

The Effectiveness of Public Relations Strategies in Promoting Organic Products:
A Study in Kochi

Project Report

Submitted by

Swathi N (SB20CE034)

Under the guidance of

Ms. Shahana Mansoor

*In partial fulfilment of requirements for award of the degree
Of Bachelor of Arts*

St. Teresa's College (Autonomous), Ernakulam



College With Potential for

Excellence Accredited by NAAC with 'A++'

Grade

Affiliated to

Mahatma Gandhi University

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Declaration

I do affirm that the project “The Effectiveness of Public Relations Strategies in Promoting Organic Products: A Study in Kochi” submitted in partial fulfilment of the requirement for the award of the Bachelor of Arts degree in English Literature and Communication Studies has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

Ernakulam

Swathi N

19 April 2023

Reg no: SB20CE034

B.A. English Literature and Communication Studies

St. Teresa’s College (Autonomous)

Certificate

I hereby certify that this project entitled “The Effectiveness of Public Relations Strategies in Promoting Organic Products: A Study in Kochi” by Swathi N is a record of bonafide work carried out by her under my supervision and guidance.

Ernakulam

Ms. Shahana Mansoor

19 April 2023

Department of Communicative English

St. Teresa’s College (Autonomous)

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Abstract

Consumers are consciously shifting towards healthier products due to their well-being concerns. With massive changes happening to their lifestyle with changes in the environment, organic products have been the preferred choice of many for stepping back on track. Deducing whether the message that organic food products are the right choice has been conveyed or not is the aim of this research paper. It analyses the role of Public Relations in the organic food industry in Kochi and their effectiveness of their strategies in marketing their products. The paper also attempts to study about the organic food industry in detail and analyses the role of Public Relations in the shift towards the industry from regular food products. It attempts to review the industry from the producer's perspective through a field study of 2 brands and 3 outlets and an online survey to know about the influence of their strategies on consumers.

Chapter I talks about food industry in general, organic food industry in particular, and the shift of consumers towards organic food products. The second chapter discusses the relevance of organic food industry in today's world. The following chapter contains a field study based on 2 brands and 3 outlets of organic food to obtain information regarding the Public Relation strategies used in the industry. It analyses their strategies in Public Relations, marketing, sales and promotion. The 4th chapter contains a survey and its results which analyses the awareness of consumers about organic food products in order to infer the influence of the Public Relations strategies on the consumers. Based on the analysis of the field study and survey conducted, the final chapter presents the result on the effectiveness of Public Relations strategies used by the brands in Kochi in contributing to the awareness of the public and shaping their choice. Key Words: Organic food industry, Public Relations strategies, Consumer perceptions, Effectiveness

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Introduction

India is a major global producer of food, with a significant and expanding market. The retail industry for food and groceries, valued at US\$11.3 trillion in 2021, is one of the largest in the world's economy. The food processing industry in India has gained importance in recent years, with processed fruits and juices, pulses, guar gum, groundnuts, milled goods, cereal preparations, oil meals, and alcoholic beverages being some of the major processed food exports from the country. In the financial year 2021-22, India broke records in agricultural and processed food exports, with goods worth US\$25.6 billion being shipped out. The increasing awareness of health, food safety, and environmental concerns have resulted in a significant rise in demand for environmentally friendly products, such as organic food. This shift in consumer attitudes and behaviour towards organic food is projected to fuel the market expansion for these products.

The organic food industry is a relatively new and thriving industry that has gained momentum in recent years, largely due to rising health concerns. This research paper aims to provide a detailed analysis of the organic food industry and its influence on spreading awareness to consumers through various strategies. The first chapter of the paper discusses organic farming and the organic food industry. The peculiarities of organic food production, its current scenario in India, and its legal definition are explored. The chapter also examines various aspects of the industry that have led to the shift in consumer preferences towards organic foods. In addition, the paper analyses the strategies employed by organic food industry players in Kochi to attract consumers. The relevance of the organic food industry in the current scenario is also examined. The surge in lifestyle diseases has prompted consumers to question their existing food habits and practices and seek out healthier options, making the organic food industry increasingly relevant.

The second chapter of the paper presents a field study of two brands and three outlets of organic food products within Kochi. As the industry is still growing, spreading awareness and reaching out to consumers is a major challenge that these brands face. The field study aims to gather information about their, public relations practices, marketing strategies, and methods of attracting consumers. The researcher plans to speak with store or outlet managers to gain insight into the procedures involved in getting products to the store, the methods used to reach out to and influence consumers, and any particular patterns in consumer behaviour that they have

observed. The third chapter of the paper presents a survey that collects responses from consumers of organic food products. The online Google form survey aims to obtain information from at least 150 consumers residing in Kochi. The survey collects data on consumer awareness of organic food products, how often they purchase them, their sources of information, their perceptions about organic food, their level of trust in its safety and health benefits compared to non-organic food products, their awareness of its benefits, and why they chose to shift to these particular products. The survey aims to analyse whether the PR strategies employed by organic food industry players to influence consumers are effective or not. The extent to which their messages have been conveyed, consumer awareness, and consumer perspectives regarding the health aspects of the products are all examined.

Finally, the last chapter of the paper draws conclusions based on the analysis of the field study and survey. The effectiveness of the PR strategies employed by organic food industry players, their limitations are discussed. Overall, this research paper aims to provide a comprehensive analysis of the organic food industry and its influence on consumers through various strategies.

Chapter I

Organic Food Industry in India: Challenges and trends

Organic food items are consumable products that are cultivated using the principles of organic farming, which abstain from the utilization of synthetic pesticides, fertilizers, and other chemical substances. This method of farming employs natural techniques to enhance soil health and fertility, such as crop rotation, composting, and natural pest control measures. Organic food items encompass a broad spectrum of products, comprising fruits, vegetables, grains, dairy products, meat, and poultry. To be classified as organic, these items must be produced and processed in accordance with specific organic certification standards, which vary based on the country or region. Organic food products are widely regarded as being healthier and safer compared to non-organic food products, as they are cultivated without the use of synthetic chemicals that can be detrimental to human health and the environment. Furthermore, organic farming practices are often viewed as being more ecologically sustainable and regenerative, thus enhancing environmental friendliness.

The organic food industry in India is a growing sector that has been gaining momentum over the past decade. India is one of the largest producers of organic food in the world, with an estimated 1.5 million hectares of organic farming land. The industry includes both small-scale and large-scale producers, with the majority of producers being small farmers. These small farmers often face challenges such as lack of access to markets, limited technical knowledge, and lack of certification, which can make it difficult for them to compete with larger producers. The food products being cultivated include cereals, pulses, fruits and vegetables, dairy products, and processed foods. The organic food market in India is dominated by a few large players, such as Organic India, Nature Bio Foods, and Sresta Natural Bioproducts. However, there are also many small-scale producers and retailers who are active in the organic food market.

In India, there is also a growing trend of families cultivating their own food products using organic farming methods. This approach allows people to have greater control over the quality of their food and reduces their reliance on commercial products. It also promotes sustainable agriculture practices and helps to preserve the environment. Many families are adopting this method of food production, and it's likely that this trend will continue to grow in popularity in the coming years. The Indian government has taken several initiatives to

promote organic farming and support the organic food industry. These initiatives include subsidies, training programs, and certification schemes. The government has also launched the Paramparagat Krishi Vikas Yojana (PKVY) scheme to promote organic farming among small farmers. The organic food industry in India has a lot of potential for growth due to increasing consumer awareness and demand, government support, and the availability of a large number of small farmers who can produce organic food. However, the industry also faces challenges such as limited availability, lack of consumer awareness, and competition from conventional agriculture.

Organic farming

Organic farming is an agricultural practice that prioritizes the utilization of natural inputs and ecological processes to uphold and improve soil fertility, regulate pests and diseases, and cultivate crops without the use of synthetic fertilizers, pesticides, or genetically modified organisms (GMOs). This method of farming focuses on the overall health and welfare of the soil, plants, animals, and individuals involved in the production process. It places significant emphasis on soil health, as organic farmers adopt strategies such as crop rotation, composting, and green manure to build and sustain healthy soil that is enriched with organic matter and essential nutrients. These natural inputs foster biodiversity and mitigate the detrimental effects of conventional agriculture on the environment. By prioritizing natural inputs and ecological processes, organic farming aims to promote a more sustainable and harmonious relationship between humans and the natural world.

Furthermore, the practice of organic farming extends beyond the avoidance of synthetic inputs to encompass the preservation of natural habitats and ecosystems. Organic farmers prioritize the conservation of soil, water, and biodiversity by avoiding the use of synthetic chemicals that can harm the environment. These practices help to create a more sustainable and resilient food system that can better withstand the impacts of climate change and other environmental stressors. Ultimately, organic farming represents a holistic approach to agriculture that recognizes the interdependence of ecological, social, and economic systems, and seeks to promote the health and well-being of all involved.

Organic farming requires certification from a recognized authority to ensure that the products meet the standards for organic production. Certification involves inspections and audits of the farm or production

facility, as well as testing of the products to ensure that they are free from contaminants. In India, the certification of organic food products is governed by the National Program for Organic Production (NPOP) and the Participatory Guarantee System for India (PGS-India). The NPOP is a government program that sets standards for organic production and accredits certification bodies, while the PGS-India is a community-based certification system that involves farmers, consumers, and other stakeholders in the certification process.

The legal requirements for certification of organic food products in India include-

Standards: Organic food products in India must comply with the standards set by the NPOP, which are based on the guidelines of the International Federation of Organic Agriculture Movements (IFOAM). The standards cover all aspects of organic production, including soil management, pest and disease control, and livestock management.

Certification bodies: Organic food products must be certified by a certification body accredited by the NPOP. These certification bodies are responsible for inspecting farms and production facilities, testing products for contaminants, and issuing certificates of compliance.

Labelling: Organic food products must be labelled as organic and must include the name and address of the certification body. The labelling must also include the NPOP logo or the logo of the certification body.

Documentation: Organic food producers must maintain detailed records of their production methods and inputs, as well as documentation related to certification and inspection.

Inspection: Organic food production facilities must be inspected regularly by the certification body to ensure compliance with the standards.

Sampling and testing: Organic food products may be subject to sampling and testing for contaminants to ensure that they meet the standards for organic production.

Certification provides consumers with assurance that the products they are purchasing are truly organic and have been produced in an environmentally sustainable and socially responsible manner.

Negative Impacts of Non-Organic Food Consumption

The negative impacts of conventional agriculture practices are significant and can be seen in both the environment and human health. The use of synthetic fertilizers, pesticides, and chemicals in conventional agriculture can result in environmental degradation, including soil erosion, water pollution, and loss of biodiversity. These chemicals can also lead to health risks for humans, including cancer, reproductive problems, and developmental disorders due to residues in the food that we consume. Conventional agriculture can also lead to soil degradation, depletion of nutrients, and loss of soil biodiversity, which can have far-reaching impacts on the sustainability of our food system. Unsustainable farming practices such as monoculture can increase the vulnerability of crops to pests and diseases, and the use of inhumane practices such as confinement and overcrowding can lead to animal suffering. These issues underscore the need for sustainable and ethical food production practices that prioritize the health and well-being of all stakeholders. Organic food production provides an alternative to these negative impacts by utilizing sustainable farming practices that prioritize soil health, biodiversity, and animal welfare. By avoiding synthetic chemicals and antibiotics, organic food production can reduce the risk of environmental degradation and associated health risks. Moreover, choosing organic food products can lead to positive impacts for farmers, local economies, and communities.

Regarding the health impacts of non-organic food products, exposure to synthetic pesticides has been linked to an increased risk of certain types of cancer, such as non-Hodgkin's lymphoma, leukemia, and breast cancer. Some pesticides can also disrupt hormonal balance, potentially leading to reproductive problems, developmental disorders, and other health issues. Reducing exposure to synthetic chemicals and antibiotics by choosing organic food products can help to reduce the risk of these negative health impacts over the long term. In light of the numerous negative impacts of conventional agriculture practices on both human health and the environment, organic food production offers a promising alternative that can benefit all stakeholders involved.

Consumer shift towards organic food

The trend towards organic food products is not limited to India. In fact, this is a global phenomenon that has been gaining momentum in recent years. Consumers in developed countries such as the United States and

Europe have been increasingly seeking out organic food products, with sales of organic food products reaching record levels in many markets.

One of the main reasons for the shift towards organic food products is increasing concern about the potential health risks associated with consuming conventional food products that contain synthetic pesticides, fertilizers, and other chemicals. Many consumers are worried about the potential long-term health impacts of exposure to these chemicals, and are turning to organic food products as a safer and healthier alternative. Another driving factor behind the trend towards organic food products is concern about the environmental impact of conventional agriculture. Many consumers are worried about the negative environmental consequences of conventional agriculture, such as soil degradation, water pollution, and loss of biodiversity. Organic agriculture, on the other hand, is perceived as a more sustainable and environmentally friendly option, and is therefore gaining popularity among environmentally conscious consumers. In addition to these factors, there has been a significant increase in the availability of organic food products in recent years. This has made it easier for consumers to access organic food products, and has helped to drive demand for them. Many supermarkets and specialty stores now offer a wide range of organic options, making it easier for consumers to make the switch to organic food products. Government of India has also been promoting organic agriculture through financial incentives and support for farmers to transition to organic farming practices. This has helped to increase the availability of organic food products in the market, and has encouraged more farmers to transition to organic farming practices.

The trend towards organic food products is likely to continue in the coming years as consumers become more aware of the potential benefits of organic agriculture. With increasing concern about the potential health and environmental impacts of conventional agriculture, organic food products are emerging as a popular and sustainable alternative that can benefit both people and the planet.

Current Challenges in the Organic Food Industry

The organic food industry in India is facing numerous challenges that make it difficult for small farmers and retailers to compete with larger, conventional producers. One of the major challenges is price competition. Organic food products are generally more expensive than conventional food products, which makes it difficult

for small producers to compete. This is because the high price of organic food is due to the cost of organic certification, which is a costly process. Another major challenge is the lack of consumer awareness. Many consumers in India are not aware of the benefits of organic food and are not willing to pay extra for it. There is a need to educate consumers about the advantages of organic food, such as its health benefits and its positive impact on the environment. This will help to increase demand for organic food products and create a more level playing field for small organic food producers. The limited availability of organic food is also a challenge for the industry. Organic farming is still a relatively new concept in India, and the availability of organic food is limited. This makes it difficult for organic food producers to compete with conventional producers who have greater economies of scale and established supply chains. Furthermore, competition from imported organic food puts additional pressure on local producers. Imported organic food is often cheaper than locally produced organic food, which makes it difficult for local producers to compete. Other challenges include the high cost of organic certification, which can make it difficult for small farmers and producers to enter the market. Additionally, the lack of government support for organic farming in India makes it difficult for organic producers to compete with conventional producers who receive subsidies and other forms of government support.

Despite these challenges, the relevance of organic food in India is increasing as more people become aware of the potential benefits of organic agriculture. While organic food products still represent a relatively small portion of the overall food market in India, their popularity is growing. It's likely that they will continue to become more widely available and accepted in the coming years, as people become more educated about the benefits of organic food and the industry continues to evolve to meet the growing demand for sustainable and healthy food options.

Chapter II

Marketing Strategies for Organic Stores: A Field Study Analysis

The present study is an exploratory field research conducted on two well-known brand outlets (Moza Organics and India Organic) and three organic food stores (Jaiva Kalavara Edappally, Sarovaram Organic Farm Outlet Vyttila, and Azeezia Organic Farm Outlet and Supermarket Edappally) based in Kochi. The primary aim of this study was to gain insights into their products, target consumers, promotional activities, and public relation campaigns. These outlets and stores were selected because they sell only certified organic products, are based in Kochi, and have a significant reputation in the organic food industry. The research approach adopted in this study involved a comprehensive analysis of the outlets and stores' promotional strategies, customer profiles, and public relation campaigns.

The study was conducted through a series of visits to the selected outlets and stores in Kochi. During these visits, the researcher asked a set of targeted questions to the store managers and staff. These questions focused on a range of topics such as the sourcing of products, promotional strategies, distribution channels, public relation activities, Corporate social responsibility (CSR) initiatives, health benefits of organic products, target consumers, and customer profiles. The store managers and staff were forthcoming with their responses and insights, sharing valuable information about their respective stores' organic products and promotional activities. They highlighted the importance of health and sustainability as key drivers for their customers' purchasing decisions. Additionally, they provided information about their store's CSR initiatives, such as distributing food kits and conducting awareness programs, which demonstrated their commitment to social responsibility. The study provided a comprehensive understanding of the promotional activities, consumer profiles, and public relation campaigns of the selected organic outlets and stores in Kochi.

1. Azeezia Organic Farm Outlet and Supermarket

Azeezia Organic Farm Outlet and Supermarket is a unique retail store that is located in Edappally, which is a bustling suburban area in Kochi, Kerala, India. The store specializes in offering a wide range of organic and locally-sourced produce, as well as a variety of other groceries and household items. The aim of the store is to provide customers with healthy, fresh, and chemical-free food options that are not only good for the body, but

also for the environment. In the store, there is a vast selection of fruits and vegetables, which are sourced directly from local farmers in the region. These farmers use sustainable and eco-friendly farming practices, which help to protect the environment, as well as produce high-quality, nutrient-rich food items. In addition to fresh produce, the store also offers a wide range of organic grains, pulses, spices, and other pantry essentials that are free from harmful pesticides and chemicals. Apart from food products, Azeezia Organic Farm Outlet and Supermarket also offers a range of household items, such as cleaning supplies, personal care products, and baby care items. All of these items are carefully selected to ensure that they are natural, non-toxic, and eco-friendly. One of the unique features of Azeezia Organic Farm Outlet and Supermarket is that it offers online ordering and home delivery services, which makes it easy and convenient for customers to shop from the comfort of their own homes. The store also provides customers with the opportunity to learn more about sustainable agriculture practices and the benefits of eating organic foods through workshops and educational events. They cultivate around 80 to 90 percent of the products that they sell in their own farms. This is a great example of a farm-to-table approach, which ensures that the food products are fresh, high-quality, and sustainably produced. It also provides customers with a greater degree of transparency and assurance about the origins of the food they consume. In addition to their own cultivated products, they offer a wide variety of organic products sourced from other brands. This includes local Kerala brand MRT, as well as other well-known organic brands such as Organic Tattva, 24 Mantra Organic, Pure and Sure Organic, and Organic India. This diverse range of products offers customers a wide selection of high-quality organic options to choose from.

Based on the field study conducted, it is observed that Azeezia Organic Farm Outlet and Supermarket uses a variety of promotional activities to create awareness about their brand and products. The store primarily relies on word-of-mouth publicity, which is enhanced by having high-level customers, including celebrities. In addition, the store attracts consumers who are passionate about organic farming and products, as well as people who have visited the farms and have been impressed with the quality of the products. To create more visibility and promote their brand, Azeezia Organic Farm Outlet and Supermarket also conducts various CSR activities. For example, during festive seasons, the store distributes around 5,000 food kits to different families, including farmers on their farms. They also provide free food in their restaurants. Furthermore, the store organizes

programs to spread awareness about organic products. These programs include monthly cultural nights and gigs that popularize information about organic products. Azeezia Organic Farm Outlet and Supermarket also creates videos about the importance of organic products and spreads them through social media. They emphasize the health benefits of organic products, which is the core focus of their promotional activities. They also talk about the environmental benefits of organic farming. The store distributes excess produce for free to consumers, which has increased their consumer base and reach. Only the sorted, best quality products are sold at the store. The consumer base includes people recovering from illnesses, diabetes patients, health-conscious individuals, and people undergoing treatment. They consider good food as a replacement for medicine, and they promote this idea in their promotional activities.

2. Jaiva Kalavara

Jaiva Kalavara Edappally is a cooperative organic farm outlet located in Edappally, a suburb of the city of Kochi. The outlet was established in 2012 by a group of farmers who were interested in promoting organic farming practices and providing consumers with access to locally grown, organic produce. The outlet sells a wide range of organic fruits and vegetables, as well as other products such as honey, eggs, and spices. It operates on a membership basis, with members paying a fee to receive a regular supply of organic produce. They use organic farming practices such as crop rotation, composting, and natural pest control methods. The outlet is committed to promoting sustainable agriculture practices and environmental awareness in the local community. In addition to selling organic produce, it hosts workshops and events on topics such as composting and seed saving. The efforts of Jaiva Kalavara Edappally in promoting organic farming and sustainable agriculture practices have been recognized with several awards. For example, in 2019, the outlet won the "Best Organic Farmer's Market in Kerala" award from the Kerala Agricultural Department. Jaiva Kalavara, apart from being an organic farm outlet, is a well-known organic store that offers a variety of organic products from top brands like Pure and Sure, Organic Tattva, 24 Mantra Organic, Bio Basics, and Pro Nature. The products sold here is certified by various organizations such as Jaivik Bharati, India Organic, USDA which ensures the quality and authenticity of the products sold.

Upon conducting a field study on the store, it was observed that the store occasionally conducts campaigns to promote their products through flyers, offers, and expos. They have a large customer base of around 400 consumers from near and far regions, and they conduct open sales during festive seasons to attract more customers. They also sell fruits and vegetables at half price to cancer patients, which is a noble initiative. The store's consumer base is primarily composed of upper-class individuals who are willing to pay a premium for high-quality organic products. Most of them are health-conscious and seek organic products to improve their overall well-being. The store maintains a strong line of communication with their customers through WhatsApp groups, where they inform customers about the arrival of new products. They also offer home delivery services, which makes it convenient for customers to purchase their desired products from the comfort of their homes.

3. Moza Organic

Moza Organic is a prominent Indian-based organic food company that produces and sells a wide range of organic food products. Their products include cereals, supplements, sprouted grains, and milk products, all of which are cultivated in Lakshadweep. The company has been instrumental in providing fair prices for their products to the farmers in the region, thus benefiting the community. Moza Organic is certified by Indo Cert, which ensures that their products meet the highest standards of organic farming. The company's well-observed standards of organic farming begin with soil preparation, which ensures the nutritional value of the soil. They use natural fertilizers and pesticides, crop rotation, and maintain separate storage space for organic and non-organic products. Moza Organic also offers functional foods, which are products that have additional health benefits beyond basic nutrition. These functional foods are becoming increasingly popular among health-conscious consumers, and Moza Organic is at the forefront of this trend.

After conducting an extensive field study of Moza Organic, it was observed that the brand's marketing strategies were multifaceted and effectively targeted health-conscious consumers, while also promoting the benefits of organic farming. In terms of marketing strategies, Moza Organic uses various techniques to promote its products. The company's online store is available on e-commerce platforms such as Amazon and Flipkart, and their website provides information about their products and production methods. The products are also

available in hospitals, wellness centers, and selected supermarkets. The company's primary focus is on health supplements and healthy products, which appeal to consumers who are concerned about their health and well-being.

Moza Organic has conducted several PR campaigns to promote its products. They organized two seminars for 100 doctors in Bangalore, in collaboration with the Association of Ayurvedic Doctors Bangalore Unit. The seminars focused on the efficiency of their products and their health benefits. Personal selling techniques such as door-to-door sales are also used to reach potential customers. The company's products are sold through various channels, including B2B and B2C sales, and online marketing. Moza Organic's marketing efforts have been highly successful in increasing sales and brand awareness. In addition to partnering with doctors and wellness centers to promote their products to patients, the company has also participated in food expos and supplied free products to rehabilitation centers. They've even provided free protein powder to patients at Government Hospital Ernakulam, and have received a positive response from doctors who now prescribe their products to their patients. These various initiatives have significantly increased the visibility of Moza Organic's products, expanded their client base, and ultimately led to a substantial increase in sales. The success of these campaigns highlights the effectiveness of Moza Organic's marketing strategy, and demonstrates the potential for targeted promotional activities to drive business growth in the organic food industry. The target audience for Moza Organic products is primarily the upper-middle class and upper class. The low class, unfortunately, cannot afford them. The choice to purchase these products depends on the financial capacity and health concerns of the consumer. Moza Organic focuses on people recovering from illness, undergoing treatment, diabetes patients, and others with health issues. Their marketing strategies have been successful in promoting their products to health-conscious consumers, leading to an increase in sales. The company's well-observed standards of organic farming, coupled with their focus on functional foods, has helped them stand out from other organic food companies.

4. Organic India

Organic India is a leading brand that has been revolutionizing the organic food industry through its unique approach to agriculture, sustainability, and holistic wellness. They believe that food is medicine, and their

products are carefully crafted to nourish both the body and the soul. Their diverse range of products includes herbal teas, supplements, and spices, all of which are certified organic and sustainably sourced. They emphasize the importance of organic farming practices, which prioritize soil health, biodiversity, and community empowerment. In addition to their focus on sustainable agriculture, Organic India also prioritizes social responsibility and ethical business practices. They partner with small-scale farmers across India, providing them with fair wages, healthcare, and education. Organic India's commitment to empowering women is evident through various initiatives, such as their Women Empowerment Program and their partnership with SEWA, a women-led organization that promotes self-employment and entrepreneurship. The brand is dedicated to promoting holistic wellness, sustainable agriculture, and ethical business practices. Through their innovative approach to organic food production, they have established themselves as a trusted and respected brand in the organic food industry, and continue to inspire others to embrace a more conscious and mindful way of living.

Based on the field study conducted, Organic India is a brand that has gained a reputation for its dedication to producing high-quality health supplements and organic tea. The company adheres strictly to organic farming procedures for all its products, which are USDA approved. Organic India also partners with Fab India and is present in almost all countries, including the UK and USA. Digital marketing is the primary mode of promotion for the brand, with ads appearing in leading newspapers such as The Times of India. One of the unique selling points of Organic India is that it is the only brand that uses glass bottles for its organic products. The brand focuses its PR efforts on highlighting its certifications and the health benefits of its products. The brand's target audience includes gyms, wellness centres, apartments, villas, doctors, and hotels that serve green tea. Despite the relatively high prices of its products, the brand's sales have grown over time. This is due to increased awareness among customers and a shift towards being more health-conscious. The cost of producing organic products is high due to research investment and the use of organic farming methods. However, with changing mind-set and increased health concerns, consumers are now more willing to pay the higher prices. This has led to an increase in sales for Organic India. Although the brand faces competition from other organic product companies, its focus on quality, certifications, and health benefits continues to attract loyal customers. Organic India's success can be attributed to its commitment to quality and organic farming methods. The brand's products are USDA approved, ensuring that they meet the highest standards for organic food. In addition, the

brand's partnership with Fab India has helped to increase its visibility and reach. Digital marketing efforts have also played a significant role in promoting the brand and its products.

5. Sarovaram Organics

Sarovaram Organic Farm Outlet is a well-known organic store located in the bustling commercial and residential area of Vyttila in Kochi. The store has gained a reputation for providing high-quality organic products that are sourced from local farms. Apart from selling their own products, the store also offers a wide range of 24 Mantra organic products to its customers. They have a strong network of organic farmers across Kerala. The store collects products from farms in Alleppey, Kottayam, and Palakkad, and sells them to consumers directly. This helps small-scale organic farmers to connect with consumers and showcase their products in a more accessible and efficient manner. By promoting local organic farming, the store aims to build a sustainable ecosystem that benefits both farmers and consumers. At Sarovaram Organic Farm Outlet, customers can find a wide range of organic products, including fruits, vegetables, grains, pulses, spices, and condiments. All the products are sourced from local organic farms and are of the highest quality. The store also provides customers with the opportunity to purchase organic produce online, making it even more convenient for customers to access healthy and nutritious food. In addition to selling organic products, they also conduct various awareness programs to educate consumers about the benefits of organic farming and healthy eating. The store has a team of experts who are available to answer customer queries and provide guidance on choosing the right products. By doing so, the store is able to create a strong sense of trust and loyalty among its customers.

After conducting a field study on the store, it was observed that the store's promotional activities are aimed at creating awareness about the benefits of organic farming and making its products more accessible to consumers. The store has a strong social media presence, with active pages on Facebook and Instagram. They provide regular updates on their products and services, and this has helped them reach out to a wider audience. In addition, the store also distributes leaflets to promote its products and services. They have a home delivery service that has helped them reach out to consumers who cannot visit the store in person. This has also made their products more accessible to people with health concerns or mobility issues. The store participates in

various exhibitions and food expos to showcase their products and interact with customers. This has helped them create a strong brand presence in the organic food industry. One unique feature of the store is that they provide separate sections for cut vegetables and green leafy vegetables, making it easier for customers to choose and purchase their desired products. The store caters to customers of all age groups and backgrounds, and there is no specific target audience. However, they have observed that most of their customers are health-conscious individuals who are willing to pay a premium for high-quality organic products. Their promotional activities have helped them create a strong brand presence and reach out to a wider audience. Their focus on quality and sustainability has made them a popular destination for customers looking for healthy and nutritious organic products.

Analysis

Organic farming has been gaining popularity in recent years, with consumers becoming increasingly conscious of the health benefits of consuming organic products. As a result, the market for organic products has expanded considerably, leading to an increase in the number of organic stores. This study analyzed five organic stores to understand their marketing strategies and how they promote their products.

The field study revealed that the primary focus of organic stores' marketing strategies is on the health benefits of consuming organic products. The use of social media and digital marketing has played a significant role in promoting these products to a wider audience. All the organic stores analyzed in the study relied heavily on social media platforms to reach their target audience. Social media platforms such as Facebook, Instagram, and WhatsApp are used extensively to promote products, offer discounts, and engage with customers. For instance, Sarovaram organic store uses Facebook and Instagram to showcase its products and offers while Moza Organic uses WhatsApp to offer its customers a personal touch by sending them personalized messages about their products. Another marketing strategy adopted by organic stores is to conduct awareness programs and CSR activities. Azeezia Organic Farm Outlet and Supermarket, for instance, conduct various CSR activities and awareness programs to spread the importance of organic products. Similarly, Jaiva Kalavara Edappally sells fruits and vegetables at half price to cancer patients, a move that has earned the store a lot of goodwill among the customers. The study also found that organic stores cater to a diverse customer base, ranging from people

recovering from illnesses, diabetes patients, health-conscious individuals, to people undergoing treatment. The target audience of these stores is primarily the upper-middle class and upper class, including people recovering from illness, undergoing treatment, diabetes patients, and others with health issues.

In conclusion, the field study analysis of the five organic stores shows that the health benefits of organic products are the primary selling point. Organic stores use social media and digital marketing extensively to promote their products to a wider audience, and the use of CSR activities and awareness programs is crucial in creating brand awareness and promoting the importance of organic farming. The target audience of organic stores is primarily the upper-middle class and upper class, including people recovering from illness, undergoing treatment, diabetes patients, and others with health issues.

Chapter III

Analysis

The study was conducted online through a Google form and aimed to comprehend the awareness and perception of consumers regarding organic food products. It was carried out on 175 people residing in Kochi. The investigation aimed to explore the source of information on organic products and the length of time consumers have been using them. It also intended to investigate whether consumers are aware of the benefits of organic food products and if they perceive them to be healthier and safer than non-organic food products. Additionally, the survey aimed to understand the reasons why consumers prefer consuming organic food products and whether they are considerate of the potential dangers of consuming non-organic food products.

The set of inquiries was designed to cover a broad range of topics related to organic food products. The queries ranged from the source of information on organic products and the length of time consumers have been using them to their awareness of the benefits of organic food products and perceptions of their healthiness and safety. The questionnaire also included items about the reasons why consumers prefer consuming organic food products and whether they are considerate of the potential dangers of consuming non-organic food products. Furthermore, the investigation aimed to investigate the impact of positively and negatively framed messages on consumer behavior.

The survey collected responses from a diverse age group, with 13.1% of respondents falling in the age range of 15-20 years, 21.1% falling in the age range of 20-40 years, 60.6% falling in the age range of 40-60 years, and 5.1% falling in the age range of 60 and above. The inclusion of a diverse age range in the survey ensures that the responses are reflective of the perceptions and opinions of a wide range of consumers. The participation of individuals across different age groups helps to provide a more comprehensive understanding of the awareness and perception of organic food products among consumers. Additionally, the inclusion of participants from different age groups helps to ensure that the results of the survey are not biased towards a particular age group.

Survey Results:

Information on Source of Information of Organic Product

1. What is your source of information on organic products?

175 responses

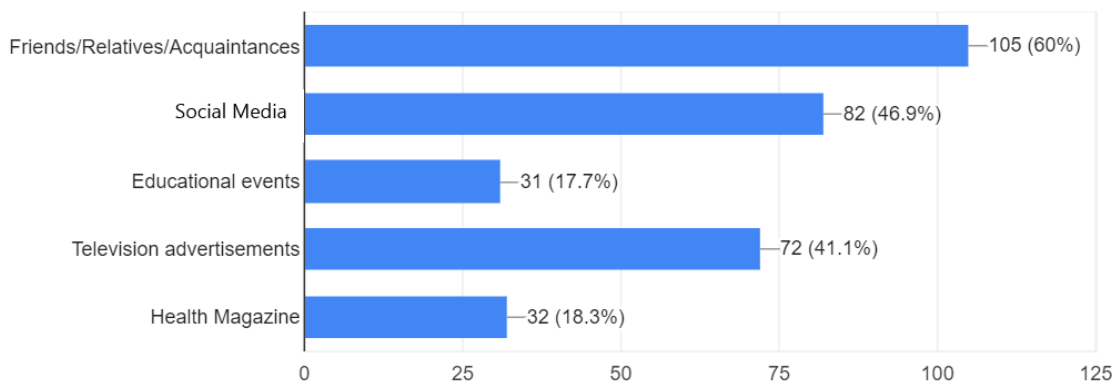


Fig 3.1: Information on Source of Information of Organic Product

Based on the 175 responses, the most common sources of information for organic products are friends, relatives, and acquaintances (60%), followed by social media and advertisements. Educational events and health magazines are also sources of information for a significant portion of respondents. The survey results indicate that the most common source of information on organic products for respondents is through friends, relatives, and acquaintances. This suggests that personal recommendations and word-of-mouth marketing are highly valued and trusted by consumers. Social media and advertisements were also cited as important sources of information, highlighting the growing impact of digital marketing in the organic products industry. However, educational events, television advertisements, and health magazines were cited less frequently, suggesting that these channels may not be as effective in reaching consumers compared to other sources.

Information on awareness about organic products

2. Which of the organic products are you aware of?

175 responses

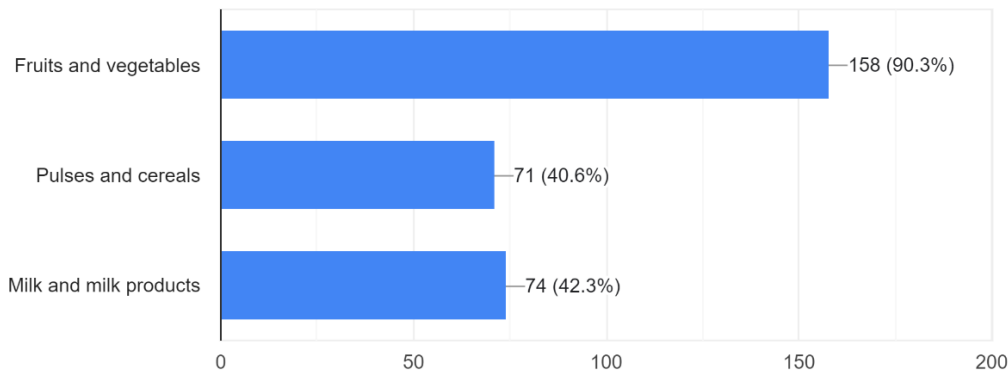


Fig3.2: Information on awareness about organic products

Out of 175 responses, the majority of the respondents (90.3%) are aware of organic fruits and vegetables and 42.3% are aware of pulses and cereals. However, only 40.6% of the respondents are aware of pulses and cereals. This suggests that there is a lower awareness of organic pulses and cereals among the respondents compared to organic fruits and vegetables and dairy products.

Information on duration of usage of Organic products

3. For how long have you been using organic products?

175 responses

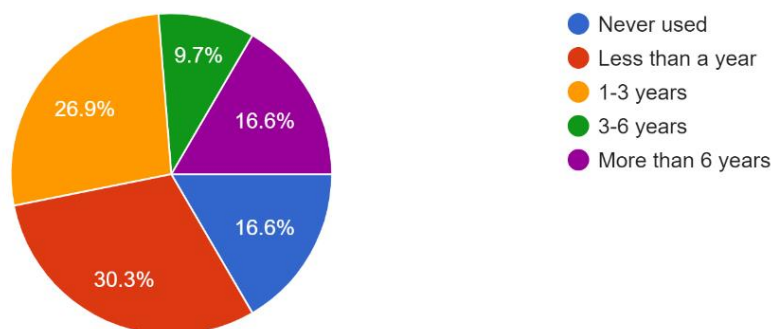


Fig3.3: Information on duration of usage of Organic products

Based on the responses of 175 participants, it can be inferred that a majority of them have been using organic products for less than 1 year (30.3%). 26.9% have been using them for 1-3 years and the

minority of 9.7% have been using them for 3-6 years. On the other hand, 16.6% of the respondents have been using organic products for more than 6 years, while an equal percentage have never used them.

Information on awareness about benefits of organic products

4. Are you aware of the benefits of organic food products?

175 responses

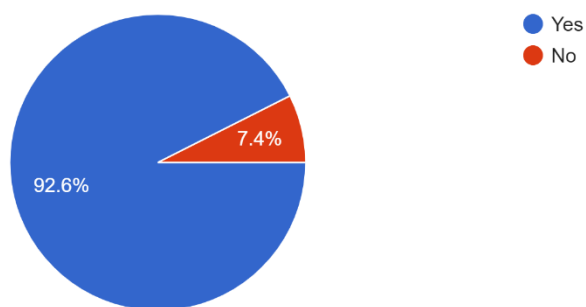


Fig3.4: Information on awareness about benefits of organic products

Based on the survey responses, majority of the participants (92.6%) are aware of the benefits of organic food products. This suggests that there is a growing awareness among the public regarding the advantages of consuming organic food products over non-organic ones. However, the 7.4% who responded negatively to the question indicate that there is still a need for more education and awareness-raising campaigns to reach a wider audience and promote the benefits of organic food products.

Comparison with non-organic food products

5. Do you think they are healthier than non-organic food products?

175 responses

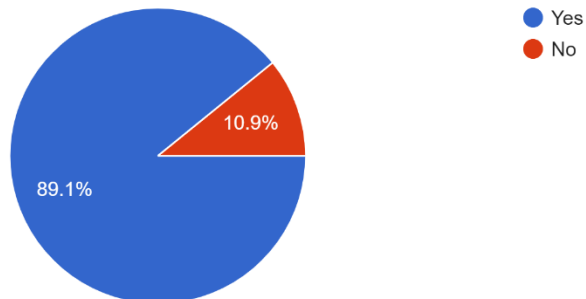


Fig 3.5: Comparison with non-organic food products

Based on the responses from 175 participants, 89.1% believe that organic products are healthier than non-organic products, while 10.9% do not think so. This indicates a strong belief among the participants in the health benefits of consuming organic products. The results suggest that there is a growing trend towards the consumption of organic products, driven by concerns about health and the environment.

Safety in Comparison to non-organic food products

6. Do you think they are safer than non-organic food products?

175 responses

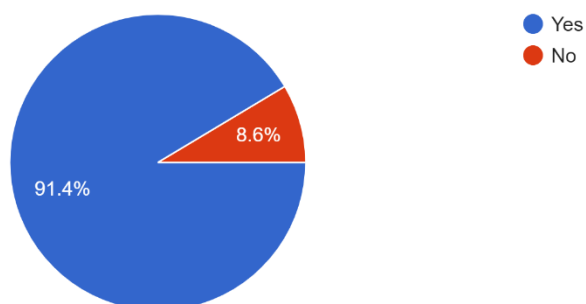


Fig 3.6: Safety in Comparison to non-organic food products

From the survey results, it appears that a vast majority of respondents (91.4%) believe that organic food products are safer than non-organic food products, while only 8.6% of respondents are of the opposite view. This suggests that consumers place a high value on the safety of their food, and

organic food products are seen as a safer option. The perception of safety may be due to the lack of synthetic pesticides and fertilizers used in the production of organic food products, which may reduce the risk of harmful chemical residues in the food.

Reason for preference towards organic food products

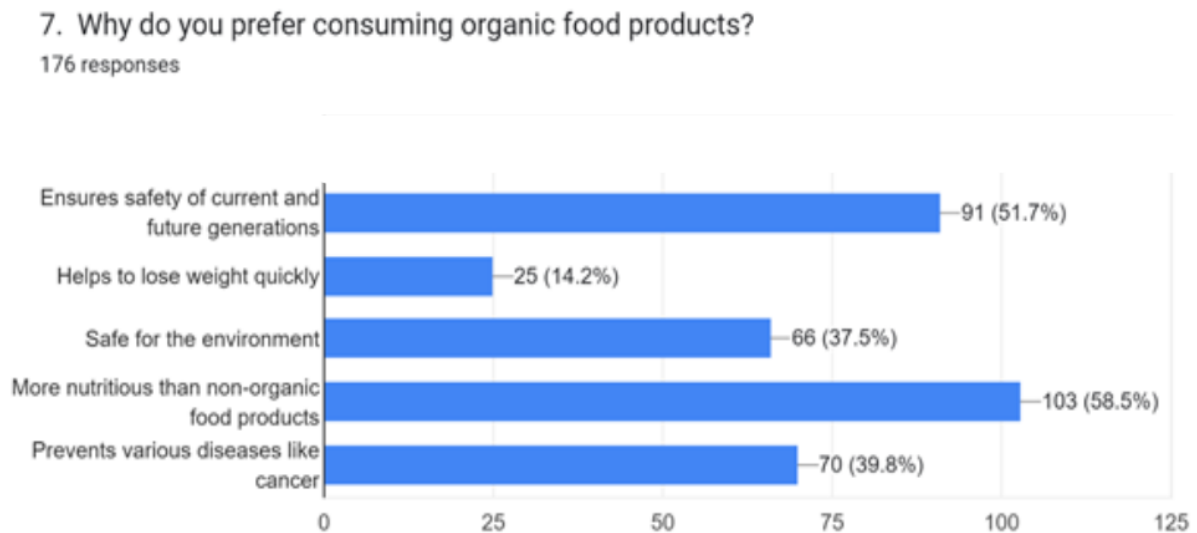


Fig 3.7: Reason for preference towards organic food products

The majority of the respondents (58.5%) preferred consuming organic food products because they believed that they were more nutritious than non-organic food products. This indicates that people are becoming more health-conscious and are willing to invest in their well-being by choosing healthier food options. Another significant reason for preferring organic food products was that they ensured the safety of current and future generations (51.7%). A considerable percentage of respondents (37.5%) preferred organic food products because they were safe for the environment. A smaller percentage of respondents (14.2%) preferred organic food products because they believed that it helped them to lose weight quickly. This indicates that while some people may choose organic food products for weight loss, the majority of consumers are motivated by health, safety, and environmental concerns. Finally, only 39.8% of respondents believed that consuming organic food products could prevent various diseases like cancer.

Potential dangers of consuming non organic products

8. Are you considerate about the potential dangers of consuming non- organic food products?
175 responses

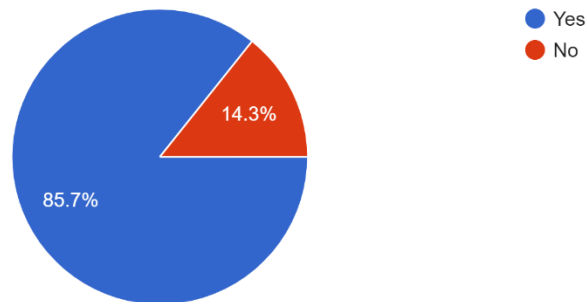


Fig 3.8: Potential dangers of consuming non organic products

According to the survey results, 85.7% of the participants are considerate about the potential dangers of consuming non-organic food products. This indicates that a majority of the respondents are aware of the potential risks associated with consuming non-organic food products, such as exposure to harmful pesticides and chemicals. On the other hand, 14.3% of the participants are not concerned about the potential dangers of consuming non-organic food products. This suggests that some consumers may not be fully aware of the potential risks associated with non-organic food products, and may need more education and information to make informed choices about their food consumption.

Perceptions about organic food products

9. Rate- Yes, No, Maybe

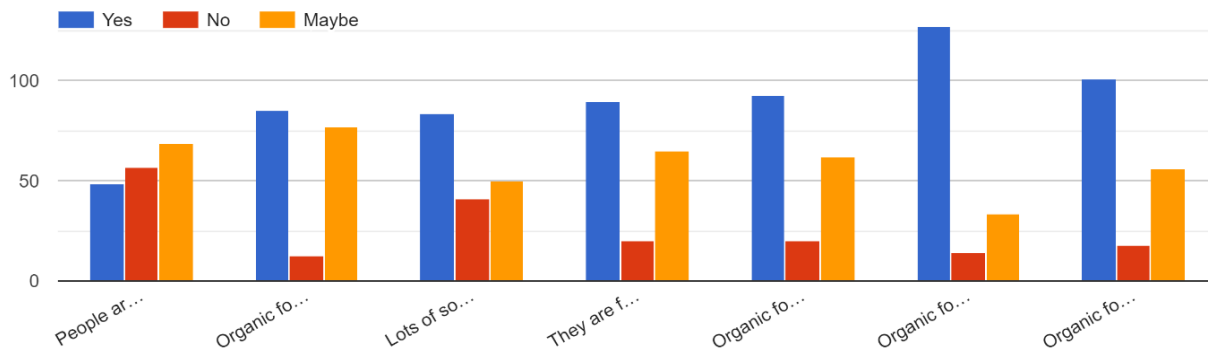


Fig 3.9: Perceptions about organic food products

- People are well aware about organic food products – 28.0% yes, 32.6% no, 39.4% maybe
- Lots of sources like Literature, TV ad and other programs are available to raise awareness about organic food products. – 48.6% yes, 7.4% no, 44.0% maybe
- They are free from chemical contamination - 48.0% yes, 23.4% no, 28.6% maybe
- Organic food products are not feasible due to its high prices - 51.4% yes, 11.4% no, 37.1% maybe
- Organic food products are not adequately available in the market - 53.1% yes, 11.4% no, 35.4% maybe
- Organic food outlets are insufficient - 72.6% yes, 8.0% no, 19.4% maybe
- Organic food products have lower shelf life - 57.7% yes, 10.3% no, 32.0% maybe

The data shows that there is a significant proportion of respondents who are unsure or have mixed feelings about organic food products. For example, a large percentage of respondents (39.4%) are unsure about whether people are well aware of organic food products, suggesting that there is room for improvement in terms of education and awareness-raising efforts. Similarly, a sizable percentage of respondents (44.0%) are unsure about the availability of sources to raise awareness about organic food products, indicating that more can be done to promote the benefits of organic food.

However, the data also suggests that there is a positive perception of organic food products among respondents. A majority of respondents believe that organic food products are free from chemical

contamination (48.0% yes) and that they have lower shelf life (57.7% yes). However, respondents were less convinced about the feasibility of organic food products due to high prices (51.4% yes). The data also suggests that availability is a significant barrier to the adoption of organic food products, with a majority of respondents believing that they are not adequately available in the market (53.1% yes) and that organic food outlets are insufficient (72.6% yes).

Preference towards positively framed and negatively framed message

10. Do positively framed or negatively framed message make a greater impact on you as a consumer?

175 responses

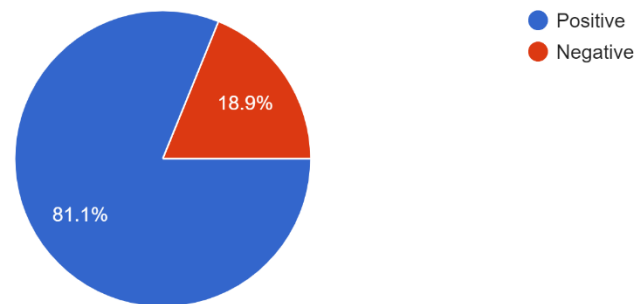


Fig 3.10: Preference towards positively framed and negatively framed message

Based on the responses, 81.1% of the participants said that positively framed messages make a greater impact on them as consumers, while 18.9% said that negatively framed messages have a greater impact. This suggests that a majority of the participants are more receptive to positive messages about organic products, such as emphasizing the health benefits or environmental advantages of consuming organic products, rather than messages that focus on the potential negative consequences of not choosing organic products. This could be useful information for marketers and advertisers looking to promote organic products to consumers.

Analysis

Based on the responses from the 175 participants in the survey, it can be concluded that the awareness and perception of consumers regarding organic food products is varied. While some consumers are well aware of organic food products and their benefits, others are not.

It was observed that most of the participants rely on information from friends, relatives, and acquaintances regarding organic food products. Social media was also a popular source of information, followed by newspaper/magazine advertisements and educational events. A significant number of participants had been using organic food products for more than three years, indicating an increasing trend towards the consumption of organic products. It was observed that most participants are aware of the benefits of organic food products, including being free from chemical contamination, being healthier, and being safer than non-organic food products. The majority of participants preferred consuming organic food products due to their belief that they prevent various diseases like cancer, ensure the safety of current and future generations, are safe for the environment, and are more nutritious than non-organic food products. It was also found that most participants are considerate of the potential dangers of consuming non-organic food products. While the survey revealed that organic food products are perceived to be expensive, not adequately available in the market, and have a lower shelf life, participants also believed that lots of sources like literature, TV ads, and other programs are available to raise awareness about organic food products. Finally, it was observed that the majority of participants preferred positively framed messages over negatively framed messages when it comes to promoting organic food products.

The survey provides valuable insights into the awareness and perception of consumers regarding organic food products. It suggests that there is a growing trend towards the consumption of organic food products, driven by concerns about health and the environment.

Chapter IV

Conclusion

The objective of this research was to analyse the effectiveness of public relations strategies used by brands in Kochi to spread awareness about organic products among the public. Based on the field study and survey reports, it can be concluded that the promotional and public relations strategies used by the brands and outlets in Kochi have been effective in reaching their target audience and promoting awareness about organic products.

The field study revealed that social media platforms, CSR activities, and awareness programs were some of the most commonly used strategies by the organic stores analyzed in the study to promote their products and create brand awareness. Social media has proven to be a powerful tool in promoting organic products. With a vast audience and the ability to engage with customers in real-time, it has become an essential component of any organic store's promotional strategy. The study also showed that CSR activities and awareness programs have been successful in creating a positive brand image among the public.

Similarly, the survey results showed that participants were aware of the benefits of consuming organic products and the potential dangers of consuming non-organic products. This suggests that the promotional and public relations strategies used by the brands and outlets in Kochi have been successful in creating awareness about organic products among the public. The survey also revealed that participants rely on information from friends, relatives, and acquaintances when it comes to organic products, indicating the effectiveness of word-of-mouth marketing and the need for organic stores to engage with their customers.

However, despite the success of these strategies, there is still a need for more targeted and personalized marketing strategies to cater to the diverse customer base of organic stores. Each customer has unique needs and preferences, and organic stores must address these needs and preferences to retain their customer base. To achieve this, organic stores can use data analytics and other marketing tools to understand their customers' buying habits and preferences and create personalized marketing strategies accordingly.

Additionally, there is a need for more education and awareness programs to create a deeper understanding of the benefits of organic products and their impact on health and the environment. Many people are still unaware

of the harmful effects of chemicals and pesticides used in non-organic products. Therefore, organic stores must create awareness programs that highlight the benefits of consuming organic products and the potential dangers of consuming non-organic products. These programs can be in the form of seminars, workshops, or educational materials such as brochures and pamphlets.

In conclusion, the promotional and public relations strategies used by the brands and outlets in Kochi have been effective in spreading awareness about organic products among the public. However, there is still a need for more targeted and personalized marketing strategies to cater to the diverse customer base of organic stores. Additionally, there is a need for more education and awareness programs to create a deeper understanding of the benefits of organic products and their impact on health and the environment. Organic stores that can effectively implement these strategies are likely to see continued success in the years to come.

Suggestions:

- The promotional activities of organic stores and brands can be more extensive
- The brands can focus on environmental impact of non-organic food products
- Organic brands and stores can focus on consumer awareness programs to impact the consumers' perceptions

Limitations:

- Sample size is restricted to 175
- Survey was conducted on residents of Kochi
- Survey responses are subjective
- Field study focused on 5 stores

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Appendix

1. What is your source of information of organic food products?
 - a. Friends/ Relatives/ Acquaintances
 - b. Social Media
 - c. Educational Events
 - d. Television Advertisements
 - e. Health Magazines

2. Which of the organic products are you aware of?
 - a. Fruits and Vegetables
 - b. Pulses and Cereals
 - c. Milk and Dairy Products

3. For how long have you been using organic products?
 - a. Never used
 - b. Less than a year
 - c. 1-3 years
 - d. 3-6 years

4. Are you aware of the benefits of organic food products?
 - a. Yes
 - b. No

5. Do you think they are healthier than non-organic food products?
 - a. Yes
 - b. No

6. Do you think they are safer than non-organic food products?
 - a. Yes
 - b. No

7. Why do you prefer consuming organic food products?
 - a) Prevents various diseases like cancer
 - b) Ensures safety of current and future generations
 - c) Helps to lose weight quickly

- d) Safe for the environment
- e) More nutritious than non-organic food products

8. Are you considerate about the potential dangers of consuming non- organic food products?

- a. Yes
- b. No

9. Rate- Yes, No, Maybe

- People are well aware about organic food products
- Lots of sources like Literature, TV ad and other programs are available to raise awareness about organic food products.
- They are free from chemical contamination
- Organic food products are not feasible due to its high prices
- Organic food products are not adequately available in the market
- Organic food outlets are insufficient
- Organic food products have lower shelf life

10. Do positively framed or negatively framed message make a greater impact on you as a consumer?

- a. Positive
- b. Negative