Analysis Of Consumer Acquaintance And Perception About Organic Food Industry In India

Abstract:-

The globalization of world economy has changed the structure of supply chain networks in many industries.Now,the corporates are dealing with global supply chain networks.Today,the world is more connected and new segments of global consumers is emerging. The food industry has also observed transformation and expansion in last two decades. Now, the Indian food markets are flourished with foreign brands like McDonalds, Subway, KFC etc. These companies have done customization to make their product more suitable for Indian consumers and also for rapid penetration and market expansion. These industries have created many issues related to health and obesity. Now, the Indian consumer specifically in urban areas is taking these issues seriously on social forums. This has given an opportunity in rise of new industry and businesses of organic food industry. The Indian consumer specifically upper economy class or premium segment are now more inclined towards consuming healthy, fresh and organic food.Now,many Fast-Moving Consumer Goods (FMCG) companies are using organic as a tool for differentiation. The primary objective of this paper is to understand consumer perception about marketing strategies of these Indian and Foreign companies and their viewpoint towards the growth and awareness of organic food industry in India. The finding presents consumers belief and perception about organic food industries. It also suggests product and brand related strategies for new Indian start-ups in this industry.

Keywords:-

Indian Organic Food Industry, Strategic Brand Management, Consumer Buying Behaviors.