, confirming that the scales are reliable enough to be used for further analysis.

5.2. Bartlett’s test of sphericity and Kaiser-Meyer-Olkin (KMO) Test for Sampling Adequacy

KMO measure assesses the overall sampling adequacy of the 25 scale items for factor analysis and Bartlett’s Test of Sphericity is used to measure the presence of enough correlations among the 25 scale items to proceed with factor analysis. Generally, a KMO value greater than 0.5 is desirable for factor analysis. The results of the KMO and Bartlett's Test for the 25 scale items influencing consumer satisfaction towards local goods and non-local goods are shown in the Table 5.9 and Table 5.10.

Table 5.9
KMO and Bartlett's Test (Local Goods)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.896
Bartlett's Test of Sphericity	Approx. Chi-Square	8007.362
	df	300
	Sig.	.000

Source: Field Survey

Table 5.10
KMO and Bartlett's Test (Non-local Goods)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.894
Bartlett's Test of Sphericity	Approx. Chi-Square	8147.004
	df	300
	Sig.	.000

Source: Field Survey

In Table 5.9, the approximate chi-square statistic is 8007.362 with 300 degrees of freedom, which is significant at the 0.05 level, as sig, value is 0.000. The value of

KMO at 0.896 is also very large as it is greater than 0.5. Thus, factor analysis is considered an appropriate method for analyzing the data for factors influencing consumer satisfaction towards local goods.

Likewise in Table 5.10, the approximate chi-square statistic is 8147.004 with 300 degrees of freedom, which is significant at the 0.05 level, as sig, value is 0.000. The value of KMO at 0.894 is also very large as it is greater than 0.5. Thus, the results justify the appropriateness of factor analysis for analyzing the data for factors influencing consumer satisfaction towards non-local goods.

5.3. Total Variance Explained

With 25 factors taken for the research study, Eigen values criterion is used for the factor extraction analysis. Only factors with a variance greater than 1.0 are considered significant

Table 5.11
Total Variance

Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**			**Rotation Sums of Squared Loadings**		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.842	35.369	35.369	8.842	35.369	35.369	4.734	18.935	18.935
2	2.523	10.092	45.461	2.523	10.092	45.461	3.231	12.924	31.859
3	1.855	7.420	52.881	1.855	7.420	52.881	2.935	11.740	43.599
4	1.367	5.469	58.351	1.367	5.469	58.351	2.749	10.994	54.593
5	1.194	4.777	63.128	1.194	4.777	63.128	2.134	8.535	63.128

Source: Field Survey

In Table 5.11, The variance explained by each component is that the variance is evenly distributed in a range of 18.93% - 8.53%. A total of 5 factors have been identified in the factor analysis with more than 1.0 Eigen value in the Rotation Sums of Squared Loadings and 63.12% of explained variance. These 5 factors are extracted using the method of Principal Component Analysisfor analysis of the study.

5.3. Rotated Component Matrix

Using VARIMAX with Kaiser Normalization rotation method, which is the most used rotation method, Rotated Component Matrix has been employed to achieve simpler and theoretically more meaningful factor loadings. The interpretation of factors is done by identifying the variables that have very high loadings on the same component. These loadings have the lower limit of -1.0 and an upper limit of +1.0. For better reduction of variables, factor loading values having more than 0.4 were taken for consideration under each factor. A total of 5 factors have been extracted using Principal Component Analysis. The variables so extracted have been shown in bold letters as shown in Table 5.12 and Table 5.13 separately for local goods and non-local goods respectively.

Table 5.12
Rotated Component Matrix (Local Goods)

Sl. No	Statements	Component				
		1	2	3	4	5
1.	The prices of handloom products are reasonable	.146	.156	**.771**	.315	.078
2.	The prices of handicraft are reasonable	.208	.214	**.801**	.196	.064
3.	The prices of agro-products are reasonable	.272	.006	**.819**	-.021	.053
4.	The prices of processed food are reasonable	.098	.248	**.724**	.113	.033
5.	The quality of handloom and handicraft products is satisfactory	**.715**	.244	.254	.071	.042
6.	The quality of agro-products and processed food products is satisfactory	**.702**	.240	.233	.124	-.047
7.	The quantity of agro-products and processed food products is ideal	**.607**	.213	.258	-.232	.227
8.	The design of handloom and handicraft products is satisfactory	**.759**	.003	.074	.184	.150
9.	The colour combination of handloom and handicraft products is attractive	**.592**	-.240	.105	.296	.194
10.	The weaving skills and craftsmanship of handloom and handicraft products is excellent	**.618**	-.032	.065	.397	.226
11.	The durability of handloom and handicraft products is satisfactory	**.549**	.131	.073	.493	.067

12.	The freshness and taste of agro-products and processed food products is satisfactory	**.564**	.178	.134	.381	-.037
13.	The packaging and labelling of agro-products and processed food products is appealing	.071	.369	.183	**.606**	.116
14.	Agro-products and processed food products are hygienic and safe	.280	.175	.211	**.737**	.090
15.	Agro-products and processed food products are healthy and nutritious	.428	.173	.133	**.607**	.050
16.	Satisfied with the ingredients used in the processed food products	.379	-.076	.139	**.572**	.369
17.	There is enough choice available for handloom and handicraft products	.181	.125	.119	.054	**.803**
18.	There is adequate variety of agro-products and processed food available	.123	.154	.056	.109	**.822**
19.	The manufacturing and expiry dates of products are properly indicated in agro-products and processed food	.126	.336	-.043	.152	**.488**
20.	Standardization and Grading system of agro-products and processed food is satisfactory	.004	**.827**	.090	.189	.015
21.	Adequate promotion is provided for handloom and handicraft products	.100	**.775**	.209	.069	.192
22.	Satisfied with the way agro-products and processed food are being promoted	.120	**.807**	.169	.068	.138
23.	The after-sales service of handloom and handicraft products is satisfactory	.286	**.643**	.178	.128	.228
24.	Handloom and handicraft products are highly reliable	**.623**	.050	.147	.227	.297
25.	Agro-products and processed food products ensure high degree of reliability	**.562**	.349	.068	.317	.176

Source: Field Survey

Table 5.13
Rotated Component Matrix (Non-local Goods)

Sl. No	Statements	Component				
		1	2	3	4	5
1.	The prices of handloom products are reasonable	.173	.241	**.847**	-.028	.010
2.	The prices of handicraft are reasonable	.146	.141	**.864**	-.104	.077
3.	The prices of agro-products are reasonable	.087	-.032	**.787**	.203	.272
4.	The prices of processed food are reasonable	.035	.223	**.704**	.301	.182
5.	The quality of handloom and handicraft products is satisfactory	.476	.136	.156	**.562**	.020

6.	The quality of agro-products and processed food products is satisfactory	**.543**	.169	.065	.521	.127
7.	The quantity of agro-products and processed food products is ideal	.209	.077	.050	**.776**	.194
8.	The design of handloom and handicraft products is satisfactory	**.653**	.337	-.036	.260	-.057
9.	The colour combination of handloom and handicraft products is attractive	**.743**	.180	-.021	.022	.029
10.	The weaving skills and craftsmanship of handloom and handicraft products is excellent	**.690**	.024	.060	.267	.114
11.	The durability of handloom and handicraft products is satisfactory	**.537**	.182	.037	.511	.006
12.	The freshness and taste of agro-products and processed food products is satisfactory	**.696**	.249	.150	.163	-.065
13.	The packaging and labelling of agro-products and processed food products is appealing	.102	.181	.133	.200	**.662**
14.	Agro-products and processed food products are hygienic and safe	**.725**	-.071	.146	.098	.362
15.	Agro-products and processed food products are healthy and nutritious	**.763**	-.107	.130	.066	.289
16.	Satisfied with the ingredients used in the processed food products	**.667**	-.073	.150	.141	.336
17.	There is enough choice available for handloom and handicraft products	.105	**.657**	.151	-.063	.237
18.	There is adequate variety of agro-products and processed food available	.089	**.639**	.086	-.131	.524
19.	The manufacturing and expiry dates of products are properly indicated in agro-products and processed food	.083	.325	.122	-.021	**.713**
20.	Standardization and Grading system of agro-products and processed food is satisfactory	.362	.149	.190	.175	**.639**
21.	Adequate promotion is provided for handloom and handicraft products	-.028	**.708**	.132	.313	.254
22.	Satisfied with the way agro-products and processed food are being promoted	.192	**.731**	.170	.220	.065
23.	The after-sales service of handloom and handicraft products is satisfactory	.203	**.603**	.101	.469	.090
24.	Handloom and handicraft products are highly reliable	.415	.377	.127	**.425**	.002
25.	Agro-products and processed food products ensure high degree of reliability	**.599**	.371	.239	.156	.037

Source: Field Survey

The variables so extracted as shown in Table 5.12 and Table 5.13 are grouped under five different factor heads as explained below:

Factor 1: Product Attributes and Reliability

A total of 10 items are identified under factor 1 for both local goods and non-local goods. All 10 items reflect the attributes of the goods such as quality, quantity, design, colour, freshness, and taste. They also relate to the craftsmanship, durability and degree of reliability associated with the goods. This extracted factor shows 18.93 percent of variance, and it is the highest among all the factors and the most influential factor affecting consumer satisfaction.

Factor 2: Promotion

There are 4 items of local goods and 5 items of non-local goods identified under factor 2. All the items represent the promotional activity of both local goods and non-local goods. This factor shows 12.92 percent of variance indicating that this factor also influences consumer satisfaction.

Factor 3: Pricing

A total of 4 items are identified under factor 3 for both local goods and non-local goods. The items are grouped as Pricing factor as they reflect the price element of the goods. This extracted factor has a 11.74 percent of variance, showing the extent of influencing consumer satisfaction.

Factor 4: Perception

There are 4 items for local goods and 3 items for non-local goods which are identified under factor 4. All the items reflect the perception towards both local and non-local goods in terms of quality, quantity, packaging, labelling, ingredients, safety, and hygiene. This extracted factor shows 10.99 percent of variance indicating its influence on consumer satisfaction.

Factor 5: Information

There is a total of 3 items each for both local goods and non-local goods which are identified under factor 5. All items represent the awareness and knowledge of local goods and non-local goods when it comes to choices, availability, standardization, grading, and labelling. This extracted factor has 8.53 percent of variance and is the least influential factor out of all five factors that affects consumer satisfaction.

6. Hypotheses Testing (Paired Sample t-test)

To determine whether there is significant difference in consumer satisfaction between local goods and external goods, a hypothesis testing was conducted. This test will give a more comprehensive analysis to make a comparative study on the differences in respondents' satisfaction between local goods and non-local goods. In context with this, the researcher has employed factor analysis to identify the key variables affecting consumers' satisfaction with both local and non-local goods. Through the factor analysis, five factors have been extracted which have been included for hypotheses testing.

To make a comparative study of consumers' satisfaction between local goods and non-local goods, a relational hypothesis *"With regard to consumer satisfaction, there is no significant difference between local goods and external goods"* is formulated.

The means of two related groups, where in this study, the customer satisfaction ratings for local goods versus external good, are compared using a paired samples t-test. Since the same group of consumers evaluates both types of goods, the data are paired, making the paired samples t-test acceptable. By comparing the mean difference between the paired samples to the sample data's variability, the t-test determines whether this difference is statistically significant. Additionally, it computes the p-value, which expresses the likelihood of observing the data if the null hypothesis is true.

The descriptive statistics for each pair (local vs. external goods) across each of the five variables are presented in Table 5.14.

In Table 5.13, since the mean for all pairings are stated as 0E-7, or practically zero, there is no difference in satisfaction between local and external goods for any factors. All pairs have a standard deviation of 1, indicating uniform variability within the sample across every factor. The accuracy of the mean estimations is shown by the standard error of the mean, which for each pair is 0.04082483.

Table 5.14
Paired Samples Statistics

Sample Pair	Goods	Factors	Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Local	Product Attributes and Reliability	0E-7	600	1.00000000	.04082483
	Non-local	Product Attributes and Reliability2	0E-7	600	1.00000000	.04082483
Pair 2	Local	Promotion	0E-7	600	1.00000000	.04082483
	Non-local	Promotion 2	0E-7	600	1.00000000	.04082483
Pair 3	Local	Pricing	0E-7	600	1.00000000	.04082483
	Non-local	Pricing 2	0E-7	600	1.00000000	.04082483
Pair 4	Local	Perception	0E-7	600	1.00000000	.04082483
	Non-local	Perception 2	0E-7	600	1.00000000	.04082483
Pair 5	Local	Information 2	0E-7	600	1.00000000	.04082483
	Non-local	Information	0E-7	600	1.00000000	.04082483

Source: Field Survey

Table 5.15
Paired Samples Correlations

Pair	Factors	N	Correlation	Sig.
Pair 1	Product Attributes and Reliability & Product Attributes and Reliability2	600	.331	.000
Pair 2	Promotion & Promotion 2	600	.355	.000
Pair 3	Pricing & Pricing 2	600	.174	.000
Pair 4	Perception & Perception 2	600	.190	.000
Pair 5	Information 2 & Information	600	.178	.000

Source: Field Survey

Table 5.15 shows the correlation for every paired samples. For every factor, the correlation values between local and non-local goods are given; Product Features and Reliability Correlation Values: 0.331, Promotion: 0.355, Pricing: 0.174, Perception:0.190, and Information: 0.178. This shows that although there is a correlation of some kind between local and non-local or external goods for each factor, it varies in intensity, with pricing, perception, and information showing weaker correlations and promotion and product attributes and reliability factors showing moderate correlations. The p-values of 0.000 for every pair signify statistically significant positive correlations.

Table 5.16 shows the t-test for each paired sample. The mean difference between local and external goods for each pair (Product Attributes, Promotion, Pricing, Perception, and Information) is practically 0 (0E-8, which is nearly zero). This implies that, there is no difference in customer satisfaction between the two product groups.

Compared to the sample variability, the difference between the paired observations (local and external goods) is insignificant, as indicated by the t-statistic of .000 for each pair. Every pair has a p-value of 1.000, which is far higher than the usual significance level of $\alpha = 0.05$. This indicates that, for all of the evaluated factors (Product attributes and reliability, Promotion, Pricing, Perception, and Information), there is no statistically significant difference between the satisfaction levels of local and external goods.

Table 5.16
Paired Samples Test

Pair	Factors	Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Product Attributes and Reliability - Product Attributes and Reliability2	0E-8	1.15705386	.04723653	-.09276934	.09276934	.000	599	1.000
Pair 2	Promotion - Promotion 2	0E-8	1.13571937	.04636555	-.09105880	.09105880	.000	599	1.000
Pair 3	Pricing - Pricing 2	0E-8	1.28546210	.05247877	-.10306475	.10306475	.000	599	1.000
Pair 4	Perception - Perception 2	0E-8	1.27295293	.05196809	-.10206180	.10206180	.000	599	1.000
Pair 5	Information - Information 2	0E-8	1.28223040	.05234684	-.10280564	.10280564	.000	599	1.000

Source: Field Survey

Every pair's 95% confidence intervals are extremely near to 0 and range from negative to positive values. This serves as another evidence that there is no significant difference in customer satisfaction between local goods and external goods.

Since every p-value is significantly higher than 0.05, the researcher failed to reject the hypothesis *"With regard to consumer satisfaction, there is no significant difference between local goods and external goods."* This indicates that, in terms of Product Attributes and reliability, Promotion, Pricing, Perception, and Information, there is no significant difference in consumer satisfaction between local and external goods, according to the data. The statistical analysis thus supports the hypothesis. Both local goods and external goods seem to have comparable levels of customer satisfaction.

This shows that local goods function just as well as external goods in the market in terms of customer satisfaction, which can have significant effects on market strategy and local economic development.

7. Demographic Profile of The Respondents and Their Level of Satisfaction Towards Local and Non-Local Goods: District Wise

This section deals with district wise consumers' relationship and consumer satisfaction score with their social, economic, and personal factors such as gender, age, educational qualification, occupational status, marital status, and place of residence. One can have a better understanding of the level of satisfaction among consumers by doing a district-wise examination of consumer satisfaction towards local and non-local goods. The six selected Nagaland districts for the study may have some general distinctions from one another and, consequently, consumers' degree of satisfaction can be impacted by the political and socioeconomic elements present in each district. Thus, it is appropriate to highlight in the content that follows that we will be talking about the district-by-district difference in customer satisfaction. The "Consumer Satisfaction Scale" (Likert Type 5-point scale) has also been used for data analysis in this chapter in order to produce a reliable and significant result.

7.1. Overall consumer satisfaction: District wise

The Overall Consumer Satisfaction towards local and non-local goods has been worked out based on average consumer satisfaction score (ACSS) obtained for each district under study. The Table 5.17 given below provides the district-wise variation of Average Consumer Satisfaction Score for both local and non-local goods.

Table 5.17
Overall Consumer Satisfaction: District wise

District	No. of Respondents	ACSS		Local Goods		Non-local Goods	
		Local	Non-local	Above	Below	Above	Below
Dimapur	168	89.51	89.07	87	81	83	85
Kiphire	30	89.57	91.47	15	15	12	18
Kohima	120	95.20	88.96	48	72	44	76
Mokokchung	84	85.51	86.51	43	41	38	46
Mon	108	90.57	90.29	51	57	52	56
Tuensang	90	95.13	90.17	47	43	42	48

Source: Field Survey

The data in Table 5.17 shows that there are varying levels of consumer satisfaction with local and non-local goods across different districts in Nagaland.

In Dimapur, respondents' satisfaction with local and non-local items is about evenly balanced, with a slim majority rating their satisfaction with local goods higher than the ACSS.

Despite a slightly larger percentage of respondents falling below the ACSS for non-local goods, Kiphire district has a high degree of satisfaction with non-local goods.

Despite the district of Kohima having a far better average score for local goods, more respondents fall short of the ACSS for both local and non-local goods, suggesting some degree of unhappiness.

While satisfaction for local items is almost balanced in Mokokchung, somewhat more respondents fall short of the ACSS for non-local goods, suggesting a moderate degree of contentment.

In Mon District, customer satisfaction with both local and non-local items is similar, with a slight majority falling short of the ACSS.

Tuensang has a high level of satisfaction with local goods, however the proportion of respondents who fall above and below the ACSS is roughly equal in both groups.

It can be thus inferred through the ACSS that respondents from Kohima District were most satisfied with local goods with an ACSS of 95.20 and number of respondents above and below ACSS was 48 and 72 respectively. On the other hand, respondents from Kiphire District were most satisfied with non-local goods with a ACSS of 91.47 and number of respondents above and below ACSS was 12 and 18 respectively.

6.2. Gender and Consumers' Satisfaction: District wise

The data in Table 5.18 presents a district-wise analysis of the relationship between gender and consumer satisfaction towards local and non-local goods in Nagaland. The Average Consumer Satisfaction Score (ACSS) is used to measure satisfaction levels, with scores provided separately for female and male respondents across six districts.

Table 5.18 reveals the following:

Dimapur: In Dimapur District, the result shows that majority 54 percent of the respondents (90) were female with ACSS of 90.63 for local goods and 90.40 for non-local goods, and 46 percent respondents (78) were male with ACSS of 88.21 for local goods and 87.53 for non-local goods.

Kiphire: In the District of Kiphire, the result shows that 43 percent of the respondents (13) were female with ACSS of 88.85 for local goods and 93.08 for non-local goods, and 57 percent respondents (17) were male with ACSS of 90.12 for local goods and 90.24 for non-local goods.

Table 5.18

Relationship between Gender and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)			
		Female		Male	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	90.63	90.40	88.21	87.53
Kiphire	30	88.85	93.08	90.12	90.24
Kohima	120	95.09	87.39	95.32	90.75
Mokokchung	84	83.96	86.85	87.39	86.11
Mon	108	90.72	89.64	90.45	90.84
Tuensang	90	94.19	89.00	96.42	91.76

Source: Field Survey

Kohima: In Kohima District, the result shows that 53 percent of the respondents (64) were female with ACSS of 95.09 for local goods and 87.39 for non-local goods, and 47 percent respondents (56) were male with ACSS of 95.32 for local goods and 90.75 for non-local goods.

Mokokchung: The result of Mokokchung District shows that 55 percent of the respondents (46) were female with ACSS of 83.96 for local goods and 86.85 for non-local goods, and 45 percent respondents (38) were male with ACSS of 87.39 for local goods and 86.11 for non-local goods.

Mon: In Mon District, the result shows that 46 percent of the respondents (50) were female with ACSS of 90.72 for local goods and 89.64 for non-local goods, and 54 percent respondents (58) were male with ACSS of 90.45 for local goods and 90.84 for non-local goods.

Tuensang: The result of Tuensang District shows that 57 percent of the respondents (51) were female with ACSS of 94.19 for local goods and 89.00 for non-local goods, and 43 percent respondents (39) were male with ACSS of 96.42 for local goods and 91.76 for non-local goods.

It can be inferred that female respondents from the districts of Dimapur, Kohima, Mon and Tuensang are more satisfied with local goods than the female respondents from Kiphire and Mokokchung who are more satisfied with non-local goods. For male respondents, those belonging to the districts of Kohima and Tuensang are more satisfied with local goods than those from Dimapur, Kiphire, Mokokchung and Mon who are more satisfied with non-local goods.

6.3. Age and Consumers' Satisfaction: District wise

The Table 5.19 presents a district-wise analysis of consumer satisfaction with local and non-local goods based on the age group of respondents.

Table 5.19
Relationship between Age and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)							
		18 to 25		26 to 40		41 to 60		61 and above	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	90.67	90.30	88.66	89.75	87.86	81.86	87.00	90.80
Kiphire	30	83.88	91.25	92.43	92.00	90.25	90.75	0	0
Kohima	120	94.77	86.56	94.45	89.86	98.71	92.12	95.50	88.75
Mokokchung	84	88.57	88.21	81.85	86.20	88.36	87.50	97.50	67.00
Mon	108	89.91	88.46	90.83	91.61	92.60	91.60	85.25	83.50
Tuensang	90	93.05	87.80	98.03	92.39	92.91	91.27	0	0

Source: Field Survey

Table 5.19 reveals the following:

Dimapur: In Dimapur District, 49 percent of respondents (83) belong to the age group of 18-25 years of age with ACSS of 90.67 for local goods and 90.30 for non-local goods. 35 percent of respondents (59) are in the age group of 26 to 40 with ACSS of 88.66 for local goods and 89.75 for non-local goods, and 13 percent of respondents (21) are in the age group of 41 to 60 years with ACSS of 87.86 for local goods and 81.86 for non-local goods. Finally, 3 percent respondents (5) are found in the age group of 61 years and above with ACSS of 87.00 for local goods and 90.80 for non-local goods.

Kiphire: In Kiphire District, 27 percent of respondents (8) belong to the age group of 18-25 years of age with ACSS of 83.88 for local goods and 91.25 for non-local goods. Around 46 percent of respondents (14) are in the age group of 26 to 40 with ACSS of 92.43 for local goods and 92.00 for non-local goods, and 27 percent of respondents (8) are in the age group of 41 to 60 years with ACSS of 90.25 for local goods and 90.75 for non-local goods. None of the respondents are found in the age group of 61 years and above.

Kohima: In the District of Kohima, 36 percent of respondents (43) belong to the age group of 18-25 years of age with ACSS of 94.77 for local goods and 86.56 for non-local goods. 47 percent of respondents (56) are in the age group of 26 to 40 with ACSS of 94.45 for local goods and 89.86 for non-local goods, and 14 percent of respondents (17) are in the age group of 41 to 60 years with ACSS of 98.71 for local goods and 92.12 for non-local goods. Finally, 3 percent respondents (4) are found in the age group of 61 years and above with ACSS of 95.50 for local goods and 88.75 for non-local goods.

Mokokchung: In Mokokchung District, 18 percent of respondents (14) belong to the age group of 18-25 years of age with ACSS of 88.57 for local goods and 88.21 for non-local goods. 47 percent of respondents (40) are in the age group of 26 to 40 with ACSS of 81.85 for local goods and 86.20 for non-local goods, and 33 percent of respondents (28) are in the age group of 41 to 60 years with ACSS of 88.36 for local goods and 87.50 for non-local goods. Finally, 2 percent respondents (2) are found in the age group of 61 years and above with ACSS of 97.50 for local goods and 67.00 for non-local goods.

Mon: 32 percent of respondents (35) in the district of Mon belong to the age group of 18-25 years of age with ACSS of 89.91 for local goods and 88.46 for non-local goods. 50 percent of respondents (54) are in the age group of 26 to 40 with ACSS of 90.83 for local goods and 91.61 for non-local goods, and 14 percent of respondents (15) are in the age group of 41 to 60 years with ACSS of 92.60 for local goods and 91.60 for non-local goods. Finally, 4 percent respondents (4) are found in the age group of 61 years and above with ACSS of 85.25 for local goods and 83.50 for non-local goods.

Tuensang: In Tuensang District, around 46 percent of respondents (41) belong to the age group of 18-25 years of age with ACSS of 93.05 for local goods and 87.80 for non-local goods. 42 percent of respondents (38) are in the age group of 26 to 40 with ACSS of 98.03 for local goods and 92.39 for non-local goods, and 12 percent of respondents (11) are in the age group of 41 to 60 years with ACSS of 92.91 for local goods and 91.27 for non-local goods. None of the respondents are found in the age group of 61 years and above.

It can be inferred from the ACSS that respondents belonging to the age group of 18 to 25 years and 41 to 60 years from all the districts, except Kiphire district, are more satisfied with local goods than non-local goods. For respondents belonging to the age group of 26 to 40 years, those from Kiphire, Kohima and Tuensang Districts are more satisfied with local goods than those from the districts of Dimpaur, Mokokchung and Mon who are more satisfied with non-local goods. The respondents belonging to the age group of 61 years and above from the districts of Kohima, Mokokchung and Mon are more satisfied with local goods as against those from Dimapur who are more satisfied with non-local goods.

6.4. Educational Qualification and Consumers' Satisfaction: District wise

The Table 5.20 presents a district-wise analysis of consumer satisfaction with local and non-local goods based on the educational qualification of respondents.

Table 5.20 reveals the following:

Dimapur: In Dimapur District, 3 percent of respondents (5) have an educational qualification of below class 10 with ACSS of 91.60 for local goods and 94.80 for non-local goods. 3 percent of respondents (5) are matriculate with ACSS of 91 for local goods and 85.40 for non-local goods, and 17 percent of respondents (28) are higher secondary passed with ACSS of 88.43 for local goods and 91.43 for non-local goods. 44 percent respondents (74) are graduates with ACSS of 90.47 for local goods and 89.65 for non-local goods and 33 percent of the respondents (56) are post-graduates with ACSS of 88.45 for local goods and 86.93 for non-local goods.

Kiphire: In Kiphire District, 3 percent of respondents (1) have an educational qualification of below class 10 with ACSS of 83 for local goods and 91 for non-local goods. 3 percent of respondents (1) are matriculate with ACSS of 98 for local goods and 84 for non-local goods, and around 18 percent of respondents (5) are higher secondary passed with ACSS of 93.60 for local goods and 100.80 for non-local goods. 13 percent respondents (4) are graduates with ACSS of 82.75 for local goods and 86.25 for non-local goods and 63 percent of the respondents (19) are post-graduates with ACSS of 89.84 for local goods and 90.53 for non-local goods.

Kohima: In Kohima District, 2.5 percent of respondents (3) have an educational qualification of below class 10 with ACSS of 91.33 for local goods and 84.33 for non-local goods. 2.5 percent of respondents (3) are matriculate with ACSS of 97 for local goods and 87 for non-local goods, and 9 percent of respondents (11) are higher secondary passed with ACSS of 95.91 for local goods and 90.36 for non-local goods. 47 percent respondents (56) are graduates with ACSS of 95.04 for local goods and 87.45 for non-local goods and 39 percent of the respondents (47) are post-graduates with ACSS of 95.36 for local goods and 90.85 for non-local goods.

Mokokchung: In the District of Mokokchung, around 4 percent of respondents (3) have an educational qualification of below class 10 with ACSS of 87.33 for local goods and 91 for non-local goods. 6 percent of respondents (5) are matriculate with ACSS of 90.20 for local goods and 90 for non-local goods, and 2 percent of respondents (2) are higher secondary passed with ACSS of 82.50 for local goods and 83 for non-local goods. 40 percent respondents (34) are graduates with ACSS of 82.24 for local goods and 85.38 for non-local goods and 48 percent of the respondents (40) are post-graduates with ACSS of 87.73 for local goods and 86.88 for non-local goods.

Mon: In Mon District, 14 percent of respondents (15) have an educational qualification of below class 10 with ACSS of 87.93 for local goods and 85.53 for non-local goods. 10 percent of respondents (11) are matriculate with ACSS of 91.73 for local goods and 98.09 for non-local goods, and 14 percent of respondents (15) are higher secondary passed with ACSS of 89.73 for local goods and 90.73 for non-local goods. 36 percent respondents (39) are graduates with ACSS of 91.44 for local goods and 90 for non-local goods and 26 percent of the respondents (28) are post-graduates with ACSS of 90.79 for local goods and 92.14 for non-local goods.

Table 5.20

Relationship between Educational Qualification and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)									
		Below Class 10		Matriculate		Higher Secondary		Graduate		Post-Graduate	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	91.60	94.80	91	85.40	88.43	91.43	90.47	89.65	88.45	86.93
Kiphire	30	83.00	91.00	98.00	84.00	93.60	100.80	82.75	86.25	89.84	90.53
Kohima	120	91.33	84.33	97.00	87.00	95.91	90.36	95.04	87.45	95.36	90.85
Mokokchung	84	87.33	91.00	90.20	90.00	82.50	83.00	82.24	85.38	87.73	86.88
Mon	108	87.93	85.53	91.73	98.09	89.73	90.73	91.44	90.00	90.79	89.93
Tuensang	90	0	0	88.50	87.50	99.46	92.38	92.89	87.63	96.27	92.14

Source: Field Survey

Tuensang: In Tuensang District, none of the respondents have an educational qualification of below class 10. Around 3 percent of respondents (2) are matriculate with ACSS of 88.50 for local goods and 87.50 for non-local goods, and 14 percent of respondents (13) are higher secondary passed with ACSS of 99.46 for local goods and 92.38 for non-local goods. 42 percent respondents (38) are graduates with ACSS of 92.89 for local goods and 87.63 for non-local goods and 41 percent of the respondents (37) are post-graduates with ACSS of 96.27 for local goods and 92.14 for non-local goods.

Through the ACSS, it can be inferred that respondents who are below class 10 passed and belonging to the districts of Kohima and Mon are more satisfied with local goods than those belonging to the districts of Dimapur, Kiphire and Mokokchung who are more satisfied with non-local goods. All respondents of all districts, except Mon, who are matriculates are more satisfied with local goods than non-local goods. For higher secondary passed respondents, those belonging to the districts of Kohima and Tuensang are more satisfied with local goods than those belonging to the districts of Dimapur, Kiphire, Mokokchung and Mon who are more satisfied with non-local goods. Respondents who are graduates and belonging to the districts of Kiphire and Mokokchung are more satisfied with non-local goods than those belonging to the districts of Dimapur, Kohima, Mon and Tuensang who are more satisfied with local goods. And for post-graduate respondents, those belonging to the districts of Kohima, Mokokchung and Mon are more satisfied with local goods than those belonging to the districts of Dimapur, Kiphire and Tuensang who are more satisfied with non-local goods.

6.5. Occupational Status and Consumers' Satisfaction: District wise

The Table 5.21 examines the relationship between occupational status and consumer satisfaction with local and non-local goods across six districts in Nagaland.

Table 5.21 reveals the following:

Dimapur: In Dimapur District, 23 percent of respondents (39) are government employees with ACSS of 91.72 for local goods and 90.21 for non-local goods. 7 percent of respondents (12) are homemakers with ACSS of 90.75 for local goods and 92.08 for non-local goods, and 42 percent of respondents (70) are private employees with ACSS of 88.76 for local goods and 89.97 for non-local goods. 18.5 percent respondents (31) are self-employed with ACSS of 89.77 for local goods and 86.65 for non-local goods and 9.5 percent of the respondents (16) are students with ACSS of 85.94 for local goods and 84.75 for non-local goods.

Kiphire: In Kiphire District, 7 percent of respondents (2) are government employees with ACSS of 81 for local goods and 91 for non-local goods. 10 percent of respondents (3) are homemakers with ACSS of 84 for local goods and 84.67 for non-local goods, and 53 percent of respondents (16) are private employees with ACSS of 90.63 for local goods and 92.63 for non-local goods. 20 percent respondents (6) are self-employed with ACSS of 92.50 for local goods and 92.33 for non-local goods and 10 percent of the respondents (3) are students with ACSS of 89.33 for local goods and 90.50 for non-local goods.

Kohima: In District of Kohima, 41 percent of respondents (49) are government employees with ACSS of 95.27 for local goods and 87.16 for non-local goods. 7 percent of respondents (8) are homemakers with ACSS of 93 for local goods and 88.13 for non-local goods, and 28 percent of respondents (34) are private employees with ACSS of 94.50 for local goods and 90.85 for non-local goods. 16 percent respondents (19) are self-employed with ACSS of 96.79 for local goods and 89.68 for non-local goods and 8 percent of the respondents (10) are students with ACSS of 96 for local goods and 90.60 for non-local goods.

Mokokchung: In Mokokchung District, 33 percent of respondents (28) are government employees with ACSS of 82.29 for local goods and 86.54 for non-local goods. 13 percent of respondents (11) are homemakers with ACSS of 85.27 for local goods and 85.45 for non-local goods, and 31 percent of respondents (26) are private employees with ACSS of 86.19 for local goods and 88.31 for non-local goods. 11 percent respondents (9) are self-employed with ACSS of 88.89 for local goods and 90.89 for non-local goods and 12 percent of the respondents (10) are students with ACSS of 90 for local goods and 79 for non-local goods.

Mon: In the District of Mon, 30 percent of respondents (32) are government employees with ACSS of 89.09 for local goods and 88.38 for non-local goods. 11 percent of respondents (12) are homemakers with ACSS of 94.33 for local goods and 92.33 for non-local goods, and 15 percent of respondents (16) are private employees with ACSS of 93.06 for local goods and 89.81 for non-local goods. 31 percent respondents (34) are self-employed with ACSS of 88.53 for local goods and 91.15 for non-local goods and 13

Table 5.21
Relationship between Occupational Status and Consumers' Satisfaction: District wise

District	**No. of Respondents**	**Average Consumer Satisfaction Score (ACSS)**									
		Govt. Service		**Homemakers**		**Private Service**		**Self-employed**		**Student**	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	91.72	90.21	90.75	92.08	88.76	89.97	89.77	86.65	85.94	84.75
Kiphire	30	81.00	91.00	84.00	84.67	90.63	92.63	92.50	92.33	89.33	90.50
Kohima	120	95.27	87.16	93.00	88.13	94.50	90.85	96.79	89.68	96.00	90.60
Mokokchung	84	82.29	86.54	85.27	85.45	86.19	88.31	88.89	90.89	90.00	79.00
Mon	108	89.09	88.38	94.33	92.33	93.06	89.81	88.53	91.15	92.86	91.36
Tuensang	90	92.48	87.35	92.29	88.57	94.93	88.97	97.96	92.88	98.40	99.00

Source: Field Survey

percent of the respondents (14) are students with ACSS of 92.86 for local goods and 91.36 for non-local goods.

Tuensang: In Tuensang District, 25.5 percent of respondents (23) are government employees with ACSS of 92.48 for local goods and 87.35 for non-local goods. 8 percent of respondents (7) are homemakers with ACSS of 92.29 for local goods and 88.57 for non-local goods, and 33 percent of respondents (30) are private employees with ACSS of 94.93 for local goods and 88.97 for non-local goods. 28 percent respondents (25) are self-employed with ACSS of 97.96 for local goods and 92.88 for non-local goods and 5.5 percent of the respondents (5) are students with ACSS of 98.40 for local goods and 99 for non-local goods.

Through the ACSS, it can be thus inferred that Dimapur shows a trend where homemakers and private service employees tend to prefer non-local goods, while government service employees, students, and the self-employed lean towards local goods. Kiphire displays a unique pattern where self-employed individuals have the highest satisfaction with both local and non-local goods, while government employees are less satisfied with local products. Kohima strongly favors local goods across all occupational groups, particularly among the self-employed and students, reflecting a cultural or regional preference. Mokokchung indicates a distinct preference for local goods among students and the self-employed, while non-local goods receive mixed satisfaction levels. Mon shows high satisfaction across all groups, with homemakers leading in both local and non-local goods satisfaction, suggesting a broad acceptance of both product types. Tuensang stands out for its overwhelmingly high satisfaction with local goods, especially among the self-employed and students, with students also showing the highest satisfaction for non-local goods.

6.6. Marital Status and Consumers' Satisfaction: District wise

The Table 5.22 presents the relationship between marital status (married vs. unmarried) and consumer satisfaction with local and non-local goods across the six districts in Nagaland.

Table 5.22
Relationship between Marital Status and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)			
		Married		Unmarried	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	91.83	90.89	88.60	88.36
Kiphire	30	89.09	93.09	89.84	90.53
Kohima	120	93.08	84.54	96.14	90.93
Mokokchung	84	83.68	86.78	87.18	86.27
Mon	108	90.12	88.93	90.85	91.12
Tuensang	90	92.36	87.82	96.74	91.53

Source: Field Survey

Table 5.22 reveals the following:

Dimapur: In Dimapur District, the result shows that 28 percent of the respondents (47) were married with ACSS of 91.83 for local goods and 90.89 for non-local goods, and 72 percent respondents (121) were unmarried with ACSS of 88.60 for local goods and 88.36 for non-local goods.

Kiphire: In Kiphire District, 37 percent of the respondents (11) were married with ACSS of 89.09 for local goods and 93.09 for non-local goods, and 63 percent respondents (19) were unmarried with ACSS of 89.84 for local goods and 90.53 for non-local goods.

Kohima: In the district of Kohima, the result shows that 31 percent of the respondents (37) were married with ACSS of 93.08 for local goods and 84.54 for non-local goods, and 69 percent respondents (83) were unmarried with ACSS of 96.14 for local goods and 90.93 for non-local goods.

Mokokchung: In Mokokchung District, 48 percent of the respondents (40) were married with ACSS of 83.68 for local goods and 86.78 for non-local goods, and 52 percent respondents (44) were unmarried with ACSS of 87.18 for local goods and 86.27 for non-local goods.

Mon: In Mon District, the result shows that 38 percent of the respondents (41) were married with ACSS of 90.12 for local goods and 88.93 for non-local goods, and 62 percent respondents (67) were unmarried with ACSS of 90.85 for local goods and 91.12 for non-local goods.

Tuensang: In Tuensang District, 37 percent of the respondents (33) were married with ACSS of 92.36 for local goods and 87.82 for non-local goods, and 63 percent respondents (57) were unmarried with ACSS of 96.74 for local goods and 91.53 for non-local goods.

From the ACSS score, the data indicates how marital status affects customer satisfaction with both local and non-local items, with significant district-specific variations. Hence, it can be inferred that though their satisfaction with non-local items varies by district, married respondents tend to show high satisfaction with local goods, especially in Dimapur, Kiphire, and Tuensang. For instance, compared to respondents from Kohima and Tuensang, married respondents from Kiphire and Dimapur indicate greater satisfaction with non-local items. Respondents who are unmarried express more satisfaction with both local and non-local items, particularly in areas like Kohima and Tuensang, where the preference for local goods is strong. Unmarried respondents have a little stronger preference for local items than married respondents in most districts.

6.7. Place of Residence and Consumers' Satisfaction: District wise

The Table 5.23 presents a district-wise analysis of consumer satisfaction with local and non-local goods based on the place of residence of the respondents.

Table 5.23 reveals the following:

Dimapur: In Dimapur District, the result shows that 28 percent of the respondents (47) resided in town areas with ACSS of 89.88 for local goods and 89.52 for non-local goods, and 72 percent respondents (121) resided in village areas with ACSS of 85.94 for local goods and 84.75 for non-local goods.

Kiphire: In Kiphire District, 90 percent of the respondents (27) resided in town areas with ACSS of 89.59 for local goods and 91.56 for non-local goods, and 10 percent respondents (3) resided in village areas with ACSS of 89.33 for local goods and 90.67 for non-local goods.

Table 5.23
Relationship between Place of Residence and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)			
		Town		Village	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	89.88	89.52	85.94	84.75
Kiphire	30	89.59	91.56	89.33	90.67
Kohima	120	95.05	88.77	96.19	90.19
Mokokchung	84	85.20	87.23	90.40	75.20
Mon	108	90.36	90.38	91.67	89.83
Tuensang	90	95.44	90.01	92.91	91.27

Source: Field Survey

Kohima: In Dimapur District, the result shows that 87 percent of the respondents (104) resided in town areas with ACSS of 95.05 for local goods and 88.77 for non-local goods, and 13 percent respondents (16) resided in village areas with ACSS of 96.19 for local goods and 90.19 for non-local goods.

Mokokchung: In the District of Mokokchung, 94 percent of the respondents (79) resided in town areas with ACSS of 85.20 for local goods and 87.23 for non-local goods, and 6 percent respondents (5) resided in village areas with ACSS of 90.40 for local goods and 75.20 for non-local goods.

Mon: In Mon District, the result shows that 83 percent of the respondents (90) resided in town areas with ACSS of 90.36 for local goods and 90.38 for non-local goods, and 17 percent respondents (18) resided in village areas with ACSS of 91.67 for local goods and 89.83 for non-local goods.

Tuensang: In the District of Tuensang, the result shows that 88 percent of the respondents (79) resided in town areas with ACSS of 95.44 for local goods and 90.01 for non-local goods, and 12 percent respondents (11) resided in village areas with ACSS of 92.91 for local goods and 91.27 for non-local goods.

From the ACSS, it can be inferred that town residents are generally more satisfied with local goods than non-local goods in the districts of Dimapur, Kohima, and Tuensang, and slightly more satisfied with non-local goods in the districts of Kiphire, Mokokchung and Mon. Local goods are also generally more well-liked by village residents in all the districts except for Kiphire where the village residents are more inclined to non-local goods.

8. Variations in Consumers' Overall Satisfaction between local and non-local goods: Grouped District wise

This section of the study will examine at how consumer satisfaction varies between local and non-local goods across the advanced and backward districts of Nagaland under the study. For this, the districts are divided into two groups: Group 1 (Kohima, Dimapur, and Mokokchung), and Group 2 (Kiphire, Mon, and Tuensang).

Group 1 reflects the state's more advanced and economically developed districts. These districts are important urban and commercial hubs, with a substantial impact on Nagaland's economy and consumer markets. Group 2 reflects the less developed eastern districts. These places are more rural and encounter a variety of socioeconomic issues, making them unique in terms of consumer behaviour and market dynamics.

The study examines the overall satisfaction of consumers in both groups with respect to local and non-local goods, demonstrating how regional factors influences consumer buying decisions. By analyzing these variations, the study aims to provide insights into the various consumer behaviour patterns in more developed versus less developed districts, as well as providing essential information for local and non-local businesses looking to cater to Nagaland's diverse consumer needs.

Table 5.24 compares the overall satisfaction of consumers with local and non-local goods, grouped by district, showing the number of respondents who rated their satisfaction "above" or "below" the average consumer satisfaction score (ACSS).

Table 5.24
ACSS: Grouped District Wise

District	No. of Respondents	ACSS		Local Goods		Non-local Goods	
		Local Goods	Non-local Goods	Above ACSS	Below ACSS	Above ACSS	Below ACSS
GROUP 1	372	90.44	88.45	194	178	162	210
GROUP 2	228	92.24	90.39	111	117	110	118

Source: Field Survey

The analysis in Table 5.24 reveals the following for both groups:

Group 1 (372 respondents): There are slightly more respondents (194) who have satisfaction levels higher than the average score (90.44), compared to 178 who are not. This implies a fairly balanced distribution of satisfaction, with a small majority preferring local goods. For non-local items, 210 respondents show satisfaction levels lower than the average (88.45), compared to 162 respondents above it. This suggests that non-local goods are less positively perceived, with a higher proportion of respondents dissatisfied in comparison to local goods.

Group 2 (228 respondents): The distribution of respondents for local goods is almost evenly distributed between those who score above (111) and below (117) the average satisfaction score. While the mean satisfaction is high (92.24), the nearly even split indicates a more diverse perception across the group. For non-local goods, the distribution is also fairly even, with 110 respondents above and 118 below the average satisfaction score (90.39). This indicates that perceptions of non-local goods in Group 2 are mixed, with somewhat more respondents being less satisfied than the average.

Thus, it can be inferred that consumers are more satisfied with local goods than non-local items, particularly in Group 1. However, there is a considerable difference in satisfaction levels, notably for non-local goods, indicating that non-local goods can better meet consumer wants. Furthermore, the mixed findings in Group 2 point to a more competitive market, in which both local and non-local goods have a part, but none has an obvious lead in consumer satisfaction.

The Table 5.25 presents the descriptive statistics for the two grouped districts regarding their respondents' satisfaction or preference towards local and non-local goods.

Table 5.25
Descriptive Statistics

District	No. of Respondents	Range		Mean		Standard Deviation	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods
GROUP 1	372	54-120	50-112	90.44	88.45	11.27	10.77
GROUP 2	228	64-125	62-125	92.24	90.39	11.50	11.77

Source: Field Survey

The analysis in Table 5.25 reveals the following for both groups:

Group 1 (372 respondents): Group 1 respondents got an average score of 90.44 for local goods, suggesting a high level of satisfaction or preference. The range (54-120) demonstrates a wide variety of responses, while the standard deviation (11.27) indicates substantial variability in how Group 1 perceives local goods. The mean score for non-local goods is somewhat lower (88.45), implying a lesser level of satisfaction or preference as compared to local goods. The range (50-112) and standard deviation (10.77) show slightly less variability in comparison to local goods.

Group 2 (228 respondents): Respondents in Group 2 have a higher mean score (92.24) for local goods compared to Group 1, indicating a stronger preference or satisfaction. The range (64-125) is slightly broader, and the standard deviation (11.5) suggests considerable variability. Non-local goods have a little lower mean score (90.39) than local goods, although they are still reasonably high. The range (62-125) and standard deviation (11.77) are similar to those of the local goods in this group.

Overall, both groups exhibit a slight preference for local goods over non-local goods, with Group 2 demonstrating higher levels satisfaction or preference for both categories of goods. The standard deviations across both groups and goods show moderate variability, indicating some variation in individual responses within each group. However, Group 2 tends to have higher overall satisfaction with local goods than Group 1.

The data analysis in this chapter makes a comparative study of consumers' preference and satisfaction between local goods and external or non-local goods. The chapter presented a clear picture on the analysis of the factors influencing consumers' preference and satisfaction over local goods and non-local goods. Hence, the investigative questions were answered and the objectives of the study have been achieved.

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CHAPTER SIX

SUMMARY AND CONCLUSION

INTRODUCTION

The marketing of local goods in Nagaland is the primary focus of this study, which also examines consumer purchasing patterns in relation to sustainability, economic growth, and cultural legacy. Local goods from Nagaland reflect the region's diverse cultural past and are essential to maintaining its distinct identity. This study explores the Nagaland local goods market and looks at consumer purchasing patterns for these goods. It draws attention to how crucial locally produced commodities are to maintaining cultural legacy and fostering economic growth in the face of globalization's obstacles. The research aims to create sustainable marketing strategies to support local businesses and give entrepreneurs more power by examining consumer preferences and purchase decisions. Six districts are included in the study, which offers a thorough understanding of regional differences in consumer behaviour. This knowledge can drive resource allocation and development plans in the region. Marketers and policymakers can use these findings to boost demand, enhance perception, and support locally produced items. It establishes the foundation for future research and encourages more investigation and comparison studies to enhance the understanding of consumer behaviour in the local products market because it is the first comprehensive study in Nagaland. The study collected information from primary and secondary sources, A total of 600 sample respondents from six chosen districts in Nagaland—Kohima, Dimapur, Mokokchung, Kiphire, Tuensang, and Mon were administered for collecting the primary data.

This chapter provides with a summary of the major findings and suggestions pertaining to the marketing of local goods in Nagaland and the consumer buying behaviour towards local goods followed by a conclusion. This is followed by a brief conclusion with areas left for future research studies.

SUMMARY OF MAJOR FINDINGS

In this section of the chapter, an attempt has been made to summarize the major findings of the research study so as to have a better insight into the various aspects of marketing of local goods in Nagaland. The major findings of the study have been summarized in the following heads and sub-heads:

1. PROFILE DISTRIBUTION OF RESPONDENTS

A total of 600 people were surveyed in six districts of Nagaland; the largest representation was found in Dimapur (28%), followed by Kohima (20%) and Mon (18%), Tuensang (15%), Mokokchung (14%) and Kiphire had the lowest percentage of 5%. There is a balanced distribution of the genders, with slightly more females (52.3%) than males (47.7%). While the other districts, especially Dimapur (90 females out of 168 respondents) and Kohima (64 females out of 120 respondents), had a higher proportion of female respondents, Mon (58 males out of 108 respondents) and Kiphire (17 males out of 30 respondents) had a higher proportion of male respondents.

Majority of respondents (43.5%) belonged to the 26 to 40 age group, making it the most dominant age group overall. Ages 61 and over accounted for only 2.5% of responses, suggesting a younger sample for this study. There are 40.8% of the respondents having graduated and 37.8% holding post-graduate degrees and only 4.5% of respondents had less than a Class 10 education. 20.7% of the respondents are self-employed, while the majority (32%) were engaged in the private sector or in government service (28.8%). The proportions of students and home-makers were 9.7% and 8.8%, respectively.

2. LOCAL ARTISANS OF LOCAL GOODS IN NAGALAND

90% of the local artisans are female and 10% are male. Majority of the respondents (56%) are in the 31–50 years category. 44% of the local artisans have an education level of below 10, 40% have 10+2 education level, and 16% are graduates.

66% of their businesses are located in Dimapur. 50% of the local artisans deal in handloom business, 24% in handcraft, 16% in processed food, and 10% in agro-products.

When it comes to defining the term “local,” the findings reveals that 100% of the local artisans under the study connect the term "local" to indigenous products. 70% of local artisans referred the term "local" to fresh produce. 40% of local artisans associates the term "local" with high quality products.

Considering the importance of local goods, 100% of the local artisans under the study are of the view that local goods are essential for preserving tradition and culture. 80% of the local artisans relate local goods as an importance for self-sufficiency. Supporting local businesses and economic growth is prioritized by 40% as the importance of local goods.

The four categories of local goods under the study that are commonly found in Nagaland are- Handloom items such as shawls, mekhala, bags, waistcoats, neckties, mufflers, and home furnishings. Handcrafted goods include jewellery, baskets, furniture, utensils, and decorative items. Agro-Products include cereals, fruits, vegetables, spices, tea, coffee, and honey. Processed foods include jams, juices, sauces, fruit candies, pickles, and powdered spices. All four categories of local goods are extensively accessible and offered for sale through both ecommerce sites and physical stores.

Only a small percentage of the local artisans (30%) follow the marketing practises of labelling, packaging (30%), and branding (24%) for the purpose of product identification. Cost-oriented pricing policy is followed by all the local artisans. 100% of distribution channels are direct, while 20% are both direct and indirect. 100% of the local artisans employ publicity form of promotion in the form government expos and 80% uses personal selling for promoting their products.

3. LOCAL MARKETERS OF LOCAL GOODS IN NAGALAND

Among the five local marketers under the study, Meraki Nagaland engages in the specialization of artisanal handicraft products, encompassing items crafted from bamboo and wood, with an emphasis on internal design and production processes. Naturally Nagaland acquires products from a diverse array of governmental entities (including NBDA, NBHM, NBM, DUDA, and NHHDC) as well as private sector entrepreneurs, concentrating on an extensive assortment of goods that encompasses handloom textiles, handicrafts, agricultural products, and processed food items. Other Marketers (Fusion, ilandlo, Made in Nagaland Center) facilitate platforms for local entrepreneurs to promote their goods, establishing partnerships with a considerable number of local enterprises and self-help organizations.

Products are distinguished by branding; however, most of them does not have a registered trademark. Packaging and labelling are employed strategically for the purpose of promotion. Agro-products and processed foods adhere to the regulations stipulated by the Food Safety and Standards Authority of India (FSSAI). The primary vehicle for promotion is social media, which is effectively utilized to facilitate sales through online retail platforms. Revenue generated from sales through Meraki and Naturally Nagaland serves to fund the respective government agencies from where the products are sourced. The other marketers implement commission structures to their partnered local entrepreneurs that range from 15% to 30% of total sales.

4. GOVERNMENT INITIATIVES ON LOCAL GOODS OF NAGALAND

The notable steps taken by government to support local entrepreneurs and local markets are as follows:

- ***One District One Product (ODOP):*** Under the PM FME Scheme, the goal of ODOP is to promote distinctive products from every district. It has created distinctive processed and agro-based goods and establishes sustainable economic environments.
- ***Nagaland State Cooperative Marketing & Consumers' Federation (MARCOFED):*** This federation functions to provide fair rates for agricultural producers, removes intermediaries, and offers higher-quality goods at competitive rates. MARCOFED manages markets and retail stores, investigates local and international markets, and promotes SHGs and women's empowerment.
- ***Department of Industries and Commerce***: This government agency provides local firms with financial assistance, subsidies, and incentives. It offers training programs to help entrepreneurs, artisans, and craftsmen improve their skills. It

coordinates trade shows and exhibitions within and outside Nagaland to market local goods.

- ***Nagaland Apex Weavers and Artisans Federation Ltd. (WEAFED):*** The mission of the WEAFED is to support weavers and craftsmen while preserving and promoting traditional crafts. It offers instruction, promotes local goods at different price points, and encourages creativity while preserving cultural identity.
- ***Department of Under-Developed Areas (DUDA):*** This government agency uses specialized development tactics to target underdeveloped districts. A proactive initiative taken up by DUDA is creating the Anghya Brand which gives farmers and producers from eastern Nagaland access to markets and means of subsistence. Another is the Mongken Project where traditional designs are promoted and jobs are created at this apparel and textile production hub.
- ***Naturally Nagaland***: Naturally Nagaland, a hand-holding program was established in July 2021 to promotes organic agricultural products and highlights the best handlooms, crafts, and artwork in the state. It is a well-coordinated attempt to assist local business owners by several government offices and missions such as Nagaland Bamboo Development Agency (NBDA), Nagaland Bee Keeping and Honey Mission (NBHM), Nagaland Bio-resource Mission (NBM), Myki under Women Resource Development, Development of Under Developed Areas (DUDA) in partnership with Nagaland Handloom and Handicrafts Development Corporation (NHHDC), a PSU under Government of Nagaland.

5. CONSUMER AWARENESS ON LOCAL GOODS OF NAGALAND

The weighted average score of 3.47 out of 3.81 indicates that most respondents (more than 50%) have a low awareness of most local goods in Nagaland. A high weighted average score of 4.00 indicates high awareness, with over 80% of respondents agreeing or strongly agreeing that they can distinguish local goods from non-local items. A noteworthy 80% of respondents with a high weighted average score of 3.98 indicates a high awareness level of where to purchase locally produced goods. 44.67% of the respondents agree that they obtain sufficient information before making purchases, and the weighted average of 3.68 indicates a moderate level of awareness in this area. A significant portion of respondents (79.17%) agreed or strongly agreed that they check the Maximum Retail Price (MRP) prior to making a purchase, and consumers' strong price awareness is indicated by their weighted average score of 4.03.

With a weighted average of 3.77, about 70% of respondents agreed or strongly agreed that they compare prices from various vendors. Similarly, with a weighted average of 3.87, 75% of respondents agree or strongly agree that they compare product quality before making a purchase. A weighted average of 3.85 indicates a decent level of awareness, with approximately 69.67% of respondents checking customer reviews, recommendations, and suggestions before making a purchase. A weighted average of 3.55 was obtained from the approximately 59.17% of respondents who occasionally searched for information on local goods. With a high weighted average score of 3.89, 74% of respondents strongly or agree that they talk about local products with their friends and family.

6. CONSUMERS' PERCEPTION TOWARDS LOCAL GOODS OF NAGALAND

With an average score of 4.19 and 53.5% of respondents agreeing, consumers have a very positive opinion of how convenient it is to use and consume local goods. Local products are thought to be distinctive, as indicated by a high weighted average score of 4.26 and strong agreement from 48.5% of respondents. With a high average score of 4.45, consumers strongly agree that local goods are both fresh and organic, which is supported by a majority of 53.33% of respondents. It is believed that locally produced commodities are essential to maintaining the area's customs and culture. 53.5% of respondents, on average, gave a score of 4.46 (strongly agree). Local goods' positive impact on the local economy is well-received by consumers. 47.67% strongly agreed, and the average score was a high 4.38. With an average score of 4.08 and 49.67% of respondents agreeing, there is a strong opinion that locally produced goods are environmentally friendly. With a weighted average score of 4.20 and 50% of respondents agreeing, local goods are thought to be safe to use and consume. With an average score of 4.32 and 51.83% of respondents agreeing, local items are perceived as bearing local identity. Furthermore, 43.67% of respondents believe that buying local products is linked to pride or vanity.

With a lower weighted average score of 3.84, only 52.67% of respondents agree that local goods deliver quality, despite many positive opinions. 36.83% of respondents believe that local goods are expensive, with an average score of 4.01. Having a lower weighted average score of 3.51, only 42.33% of respondents agreed that local goods are easily available. With a score of 3.86 and 52.67% of respondents agreeing, consumers agree that there is a poor level of awareness regarding local goods. With a weighted average score of 4.04, more than 50% of respondents perceive that there is insufficient promotion for local goods. Only 41.33% of respondents agreed that local goods foster brand loyalty, and the average response was 3.46.

7. MARKETING MIX

Product Factors: Quality, reliability, durability, branding, packaging, and variety of options are the most important factors influencing consumers' purchasing decisions for local goods. The high weighted average score of 3.88 and standard deviation of 0.88 imply that customers have a generally positive view of local goods.

Price Factors: Pricing of local items has a moderate influence on customer purchasing decisions, as shown by a weighted average score of 3.41 with a standard deviation of 0.91. Consumers have diverse responses to pricing schemes, ranging from disagreement to agreement.

Place Factors: Placement factors such as accessibility, availability, market proximity, and store atmosphere significantly impact consumer behaviour. With a weighted average score of 3.49 and a standard deviation of 0.87, the placement strategy is important in the purchasing process.

Promotion Factors: Information sharing, publicity, offers, and discounts all have a neutral to mixed impact on consumer behaviour. The weighted average score of 3.16, with a standard deviation of 0.96, suggests that promotion is the least influential of the four factors in driving purchasing decisions.

Overall Marketing Mix Influence: The marketing mix, which includes product, price, place, and promotion, is thought to have a moderate influence on consumer behaviour. The overall aggregate mean score of 20.86 indicates that consumers regard all the four elements as essential and influential when selecting to buy local goods. However, among them, product variables emerge as the most important, followed by positioning, advertising, and pricing.

8. CONSUMERS BUYING DECISION PROCESS OF LOCAL GOODS OF NAGALAND.

Reasons for buying local goods

Majority (73%) of respondents prioritize supporting local businesses as a reason to buy local goods. 67% of respondents regarded Local goods as vital for meeting daily necessities. 62% of respondents choose local goods to meet personal needs, showing that local offerings are well aligned with individual preferences. Most respondents (59%) buy local goods because they are associated with cultural heritage, and traditions. More than half of respondents (53%) believe local products are reliable, indicating trust in their quality and consistency. The findings also show that that a large majority of customers consider Past Purchase Experiences (42%) and Product Attributes (35%) when making decisions. Curiosity (27%) drives a lesser but significant proportion of customers to try new local products, while Convenience (33%) does for some, implying that accessibility influences purchasing behaviour. However, considerations such as Social Status (9%) and Convenience (33%) have less influence.

Sources used for seeking information about local goods

According to the data analysis, friends and family are the most significant sources of information across all product categories, with 61% to 70% of respondents identifying them as key influencers. Social media is another important source, particularly for processed foods (54%), and handicrafts (50%), demonstrating its expanding relevance in consumer awareness. Neighbours and trade fairs/exhibitions also play key roles, particularly for handloom and agricultural items, with influences ranging from 44% to 54%. Local dailies are a big source for Agro-products (30%) and Processed Food (27%), while Local Goods Vendors and Sales Representatives have a particularly strong influence on Agro-products (61%). Television Media has the least total impact, ranging from 7% to 12% across all product categories.

Criteria for evaluation of alternatives

The data analysis shows that Quality (98%) is the most essential criterion for consumers when considering alternatives, closely followed by Pricing (90%), stressing the importance of both product quality and cost. Quantity (72%) and Price Offers (63%) are both essential variables for most respondents, demonstrating that customers value both the quantity and affordability of goods. Packaging and presentation (58%) and reviews and recommendations (58%) have comparable influence, emphasizing the importance of product appearance and feedback from others. Convenient location (48%) is relatively essential, while reputation (30%) plays a minor impact, implying that consumers value physical product features over brand recognition. Overall, consumers prioritize quality, price, and quantity when making purchasing decisions.

Factors influencing purchase of Handloom and Handicraft products

When purchasing handloom and handcraft products, Quality and Durability is ranked first as the most influential factor, with the highest average weighted score (4.29), followed closely by Uniqueness (4.24) as the second rank and Culture and Traditions (4.23) as the third rank. Design (4.15) and Supporting Local Marketers/Economy (4.03) are also significant factors, ranking as fourth and fifth respectively. Past Purchase Experience (4.01) is ranked sixth. The seventh, eighth, ninth and tenth influential factors are Token of Gifts/Souvenirs (3.87), Family and Friends Influence (3.84), Easy Accessibility/Availability (3.74), and Guaranteed Performance (3.71) respectively. In contrast, variables such as pride/vanity (3.51) is ranked eleventh, brand reputation (3.47) as the twelfth rank and advertisements/promotions (3.37) as the thirteenth and last rank to have less influence.

Factors influencing purchase of Agro-products and Processed Food

The analysis of factors influencing the purchase of agro-products and processed food shows that taste (4.45) is ranked first as the most influential factor, followed by freshness/organic (4.44) and quality (4.44) as the second ranks. Pricing (4.09) ranked as fourth and Past Purchase Experience (4.06) ranked as fifth are other important factors. Local Identity (4.05) is ranked sixth and Supporting Local Marketers/Economy (3.96) is ranked seventh. The eighth, ninth and tenth ranks are, Cultural Aspect (3.93) and Uniqueness (3.92) and family and friends (3.87) factors respectively. Factors such as ease of access/availability (3.84) ranked as eleventh, brand reputation (3.4) as the twelfth rank and advertisements/promotions (3.35) ranked as thirteenth score lower.

Purchase Behaviour of Consumers towards Local Goods

75.67% of respondents either agree or strongly agree that they choose and buy local goods with a well-informed and thoughtful approach, with an average weighted score of 3.95. Consumers also trust the opinions of others, with 65% agreeing and an average score of 3.67. Need-based purchases are common, with a high agreement rate of 78.33% and an average score of 3.92. While impulsive buying does occur, it is less common, with 43% agreeing and an average score of 3.42. Supporting local marketers is another important motivator, with 72% agreeing or strongly agreeing and an average score of 3.89. Consumers frequently compare different brands of agricultural products, with a lower agreement rate of 49% and an average score of 3.34, indicating substantial brand exploration. Repeat purchases from the same brand or retailer are typical, with 70.66% agreement and an average rating of 3.83. Gifting handloom and handicrafts is popular, with 75% agreeing and an average score of 3.91.

Post-Purchase Behaviour of Consumers towards Local Goods

Respondents place a high value on price-quality association and product finishing, with average scores of 4.29 and 4.41, respectively, and more than 87% agree or strongly agree that these factors are important. Satisfaction-driven repeat purchases are also substantial, with an average score of 4.40 and 94% of respondents agreeing or strongly agreeing to it. Furthermore, providing reviews to friends and family and discontinuing purchases from unsatisfactory brands are important factors, with both receiving average scores of 4.22 and strong agreement from more than 88% of respondents. Other key considerations include the necessity of timely information about local items (81.84% agree), as well as brand reputation, which has a moderate agreement score of 3.70 and is acknowledged by 61.66% of respondents. Making complaints about defective products resulted in moderate agreement (average score of 3.85), with 69% eager to report problems.

9. CONSUMERS' REASON OF PREFERENCE FOR LOCAL GOODS AND EXTERNAL GOODS

Affordable Pricing is ranked first as the reason for preferring non-local goods (average score: 2.94) while it is ranked third as the reason for preferring local goods (average score: 2.50).

Quality is the most significant factor for local goods, with an average score of 3.67 and is ranked first. Quality is likewise important for non-local goods, but it ranks second with an average score of 2.66.

Local and non-local goods have a low preference for design and features, ranking fifth in both categories. However, local goods received a significantly higher score (1.56) than non-local goods (1.33).

Taste is highly valued in local goods (ranked second with an average score of 2.51), while less essential in non-local goods, which is placed fourth (1.84).

Availability and accessibility for non-local goods are scored higher (third with a score of 2.15), while for local goods, it is ranked lower (sixth with an average score of 1.37).

Non-local goods are rated far higher in terms of packing (ranked sixth with an average score of 1.28) than local goods, which rank eighth with a relatively low score (0.49).

For local goods, safety and reliability are ranked higher (fourth with an average score of 1.63) than non-local goods (ninth with an average score of 0.84).

Advertising and promotion are a least preferred reason for both local goods and non-local goods, however, non-local goods (ranked eighth with an average score of 0.96) have a minor advantage over local goods (ranked ninth with an average score of 0.31).

Convenience in buying is ranked seventh for both local goods (with an average score of 1.03) and non-local goods (with an average score of 1.12) as the reason of preference.

10. VARIATIONS IN CONSUMERS' OVERALL SATISFACTION BETWEEN LOCAL AND NON-LOCAL GOODS

Overall, consumers are satisfied with both local and non-local goods, showing less variations in their scores. The Average Satisfaction Score (ASS) for local goods is 91.13 out of 125 and for non-local goods is 89.19 out of the maximum of 125.

In terms of the Consumer Satisfaction Scale (CSS), there is also not much variations with customers satisfaction towards both local and non-local goods. For local goods, 9% of the respondents fall in the category of 'Medium Level of Satisfaction' while 91% are found in the 'High Level of Satisfaction' category. In the case of non-local goods, 10% fall in the 'Medium Level of Satisfaction' category while 90% are found in the 'High Level of Satisfaction' category.

Out of the 25 items, the Customer Satisfaction (CSAT) score is higher for local goods under 15 items and higher for non-local goods under 10 items.

11. DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND THEIR LEVEL OF SATISFACTION: DISTRICT WISE

a) **Relationship between Gender and Consumers' Satisfaction: District wise-** Female respondents from Dimapur, Kohima, Mon, and Tuensang are more satisfied with local goods than female respondents from Kiphire and Mokokchung, who prefer non-local goods. Male respondents from Kohima and Tuensang are more satisfied with local goods than those from Dimapur, Kiphire, Mokokchung, and Mon, who prefer non-local goods.

b) **Relationship between Age and Consumers' Satisfaction: District wise-** Respondents aged 18 to 25 and 41 to 60 from all districts, except Kiphire, are more satisfied with local goods than non-local goods. Among respondents aged 26 to 40, those from Kiphire, Kohima, and Tuensang Districts are more satisfied with local goods than those from Dimpaur, Mokokchung, and Mon Districts, who are more satisfied with nonlocal goods. Respondents aged 61 and above from the districts of Kohima, Mokokchung, and Mon are more satisfied with local goods than those from Dimapur, who are more satisfied with non-local goods.

c) **Relationship between Educational Qualification and Consumers' Satisfaction: District wise-** Respondents below Class 10 from Kohima and Mon districts are more satisfied with local goods than those from Dimapur, Kiphire, and Mokokchung. Except for Mon, matriculates throughout districts are more satisfied with locally produced goods. Higher Secondary passed respondents from Kohima and Tuensang favor local goods, whereas those from Dimapur, Kiphire, Mokokchung, and Mon choose non-local products. Graduates from Kiphire and Mokokchung prefer non-local goods, whereas Dimapur, Kohima, Mon, and Tuensang choose local products. Postgraduates from Kohima, Mokokchung, and Mon favor local goods, but those from Dimapur, Kiphire, and Tuensang choose non-local products.

d) **Relationship between Occupational Status and Consumers' Satisfaction: District wise-** Across districts, homemakers, and private employees in Dimapur favor non-local goods, while government employees, students, and the self-employed prefer local goods. In Kiphire, self-employed people are quite satisfied with both local and non-local items, whereas government employees are less satisfied with local products. Kohima has a significant preference for local goods in all occupations, especially among the self-employed and students. In Mokokchung, students and the self-employed prefer local items, while non-local goods elicit mixed views. Mon has strong satisfaction levels with both local and non-local items across all demographics, with homemakers leading the way. Tuensang strongly favors local goods, particularly among the self-employed and students, while students are also very satisfied with non-local goods.

e) **Relationship between Marital Status and Consumers' Satisfaction: District wise-** Married respondents are generally more satisfied with local items, especially in Dimapur, Kiphire, and Tuensang, but more satisfied with non-local goods in Kiphire and Dimapur than in Kohima and Tuensang. Unmarried respondents, particularly in Kohima and Tuensang, are more satisfied with both local and non-local goods, with a minor preference for local items over married respondents in other districts.

f) **Relationship between Place of Residence and Consumers' Satisfaction: District wise-** In the districts of Dimapur, Kohima, and Tuensang, town residents are generally more satisfied with local goods than non-local goods, whereas in Kiphire, Mokokchung, and Mon, they are slightly more satisfied with non-local goods. Local goods are likewise more popular among village residents across all districts except Kiphire, where they prefer non-local goods.

12. OVERALL CONSUMER SATISFACTION: DISTRICT WISE

In terms of individual districts, the study revealed through the ACSS that the consumers from the districts of Dimapur (89.51), Kohima (95.20), Mon (90.57) and Tuensang (95.13) are more satisfied with local goods than non-local goods. And consumers from Mokokchung (86.51) and Kiphire (91.47) are more satisfied with non-local goods.

In terms of grouped districts, Group 1 (Kohima, Dimapur, and Mokokchung) respondents (194) have satisfaction levels higher than the average score (90.44) for local goods. For non-local goods, 210 respondents show satisfaction levels lower than the average (88.45). This suggests that a higher proportion of respondents are dissatisfied with non-local goods in comparison to local goods.

Group 2 (Kiphire, Mon, and Tuensang) respondents for local goods are almost evenly distributed between those who score above (111 respondents) and below (117 respondents) the average satisfaction score (92.24). For non-local goods, the distribution is also even, with 110 respondents above and 118 below the average satisfaction score (90.39). This shows that consumers in Group 2 are somewhat satisfied with both local and non-local goods.

TESTING OF HYPOTHESES

In this part of the chapter, an attempt has been made to test the hypotheses to ascertain whether the hypotheses formulated are accepted or rejected. The following two hypotheses were considered in this study for testing empirically to make an in-depth study of the consumer buying behaviour towards local goods in Nagaland.

1: Pricing has a direct positive effect on consumer perception towards local goods.

2: With regard to consumer satisfaction, there is no significant difference between local goods and external goods.

To test the veracity of the hypotheses "Pricing has a direct positive effect on consumer perception towards local goods," two important aspects are considered, analysed, and studied: Consumer perception towards local goods of Nagaland and Pricing element of marketing mix strategy on local goods of Nagaland. The responses of all 600 respondents have been considered. For statistical testing of the hypotheses, regression analysis was conducted with price factor as the independent variable and consumer perception as the dependent variable. The result of the regression analysis as shown in Chapter 3 provides that the price factor accounts for 12% of variance on consumer perception. With F-ratio value as 81.6, B- value as 0.214 and p- value (Sig.) as .000, the test is statistically significant since Sig. value is <0.05. Hence, the hypotheses "Pricing has a direct positive effect on consumer perception towards local goods" stands proved and accepted.

To test the second hypothesis that is "With regard to consumer satisfaction, there is no significant difference between local goods and external goods.", Factor analysis was conducted to reduce the number of factors related to both local and external goods affecting consumer satisfaction and for further statistical analysis. Based on the factor analysis done in Chapter 5, 5 factors were extracted out of 25 factors for both local goods and non-local goods. A paired sample t-test was then conducted on the 5 extracted factors to make a comparison in the differences of consumer satisfaction between local goods and non-local or external goods. The result of the paired sample t-test as shown in Chapter 5 provides that the t value for each pair is .000 showing insignificant for the differences between each pair, and the p-value (Sig.) for each pair is 1.000 which is higher than 0.05, indicating the test to be statistically insignificant. Hence, the hypotheses "With regard to consumer satisfaction, there is no significant difference between local goods and external goods" stands proved and accepted.

SUGGESTIONS

The present study, through an in-depth investigation, based on the findings and the analysis, recommend certain suggestions to enhance the local goods market in Nagaland and to provide a better insight into the consumer buying behaviour towards local goods in Nagaland. The suggestions are provided under two sub-headings: 1) For Local Marketers and 2) For Consumers.

Suggestions for Local Marketers:

1. The study found that only 24% of marketers use branding, and 30% focus on packaging and labelling. Therefore, more attention should be paid by local marketers and artisans to developing distinctive trademarked brand identities for their goods. Adding trademarks to locally made products can help them stand out in the marketplace and gain the confidence of customers.
2. 48% of respondents consider the location of stores and vendors as an important criterion when purchasing local goods. To cut expenses and improve product accessibility, local logistics networks or partnerships with courier services might be established. This will bring about effective distribution and logistics networks, which are very essential.
3. The study found that 53.33% of respondents strongly agree that local goods, particularly agro-products and processed foods, are perceived as fresh and organic. Local Marketers should aim organic or eco-certifications of local goods, particularly for processed foods and agro-products, without compromising on the

freshness and organic nature of such goods. This can boost customer confidence and enhance sales, particularly in foreign markets.

4. According to the study, most artisans operate alone and have limited access to raw materials and broader markets outside of their local areas, making it difficult for them to expand production. Local artisans can pool resources, share best practices, and increase production efficiency by forming cooperatives for more favourable terms and greater access to markets.
5. Since consumers prefer local goods due to their high quality, marketers must keep emphasizing these features, particularly about handloom, handicraft, and agricultural goods.
6. A significant number of consumers discover local goods through online channels, yet the study found that marketers rely heavily on traditional methods of promotion. Marketers should use digital platforms like social media to reach more customers, and market their products.
7. As 90% of respondents assess local goods based on pricing, marketers should adopt competitive price strategies. This will boost demand, and will strike a balance between production costs and consumer expectations.
8. The findings reveal that customers value originality and cultural importance. Marketers should highlight these features about local goods in their promotions to appeal to consumer values and build communal pride.

Suggestions for Consumers:

1. The study reveals that 69% to 70% of respondents rely on friends, family, and neighbours for information when purchasing local goods. Consumers should continue to discuss experiences with friends, family, and coworkers so that they can make better informed buying choices.
2. Customers may boost the online visibility of locally produced goods by posting reviews, sharing purchases on social media, and giving product recommendations to others.
3. 59.17% of respondents agreed that they regularly search for information on local goods. Customers can enhance the purchasing experience by gaining knowledge about the origins of local products, manufacturers, and manufacturing processes.

4. Purchasing local goods promotes sustainability and strengthens the local economy according to the findings. Consumers should choose products that support local businesses and preserve cultural heritage which can lead to long-term community development and growth of local economy.

LIMITATIONS OF THE STUDY

In the pursuit of comprehensively exploring and understanding of consumer buying behaviour towards local goods in Nagaland, it is essential to acknowledge and discuss the scope and boundaries within which this study operates and the inherent limitations of this study. The scope of the study area serves as a strategic outline of the parameters, focusing the research on specific aspects while intentionally excluding others. The present study has been undertaken only in six Districts of Nagaland. The remaining eleven Districts of Nagaland, are, therefore kept outside the purview of the study. There are many other categories of local goods which have been excluded in the study. Only four categories are identified for the present study.

Every research endeavour has its limitations, and this study is no exception. Recognizing and identifying the limitations is not a reflection of the study's shortcomings but rather it is an integral part of the research process that contributes to the ongoing refinement and advancement of knowledge. By openly discussing the limitations, this study aims to contribute to the overall transparency and credibility of the research process, fostering a constructive dialogue within the academic community.

The limitations of the study are identified as under:

1. There is inadequate information maintained and recorded on the subject matter under study.
2. There are not many offices and departments available in the state that have proper and complete documentation of information required on the subject under study.
3. There is no research undertaken on ‘Marketing of local goods’ in Nagaland, which is the biggest limitation.

Regardless of the limitations of this study mentioned above, the responses from the respondents are satisfactory. The present study relates to the survey on the consumer buying decision process, particularly with reference to purchase of local goods. Therefore, it does not claim to represent all the aspects of consumer buying decisions.

SCOPE FOR FUTURE STUDY

The study was confined only to six districts viz., Kohima, Dimapur, Mokokchung, Kiphire, Tuensang and Mon out of 16 districts in Nagaland. The remaining 10 districts are kept outside the purview of this investigation. This study focused on few aspects of marketing strategies and on few factors influencing consumer behaviour and on four categories of local goods viz., handloom, handicraft, agro-products and processed foods.

Hence, this study suggests various intriguing possibilities for more research, particularly in understanding the changing dynamics of consumer behaviour and the local goods market in Nagaland. As the consumption of local goods becomes more important for economic sustainability, cultural preservation, and environmental responsibility, more study can provide light on these issues.

Future research can examine the role of digital transformation in local marketing. Furthermore, looking into the implications of government efforts like “Vocal for Local” and expanding research to other areas in Nagaland will provide a more complete picture of the market. These prospective research areas will assist policymakers and marketers better match their efforts with consumer desires and regional development goals.

Research on the following lines can be undertaken by the future researchers;

- Impact of Digital Transformation in Local Marketing
- Sustainability and Local Goods Marketing
- Role of Government Initiatives on Growth of Local Market
- Role of Cultural Identity in the Promotion of Local Goods

CONCLUSION

To conclude, the study has emphasized the growing awareness and demand for local goods in Nagaland, with customers realizing the value of locally produced goods such as handlooms, handicrafts, agro-products, and processed foods. However, consumer awareness varies by product category and area, with certain goods receiving more attention due to their traditional value. Despite this, there is still a need for further awareness and promotion to help consumers understand and appreciate lesser-known local goods.

Price influences consumer perceptions and purchasing decisions. While local items are frequently seen as high-quality and culturally significant, they can be considered as more expensive than non-local alternatives. This emphasizes the need for local marketers to implement competitive pricing strategies that represent the value of their products while making them more accessible to a wider spectrum of consumers. By doing so, marketers may overcome price sensitivity and encourage increased adoption of local products.

The study emphasizes the relevance of a well strategised marketing mix, which includes product, price, place, and promotion, in changing customer attitudes toward local goods. However, it was found that the marketing activities of the local marketers in Nagaland may be enhanced, notably in terms of promotion and distribution. Consumers generally rely on word-of-mouth, local markets, and social media to learn about local products, indicating a need for more diverse and organized marketing initiatives. Improving these marketing methods could greatly increase customer awareness and demand.

Consumers are very satisfied with local goods, especially when their expectations for quality, cultural significance, and health benefits are fulfilled. This satisfaction leads to brand loyalty, with consumers becoming loyal and repeat buyers of local items. However, satisfaction levels differ between more advanced districts, such as Dimapur, Mokokchung and Kohima, and less advanced areas, such as Mon, Tuensang and Kiphire, where access to and awareness of local goods may be limited. Addressing these gaps will be critical in boosting the market for local goods.

The study highlights the cultural and economic impact of supporting local goods. Supporting local items helps to conserve traditional crafts and cultural heritage while also empowering small-scale artisans and entrepreneurs. The local goods market promotes job creation and long-term economic development. Consumers, therefore, play an important role in building a more self-sufficient and culturally lively economy through their purchase decisions.

Despite these positive advances, difficulties and challenges persist in the form of limited product accessibility, relatively high costs, and uneven marketing efforts. However, there are tremendous potential for expansion, particularly in digital marketing, enhanced branding, and increased government backing. Initiatives like the "Vocal for Local" campaign show promising future for increasing the visibility and demand for local goods. With more deliberate efforts from marketers and government, Nagaland's local goods market is poised for significant expansion, promoting not only economic development but also the preservation of its unique cultural heritage.

This study on *"Marketing of Local Goods in Nagaland: An Analysis of Consumer Buying Behaviour"* is presented with the hope to capture the interest of future researchers, academicians, stakeholders, state officials, and marketing organizations. If the study benefits them in any way, the researcher will feel that her efforts have been sufficiently recognized.

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Annexure- I

INTERVIEW SCHEDULE

(Local Artisans and Local Marketers)

For collection of data for the Research Topic

On

MARKETING OF LOCAL GOODS IN NAGALAND: AN ANALYSIS OF CONSUMER BUYING BEHAVIOUR

(A Ph.D. Study)

Research Scholar: Rongsennungla Jamir, Department of Commerce, Nagaland University, Kohima Campus

I. GENERAL INFORMATION

1. Name :
2. Gender : Male/Female
3. Age group : 18-30/31-50/51-60/61 and above
4. Educational Level : below 10/ 10+2/ graduate/ post-graduate
5. Occupational Status : student/ employed/ unemployed/ entrepreneur
6. Marital Status : Married/Unmarried
7. Tribe/Community :
8. Place of Residence :Kohima/Dimapur/Mokokchung/Kiphire/Tuensang/Mon
9. Type of Business : Handloom/Handicraft/Processed Food/Agri-product
10. Name of Business/Brand :
11. Age of Business :
12. Acquisition of Training : Yes/No
13. Location of Business :
14. Branches of Business : Yes/Np
15. Family Support : Yes/No
16. Govt Support : Yes/No

II. SPECIFIC INFORMATION

1. What is "local" to you?
    - Fresh produce
    - Indigenous products
    - Easily accessibility
    - Ethnic food
    - Quality products

2. What importance does local goods bring?
    - Support for local business
    - Fresh and Organic
    - Preservation of Culture & Tradition
    - Growth of local economy
    - Sustainability
    - Self-sufficiency/Self-reliance

3. Is your business following Production-Marketing or just Marketing?
4. If production activity is done, from where do you procure your raw materials?

5. If only marketing activity is done, how and from where do you procure the products?
6. If there is Govt support, what type/kind of support is extended towards your business?
7. If training is acquired, which type and from where did you acquire?
8. Is your product sold only in Nagaland or outside Nagaland too?
9. Marketing practices followed for product
    - Branding
    - Labelling
    - Packaging
    - Standardisation

10. If branding is a practice, is your brand name registered?

11. If labelling is a practice, what type of labelling technique is used by you?
    - Brand name label
    - Grade label
    - Descriptive label

12. If packaging is a practice, what is its nature?
    - Used as a promotional tool
    - As part of the product

13. If standardisation is a practice, what is its technique?
    - ISI (Indian Standards Institute) mark
    - Other Standards

14. Marketing practices followed for price
    - Cost oriented
    - Demand oriented
    - Competition oriented
    - Differential (segment/location/time)
    - Promotional (discount/offers)

15. Marketing practices followed for place (distribution)
    - Direct channel
    - Indirect channel (broker/wholesaler/retailer/agent)

16. Marketing practices followed for promotion
    - Personal selling
    - Advertising
    - Sales promotion (discounts/offers/price-offs)
    - Publicity (press release/events/trade expo)

Annexure- II

INTERVIEW SCHEDULE
(Local Consumers)

For collection of data for the Research Topic

On

MARKETING OF LOCAL GOODS IN NAGALAND: AN ANALYSIS OF CONSUMER BUYING BEHAVIOUR

(A Ph.D. Study)

Research Scholar: Rongsennungla Jamir, Department of Commerce, Nagaland University, Kohima Campus

PART I: PROFILE OF RESPONDENTS

1. **Name and District:** ____

2. **Gender** : Male/Female

3. Which of the following **Age Group** do you belong to?
   18 to 25 years/26 to 40 years/41to 60 years/61 years and above

4. **Educational Qualification**
   Below Class 10/Matriculate/Higher Secondary/Graduate/Post-graduate

5. **Present Occupational Status**
   Student/Home-makers/ Govt Service/Private Service/ Self-employed

6. **Marital Status**: Married / Unmarried

7. **Place of Residence**: Town/Village

8. Which of the following **category of local goods** do you buy? (Tick ✓ all that applies)
   Handloom Handicraft Agro-products Processed food

9. Which of the following **handloom** products do you buy? (Tick ✓ all that applies)
   Shawl/Mekhala/Bag/ Necktie/Men's Waistcoat /Muffler/Home Furnishing

10. Which of the following **handicraft** products do you buy? (Tick ✓ all that applies)
    Basket/Jewellery/Furniture/Utensils/Decorative Items

11. Which of the following **agro-products** do you buy? (Tick ✓ all that applies)
    Honey/Tea & Coffee /Foodgrains/Vegetables/ Fruits/Spices

12. Which of the following **processed food** do you buy? (Tick ✓ all that applies)
    Pickles/Fruit Candies/Vegetable Candies/Powdered Spices/ Fruit Jam /Juice /Sauce

PART II: CONSUMER PERCEPTION

S.No	Statements	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1.	Local goods deliver quality	5	4	3	2	1
2.	Local goods are convenient to use and consume	5	4	3	2	1
3.	Local goods provide uniqueness	5	4	3	2	1
4.	Local goods are fresh and organic	5	4	3	2	1
5.	Local goods are expensive	5	4	3	2	1
6.	Local goods are easily available	5	4	3	2	1
7.	Local goods carry local identity	5	4	3	2	1
8.	Local goods help in preservation of Culture & Tradition	5	4	3	2	1
9.	Local goods improve local economy	5	4	3	2	1
10.	Local goods are environmentally friendly	5	4	3	2	1
11.	Level of awareness towards local goods is low	5	4	3	2	1
12.	Local goods lack adequate promotion	5	4	3	2	1
13.	Vanity (Pride) is associated with the purchase of local goods	5	4	3	2	1
14.	Local goods create brand loyalty	5	4	3	2	1
15.	Local goods are safe to use and consume	5	4	3	2	1

PART III: MARKETING MIX

S.No	Marketing Mix Factors	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
PRODUCT FACTORS						
1	Local Goods are high in Quality	5	4	3	2	1
2	Local goods are reliable	5	4	3	2	1
3	Local Goods are durable and sustainable	5	4	3	2	1
4	Branding of local goods is important to make a purchase decision	5	4	3	2	1
5	Good Packaging of local goods is an important factor for buying decision	5	4	3	2	1
6	There are varieties of local goods to choose	5	4	3	2	1
PRICING FACTORS						

7	Local goods are affordable	5	4	3	2	1
8	Local goods vendor uses skimming pricing strategy (high to low)	5	4	3	2	1
9	There is similarity in the pricing of substitute local goods	5	4	3	2	1
10	Local goods vendor provides negotiated pricing	5	4	3	2	1
11	The point of purchase offers only cash mode of payment	5	4	3	2	1
PLACE FACTORS						
12	Market proximity is important to purchase local goods	5	4	3	2	1
13	Local goods are available at convenient place	5	4	3	2	1
14	There is easy access to Local goods in physical stores	5	4	3	2	1
15	Local goods are easily available on ecommerce platforms	5	4	3	2	1
16	Welcoming ambience is important at the point of purchase	5	4	3	2	1
17	Local goods vendor maintains good customer relationship	5	4	3	2	1
PROMOTION FACTORS						
18	Details on local goods are easily available	5	4	3	2	1
19	There is widespread publicity of local goods through exhibitions/trade fairs	5	4	3	2	1
20	There is widespread publicity of local goods through media advertisements	5	4	3	2	1
21	Reputation of the local goods store(online/physical) is important for buying decision	5	4	3	2	1
22	Local goods provide attractive price of offers and cash discounts	5	4	3	2	1
23	Local goods provide samples and trials before actual purchase	5	4	3	2	1
24	Local goods provide commodity discount	5	4	3	2	1

PART IV: CONSUMER AWARENESS

S.No	Statements	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1.	I am aware of most of the local goods in Nagaland	5	4	3	2	1
2.	I can differentiate local goods from non-local goods	5	4	3	2	1
3.	I know where to buy local goods	5	4	3	2	1
4.	I collect enough information before making any purchase of local goods	5	4	3	2	1
5.	I check the Maximum Retail Price (MRP) of an item every time before buying	5	4	3	2	1
6.	I check the prices of different vendors for the same product before buying	5	4	3	2	1
7.	I compare the quality of the product of different vendors before buying	5	4	3	2	1
8.	I check customer reviews, recommendations, and suggestions before buying	5	4	3	2	1
9.	I search for information on local goods time to time	5	4	3	2	1
10.	I am vocal about local goods with my friends and family	5	4	3	2	1

PART V: CONSUMER BUYING DECISIONS

1. Why do you buy local goods? (Please tick ✓ the following reasons that apply to you)

Sl. No	Reasons	Response (✓)
1	Personal Needs and problem	
2	Necessity	
3	Product attributes	
4	Curiosity	
5	Traditions	
6	Convenience	
7	Supporting Local	
8	Past Purchase experience	
9	Social Status	
10	Reliable	

2. What are the ***sources*** through which you seek information for buying the following categories of local goods? (Please tick ✓ the following category of local goods for each given sources)

Sl. no	Sources	Handloom	Handicraft	Agro-products	Processed Food
1	Television Media				
2	Social Media				
3	Local Dailies				
4	Friends/Family				
5	Neighbours				
6	Trade Fairs/ Exhibitions				
7	Local Goods Vendor				
8	Sales Representatives				

3. Please tick ✓ the following ***criteria*** that you would consider for evaluating similar products before making the final purchase?

Sl. No	Criteria	Response
1	Quality	
2	Pricing	
3	Packaging and Presentation	
4	Reputation	
5	Convenient location	
6	Reviews and recommendations	
7	Price Offers	
8	Quantity	

4. For each of the "***factors***" please tick ✓ in the appropriate Score to indicate the extent of agreement or disagreement on influencing your buying decisions of "***Handloom and Handicraft***" products

S.No	Factors	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1.	Quality and Durability	5	4	3	2	1
2.	Family and friends' influence	5	4	3	2	1
3.	Past purchase experience	5	4	3	2	1
4.	Design	5	4	3	2	1
5.	Advertisements/ Promotions	5	4	3	2	1
6.	Uniqueness	5	4	3	2	1
7.	Pride and Vanity	5	4	3	2	1
8.	Culture and Traditions	5	4	3	2	1

9.	Supporting local marketers/economy	5	4	3	2	1
10.	Easy Accessibility/ Availability	5	4	3	2	1
11.	Reputation of the brand	5	4	3	2	1
12.	Guaranteed Performance	5	4	3	2	1
13.	Token of Gifts/Souvenirs	5	4	3	2	1

5. For each of the "***factors"*** please tick ✓ in the appropriate Score to indicate the extent of agreement or disagreement on influencing your buying decisions of ***"agro-products and processed food"***

S.No	**Factors**	**Strongly Agree**	**Agree**	**Neither Agree nor Disagree**	**Disagree**	**Strongly Disagree**
1.	Pricing	5	4	3	2	1
2.	Family and friends' influence	5	4	3	2	1
3.	Past purchase experience	5	4	3	2	1
4.	Taste	5	4	3	2	1
5.	Freshness/ organic	5	4	3	2	1
6.	Quality	5	4	3	2	1
7.	Advertisements/ Promotions	5	4	3	2	1
8.	Uniqueness	5	4	3	2	1
9.	Local identity	5	4	3	2	1
10.	Cultural aspect	5	4	3	2	1
11.	Supporting local marketers/economy	5	4	3	2	1
12.	Easy Accessibility/ Availability	5	4	3	2	1
13.	Reputation of the brand	5	4	3	2	1

6. For each of the following statements, please tick ✓ in the appropriate Score to indicate the extent of agreement or disagreement on your ***Purchase Behaviour*** of local goods.

S.No	**Statements**	**Strongly Agree**	**Agree**	**Neither Agree nor Disagree**	**Disagree**	**Strongly Disagree**
1.	I am well informed to choose the local goods for buying	5	4	3	2	1
2.	I consider other's opinion for buying local goods	5	4	3	2	1
3.	I plan and make need-based purchases of local goods	5	4	3	2	1
4.	I tend to make impulse purchases of local goods	5	4	3	2	1
5.	I buy local goods to support local marketers	5	4	3	2	1

6.	I buy different manufactures/brands of agro-products and processed food for comparison	5	4	3	2	1
7.	I tend to make repeat purchase from the same brand/store	5	4	3	2	1
8.	I buy handloom and handicrafts for gifting	5	4	3	2	1

7. For each of the following statements, please tick ✓ in the appropriate Score to indicate the extent of agreement or disagreement on your ***Post-purchase Behaviour*** of local goods.

S.No	Statements	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1.	Price should always connote quality	5	4	3	2	1
2.	Right and timely information about local goods is very important in my purchase	5	4	3	2	1
3.	Manufacturer/brand reputation is important to me	5	4	3	2	1
4.	Finishing touch of handloom and handicraft is important to me	5	4	3	2	1
5.	I repeat my purchase if I am satisfied	5	4	3	2	1
6.	I make complaints for any defects or dissatisfaction with the purchase	5	4	3	2	1
7.	I give reviews on my purchases to my friends and families	5	4	3	2	1
8.	I stop buying from the same brand/store if I am not happy with my purchase	5	4	3	2	1

PART VI: CONSUMER PREFERENCE AND SATISFACTION

1. For each of the following statements, please tick ✓ in the appropriate scores to indicate the extent of agreement or disagreement on your satisfaction towards ***Local*** goods

Sl.No	Local Goods Statements	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1	The prices of handloom products are reasonable	5	4	3	2	1
2	The prices of handicraft are reasonable	5	4	3	2	1
3	The prices of agro-products are reasonable	5	4	3	2	1
4	The prices of processed food are reasonable	5	4	3	2	1
5	The quality of handloom and handicraft products is satisfactory	5	4	3	2	1

6	The quality of agro-products and processed food products is satisfactory	5	4	3	2	1
7	The quantity of agro-products and processed food products is ideal	5	4	3	2	1
8	The design of handloom and handicraft products is satisfactory	5	4	3	2	1
9	The colour combination of handloom and handicraft products is attractiv	5	4	3	2	1
10	The weaving skills and craftsmanship of handloom and handicraft produ is excellent	5	4	3	2	1
11	The durability of handloom and handicraft products is satisfactory	5	4	3	2	1
12	The freshness and taste of agro-products and processed food products is satisfactory	5	4	3	2	1
13	The packaging and labelling of agro-products and processed food produc is appealing	5	4	3	2	1
14	Agro-products and processed food products are hygienic and safe	5	4	3	2	1
15	Agro-products and processed food products are healthy and nutritious	5	4	3	2	1
16	Satisfied with the ingredients used in the processed food products	5	4	3	2	1
17	There is enough choice available for handloom and handicraft products	5	4	3	2	1
18	There is adequate variety of agro-products and processed food available	5	4	3	2	1
19	The manufacturing and expiry dates of products are properly indicated ir agro-products and processed food	5	4	3	2	1
20	Standardization and Grading system of agro-products and processed foo satisfactory	5	4	3	2	1
21	Adequate promotion is provided for handloom and handicraft products	5	4	3	2	1
22	Satisfied with the way agro-products and processed food are being prom	5	4	3	2	1
23	The after-sales service of handloom and handicraft products is satisfacto	5	4	3	2	1
24	Handloom and handicraft products are highly reliable	5	4	3	2	1
25	Agro-products and processed food products ensure high degree of reliabi	5	4	3	2	1

2. Below are 9 possible reasons for choosing local goods or non-local goods. Please choose any 5 most important reasons rank them as 1 to 5 based on priority, with Rank 1 as the highest priority and Rank 5 as the lowest priority.

S.No	**Reasons**	**RANKS**	
		Local Goods	**Non-local (external) Goods**
1.	Affordable Pricing		
2.	Quality		
3.	Design & Features		
4.	Taste		
5.	Availability and Accessibility		
6.	Packaging		
7.	Safety and Reliability		
8.	Advertising & Promotion		
9.	Convenience in buying		

3. For each of the following statements, please tick ✓ in the appropriate scores to indicate the extent of agreement or disagreement on your satisfaction towards ***Non-local/External*** goods

Sl.No	**Non-Local/External Goods Statements**	**Strongly Agree**	**Agree**	**Neither Agree nor Disagree**	**Disagree**	**Strongly Disagree**
1	The prices of handloom products are reasonable	5	4	3	2	1
2	The prices of handicraft are reasonable	5	4	3	2	1
3	The prices of agro-products are reasonable	5	4	3	2	1
4	The prices of processed food are reasonable	5	4	3	2	1
5	The quality of handloom and handicraft products is satisfactory	5	4	3	2	1
6	The quality of agro-products and processed food products is satisfactory	5	4	3	2	1
7	The quantity of agro-products and processed food products is ideal	5	4	3	2	1
8	The design of handloom and handicraft products is satisfactory	5	4	3	2	1
9	The colour combination of handloom and handicraft products is attractive	5	4	3	2	1
10	The weaving skills and craftsmanship of handloom and handicraft products excellent	5	4	3	2	1
11	The durability of handloom and handicraft products is satisfactory	5	4	3	2	1
12	The freshness and taste of agro-products and processed food products is satisfactory	5	4	3	2	1
13	The packaging and labelling of agro-products and processed food products appealing	5	4	3	2	1
14	Agro-products and processed food products are hygienic and safe	5	4	3	2	1
15	Agro-products and processed food products are healthy and nutritious	5	4	3	2	1
16	Satisfied with the ingredients used in the processed food products	5	4	3	2	1
17	There is enough choice available for handloom and handicraft products	5	4	3	2	1
18	There is adequate variety of agro-products and processed food available	5	4	3	2	1
19	The manufacturing and expiry dates of products are properly indicated in agro-products and processed food	5	4	3	2	1
20	Standardization and Grading system of agro-products and processed food is satisfactory	5	4	3	2	1
21	Adequate promotion is provided for handloom and handicraft products	5	4	3	2	1
22	Satisfied with the way agro-products and processed food are being promote	5	4	3	2	1
23	The after-sales service of handloom and handicraft products is satisfactory	5	4	3	2	1
24	Handloom and handicraft products are highly reliable	5	4	3	2	1
25	Agro-products and processed food products ensure high degree of reliability	5	4	3	2	1

Annexure- III

Master Sheet

Socio-economic Profile of Respondents and their Total Satisfaction Score

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
1	Mokokchung	61 and above	Female	Matriculate	Govt. Service	Married	Town	97	87
2	Mokokchung	26 to 40	Male	Graduate	Govt. Service	Married	Town	88	86
3	Mokokchung	26 to 40	Male	Post-graduate	Govt. Service	Unmarried	Town	105	108
4	Mokokchung	26 to 40	Female	Post-graduate	Private Service	Married	Town	77	87
5	Mokokchung	26 to 40	Male	Graduate	Private Service	Unmarried	Town	75	75
6	Mokokchung	41 to 60	Female	Graduate	Private Service	Married	Town	84	75
7	Mokokchung	26 to 40	Female	Graduate	Private Service	Married	Town	84	86
8	Mokokchung	41 to 60	Female	Graduate	Private Service	Married	Town	87	78
9	Mokokchung	26 to 40	Male	Graduate	Self-employed	Unmarried	Town	68	68
10	Mokokchung	26 to 40	Male	Graduate	Private Service	Unmarried	Town	75	75
11	Mokokchung	26 to 40	Female	Graduate	Private Service	Married	Town	78	82
12	Mokokchung	26 to 40	Male	Graduate	Private Service	Unmarried	Town	79	85
13	Mokokchung	26 to 40	Male	Graduate	Private Service	Unmarried	Town	83	85
14	Mokokchung	26 to 40	Male	Graduate	Self-employed	Unmarried	Town	96	96
15	Mokokchung	26 to 40	Female	Graduate	Private Service	Married	Town	82	81
16	Mokokchung	41 to 60	Male	Graduate	Govt. Service	Married	Town	85	77
17	Mokokchung	41 to 60	Female	Post-graduate	Govt. Service	Married	Town	89	94
18	Mokokchung	41 to 60	Male	Graduate	Govt. Service	Married	Town	87	91
19	Mokokchung	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	88	100

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
20	Mokokchung	26 to 40	Male	Post-graduate	Student	Unmarried	Town	94	97
21	Mokokchung	26 to 40	Female	Graduate	Govt. Service	Married	Town	77	91
22	Mokokchung	41 to 60	Male	Post-graduate	Govt. Service	Married	Town	68	76
23	Mokokchung	41 to 60	Female	Post-graduate	Self-employed	Married	Town	87	91
24	Mokokchung	41 to 60	Male	Graduate	Govt. Service	Married	Village	87	82
25	Mokokchung	41 to 60	Male	Post-graduate	Govt. Service	Married	Town	90	82
26	Mokokchung	41 to 60	Female	Graduate	Home-makers	Married	Town	73	75
27	Mokokchung	41 to 60	Male	Post-graduate	Self-employed	Married	Village	80	79
28	Mokokchung	41 to 60	Female	Graduate	Govt. Service	Married	Town	97	96
29	Mokokchung	41 to 60	Male	Graduate	Govt. Service	Married	Town	85	99
30	Mokokchung	41 to 60	Male	Graduate	Govt. Service	Married	Town	84	88
31	Mokokchung	41 to 60	Female	Post-graduate	Govt. Service	Married	Town	75	84
32	Mokokchung	26 to 40	Male	Post-graduate	Govt. Service	Unmarried	Town	84	81
33	Mokokchung	26 to 40	Female	Post-graduate	Govt. Service	Unmarried	Town	97	96
34	Mokokchung	41 to 60	Female	Post-graduate	Govt. Service	Married	Town	64	93
35	Mokokchung	41 to 60	Male	Graduate	Govt. Service	Married	Town	100	111
36	Mokokchung	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	84	82
37	Mokokchung	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	76	69
38	Mokokchung	26 to 40	Male	Post-graduate	Govt. Service	Unmarried	Town	78	74
39	Mokokchung	41 to 60	Male	Graduate	Govt. Service	Married	Town	75	79
40	Mokokchung	18 to 25	Female	Graduate	Student	Unmarried	Town	89	101
41	Mokokchung	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	94	74

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
42	Mokokchung	18 to 25	Male	Post-graduate	Student	Unmarried	Village	100	50
43	Mokokchung	26 to 40	Male	Post-graduate	Govt. Service	Unmarried	Town	87	82
44	Mokokchung	41 to 60	Male	Graduate	Self-employed	Married	Town	79	78
45	Mokokchung	41 to 60	Female	Post-graduate	Home-makers	Married	Town	77	88
46	Mokokchung	41 to 60	Female	Higher Secondary	Govt. Service	Married	Town	108	91
47	Mokokchung	41 to 60	Female	Post-graduate	Home-makers	Married	Town	89	75
48	Mokokchung	26 to 40	Male	Graduate	Self-employed	Married	Town	72	75
49	Mokokchung	18 to 25	Male	Graduate	Self-employed	Unmarried	Town	100	94
50	Mokokchung	18 to 25	Female	Post-graduate	Home-makers	Unmarried	Town	87	94
51	Mokokchung	41 to 60	Female	Post-graduate	Private Service	Married	Town	85	88
52	Mokokchung	18 to 25	Male	Post-graduate	Student	Unmarried	Town	95	83
53	Mokokchung	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	63	100
54	Mokokchung	18 to 25	Female	Post-graduate	Private Service	Unmarried	Town	104	80
55	Mokokchung	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	88	79
56	Mokokchung	26 to 40	Male	Post-graduate	Self-employed	Unmarried	Town	100	100
57	Mokokchung	26 to 40	Female	Graduate	Self-employed	Married	Town	110	109
58	Mokokchung	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	91	86
59	Mokokchung	26 to 40	Male	Post-graduate	Student	Unmarried	Town	81	88
60	Mokokchung	26 to 40	Female	Post-graduate	Student	Married	Town	57	108
61	Mokokchung	26 to 40	Female	Higher Secondary	Private Service	Unmarried	Town	86	75
62	Mokokchung	41 to 60	Male	Post-graduate	Govt. Service	Married	Town	54	65
63	Mokokchung	26 to 40	Female	Post-graduate	Student	Unmarried	Town	80	85

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
64	Mokokchung	18 to 25	Female	Graduate	Student	Unmarried	Village	90	81
65	Mokokchung	18 to 25	Female	Post-graduate	Home-makers	Unmarried	Town	100	100
66	Mokokchung	18 to 25	Female	Graduate	Student	Unmarried	Village	95	84
67	Mokokchung	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	83	78
68	Mokokchung	18 to 25	Male	Graduate	Student	Unmarried	Town	89	76
69	Mokokchung	26 to 40	Male	Graduate	Student	Unmarried	Town	78	103
70	Mokokchung	26 to 40	Female	Graduate	Student	Unmarried	Town	73	89
71	Mokokchung	18 to 25	Female	Graduate	Student	Unmarried	Town	92	90
72	Mokokchung	18 to 25	Female	Graduate	Student	Unmarried	Town	89	82
73	Mokokchung	26 to 40	Male	Post-graduate	Student	Unmarried	Town	83	95
74	Mokokchung	41 to 60	Female	Post-graduate	Govt. Service	Married	Town	67	82
75	Mokokchung	26 to 40	Female	Post-graduate	Private Service	Married	Town	85	73
76	Mokokchung	26 to 40	Female	Post-Graduate	Student	Unmarried	Town	84	85
77	Mokokchung	26 to 40	Female	Higher Secondary	Private Service	Unmarried	Town	100	98
78	Mokokchung	26 to 40	Male	Higher Secondary	Private Service	Unmarried	Town	90	85
79	Mokokchung	26 to 40	Male	Post-Graduate	Govt. Service	Unmarried	Town	78	84
80	Mokokchung	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	91	91
81	Mokokchung	41 to 60	Male	Below Class 10	Homemaker	Unmarried	Town	97	101
82	Mokokchung	41 to 60	Female	Below Class 10	Homemaker	Unmarried	Town	91	102
83	Mokokchung	41 to 60	Female	Below Class 10	Homemaker	Married	Town	92	107
84	Mokokchung	61 and above	Male	Matriculate	Govt. Service	Married	Town	98	92
85	Mon	26 to 40	Female	Post-Graduate	Govt. service	Married	Town	74	79

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
86	Mon	26 to 40	Female	Post-Graduate	Govt. service	Unmarried	Town	84	80
87	Mon	18 to 25	Female	Post-Graduate	Student	Unmarried	Village	85	78
88	Mon	26 to 40	Female	Graduate	Self-employed	Unmarried	Town	98	97
89	Mon	26 to 40	Female	Graduate	Self-employed	Unmarried	Town	70	73
90	Mon	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	80	83
91	Mon	26 to 40	Female	Matriculate	Home-maker	Married	Town	100	99
92	Mon	41 to 60	Female	Below Class 10	Home-maker	Married	Town	94	99
93	Mon	26 to 40	Female	Higher Secondary	Home-maker	Married	Village	105	100
94	Mon	41 to 60	Female	Graduate	Self-employed	Unmarried	Town	98	103
95	Mon	18 to 25	Female	Graduate	Self-employed	Unmarried	Town	94	90
96	Mon	26 to 40	Female	Post-Graduate	Govt. service	Unmarried	Town	91	88
97	Mon	26 to 40	Female	Post-Graduate	Govt. service	Unmarried	Town	92	101
98	Mon	26 to 40	Female	Graduate	Govt. service	Unmarried	Town	100	95
99	Mon	41 to 60	Female	Graduate	Govt. service	Married	Town	88	86
100	Mon	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	103	106
101	Mon	26 to 40	Female	Graduate	Home-maker	Married	Town	75	85
102	Mon	26 to 40	Female	Graduate	Student	Unmarried	Town	70	86
103	Mon	18 to 25	Female	Graduate	Student	Unmarried	Town	72	88
104	Mon	26 to 40	Female	Below Class 10	Home-maker	Married	Town	90	94
105	Mon	26 to 40	Female	Post-Graduate	Private Service	Unmarried	Town	74	86
106	Mon	18 to 25	Female	Graduate	Student	Unmarried	Town	89	83
107	Mon	26 to 40	Female	Post-Graduate	Student	Unmarried	Town	72	82

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
108	Mon	26 to 40	Female	Graduate	Private Service	Unmarried	Town	100	99
109	Mon	18 to 25	Female	Graduate	Student	Unmarried	Village	80	84
110	Mon	26 to 40	Female	Post-Graduate	Private Service	Unmarried	Town	95	94
111	Mon	18 to 25	Female	Matriculate	Student	Unmarried	Town	95	94
112	Mon	26 to 40	Female	Higher Secondary	Govt. service	Married	Town	107	105
113	Mon	26 to 40	Female	Below Class 10	Home-maker	Married	Village	81	76
114	Mon	26 to 40	Female	Matriculate	Self-employed	Married	Town	89	94
115	Mon	41 to 60	Female	Below Class 10	Home-maker	Married	Town	93	93
116	Mon	26 to 40	Female	Graduate	Self-employed	Married	Town	102	95
117	Mon	26 to 40	Female	Graduate	Govt. service	Unmarried	Town	86	84
118	Mon	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	112	112
119	Mon	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	113	114
120	Mon	18 to 25	Female	Below Class 10	Student	Unmarried	Town	111	112
121	Mon	18 to 25	Female	Graduate	Student	Unmarried	Town	110	89
122	Mon	41 to 60	Female	Below Class 10	Self-employed	Unmarried	Town	113	94
123	Mon	26 to 40	Female	Below Class 10	Home-maker	Married	Town	77	87
124	Mon	26 to 40	Male	Graduate	Private Service	Married	Village	121	125
125	Mon	26 to 40	Male	Graduate	Self-employed	Married	Town	107	103
126	Mon	26 to 40	Male	Graduate	Govt. service	Unmarried	Town	90	98
127	Mon	26 to 40	Male	Post-Graduate	Govt. service	Married	Town	87	83
128	Mon	26 to 40	Male	Matriculate	Self-employed	Unmarried	Town	83	84
129	Mon	26 to 40	Male	Post-Graduate	Self-employed	Unmarried	Town	81	116

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
130	Mon	26 to 40	Male	Graduate	Private Service	Unmarried	Town	89	91
131	Mon	26 to 40	Male	Higher Secondary	Govt. service	Married	Village	100	100
132	Mon	41 to 60	Male	Higher Secondary	Govt. service	Married	Village	84	90
133	Mon	26 to 40	Male	Matriculate	Govt. service	Unmarried	Village	99	92
134	Mon	26 to 40	Male	Post-Graduate	Govt. service	Unmarried	Town	98	94
135	Mon	18 to 25	Male	Graduate	Student	Unmarried	Village	92	96
136	Mon	41 to 60	Male	Below Class 10	Self-employed	Married	Village	80	77
137	Mon	26 to 40	Male	Higher Secondary	Student	Unmarried	Village	84	76
138	Mon	26 to 40	Male	Below Class 10	Govt. service	Married	Town	86	87
139	Mon	26 to 40	Male	Post-Graduate	Private Service	Unmarried	Town	94	98
140	Mon	26 to 40	Male	Post-Graduate	Govt. service	Married	Town	70	87
141	Mon	18 to 25	Male	Post-Graduate	Student	Unmarried	Village	83	84
142	Mon	26 to 40	Male	Graduate	Govt. service	Married	Town	93	92
143	Mon	26 to 40	Male	Graduate	Self-employed	Married	Town	84	75
144	Mon	26 to 40	Male	Post-Graduate	Private Service	Unmarried	Town	80	92
145	Mon	26 to 40	Male	Graduate	Self-employed	Unmarried	Town	90	98
146	Mon	26 to 40	Male	Graduate	Student	Married	Town	85	98
147	Mon	18 to 25	Male	Graduate	Self-employed	Unmarried	Town	86	80
148	Mon	61 years and above	Male	Higher Secondary	Govt. service	Married	Town	88	80
149	Mon	26 to 40	Male	Post-Graduate	Self-employed	Married	Town	88	86
150	Mon	26 to 40	Male	Post-Graduate	Self-employed	Married	Town	77	86
151	Mon	41 to 60	Male	Matriculate	Govt. service	Married	Village	83	74

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
152	Mon	61 years and above	Male	Below Class 10	Govt. service	Married	Town	85	80
153	Mon	18 to 25	Male	Below Class 10	Private Service	Unmarried	Town	100	97
154	Mon	41 to 60	Male	Matriculate	Govt. service	Married	Town	102	90
155	Mon	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	98	98
156	Mon	41 to 60	Male	Below Class 10	Govt. service	Married	Town	101	93
157	Mon	26 to 40	Male	Below Class 10	Self-employed	Unmarried	Village	94	102
158	Mon	18 to 25	Male	Higher Secondary	Self-employed	Unmarried	Village	100	102
159	Mon	26 to 40	Male	Post-Graduate	Govt. service	Married	Town	89	67
160	Mon	18 to 25	Male	Graduate	Student	Unmarried	Town	86	70
161	Mon	26 to 40	Male	Graduate	Student	Unmarried	Town	82	85
162	Mon	18 to 25	Male	Graduate	Student	Unmarried	Town	83	98
163	Mon	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	98	95
164	Mon	18 to 25	Male	Graduate	Student	Unmarried	Town	103	89
165	Mon	26 to 40	Male	Post-Graduate	Home-maker	Unmarried	Town	89	93
166	Mon	18 to 25	Male	Graduate	Student	Unmarried	Town	78	75
167	Mon	41 to 60	Male	Matriculate	Govt. service	Married	Town	77	75
168	Mon	18 to 25	Male	Post-Graduate	Private Service	Unmarried	Town	90	70
169	Mon	26 to 40	Male	Post-Graduate	Self-employed	Unmarried	Town	91	89
170	Mon	18 to 25	Female	Graduate	Student	Unmarried	Town	97	101
171	Mon	18 to 25	Male	Graduate	Private Service	Unmarried	Town	94	88
172	Mon	18 to 25	Male	Post-Graduate	Student	Unmarried	Town	80	91
173	Mon	18 to 25	Male	Higher Secondary	Private Service	Unmarried	Town	90	87

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
174	Mon	18 to 25	Female	Matriculate	Student	Unmarried	Town	103	104
175	Mon	18 to 25	Male	Graduate	Student	Unmarried	Town	87	84
176	Mon	18 to 25	Male	Graduate	Student	Unmarried	Town	73	70
177	Mon	18 to 25	Male	Graduate	Student	Unmarried	Town	92	100
178	Mon	18 to 25	Male	Graduate	Student	Unmarried	Town	78	83
179	Mon	18 to 25	Male	Higher Secondary	Student	Unmarried	Village	91	87
180	Mon	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	95	68
181	Mon	26 to 40	Female	Matriculate	Home-maker	Married	Town	100	99
182	Mon	41 to 60	Female	Below Class 10	Home-maker	Married	Town	94	99
183	Mon	26 to 40	Female	Higher Secondary	Home-maker	Married	Village	105	100
184	Mon	41 to 60	Female	Graduate	Self-employed	Unmarried	Town	98	103
185	Mon	26 to 40	Female	Post-Graduate	Govt. service	Unmarried	Town	91	88
186	Mon	26 to 40	Female	Post-Graduate	Govt. service	Unmarried	Town	92	101
187	Mon	26 to 40	Female	Graduate	Govt. service	Unmarried	Town	100	95
188	Mon	41 to 60	Female	Graduate	Govt. service	Married	Town	88	86
189	Mon	61 years and above	Male	Higher Secondary	Govt. service	Married	Town	88	80
190	Mon	26 to 40	Male	Post-Graduate	Self-employed	Married	Town	88	86
191	Mon	41 to 60	Male	Matriculate	Govt. service	Married	Village	83	74
192	Mon	61 years and above	Male	Below Class 10	Govt. service	Married	Town	85	80
193	Kiphire	18 to 25	Female	Post-graduate	Private Service	Unmarried	Town	98	97
194	Kiphire	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	112	112

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
195	Kiphire	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	97	87
196	Kiphire	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	101	100
197	Kiphire	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	76	76
198	Kiphire	26 to 40	Male	Post-graduate	Govt. Service	Unmarried	Village	81	86
199	Kiphire	26 to 40	Male	Graduate	Private Service	Married	Town	79	91
200	Kiphire	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	95	99
201	Kiphire	18 to 25	Male	Post-Graduate	Self-employed	Unmarried	Town	94	90
202	Kiphire	41 to 60	Male	Higher Secondary	Self-employed	Married	Town	77	98
203	Kiphire	18 to 25	Male	Graduate	Private Service	Unmarried	Town	85	88
204	Kiphire	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	106	100
205	Kiphire	18 to 25	Female	Post-Graduate	Private Service	Unmarried	Town	75	81
206	Kiphire	26 to 40	Female	Post-Graduate	Private Service	Unmarried	Town	92	91
207	Kiphire	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	103	98
208	Kiphire	26 to 40	Male	Post-graduate	Govt. Service	Unmarried	Village	81	86
209	Kiphire	26 to 40	Male	Graduate	Private Service	Married	Town	79	91
210	Kiphire	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	95	99
211	Kiphire	18 to 25	Male	Post-Graduate	Self-employed	Unmarried	Town	94	90
212	Kiphire	41 to 60	Male	Higher Secondary	Self-employed	Married	Town	77	98
213	Kiphire	41 to 60	Female	Post-Graduate	Private Service	Married	Town	82	82
214	Kiphire	26 to 40	Female	Post-Graduate	Private Service	Unmarried	Town	88	73
215	Kiphire	41 to 60	Female	Post-Graduate	Private Service	Unmarried	Town	76	89
216	Kiphire	41 to 60	Male	Post-Graduate	Private Service	Married	Town	89	88

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
217	Kiphire	41 to 60	Female	Post-Graduate	Private Service	Married	Town	93	104
218	Kiphire	26 to 40	Male	Post-Graduate	Self-employed	Married	Town	94	102
219	Kiphire	26 to 40	Female	Matriculate	Home-maker	Married	Town	98	84
220	Kiphire	41 to 60	Female	Below Class 10	Home-maker	Married	Town	83	91
221	Kiphire	26 to 40	Female	Higher Secondary	Home-maker	Married	Village	99	98
222	Kiphire	41 to 60	Female	Graduate	Self-employed	Unmarried	Town	88	75
223	Dimapur	41 to 60	Female	Post-Graduate	Private Service	Married	Town	82	82
224	Dimapur	26 to 40	Female	Post-Graduate	Private Service	Unmarried	Town	88	73
225	Dimapur	41 to 60	Female	Post-Graduate	Private Service	Unmarried	Town	76	89
226	Dimapur	41 to 60	Male	Post-Graduate	Private Service	Married	Town	89	88
227	Dimapur	41 to 60	Female	Post-Graduate	Private Service	Married	Town	93	104
228	Dimapur	26 to 40	Male	Post-Graduate	Self-employed	Married	Town	94	102
229	Dimapur	26 to 40	Male	Post-Graduate	Private Service	Unmarried	Town	63	88
230	Dimapur	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	105	98
231	Dimapur	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	88	93
232	Dimapur	18 to 25	Male	Higher Secondary	Student	Unmarried	Village	111	110
233	Dimapur	18 to 25	Female	Graduate	Private Service	Unmarried	Town	82	104
234	Dimapur	26 to 40	Female	Graduate	Private Service	Unmarried	Town	84	82
235	Dimapur	18 to 25	Male	Matriculate	Self-employed	Unmarried	Town	97	100
236	Dimapur	41 to 60	Female	Post-Graduate	Private Service	Married	Town	75	69
237	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	97	100
238	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	103	102

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
239	Dimapur	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	98	100
240	Dimapur	18 to 25	Male	Graduate	Govt. Service	Unmarried	Town	95	100
241	Dimapur	18 to 25	Male	Post-Graduate	Govt. Service	Unmarried	Town	95	100
242	Dimapur	18 to 25	Female	Post-Graduate	Govt. Service	Unmarried	Town	94	97
243	Dimapur	18 to 25	Male	Post-Graduate	Govt. Service	Unmarried	Town	86	93
244	Dimapur	26 to 40	Female	Graduate	Private Service	Unmarried	Town	92	99
245	Dimapur	18 to 25	Male	Graduate	Govt. Service	Unmarried	Town	96	98
246	Dimapur	26 to 40	Male	Graduate	Private Service	Unmarried	Town	96	96
247	Dimapur	41 to 60	Male	Higher Secondary	Govt. Service	Married	Town	102	98
248	Dimapur	26 to 40	Female	Graduate	Private Service	Unmarried	Town	99	100
249	Dimapur	18 to 25	Male	Post-Graduate	Student	Unmarried	Town	78	84
250	Dimapur	61 and above	Male	Below Class 10	Govt. Service	Married	Town	88	91
251	Dimapur	18 to 25	Male	Graduate	Homemaker	Unmarried	Town	98	98
252	Dimapur	18 to 25	Male	Graduate	Homemaker	Unmarried	Town	83	75
253	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	99	100
254	Dimapur	18 to 25	Female	Graduate	Student	Unmarried	Town	88	91
255	Dimapur	18 to 25	Female	Graduate	Student	Unmarried	Town	83	77
256	Dimapur	26 to 40	Male	Post-Graduate	Student	Unmarried	Town	81	93
257	Dimapur	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	83	76
258	Dimapur	26 to 40	Male	Graduate	Govt. Service	Unmarried	Town	85	99
259	Dimapur	18 to 25	Female	Graduate	Student	Unmarried	Town	95	91
260	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	81	105

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
261	Dimapur	41 to 60	Female	Post-Graduate	Govt. Service	Married	Town	97	103
262	Dimapur	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	79	89
263	Dimapur	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	84	82
264	Dimapur	26 to 40	Male	Post-Graduate	Student	Unmarried	Town	85	71
265	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	73	82
266	Dimapur	41 to 60	Male	Graduate	Private Service	Married	Town	93	91
267	Dimapur	26 to 40	Female	Graduate	Private Service	Unmarried	Town	86	79
268	Dimapur	26 to 40	Female	Graduate	Student	Unmarried	Town	83	81
269	Dimapur	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	82	82
270	Dimapur	26 to 40	Male	Graduate	Homemaker	Unmarried	Town	88	91
271	Dimapur	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	99	96
272	Dimapur	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	74	83
273	Dimapur	26 to 40	Female	Graduate	Private Service	Unmarried	Town	96	109
274	Dimapur	18 to 25	Male	Graduate	Self-employed	Unmarried	Town	109	109
275	Dimapur	26 to 40	Female	Post-Graduate	Student	Unmarried	Town	84	85
276	Dimapur	26 to 40	Female	Higher Secondary	Private Service	Unmarried	Town	100	98
277	Dimapur	26 to 40	Male	Higher Secondary	Private Service	Unmarried	Town	90	85
278	Dimapur	26 to 40	Male	Post-Graduate	Govt. Service	Unmarried	Town	78	84
279	Dimapur	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	91	91
280	Dimapur	41 to 60	Male	Below Class 10	Homemaker	Unmarried	Town	97	101
281	Dimapur	41 to 60	Female	Below Class 10	Homemaker	Unmarried	Town	91	102
282	Dimapur	41 to 60	Female	Below Class 10	Homemaker	Married	Town	92	107

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
283	Dimapur	61 and above	Male	Matriculate	Govt. Service	Married	Town	98	92
284	Dimapur	18 to 25	Male	Post-Graduate	Student	Unmarried	Town	92	91
285	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	96	94
286	Dimapur	18 to 25	Male	Graduate	Self-employed	Unmarried	Town	74	67
287	Dimapur	18 to 25	Female	Graduate	Private Service	Unmarried	Town	81	81
288	Dimapur	18 to 25	Male	Post-Graduate	Student	Unmarried	Town	90	90
289	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	91	91
290	Dimapur	18 to 25	Male	Post-Graduate	Student	Unmarried	Town	90	84
291	Dimapur	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	100	100
292	Dimapur	26 to 40	Male	Post-Graduate	Private Service	Unmarried	Town	90	92
293	Dimapur	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	99	84
294	Dimapur	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	112	112
295	Dimapur	18 to 25	Female	Graduate	Homemaker	Unmarried	Town	114	112
296	Dimapur	18 to 25	Male	Post-Graduate	Student	Unmarried	Town	80	87
297	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	93	94
298	Dimapur	18 to 25	Female	Graduate	Private Service	Unmarried	Town	90	87
299	Dimapur	26 to 40	Female	Graduate	Private Service	Unmarried	Town	94	85
300	Dimapur	18 to 25	Female	Graduate	Private Service	Unmarried	Town	95	85
301	Dimapur	26 to 40	Female	Graduate	Homemaker	Unmarried	Town	90	101
302	Dimapur	41 to 60	Female	Higher Secondary	Govt. Service	Married	Town	108	100
303	Dimapur	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	103	100
304	Dimapur	26 to 40	Male	Graduate	Private Service	Unmarried	Town	72	91

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
305	Dimapur	18 to 25	Female	Graduate	Private Service	Unmarried	Town	83	78
306	Dimapur	26 to 40	Female	Graduate	Private Service	Unmarried	Town	75	84
307	Dimapur	26 to 40	Female	Graduate	Govt. Service	Married	Town	112	108
308	Dimapur	26 to 40	Male	Graduate	Govt. Service	Unmarried	Town	97	87
309	Dimapur	26 to 40	Female	Post-graduate	Govt. Service	Unmarried	Town	101	75
310	Dimapur	26 to 40	Female	Post-graduate	Govt. Service	Unmarried	Town	76	75
311	Dimapur	26 to 40	Female	Post-graduate	Govt. Service	Unmarried	Town	81	86
312	Dimapur	26 to 40	Male	Higher Secondary	Govt. Service	Married	Town	79	78
313	Dimapur	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	95	68
314	Dimapur	26 to 40	Female	Graduate	Govt. Service	Married	Village	72	75
315	Dimapur	41 to 60	Female	Graduate	Govt. Service	Married	Town	83	82
316	Dimapur	26 to 40	Male	Post-graduate	Self-employed	Unmarried	Town	100	85
317	Dimapur	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	91	85
318	Dimapur	26 to 40	Male	Graduate	Govt. Service	Married	Town	100	96
319	Dimapur	26 to 40	Female	Post-graduate	Private Service	Married	Town	94	81
320	Dimapur	18 to 25	Female	Graduate	Private Service	Unmarried	Town	99	77
321	Dimapur	26 to 40	Male	Graduate	Govt. Service	Married	Town	89	94
322	Dimapur	26 to 40	Female	Post-graduate	Self-employed	Unmarried	Town	75	91
323	Dimapur	18 to 25	Female	Post-graduate	Student	Unmarried	Town	91	100
324	Dimapur	26 to 40	Female	Graduate	Govt. Service	Married	Town	75	97
325	Dimapur	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	72	91
326	Dimapur	26 to 40	Female	Graduate	Home-makers	Married	Village	88	76

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
327	Dimapur	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	80	91
328	Dimapur	41 to 60	Female	Post-graduate	Govt. Service	Unmarried	Village	83	82
329	Dimapur	18 to 25	Female	Post-graduate	Student	Unmarried	Town	75	82
330	Dimapur	18 to 25	Male	Post-graduate	Student	Unmarried	Town	100	75
331	Dimapur	18 to 25	Female	Post-graduate	Student	Unmarried	Town	67	79
332	Dimapur	26 to 40	Male	Graduate	Self-employed	Unmarried	Town	81	96
333	Dimapur	18 to 25	Male	Post-graduate	Student	Unmarried	Town	97	99
334	Dimapur	18 to 25	Female	Matriculate	Student	Unmarried	Town	88	88
335	Dimapur	26 to 40	Male	Graduate	Govt. Service	Unmarried	Town	105	84
336	Dimapur	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	77	81
337	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Village	75	96
338	Dimapur	18 to 25	Male	Graduate	Private Service	Unmarried	Town	84	93
339	Dimapur	18 to 25	Male	Graduate	Private Service	Unmarried	Town	84	111
340	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	90	76
341	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	94	93
342	Dimapur	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	90	93
343	Dimapur	26 to 40	Female	Post-graduate	Student	Unmarried	Town	94	96
344	Dimapur	41 to 60	Female	Post-Graduate	Private Service	Unmarried	Town	94	95
345	Dimapur	26 to 40	Female	Graduate	Self-employed	Unmarried	Village	82	83
346	Dimapur	26 to 40	Female	Graduate	Self-employed	Unmarried	Village	78	78
347	Dimapur	26 to 40	Male	Higher Secondary	Private Service	Unmarried	Village	91	86
348	Dimapur	18 to 25	Female	Graduate	Private Service	Unmarried	Town	87	87

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
349	Dimapur	26 to 40	Female	Graduate	Private Service	Unmarried	Village	85	80
350	Dimapur	18 to 25	Female	Higher Secondary	Private Service	Unmarried	Village	84	80
351	Dimapur	18 to 25	Female	Graduate	Private Service	Unmarried	Village	90	88
352	Dimapur	26 to 40	Male	Graduate	Private Service	Unmarried	Town	89	84
353	Dimapur	18 to 25	Female	Post-Graduate	Private Service	Unmarried	Village	80	79
354	Dimapur	26 to 40	Female	Post-Graduate	Self-employed	Unmarried	Village	89	87
355	Dimapur	18 to 25	Female	Graduate	Private Service	Unmarried	Town	103	98
356	Dimapur	18 to 25	Male	Post-Graduate	Private Service	Unmarried	Town	78	79
357	Dimapur	18 to 25	Male	Graduate	Private Service	Unmarried	Village	91	83
358	Dimapur	26 to 40	Female	Higher Secondary	Home-makers	Married	Village	87	86
359	Dimapur	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	86	96
360	Dimapur	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	84	91
361	Dimapur	41 to 60	Female	Graduate	Home-makers	Married	Town	81	90
362	Dimapur	41 to 60	Female	Post-Graduate	Private Service	Married	Town	91	95
363	Dimapur	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	98	98
364	Dimapur	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	99	100
365	Dimapur	26 to 40	Male	Graduate	Private Service	Unmarried	Town	96	62
366	Dimapur	61 and above	Male	Matriculate	Govt. Service	Married	Town	93	89
367	Dimapur	18 to 25	Female	Graduate	Student	Unmarried	Town	89	80
368	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	97	61
369	Dimapur	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	84	64
370	Dimapur	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	78	77

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
371	Dimapur	18 to 25	Female	Graduate	Student	Unmarried	Town	106	98
372	Dimapur	18 to 25	Female	Graduate	Student	Unmarried	Town	101	99
373	Dimapur	26 to 40	Female	Post-graduate	Student	Unmarried	Town	78	76
374	Dimapur	18 to 25	Female	Graduate	Student	Unmarried	Town	95	94
375	Dimapur	18 to 25	Male	Below Class 10	Student	Unmarried	Town	84	88
376	Dimapur	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	88	72
377	Dimapur	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	78	74
378	Dimapur	26 to 40	Male	Graduate	Student	Unmarried	Town	95	78
379	Dimapur	18 to 25	Female	Graduate	Student	Unmarried	Town	104	98
380	Dimapur	18 to 25	Female	Graduate	Student	Unmarried	Town	86	82
381	Dimapur	41 to 60	Male	Post-graduate	Private Service	Married	Town	92	82
382	Dimapur	41 to 60	Female	Post-graduate	Govt. Service	Married	Town	82	87
383	Dimapur	41 to 60	Female	Post-graduate	Private Service	Married	Town	78	92
384	Dimapur	26 to 40	Female	Graduate	Private Service	Unmarried	Village	89	87
385	Dimapur	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	80	76
386	Dimapur	18 to 25	Male	Graduate	Student	Unmarried	Town	97	93
387	Dimapur	61 and above	Male	Higher Secondary	Self-employed	Married	Town	120	110
388	Dimapur	61 and above	Female	Matriculate	Govt. Service	Married	Town	97	87
389	Dimapur	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	93	82
390	Dimapur	41 to 60	Female	Graduate	Self-employed	Married	Town	93	82
391	Tuensang	41 to 60	Female	Graduate	Govt. Service	Married	Town	93	78
392	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Town	115	110

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
393	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Town	109	109
394	Tuensang	18 to 25	Male	Graduate	Student	Unmarried	Town	101	103
395	Tuensang	18 to 25	Male	Graduate	Student	Unmarried	Town	102	72
396	Tuensang	26 to 40	Male	Higher Secondary	Self-employed	Unmarried	Town	125	111
397	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Town	84	80
398	Tuensang	26 to 40	Male	Graduate	Private Service	Married	Town	96	83
399	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Town	75	75
400	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Town	99	87
401	Tuensang	18 to 25	Male	Graduate	Student	Unmarried	Town	75	79
402	Tuensang	26 to 40	Male	Post-graduate	Student	Unmarried	Town	75	75
403	Tuensang	26 to 40	Male	Graduate	Self-employed	Unmarried	Village	120	123
404	Tuensang	18 to 25	Female	Graduate	Student	Unmarried	Town	99	86
405	Tuensang	26 to 40	Female	Graduate	Private Service	Unmarried	Town	105	90
406	Tuensang	18 to 25	Female	Post-graduate	Home-makers	Unmarried	Town	103	76
407	Tuensang	18 to 25	Female	Graduate	Student	Unmarried	Town	104	110
408	Tuensang	26 to 40	Male	Matriculate	Self-employed	Unmarried	Village	125	125
409	Tuensang	18 to 25	Male	Post-graduate	Self-employed	Unmarried	Town	83	81
410	Tuensang	18 to 25	Female	Graduate	Student	Unmarried	Town	92	87
411	Tuensang	41 to 60	Female	Higher Secondary	Self-employed	Married	Town	87	82
412	Tuensang	18 to 25	Female	Graduate	Student	Unmarried	Town	114	112
413	Tuensang	18 to 25	Female	Graduate	Self-employed	Unmarried	Town	96	92
414	Tuensang	26 to 40	Male	Post-graduate	Self-employed	Unmarried	Town	93	91

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
415	Tuensang	41 to 60	Male	Post-graduate	Private Service	Married	Town	89	82
416	Tuensang	18 to 25	Male	Graduate	Student	Unmarried	Village	96	66
417	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Village	103	110
418	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Town	86	76
419	Tuensang	26 to 40	Male	Graduate	Private Service	Unmarried	Town	125	125
420	Tuensang	26 to 40	Male	Post-graduate	Student	Unmarried	Town	97	91
421	Tuensang	18 to 25	Female	Graduate	Private Service	Unmarried	Town	100	100
422	Tuensang	18 to 25	Male	Graduate	Private Service	Unmarried	Town	104	106
423	Tuensang	18 to 25	Male	Graduate	Private Service	Unmarried	Town	106	104
424	Tuensang	18 to 25	Male	Graduate	Govt. Service	Unmarried	Town	99	95
425	Tuensang	18 to 25	Male	Graduate	Student	Unmarried	Town	95	83
426	Tuensang	18 to 25	Male	Graduate	Student	Unmarried	Town	90	93
427	Tuensang	41 to 60	Male	Matriculate	Govt. Service	Married	Village	84	91
428	Tuensang	26 to 40	Male	Post-graduate	Student	Unmarried	Town	100	93
429	Tuensang	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	102	78
430	Tuensang	18 to 25	Female	Higher Secondary	Student	Unmarried	Village	98	78
431	Tuensang	26 to 40	Male	Graduate	Private Service	Unmarried	Town	101	87
432	Tuensang	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	102	78
433	Tuensang	18 to 25	Female	Higher Secondary	Student	Unmarried	Village	98	78
434	Tuensang	26 to 40	Male	Graduate	Private Service	Unmarried	Town	101	87
435	Tuensang	41 to 60	Female	Graduate	Govt. Service	Married	Town	104	80
436	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Town	88	79

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
437	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Town	100	100
438	Tuensang	18 to 25	Male	Graduate	Student	Unmarried	Town	110	109
439	Tuensang	18 to 25	Male	Graduate	Student	Unmarried	Town	91	86
440	Tuensang	26 to 40	Male	Higher Secondary	Self-employed	Unmarried	Town	81	88
441	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Town	64	108
442	Tuensang	26 to 40	Male	Graduate	Private Service	Married	Town	86	75
443	Tuensang	41 to 60	Female	Higher Secondary	Self-employed	Married	Town	79	78
444	Tuensang	18 to 25	Female	Graduate	Student	Unmarried	Town	95	68
445	Tuensang	18 to 25	Female	Graduate	Self-employed	Unmarried	Town	72	75
446	Tuensang	26 to 40	Male	Post-graduate	Self-employed	Unmarried	Town	83	82
447	Tuensang	41 to 60	Male	Post-graduate	Private Service	Married	Town	100	85
448	Tuensang	26 to 40	Female	Higher Secondary	Home-makers	Married	Village	91	85
449	Tuensang	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	100	96
450	Tuensang	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	94	81
451	Tuensang	41 to 60	Female	Graduate	Home-makers	Married	Town	99	77
452	Tuensang	41 to 60	Female	Post-Graduate	Private Service	Married	Town	89	94
453	Tuensang	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	75	91
454	Tuensang	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	91	100
455	Tuensang	26 to 40	Male	Graduate	Private Service	Unmarried	Town	75	97
456	Tuensang	26 to 40	Male	Higher Secondary	Govt. Service	Married	Town	72	91
457	Tuensang	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	88	76
458	Tuensang	26 to 40	Female	Graduate	Govt. Service	Married	Village	80	91

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
459	Tuensang	41 to 60	Female	Graduate	Govt. Service	Married	Town	83	82
460	Tuensang	26 to 40	Male	Post-graduate	Self-employed	Unmarried	Town	87	86
461	Tuensang	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	86	96
462	Tuensang	26 to 40	Male	Graduate	Govt. Service	Married	Town	84	91
463	Tuensang	26 to 40	Female	Post-graduate	Private Service	Married	Town	81	90
464	Tuensang	18 to 25	Female	Graduate	Private Service	Unmarried	Town	91	95
465	Tuensang	26 to 40	Male	Graduate	Govt. Service	Married	Town	98	98
466	Tuensang	26 to 40	Female	Post-graduate	Self-employed	Unmarried	Town	99	100
467	Tuensang	18 to 25	Female	Post-graduate	Student	Unmarried	Town	96	62
468	Tuensang	26 to 40	Female	Graduate	Govt. Service	Married	Town	93	78
469	Tuensang	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	115	110
470	Tuensang	26 to 40	Female	Graduate	Home-makers	Married	Village	109	109
471	Tuensang	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	101	103
472	Tuensang	41 to 60	Female	Post-graduate	Govt. Service	Unmarried	Village	102	72
473	Tuensang	18 to 25	Female	Post-graduate	Private Service	Unmarried	Town	125	111
474	Tuensang	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	84	80
475	Tuensang	26 to 40	Male	Post-graduate	Self-employed	Unmarried	Town	96	83
476	Tuensang	26 to 40	Female	Graduate	Self-employed	Married	Town	87	82
477	Tuensang	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	114	112
478	Tuensang	26 to 40	Male	Post-graduate	Student	Unmarried	Town	96	92
479	Tuensang	26 to 40	Female	Post-graduate	Student	Married	Town	93	91
480	Tuensang	26 to 40	Female	Higher Secondary	Private Service	Unmarried	Town	89	82

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
481	Kohima	26 to 40	Female	Graduate	Private Service	Unmarried	Village	72	71
482	Kohima	26 to 40	Female	Graduate	Govt. Service	Unmarried	Town	83	75
483	Kohima	26 to 40	Male	Graduate	Govt. Service	Unmarried	Town	100	100
484	Kohima	26 to 40	Female	Post-graduate	Govt. Service	Unmarried	Village	91	92
485	Kohima	26 to 40	Female	Post-graduate	Govt. Service	Unmarried	Town	100	84
486	Kohima	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	94	98
487	Kohima	26 to 40	Female	Post-graduate	Student	Unmarried	Town	99	100
488	Kohima	26 to 40	Male	Post-graduate	Self-employed	Unmarried	Town	89	85
489	Kohima	26 to 40	Male	Graduate	Self-employed	Unmarried	Town	75	75
490	Kohima	41 to 60	Female	Post-graduate	Govt. Service	Married	Town	91	87
491	Kohima	26 to 40	Male	Graduate	Self-employed	Married	Town	75	105
492	Kohima	26 to 40	Male	Graduate	Student	Unmarried	Town	72	87
493	Kohima	26 to 40	Female	Graduate	Govt. Service	Unmarried	Village	88	73
494	Kohima	26 to 40	Male	Graduate	Govt. Service	Unmarried	Town	80	72
495	Kohima	26 to 40	Female	Post-graduate	Govt. Service	Unmarried	Town	83	84
496	Kohima	26 to 40	Male	Graduate	Self-employed	Unmarried	Town	75	75
497	Kohima	26 to 40	Male	Graduate	Govt. Service	Unmarried	Town	100	100
498	Kohima	26 to 40	Female	Post-graduate	Govt. Service	Unmarried	Town	67	67
499	Kohima	26 to 40	Female	Post-graduate	Govt. Service	Unmarried	Town	81	97
500	Kohima	18 to 25	Female	Post-graduate	Govt. Service	Unmarried	Town	93	86
501	Kohima	18 to 25	Female	Post-graduate	Govt. Service	Unmarried	Village	75	78
502	Kohima	26 to 40	Female	Post-graduate	Govt. Service	Unmarried	Town	114	101

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
503	Kohima	26 to 40	Male	Post-graduate	Govt. Service	Unmarried	Town	90	98
504	Kohima	18 to 25	Male	Graduate	Govt. Service	Unmarried	Town	103	99
505	Kohima	18 to 25	Male	Post-graduate	Govt. Service	Unmarried	Town	87	80
506	Kohima	18 to 25	Male	Post-graduate	Private Service	Unmarried	Town	100	96
507	Kohima	18 to 25	Female	Graduate	Private Service	Unmarried	Town	72	77
508	Kohima	18 to 25	Female	Graduate	Student	Unmarried	Village	91	84
509	Kohima	26 to 40	Male	Post-graduate	Self-employed	Unmarried	Town	103	101
510	Kohima	18 to 25	Male	Graduate	Student	Unmarried	Town	99	92
511	Kohima	18 to 25	Female	Post-graduate	Self-employed	Unmarried	Town	99	99
512	Kohima	26 to 40	Male	Graduate	Private Service	Unmarried	Town	103	104
513	Kohima	18 to 25	Female	Post-graduate	Govt. Service	Married	Town	92	83
514	Kohima	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	80	93
515	Kohima	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	99	79
516	Kohima	26 to 40	Male	Graduate	Govt. Service	Unmarried	Town	105	100
517	Kohima	18 to 25	Male	Graduate	Student	Unmarried	Town	81	93
518	Kohima	18 to 25	Male	Graduate	Student	Unmarried	Town	92	93
519	Kohima	18 to 25	Female	Graduate	Private Service	Unmarried	Town	94	91
520	Kohima	18 to 25	Female	Post-graduate	Student	Unmarried	Town	84	79
521	Kohima	18 to 25	Female	Post-graduate	Student	Unmarried	Town	97	75
522	Kohima	26 to 40	Female	Graduate	Govt. Service	Married	Town	100	97
523	Kohima	26 to 40	Female	Graduate	Private Service	Unmarried	Village	99	99
524	Kohima	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	84	73

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
525	Kohima	18 to 25	Female	Graduate	Student	Unmarried	Town	94	88
526	Kohima	26 to 40	Male	Graduate	Govt. Service	Married	Town	83	88
527	Kohima	18 to 25	Male	Post-graduate	Govt. Service	Unmarried	Town	91	87
528	Kohima	18 to 25	Male	Post-graduate	Student	Unmarried	Town	93	91
529	Kohima	26 to 40	Male	Post-graduate	Govt. Service	Unmarried	Town	96	100
530	Kohima	41 to 60	Female	Graduate	Govt. Service	Married	Town	94	91
531	Kohima	18 to 25	Male	Graduate	Student	Unmarried	Town	93	87
532	Kohima	61 and above	Male	Higher Secondary	Self-employed	Married	Town	120	110
533	Kohima	61 and above	Female	Matriculate	Govt. Service	Married	Town	97	87
534	Kohima	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	93	82
535	Kohima	41 to 60	Female	Graduate	Self-employed	Married	Town	93	82
536	Kohima	26 to 40	Male	Graduate	Private Service	Unmarried	Town	120	110
537	Kohima	18 to 25	Female	Post-Graduate	Private Service	Unmarried	Village	97	87
538	Kohima	26 to 40	Female	Post-Graduate	Self-employed	Unmarried	Village	93	82
539	Kohima	18 to 25	Female	Graduate	Private Service	Unmarried	Town	93	82
540	Kohima	18 to 25	Male	Post-Graduate	Private Service	Unmarried	Town	120	110
541	Kohima	18 to 25	Male	Graduate	Private Service	Unmarried	Village	97	87
542	Kohima	26 to 40	Female	Higher Secondary	Home-makers	Married	Village	93	82
543	Kohima	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	93	82
544	Kohima	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	120	110
545	Kohima	41 to 60	Female	Graduate	Home-makers	Married	Town	97	87
546	Kohima	41 to 60	Female	Post-Graduate	Private Service	Married	Town	93	82

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
547	Kohima	18 to 25	Male	Higher Secondary	Student	Unmarried	Town	93	82
548	Kohima	26 to 40	Male	Post-graduate	Private Service	Unmarried	Town	120	110
549	Kohima	26 to 40	Male	Graduate	Private Service	Unmarried	Town	97	87
550	Kohima	61 and above	Male	Matriculate	Govt. Service	Married	Town	93	82
551	Kohima	41 to 60	Female	Graduate	Private Service	Married	Town	93	82
552	Kohima	26 to 40	Male	Graduate	Self-employed	Unmarried	Town	120	110
553	Kohima	26 to 40	Male	Graduate	Private Service	Unmarried	Town	97	87
554	Kohima	26 to 40	Female	Graduate	Private Service	Married	Town	93	82
555	Kohima	26 to 40	Male	Graduate	Private Service	Unmarried	Town	93	82
556	Kohima	26 to 40	Male	Graduate	Private Service	Unmarried	Town	120	110
557	Kohima	26 to 40	Male	Graduate	Self-employed	Unmarried	Town	97	87
558	Kohima	26 to 40	Female	Graduate	Private Service	Married	Town	93	82
559	Kohima	41 to 60	Male	Graduate	Govt. Service	Married	Town	93	82
560	Kohima	41 to 60	Female	Post-graduate	Govt. Service	Married	Town	120	110
561	Kohima	41 to 60	Male	Graduate	Govt. Service	Married	Town	97	87
562	Kohima	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	93	82
563	Kohima	26 to 40	Male	Post-graduate	Student	Unmarried	Town	93	82
564	Kohima	26 to 40	Female	Graduate	Govt. Service	Married	Town	120	110
565	Kohima	41 to 60	Male	Post-graduate	Govt. Service	Married	Town	97	87
566	Kohima	41 to 60	Female	Post-graduate	Govt. Service	Married	Town	93	82
567	Kohima	26 to 40	Female	Post-graduate	Private Service	Married	Town	93	82
568	Kohima	26 to 40	Female	Post-Graduate	Student	Unmarried	Town	120	110

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
569	Kohima	26 to 40	Female	Higher Secondary	Private Service	Unmarried	Town	97	87
570	Kohima	26 to 40	Male	Higher Secondary	Private Service	Unmarried	Town	93	82
571	Kohima	26 to 40	Male	Post-Graduate	Govt. Service	Unmarried	Town	93	82
572	Kohima	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	120	110
573	Kohima	41 to 60	Male	Below Class 10	Homemaker	Unmarried	Town	97	87
574	Kohima	41 to 60	Female	Below Class 10	Homemaker	Unmarried	Town	93	82
575	Kohima	41 to 60	Female	Below Class 10	Homemaker	Married	Town	93	82
576	Kohima	61 and above	Male	Matriculate	Govt. Service	Married	Town	120	110
577	Kohima	18 to 25	Male	Graduate	Private Service	Unmarried	Village	97	87
578	Kohima	26 to 40	Female	Higher Secondary	Home-makers	Married	Village	93	82
579	Kohima	18 to 25	Female	Higher Secondary	Student	Unmarried	Town	93	82
580	Kohima	18 to 25	Female	Post-Graduate	Student	Unmarried	Town	120	110
581	Kohima	41 to 60	Female	Graduate	Home-makers	Married	Town	97	87
582	Kohima	41 to 60	Female	Post-Graduate	Private Service	Married	Town	93	82
583	Kohima	26 to 40	Female	Post-graduate	Private Service	Unmarried	Town	93	82
584	Kohima	41 to 60	Female	Graduate	Self-employed	Married	Town	120	110
585	Kohima	18 to 25	Male	Graduate	Student	Unmarried	Town	97	87
586	Kohima	18 to 25	Male	Post-graduate	Student	Unmarried	Town	93	82
587	Kohima	18 to 25	Male	Graduate	Student	Unmarried	Village	93	82
588	Kohima	18 to 25	Male	Graduate	Student	Unmarried	Village	89	95
589	Kohima	18 to 25	Female	Graduate	Student	Unmarried	Town	88	84
590	Kohima	18 to 25	Female	Graduate	Student	Married	Town	88	89

Socio-economic Profile of Respondents and their Total Satisfaction Score (contd.)

Survey ID	District	Age Group (in years)	Gender	Educational Qualification	Occupational Status	Marital Status	Place of Residence	Total Consumer Satisfaction Score	
								Local Goods	Non-local Goods
591	Kohima	26 to 40	Female	Post-graduate	Govt. Service	Married	Town	108	106
592	Kohima	18 to 25	Female	Graduate	Student	Unmarried	Town	86	78
593	Kohima	18 to 25	Male	Post-graduate	Govt. Service	Married	Town	88	82
594	Kohima	18 to 25	Female	Graduate	Student	Unmarried	Town	89	80
595	Kohima	18 to 25	Male	Graduate	Student	Unmarried	Village	81	80
596	Kohima	18 to 25	Male	Higher Secondary	Student	Unmarried	Village	95	94
597	Kohima	26 to 40	Male	Graduate	Govt. Service	Unmarried	Town	100	96
598	Kohima	26 to 40	Male	Post-graduate	Govt. Service	Married	Town	86	70
599	Kohima	26 to 40	Female	Graduate	Home-makers	Married	Town	97	70
600	Kohima	26 to 40	Female	Graduate	Govt. Service	Married	Town	92	88

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