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A STUDY TO IDENTIFY THE EFFECTIVE DRIVERS OF ORGANIC FOOD PRODUCTS - A QUALITATIVE ANALYSIS**JANAKI. J****RESEARCH SCHOLAR, BHARATHIAR UNIVERSITY, COIMBATORE; &****LECTURER****MOUNT CARMEL COLLEGE****BENGALURU****ABSTRACT**

The organic food industry in India is highly growing and it is consumer trust driven. In such a sensitive scenario, ensuring the success of an organic food product identity is critical for an organic food industry success as urban consumers are more health conscious and also it is call of the era. The purpose of the study is to recognize specific effective drivers of organic food products using a qualitative research approach. A structured review of literature was implemented to identify specific drives of conventional food products, with the help of Marketing Expert 29 drivers of organic food products were narrowed down. A structured Delphi was implemented to finalize specific 19 drivers of organic food products. Recognition of 13 drivers will help organic Retailers and distributors to be focused while designing their strategy to attract their consumers, and also will help in the long term growth of Organic food Industry.

KEYWORDS

organic food products, food products.

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INTRODUCTION

As globalization increases, companies can sustain in the market on the basis of creating value as trust. Building consumer trust is the crust of any marketing without which the firms lack confidence and leads to disorganization. However, communicating the value of a given business is not enough. Firms must undertake efforts, which result in authenticating the truthful delivery of the promised value.

India is majorly considered as agricultural economy and one of largest producer of food but along with the development in technology the ill-effects of chemicals used in agriculture has made the consumers realize the contamination in their food consumption. The use of synthetic inputs, such as synthetic fertilizers and pesticides, veterinary drugs, genetically modified seeds and breeds, preservatives, additives and irradiation are some of the technology interventions in Food cultivation that has caused the impurity. Organic farming was pioneered in the early twentieth century by a small group of farmers who were concerned about evil effects of mechanism on the biological health of the soil.

Consumers presently demand for organic food in response to a series of high profile scares about food safety. Production of healthy and nutritional raw material is the precondition for food safety. Organic farming has become the need of the hour.

The fundamental driving force for Organic sector growth would be comprehensive marketing and industry development strategies, currently organic production is viewed from a minority entrepreneur's perspective and not at the Industrial level, along with the conventional marketing model organic farming needs a transition in they approach. In comparison with western countries, India has inadequate centralized Authority to govern the Organic community in relation to organic food communications and Brand. For instance, a consumer given a choice between buying two different baskets of apples, one priced at Rs. 100 and one price at Rs. 130, many people would choose the cheaper basket. However, the organic food Company can bring about a change in the attitude of consumers by branding their food products, which are verified and certified. The three steps are ¹:

- The firms have to understand the consumer's current perception of organic food brand position.
- The firms have to determine what should be the consumer's perception of their brand.
- Define and execute the changes within the organization, create the desired perception of the brand among the customers.

For example, if the customers perceive the brand as representing less reliability, the firm has to make the necessary internal changes as well as get the authorized brand to ensure the customers will get best-in-class organic products, feel trustworthy and the firms should make sure the customers hear about those changes, this will lead to the brand experience and perception the firm wants the brand to convey.

Brand identity is seen as a group of individual features connected to each other and it represents a given product, which is deliberately shown by a company. (brand's owner). They may be actual attributes of a specific good or features created to uniqueness of the product. (E.g. Red Bull energy drink – a "powerful" product of new age type, USDA organic Brand represents that it has been met standards to be organic)².

In contemporary business, certifying organic food brands enable adopting a uniform wide approach. The brand marks and symbols express reputation and distinctiveness. The authenticated brands not only give protection, valuable intellectual property rights but it also adds value owing to distinguishing the organic food goods from those of competitors.

STATEMENT OF THE PROBLEM

According to market research, projects carried out by different authors the major motives to purchase the Organic food products are health, taste, ecology – environmental protection, and animal welfare. On the other hand, organic products are unavailable in many shops, perceived to be too expensive, and prospective buyers are not aware of their values or have doubts related to their reliability. The problem lies on the comprehensive organic food product identity that will lead to building consumers trust and also the potential Indian consumers' responsiveness is not deep therefore a research project is made to analyze and to identify the effective drivers of organic food products that will build consumers trust.

OBJECTIVES

1. To analyze the importance of organic food Products.
2. To understand the factors that influence consumer trust.
3. To identify the effective drivers of organic food products.
4. To make suitable conclusions based on the Findings.

DATA AND METHODOLOGY

For the purpose of impartial identification of effective drivers of Organic Food Brand Identity, the study has relied on standard Delphi technique (Linstone and Turoff, 1975). The flowchart depicts Delphi methodology adopted for the study to identify the effective drivers of organic food products that will build consumers trust.

Review of Literature has helped in identifying initial Drivers of food brand Identity to create and build consumers Trust. As there are no General Dimensions for Organic Food Brands, with the help of Marketing Expert 29 drivers of identity of organic food product were narrowed down. Delphi Technique was adopted to finalize the 19 effective Drivers for organic food Brand Identity.

DELPHI PROCESS USED FOR THE STUDY

FLOWCHART 1: DELPHI PROCESS USED FOR THE STUDY

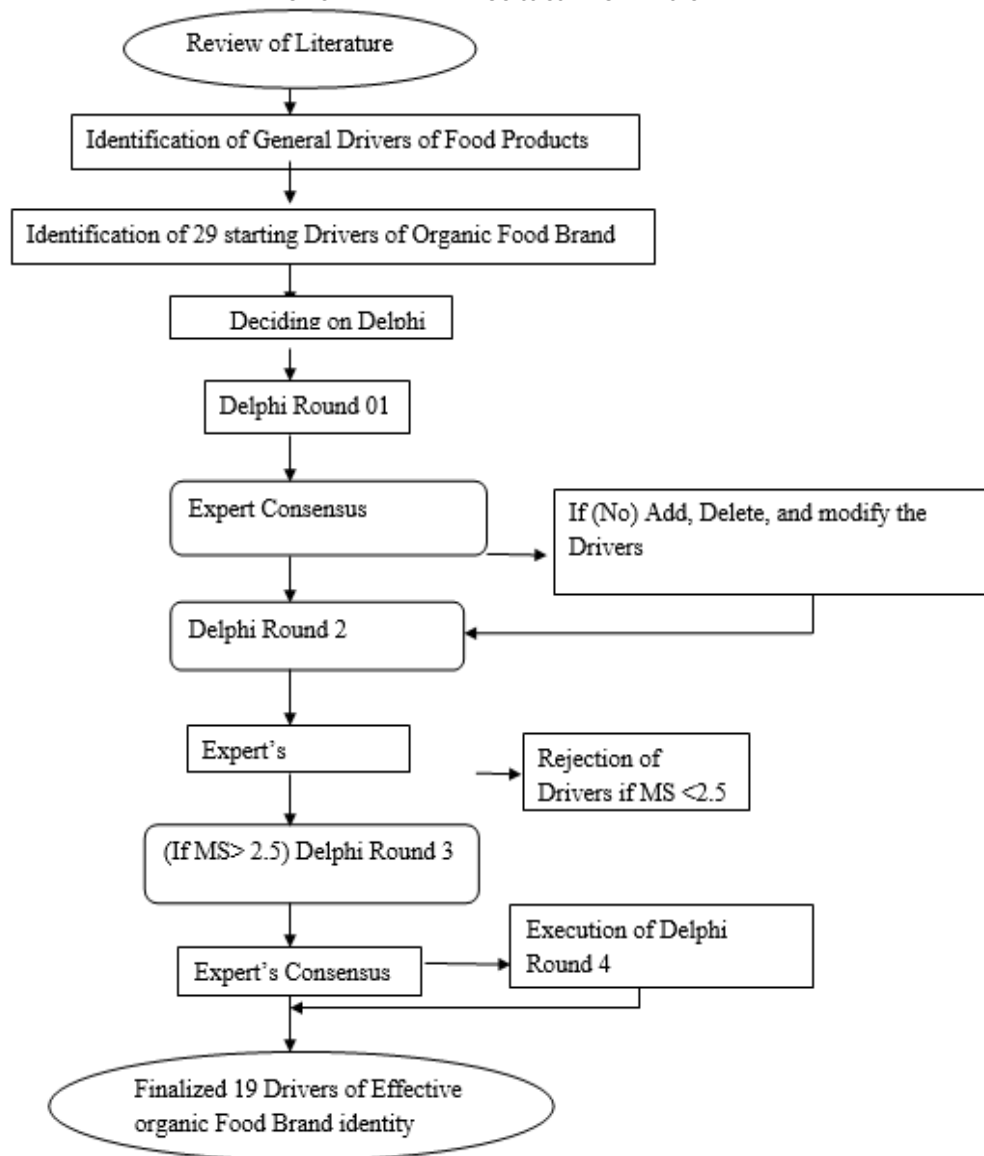


TABLE 1

1.	Food quality
2.	Taste
3.	Variety
4.	Health
5.	Specialty
6.	Affordability
7.	Location
8.	Customer service
9.	Ambience
10.	Driving Distance
11.	Parking space
12.	Offers
13.	Traceability
14.	Informative
15.	Standard Certification
16.	Eco-friendly
17.	Corporate social Responsibility
18.	Country and Region of Origin
19.	Production systems and innovations
20.	Food safety and health benefits
21.	Dietary Restrictions
22.	Trustworthiness
23.	Sourcing
24.	Believable
25.	Credibility
26.	Reminder
27.	Retention
28.	Correct brand identification
29.	Memorable

ANALYSIS OF RESULTS

The Review of literature identified various General drivers of food industry that builds the consumers trust. The drivers identified through literature review are regarded as preliminary drivers of food industry to narrow down specific drivers of organic food to build consumers' confidence, these General dimensions were kept as initial inputs to Round 1 of Delphi.

DECIDING ON DELPHI PANEL

The decisive selection of experts for Delphi panel was done to get convincing results. Since groups with widely varying personalities produce more acceptable results than homogeneous groups and promise a wide base of knowledge, the Delphi panels for the present study 15 members were selected. The attempt is made to take in a wide range of viewpoints in the study, which included Agriculturists (03), Market Intermediaries (05), Agriculture Academicians (03) and customers (04) as Delphi panelists.

DELPHI ROUND 1

A survey consisting of 20 General drivers of food industry identified through literature review and narrowed down by Marketing expert was developed for the Delphi Round 1. A Questionnaire were sent to the panelist to give his/her views on the General drivers of food industry and how it could be related to organic food industry and also to identify the drivers which is different for organic food compared to General(conventional) Food.

The questionnaire for Delphi round 1 had the following options for the panelist:

- Add an effective organic food driver
- Delete an effective organic food driver
- Rename the General Food Driver to make it appropriate to organic food.
- Modify the Drivers to match with organic food products.

RESULTS

- Experts were of different opinions towards the initial drivers given to them through literature review. Out of 20 General food drivers, the panelists tried to eliminate the ones that do not relate to organic food products. Parking space and driving Distance were eliminated by the majority of experts. Experts were of opinion that parking space and distance should not come in the way of Organic food Brand Identity.
- Drivers like Believable and Credibility are similar in meaning, thus the driver Trustworthiness was selected in place of the other two.
- The experts were of opinion that driver Memorable is a comprehensive effective Dimension than compared to Reminder, Retention and correct brand identification, thus all three drivers were clubbed as Memorable.

DELPHI ROUND 2

The Round 1 of Delphi resulted in reducing the drivers of General food product from 20 drivers to 13 effective drivers of organic food products. A questionnaire representing the interpretation of 13 drivers of organic food products were presented to the Experts to rate their significance of the interpretation on a 5-point Likert scale. Ranging from 5= extremely significant, 4= very significant, 3= significant, 2= slightly significant, 1= Not significant.

RESULTS

To obtain the results of Round 2, the mean standard deviation for each of the scale was calculated. The drivers which scored less than 2.5(MS) were deleted as they represented less important. Dimension: Specialty (2.33) customer service (2.18) offers (2.39) were eliminated.

DELPHI ROUND 3

The round 2 final list of effective drivers of organic food products were redefined by the experts in Round 3. A questionnaire containing statements relating to the drivers were set and the experts were asked to rate the level of significance based on likert scaling method. Ranging from 5= extremely significant, 4= very significant, 3= significant, 2= slightly significant, 1= Not significant. Any driver was finalized only when the 80% of the experts agreed on the inclusion.

RESULTS

The Delphi round 3 represented the unambiguous agreement of the Delphi panelist. None of the short-listed scored less than 2.5 MS. The final list of effective drivers of organic food products were prepared including the changes that were adjusted in naming them.

DISCUSSION

The Review of literature led to the identification of various General drivers of Food products, which helped the Marketing Expert to identify and narrow down the drivers, which is associated with organic food product. Implementation of Structured Delphi approach helped in recognition of effective and specific drivers of organic food Brand identity, which will help building trust in the minds of consumers. Below is the list of finalized driver's of organic food products.

TABLE 2

1.	Food quality
2.	Taste
3.	Variety
4.	Health
5.	Affordability
6.	Location
7.	Ambience
8.	Traceability
9.	Informative
10.	Standard Certification
11.	Eco-friendly
12.	Corporate social Responsibility
13.	Country and Region of Origin
14.	Production systems and innovations
15.	Food safety and health benefits
16.	Dietary Restrictions
17.	Trustworthiness
18.	Sourcing
19.	Memorable

CONCLUSION

This study has several remarkable implications for organic food product Brand developers and producers. It suggests that advertisers, brand builders and organic food producers must focus on these 19 specific drivers while designing a strategy for creating and managing organic food products be it for Organic food Brand, Branding, packing, selling or advertising of organic food products.

Further, to bring in authenticity to the proposed drivers, statistical tools like factor analysis methodology can be implemented. With the help of above effective drivers a structured model can help the organic food industry to develop the brand and reach out to the consumers in an effective manner as compared to any conventional food brands does to enter into competitive market.

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