

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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MARKETING OF FOOD INDUSTRIES IN ALGERIA: ANALYTIC STUDY ON A SAMPLE OF COMPANIES

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ABSTRACT

Viewing the Algerian exterior commercial balance of the food products in 2008 that includes the coverage rate of exportations comparing to importations revealing the food gap of several food products like: meat, milk and derives, some legumes, coffee and tea, oil and greases, legume and fruit conserves...etc. Through the same commercial balance we observe also the efficient contribution of food product to the value of global exportations, especially speaking: the contribution of juices by a rate of 24.4 % from the global exportations. We have distributed a questionnaire on a sample of food industry companies, on a 95 companies in some of the states of the country, and we have tried through this questionnaire to know the marketing policies adoption by these companies.

KEYWORDS

Marketing of food industries, marketing decision-makers, Algeria.

1. INTRODUCTION

The food industry is closely linked to the agricultural sector as it derives its raw materials from the agricultural sector, and the coordination between the two sectors is an effective tool in improving food security in the country. This is referred to as "strategic planning for the food industry" (Sénéchal, 2004: 4).

A lot of thinkers had expressed previously that food marketing is limited in how to best distribute the products of the farm to the wholesale markets. This evolved then and finally became a concept expressing the activities undertaken by an institution pertaining to marketing policy in order to attract the consumers purchase decision (Shanoyan, 2011: 83).

It is known that the agricultural marketing occupies extreme importance at a national level in general. Agriculture, in particular, is important as it is an industry highly vulnerable to various surrounding environmental conditions and that makes its products subject to many twists in productivity and price (Ahmed & El-Sayed, 2009). Marketing is of extreme importance to agricultural crops on the whole as well as importance for the food industry, which is closely linked to the agricultural sector.

Marketing food industry is known as the marketing activities carried out by the marketing department in the institutions of the food industry from the policies of the product and the price and distribution and communication. It is more comprehensive than is seen when the process of distribution of food products (Barrett, 1997). Marketing was previously referred to as the local distribution of food products and usually connects the government's plan in the distribution of food, but it may have taken a second definition at the end of the twentieth century (Hoke, 2009).

The marketing process for food Industries is considered a delicate process the fact that there are standards that define this activity by the authorities such as standards relating to the validity of a food product and standards that govern the policies of support for some basic food products like milk product in some countries. By increasing consumer awareness and the growing role of consumer protection associations in this sector has become important for the institutions of the food industry to follow these standards in production (Smith, 2009: 29).

Of modern concepts that took the attention of researchers are marketing junk or light food, which the consumer consumed routinely as he spends his day busy at work or at school or otherwise (Sugishita, 2011: 38). Meals and signs in the mind of the consumer such as "McDonald's (McDonalds)" and other sweets and foods and beverages that offer the consumer the cooking process in the middle of the day became customary (Mills, 2000: 9). Marketing has taken important practical considerations are in providing these food industries.

Food marketing according to the modern concept took a major consideration in a principle named "place of production". It means to ensure the production of the product to the consumer when taken as a food. It is intended to provide healthy food, containing vitamins and how natural, and the number of calories provided. We should not underestimate in the Food Marketing how quickly and easily a consumer can get a food mark when the searches for it (Robertson, 2005). If we focus more on the subject of healthy food, studies have shown many differences in morale and attitudes addressing artificial versus natural foods and their impact on consumer behavior. It would lean towards the second type of food - natural foods - which are healthier. In the case of artificial foods, chemicals are added which may be harmful to the consumer (Solano, 2008).

It is logical that some of the authors of the academic works on the of marketing in the food industry stress the need to embrace the evolution of consumption pattern through the importance of following up the development of effective marketing to this sector, where food industries are interested in marketing the following activities: (Aurier & Sirieixp, 2009: 191)

- Knowledge of consumer behavior towards food industrial
- products Implementation of a particular strategy
- Run a risk assessment of nutrition / attention to quality
- Developing a trademark
- Maximizing the communication and promotional activities
- Ensure effective communication
- The development of the international presence of the food product

We note from the above points that it did not mention the marketing pricing policies probably as a result of government intervention in this area. But despite the fact that studies indicate increased slow international prices of agricultural products such as wheat or sources of oils and fats or cane products and others through 2018, however, interest in pricing marketing policy is critical. There are many families that have great sensitivity toward the prices of food commodities due to differences with the implications on the moral in consumer trends attributable to changes in the income bracket in a given study. Also the sensitivity of

the price toward genetic changes carried out by food industry institutions which are of a greater degree in consumer trends and the ability to pay for purchase of this food product, and this is contrary to the interests shown by marketing food industries set previously.

On the other hand, the distribution did not receive appropriate attention by the authors Aurier & Sirieix (2009). There is an approach urging the need for attention to the place of production and place of consumption of the food industry, it is the consumer who has the sensitivity in the consumption of products locally produced and products produced outside the town or area of residence; hence providing strategy and approach to avoid this sensitivity. And this of course is to achieve the desired key benefits of the distribution which is mainly the temporal, spatial, appearance and possessory benefits. Some specialists add the personal benefit of the distribution. And this study was to identify the marketing policies adopted by the institutions in the food industry in Algeria, and can achieve this goal by answering the following question: **What are the marketing policies adopted by the institutions in the food industry in Algeria?**

2. PREVIOUS STUDIES

After exploratory searching that we have done, we can say - at our discretion within the limits of the information compiled - that studies at the international level in the field of our research were many and varied between articles and forums, which focused on the marketing of food industries were very specialized. At the national level it is noted that there is a very significant lack of studies that have been flowing into the subject of our attention. There have been studies about the case of Algeria in general and less specialized, and we include here some previous studies that have direct relationship to the study involved:

- Bin Tfat (2011) study entitled: **The role of agricultural marketing in improving food security - with reference to the case of the Algerian food industries**. Researcher tried in the essay to address the theoretical side of the Agricultural Marketing apply then analyze the statistics relating to exports and imports of food industry in Algeria that shows the food gap. He has concluded after analysis of the information that the Algerian state has almost a complete dependency in most food industries such as meat, milk, coffee, tea, sugar and other products, and that it has a competitive advantage in the drinks, fruits and fish industries.

Companies in Jordan,

- Al Damour and Allawi's (2008) study entitled: **The Effect of Promotional Activities of Industrial Companies on its Exporting Performance: A comparative Study Between the Food industrial Companies and the Chemical Industrial**. This study aimed to investigate the effect of promotional activities carried out by Jordanian Industrial Companies operating in the sectors of food processing and chemical industries through surveying 95 companies, including 62 food companies. The study found out that the size of promotional activities practiced by these companies is below 61%, a low rate in general: and that there is an effect of the promotional activities carried out by companies on the food industry export performance.

- Rabih's (2008) speech entitled: **The role of the food industry in achieving food security**. Researcher in his speech addressed how the theory of the contribution of the food industry helps in achieving food security through added values provided. He concluded that there is a lack acclaimed in the food industry in Algeria, especially in the field of fishing and related food industry and the weakness to take advantage of this feature in the Algerian state as an example.

- Abdul Razzaq's (2007) study entitled: **Economic and social importance of the food industry and its relationship to the agricultural sector - a case study of Algeria**. The researcher tried to study the interest of developed countries for food security, especially the amounts spent by these countries on its people and peoples of the world. Also he showed interest in studying the phenomenon in developing countries, as well as the study of the problems that hinder food security in the Arab world like the problem of water: and the study of the relationship between agriculture and the food industry, and addressed the determinants of investment in the food industry in Algeria.

- Al-Smadi's (2005) article entitled: **Evaluation of food product packaging design: An empirical study of consumer attitudes in the capital city of Amman**. The researcher was interested in studying consumer trends toward quality design of containers of food commodities in Jordan, through the distribution of a questionnaire to a sample of consumers 400 individuals withdrawn in the main shopping centers in the capital, Amman. The most important findings of the study is that consumers are quite satisfied with the quality of design containers of food commodities, as analysis revealed the existence of differences in the moral implications of consumer trends are attributable to the variables of age and income bracket.

- Afram's (2003) study titled: **The impact of the marketing mix for exports on export performance: a comparative study on the sectors of food industry and chemical industries companies in Jordan**. Where the study of a sample of 100 companies from both sectors - the food industry and the chemical industry - of the community of 200 companies that represent sample amounting to 50% of the mother community. The study concluded that there is a relationship between the extent of the application of the marketing mix on the companies in the food industries, chemical industries and their export performance, and that there is a relationship between the product promotion policy, and distribution of export companies have sectors of the food industry, chemical industry and export performance, the study found no relationship between the pricing policies of export as those of the companies sectors of the food industry, chemical industry and export performance, in addition to that The study found that the studied companies pay attention to the elements of the marketing mix according to the following priority: product, price, promotion, distribution.

- Allawi's (2006) study entitled: **The impact of export promotional policies on export performance in industrial companies: a comparative study between the food industry companies and chemical industry companies in Jordan**. Researcher in the specialized study to investigated a group of 95 companies, mostly from the food industry and found the existence of impact policies promotions on export performance in the corporate food industry and chemical industry companies. It concluded that there is greater use of elements of promotional policies by the food industry when compared to the chemical industry companies, and also found that these institutions determine a modest budget to spend on research and development of policies to promote export.

- Isbetan's (1996) study entitled: **Basic food industries and their role in the Arab food security**. Researcher in the study turns to the reality of Arab food security elements and showed that the constraints that have affected the evolution of the Arab food industry was the lack of agricultural resources like vegetables, fruits and grains as raw material in many of the food industry. This led the Arab countries to be imported from abroad as local production was disrupted in many seasons, in addition to other obstacles related to transport, storage and packaging. Also the study found to be a problem in the abundance of water in the Arab world and ill- conduct considering that water is a raw material in much of the food industry.

3. STUDY HYPOTHESES

As a result of the above literature review, the research hypothesis is:

H1. decision makers in the Algerian food industry organizations interested in the marketing policies

4. METHODOLOGY OF THE STUDY

In order to achieve the goal of the study statistical analytical method was used as it is appropriate to the nature of this study. The researchers adopted the two-track path Theoretical and Applied. On theoretical track method there was access to all the literature on the subject of studies and articles in Arab and foreign countries, in order to build rich theoretical background for the theoretical side of the subject. And in the applied track the resolution to questionnaires as a means of collecting data appropriate to achieve the objectives of the research and then analyze statistically using specialized computer programs.

4.1 Population and the Study Sample

In our attempt to try to study sample of a wide range of the food industries institutions, we went in the first instance to the National Center for Trade Register actually based in Bordj El Bahri. Unfortunately they gave us a site which you can search for institutions involved in the study but does not offer their titles and therefore could not obtain a detailed list containing the name of the institution and its address so that we can go to these institutions and the distribution of questionnaires. The national Center for trade Register has a branch in Blida that we visited later and this branch is equipped with a program that can extract us the detailed list and by the states of the country which benefit us in the search. There was no possibility to provide information as it is considered confidential and that it is provided only to lawyers. The center agents can help lawyers with information on one institution only, and not the whole detailed list. We decided to return to the National Center for Trade Register in Bordj El Bahri where we were told that what we asked for is a laborious process for the center and can bill us for what we asked for, but it may be an exorbitant bill. We also came to know that resorting to the National center data can be wrong as it includes many

companies that are not active. There are a lot of people who open business records in the morning and close them in the afternoon, or open them to get visas to travel abroad, and that the center does not follow the business records. Good follow-up is made by the Chamber of Commerce and Industry. They have lists of the institutions in support of its activities. We were guided to the regional Directorate of trade - branch Blida -. After long dialogue between us and the Director we convinced him that our study is valuable but dependent on our ability to receive a list of the food industry institution, and finally he provided us with a list in the form of an electronic Excel file, which facilitated our task in sorting by state and by units (i.e. the food industry). The Regional Directorate of Trade - branch Blida - covers six (06) states, namely: Blida, Tizi Ouzou, Bouira, Medea, Ain Defla, Djelfa.

We note that the list of the questionnaire that we distributed reviewed by a group of specialized, systematic and objective professors

To calculate the minimum sample size the following law can be applied:

$$n = \frac{N(Z^2\delta^2)}{Ne^2 + (Z^2\delta^2)}$$

Where

n : Is the size of the sample:

Z : The limit of the standard error in light of the degree of confidence required to estimate (for example, 1.96 at the 95% confidence level ; refer to the normal distribution curve):

δ

: Standard deviation of the research community

e : The amount of allowable error when doing the estimate. And is usually given at 0:05, which is the value of a very small increase in the size of the sample as it existed in the mathematical relationship denominator to calculate the size of the sample, and from the increase in the accuracy of the results obtained through a representative sample of the population of the study.

Calculated Average according to the formula:

$$\bar{y} = \frac{1}{N} \sum_{\alpha=1}^N Y_{\alpha}$$

After calculating the average of the society in the table above, we have acquired

$$\bar{y} = 6.04$$

The deviation of the population is calculated according to the formula:

$$\delta^2 = \frac{1}{N} \sum_{\alpha=1}^N (Y_{\alpha} - \bar{y})^2$$

After the application of the data, we find:

$$\delta^2 = \frac{1}{290} (3717.91667) = 12.8204$$

The standard deviation of the population is the square root of the deviation which we calculated previously:

$$\delta = \sqrt{\delta^2} = \sqrt{12.8204} = 3.58055$$

Thus we can calculate the size of the sample according to the previous formula, and that if we consider that e is the amount of allowable error when the estimate is equal to 0.05, and this amount is very small so the results will be accurate, and Z the limits of the standard error is equal to 1.96 and in light of the degree of confidence of the estimate at 95% confidence level (refer to the normal distribution curve).

$$n = \frac{290 [([1.96])^2 (3.58055)^2]}{290(0.05)^2 + [([1.96])^2 (3.58055)^2]} = 285.792 \approx 286$$

$$n = 286$$

And accordingly the sample size is 286 distributed fairly among the states, depending on each state's share of the institutions.

We tried to use the method of simple sample in the preview, but after starting the process of distribution of questionnaires we noticed that a lot of institutions did not respond to the questionnaire so we tried expanded study population to many institutions of the food industry in Algeria through the other states of the country and the table pro shows the distribution of the number of institutions interviewer by State.

TABLE I: NUMBER OF QUESTIONNAIRES DISTRIBUTED AND THE NUMBER OF QUESTIONNAIRES RECOVERED AND THE RECOVERY RATE AND QUESTIONNAIRES CANCELED

State	Questionnaires distributed		Questionnaires returned		Questionnaires cancelled		Questionnaires subject to Analysis	
	No.		No.	%age	No.	%age	No.	%age
Wahran	20		7	7,368	0	0	7	7,4
Algers	45		13	13,684	1	100	12	12,6
Blida	75		21	22,105	0	0	21	22,1
Bjaya	60		18	18,947	0	0	18	18,9
Ghardaya	30		11	11,579	0	0	11	11,6
Im Albawagi	5		1	1,053	0	0	1	1,1
Aghwat	7		5	5,263	0	0	5	5,3
Buweira	40		5	5,263	0	0	5	5,3
Batna	20		10	10,526	0	0	10	10,5
Steif	10		4	4,211	0	0	4	4,2
Skikda	8		1	1,053	0	0	1	1,1
Total	320		95	100	1	100	95	100,0

Source: Prepared by researchers after unloading Answers questionnaires in the program SPSS v 17

We tried to question the marketing director, commercial director, manager or administrator in each institution to extract frequencies and percentages to describe the characteristics of the study sample. Results have been summarized as follows:

TABLE II: DISTRIBUTION OF THE SAMPLE ACCORDING TO THE CHARACTERISTICS OF THE STUDY SAMPLE, FREQUENCY AND PERCENTAGE

Gender	Frequency	%age
Male	79	83,2
Female	12	12,6
No Answer	4	4,2
Total	95	100
Position	Frequency	%age
Owner	12	12,632
Director	12	12,632
Deputy Mgr	10	10,526
Marketing Mgr	7	7,368
Dept Head	22	23,158
Administrator	28	29,474
No Answer	4	4,211
Total	95	100
Educational level	Frequency	%age
University	63	66,316
Secondary	19	20,000
Primary	5	5,263
No Answer	8	8,421
Total	95	100
Market Trained	Frequency	%age
Yes	39	41,1
No	46	48,4
No Answer	10	10,5
Total	95	100
No. of Workers	Frequency	%age
Less than 10	15	15,8
10 - 50 workers	25	26,3
51 - 250 workers	31	32,6
+251 workers	18	18,9
No Answer	6	6,3
Total	95	100
Company Ownership	Frequency	%age
Public	9	9,5
Private	76	80,0
Mixed	7	7,4
No Answer	3	3,2
Total	95	100
Market Segment	Frequency	%age
Meats	2	2,1
Fishes	4	4,2
Dairy	17	17,9
Fresh and Dry Vegetables	3	3,2
Tea, Coffee, Herbs	4	4,2
Oils & Fats	4	4,2
Sugar & Sweets	8	8,4
Beverages	21	22,1
Pastries	9	9,5
Mills	14	14,7
Dairies, Oils & Fats	1	1,1
Dairies, Sugar & Sweets	1	1,1
Dairies & Beverages	3	3,2
Snaks	1	1,1
Meat, Fish & Fresh Veg.	1	1,1
No Answer	2	2,1
Total	95	100

Source: Prepared by researchers after unloading Answers questionnaires in the program SPSS v 17

Through the above table shows that the respondents were mostly males (83.2 %) were mostly administrators (29.47 %), and many of them heads of departments (23.15 %), and most of them at university level (66.31 %) had received 41.1 % of them on the composition of the Marketing which is considered high allowing access to realistic answers marketing policies produced in the institutions studied. And the institutions studied contain a considerable number of workers, the ones containing a number between 51 and 250 is 32.6 %. Most of the institutions studied are large or medium they are interested in marketing policies. Smaller institutions usually do not focus on clear marketing policies. The previous table also shows that the sample studied contain 80% of private institutions and this makes sense in Algeria, where the private sector was enriched dramatically in recent times in light of the economic transformations witnessed by the industrial sector in Algeria. The study included most types of food industries, the table shows that the share of the beverage industry has reached a rate of 22.1%, the largest proportion in comparison with the rest of the food industry, this makes sense as well, showed a further study of the researcher (Ben Tfat Abdul Haq, 2011) that the most important food products exported from the Algerian state to the rest of the countries represented in drinks. This is followed by Milk and dairy products with a sample size of 17.9%. Some institutions produce both beverages and milk and dairy products, especially that some Algerians use beverages composed of milk mixed with fruit juices.

TABLE III: CONTAINING THE SAMPLE OF THE STUDY ON THE MARKETING DEPARTMENT, FREQUENCY AND PERCENTAGE

Existence of a Marketing Department	Frequency	Percentage
Yes	44	46,32
No	43	45,26
No Answer	8	8,42
Total	95	100,00

Source: Prepared by researchers after unloading questionnaires in the program SPSS v 17

From the table above we can see that half of the sample studied contains a marketing department and this shows the degree of awareness of the marketing in the institutions studied as attention to marketing improves their business performance.

4.2 Study Method

We will identify through this study the reality of marketing in the institutions of the Algerian food industry. That means recognition of the marketing mix for these industries represented in the product, price, distribution, and promotion policies. The researcher will descriptive method to describe the variables of the study that will be tested at the level of significance ($\alpha \leq 0.05$).

We have used the four well-known marketing policies of the - product, price, distribution, communication – Also the " Likert " five grades: Strongly agree 5 points, agree 4 points, neutral 3 points, do not agree 2 points, Strongly Disagree 1 point, and this in terms of positive representation: and the opposite in negative terms.

5. TESTING THE STABILITY OF THE STUDY MEASUREMENTS

5.1 Testing of the normal distribution (Test de Kolmogorov-Smirnov)

The Kolmogorov-Smirnov test was used to test how the data follow the normal distribution. It was found that the Sig value of each variable greater significance level of 0.05, which indicates the data follow a normal distribution. Table (IV) shows the results of the test (K-S)

TABLE IV: CONTAINING THE RESULTS KOLMOGOROV-SMIRNOV TEST

Sig	Sig
Product	.670
Price	.766
Distribution	.791
Communication	.791

Source: Prepared by researchers after unloading Answers questionnaires in the program SPSS v 17

We note that the values of Sig is greater significance level of 0.05, which indicates that all the variables studied follow normal distribution, which means that the variable values are concentrated on the median value and variable intensity becomes less as we move away from the average value.

5.2 Reliability of the Instrument

This section presents the reliability of the of the marketing mix instruments of the Algerian food industry. Reliability is tested using the Cronbach coefficient alpha. A coefficient alpha higher than 0.6 is considered to be good (Sekeran, 2000). The reliability coefficient (α) of each dimension of the marketing mix are summarized in Table (IV).

5.3 Psychometric properties and dimensions of the marketing mix

Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity has been used as Pre-analysis testing for the suitability of the entire sample for factor analysis as recommended by Comrey (1978), the value of The Kaiser-Meyer-Olkin measure was used to assess the suitability of the sample for each unifactorial determination. The KMO measure of sampling adequacy value for the items listed below (table V) indicating sufficient intercorrelations with the Bartlett's Test of Sphericity was also found to be significant.

TABLE V: KAISER-MEYER-OLKIN AND THE BARTLETT'S TEST OF SPHERICITY

Variables	Kaiser-Meyer-Olkin Values	Bartlett's Test of Sphericity		
		Approx.Chi-Square	df	Sig.
Product	.767	229.068	8	0.000
Price	.705	257.132	8	0.000
Distribution	.695	264.631	8	0.000
Promotion	.693	247.867	8	0.000

5.4 Factor analysis

Factor analysis was conducted to validate the underlying structure of the marketing mix. On the basis of Cattell (1966) and Hair et al. (1998) criterion, factors with eigenvalues greater than 1.0 and factor loadings that are equal to or greater than 0.50 were retained. Results of the factor analysis indicated the existence of four significant dimensions of the marketing mix, with Eigenvalues greater than one. The results of the factor analysis and eigenvalues tests are presented in Table (VI).

TABLE VI: FACTOR ANALYSIS OF THE STUDY VARIABLES

Construct and item	Factor Loading	Eigenvalue	% of Variance	Reliability
Product		2.2376	54.998	.682
Institution cares for the appearance of its product	.536			
Institution has varied products in the market	.601			
Institution cares for the quality of its product	.552			
Institution performs improvements on product appearance	.648			
Institution performs improvements on product packaging	.597			
Institution provides well treated products	.561			
Institution provides health monitoring on products	.701			
Institution provides products with long shelf life	.722			
Price		2.120	43.599	.705
Institution cares for the consumer purchasing power in target markets	.716			
Institution studies competitive prices before establishing its product price	.511			
Institution establishes additional allowance to cover transport costs in products sold far from production place	.619			
Institution has unified pricing policies in all markets it covers	.520			
Institution amends its prices depending on market changes	.544			
Institution provides discounts and special prices	.656			
Institution takes into consideration production cost when pricing its products	.574			
Institution determines profit margin according to products importance.	.591			
Distribution		2.205	46.129	.613
Institution follows market entry strategy to various markets, then keeping the most profitable markets	.547			
Institution selects less dense markets, then work on expansion.	.639			
Institution establishes additional allowance to the distribution chain members in the markets	.696			
Institution sells to wholesalers.	.568			
Institution sells to retailers	.610			
Institution has warehouses in most provinces	.596			
Institution has points of sale close to consumers	.648			
Institution and agents have appropriate transportation means	.610			
Promotion		1.828	47.197	.784
Institution offers incentives like volume discounts to promote its sales.	.573			
Institution provides free samples of new products	.559			
Institution participates in exhibitions	.689			
Institution uses sales forces to promote its products	.517			
Institution uses public relations to promote its products	.673			
Institution uses advertising to promote its products	.549			
Institution does not use direct marketing to promote its products	.589			
Institution uses sports sponsorships to promote its products	.517			

5.5 Correlation analysis

A correlation matrix was constructed using the variables in the questionnaire to show the strength of relationship among the variables considered in the questionnaire. According to Kline (1998), correlation matrix is defined as "a set of correlation coefficients between a number of variables". SPSS version 7.0 was used.

TABLE VII: SUMMARY OF MEANS, STANDARD DEVIATIONS, AND CORRELATIONS OF THE MARKETING MIX DIMENSIONS

Variables	Mean	S.D	T value	Significance	P	Pr	D	Pro
Product	3.47	.902	12.315	*0.000	1			
Price	3.70	.703	9.231	*0.000	.638(**)	1		
Distribution	3.44	.913	10.526	*0.000	.543(**)	.350(**)	1	
Promotion	3.40	1.032	9.548	*0.000	.442(**)	.493(**)	.432(**)	1

Table (VII) shows that the correlation coefficients among the variables (marketing mix) were less than 0.9, indicating that the data was not affected by a collinearity problem (Hair et al., 1998). These correlations are also further evidence of validity and reliability of measurement scales used in this research (Barclay et al., 1995; Hair et al., 1998). There was a significant positive relationship between the four dimensions of marketing mix. The findings displayed that the respondents who perceived a greater awareness of the marketing policies

5.6 Multicollinearity Test

Researchers used the correlation matrix between the variables of the study, reaching the highest value of the correlation between the two variables of product and price of - 0.582 using the following equation:

$$VIF = \frac{1}{1 - r^2}$$

$$VIF = \frac{1}{1 - (-0.582)^2}$$

$$VIF = 1.51$$

We note that VIF value is less than 5 and therefore there is no Multicollinearity which shows the strength of the model study.

6. DESCRIPTIVE STATISTICS ANALYSIS

Table (7) indicates that respondents perceived **Price** (with the highest mean scores, i.e. M = 3.70, SD = .703) to be the most dominant of marketing mix dimension and evident to a considerable extent, followed by product (M = 3.47, SD = .902), distribution (M = 3.44, SD = .913), and promotion (M = 3.40, SD = 1.032), which was rated as least dimension of marketing policies of the Algerian food industry.

7. TESTS OF HYPOTHESES

Based on the T values mentioned on the tables above (table), and their significance, it is noted that all the sub hypotheses are accepted. So we can say that decision makers in the Algerian food industry organizations interested in the marketing policies (product, price, distribution, and promotion)

8. DISCUSSION OF THE RESULTS

Through this research we notice that the institutions of the food industry in Algeria are striving to adopt marketing strategies capable of increasing their trade performance, although the concept of marketing is new. Over 48% of the decision makers of the respondents in this study are not versed on the composition of the marketing, however, their responses suggest they have marketing thought.

Through this study we notice - in addition to test hypotheses - that the majority of decision makers, business and marketing in the institutions of food industries studied at university level, as the majority of institutions, food industries studied are large institutions with the number of their workers ranging between 51 to 250 workers. That does not negate the existence of a huge number of small enterprises in the food industry because many of the institutions were in a seasonal holiday period when we gathered information. Olive oil institutions for example which are abundant in Algeria close most of the year and only open in the olive oil extraction season.

The study also showed that the most important industry for food in Algeria is that of beverages by the fact that Algeria is abundant on the cultivation of citrus fruits and the availability. This is followed by the milk industry and its derivatives, followed by millers and pastry by the fact that the Algerian people consume these products in large and unusual quantities.

It is noticeable that the food industries institutions studied do not pay much attention to the provision of the marketing department in the organization: a percentage of 45.26 % of the institutions studied do not contain a marketing department.

9. RECOMMENDATIONS

According to the results obtained from this study, the recommendations that we propose are aimed at correcting efforts of food industries institutions in Algeria in order to adopt marketing policies that could raise trade performance of these institutions, include the following:

- Make decision-makers in the food industries institutions aware of the need to make adjustments to the shape of the product to attract consumers and their taking the decision to purchase.
- Make decision-makers in the food industry institutions be aware of the need to take care for product packaging.
- Make decision-makers in the institutions be aware of the need for the food industry organization to offer price discounts in some seasons.
- Increase the interest in these institutions in the changing market factors in the when modifying their prices.
- Measure the importance of the product when determining the price, and that is by measuring the customer's perceived value.
- Urge the food industry institutions to provide points of sale close to the consumer to save him time and effort.
- Increase the interest in the sale of food industry companies to the wholesalers because they may be an important factor in the distribution channel.
- Increase the interest of the food industry institutions in the sports sponsorship promotions.
- Increase the interest of the food industry institutions in direct marketing to promote its sales.
- The need for the food industry institutions to use public relations as a means of communication for its long term effect.

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