

**Poornaprajna Institute of Management
Udupi - India**



Micro Research Centre (MRC)

Name of MRC:

Centre for Studies on Organic Food Products and Its Marketing

Name & Designation of the Coordinator:

Mrs. Sujatha G. L

Assistant Professor

Poornaprajna Institute of Management

(i) Purpose:

The Micro Research Centre aims to understand consumer behaviour, improve marketing strategies, and support sustainable agriculture. The centre will enhance market access and growth; educate stakeholders, and influence policy and standards. The centre aims to increase consumer trust and satisfaction, promote the environmental and health benefits of organic foods, and ensure the long-term sustainability and profitability of the organic food sector.

(ii) Objectives:

- (1) To gain comprehensive insights into consumer perceptions, preferences, and purchasing behaviours related to organic food products.
- (2) To develop and test effective marketing strategies that increase consumer awareness, trust, and demand for organic food products.
- (3) To identify market opportunities and barriers for organic food products, helping producers and retailers to effectively navigate and expand in the marketplace.
- (4) To serve as an educational resource for marketers, policymakers, and consumers on the benefits, challenges, and best practices related to organic foods.
- (5) To investigate and address consumer concerns regarding the authenticity, quality, and safety of organic food products.

(iii) Description:

The Micro Research Centre will use a mixed methods approach, combining qualitative and quantitative research to provide a comprehensive understanding of organic food products and their marketing.

- (1) Focus Groups: Conduct focus group discussions with diverse consumer segments to explore perceptions, preferences, and attitudes towards organic foods.
- (2) Surveys: Design and administer surveys to a sample of consumers to quantify awareness, knowledge, and purchasing behaviour related to organic foods.
- (3) Market Analysis: Utilize secondary data sources to analyse market trends, sales data, and economic factors affecting the organic food sector.

- (4) Content Analysis: Analyse content from social media, advertisements, and other marketing materials to understand the communication strategies used in promoting organic foods.
- (5) Comparative Analysis: Perform comparative analysis to evaluate differences between consumer segments, regions, and marketing strategies.
- (6) Case Studies: Develop case studies on successful organic food marketing strategies and sustainable farming practices to identify best practices and lessons learned.

(iv) Proposed Functions:

- (1) Use observational techniques to study consumer behaviour in retail settings and farmers' markets.
- (2) Organizing conferences, seminars, and workshops to disseminate findings and facilitate dialogue on innovations in higher education and research.
- (3) Apply statistical methods to analyse survey data and experimental results, including regression analysis, factor analysis, and cluster analysis.
- (4) Collaborate with academic institutions, industry stakeholders, and non-profit organizations to leverage expertise, resources, and data for comprehensive research projects.
- (5) Present research at national and international conferences to engage with other researchers and industry professionals.
- (6) Use digital platforms, including a dedicated website and social media channels, to disseminate research findings and engage with a wider audience.

(v) Expected Outcomes:

The Micro Research Centre on Studies in Organic Food Products and Its Marketing aims to achieve several key outcomes. It will develop comprehensive insights into consumer behaviours to devise better marketing strategies to improve market access, leading to increased demand and growth for organic food products. By educating stakeholders and providing evidence-based policy recommendations, it will support the organic food sector. Additionally, the centre will strengthen consumer trust and satisfaction through transparent communication and rigorous certification standards. Strong collaborations and partnerships will foster innovation and progress, while demonstrated environmental benefits and documented health advantages of organic food consumption will be highlighted. Ultimately, the centre aims for a sustainable and profitable organic food sector with measured long-term health and environmental impacts to guide future research and policy.

(vi) List of the Team Members:

Mrs. Sujatha G. L

(vii) List of Working Papers:

- (1) Customer Preferences towards organic products: factors influencing the choice of organic products
- (2) Marketing of organic products: influence of marketing mix elements on purchase of organic food products

Mrs Sujatha G.L

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