

**THE MARKETING OPPORTUNITY FOR PARBOILED  
RICE OF CHENKALADY MPCS FOR ERAVUR PATTU DS  
DIVISION**



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## ABSTRACT

Marketing has grown well in the present world. There is much competition among the product, as there are numerous products in the market. Only when certain product has marketing opportunity well in the target market, it will become a distinctive product. Then only the certain product will achieve a strong place in the minds of target customers. And certain product also will be a profitable and remarkable one in the target market.

Here the marketing opportunity for parboiled rice of Chenkalady MPCs for Eravur Pattu Divisional Secretarial division is analyzed based on the conceptualization frame work. Which includes the variable of are *product, price, place, and promotion*. These variables are considered for consumer and retailer regarding of parboiled rice consumption and selling in this DS division. The samples were selected based on the higher population in Eravur Pattu DS division in 15 GN divisions. Further 200 and 50 questionnaires were issued to consumers and retailers respectively, and these questionnaires were administered. These questionnaires are in five point Likert scale format, the point indicates the consideration level of 1 to 5 for each statement.

According to the data collection, the data is analyzed through the Computer Package of SPSS for Univariate analysis and found out mean value for each variables of marketing mix. Based on the mean value the decision rule was made and found out the result about the parboiled in the Eravur Pattu DS division. According to the result consumers have high consideration on product and price, moderate consideration on place, and low consideration on promotion. On the same way retailers have high consideration on product and place, and have moderate consideration on price and promotion.

According to the findings, put forward some conclusions about the parboiled rice marketing and some recommendation are suggested to improve the marketing opportunities for parboiled rice of Chenkalady MPCs.

- Researcher -

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