PREFACE

The foundation stone of any marketing is the purchasing capability and behaviour of its concerned consumers. A praiseworthy study by Kotler and Keller (2011) explains consumer buying behaviour as – “the recipe of learning various modes of purchasing and selling products, facilities, thoughts or practices singularly, by partnership groups or business organizations in order to fulfill wishes and desires of all and sundry”.

Marketing strategy in any marketing theme or business is a common man word now. In simple terms it can be inked as- “A marketing strategy is an overall plan of all the marketing actions a firm/business/organization/individual intends to take in order to accomplish a specific goal for its company”. Hence a strategy is nothing but an overall plan of action needed to win a war and detailed actions are called tactics.

Organic products

An organic item is produced by using materials created by natural agribusiness. It additionally requires Organic confirmation. The term organic alludes to a biological strategy for horticultural farming that compliments the regular rendezvous accents. Organics concentrates on recuperating and convalescing the wellbeing and dynamism of the topsoil, saving biodiversity, advancing creature welfare and protecting the biological trustworthiness of our surroundings. No manufactured composts, engineered pesticides or hereditarily changed creatures are allowed in organics.

Organic food products

Organic farming is a technique, which involves cultivation of plant and rearing of animals in natural ways. This process involves the use of biological materials, avoiding synthetic substances to maintain soil
fertility and ecological balance thereby minimizing pollution and wastage. Simply stated *Organic food products* are grown without the use of pesticides, synthetic fertilizers, and sewage sludge. They are pure, natural and are produced by the old methods of agriculture. Animals used to obtain organic animal products like meat, poultry, eggs and dairy/milk products are not fed with antibiotics or growth hormones. Any type of artificial or chemical component is not used in these products due to that these products are safe for health and also for environment.

**Chapter 1** focuses on introduction about marketing strategies and consumer buying behavior. The following areas have been covered: definition of marketing strategy, benefits of marketing strategy, techniques or types of marketing strategy, scopes of marketing strategy, market entry strategy, new product development process, Marketing mix, pricing strategy. The second part is introduction to consumer buying behavior which covers popular definitions of consumer buying behavior, type of buying behavior, consumer buying process, factors influencing buyer behavior, including Maslow need hierarchy theory.

**Chapter 2** emphasizes on broad summary of organic food industry in India. In this chapter there is a detail description of organic food product industry in India and Rajasthan. Discussions about the leading organic food companies, organic food export market and domestic use market have also been incorporated. The chapter also encloses detailed overview on organic farming, details of organic certification, discourses about the general trends in organic industry, and arguments about sustainability, disadvantages of non-organic foods. This is followed by an introduction of organic food industry and benefits of organic food products, opportunities and challenges faced by organic food industry in India.
Chapter 3 focuses on review of literature of the study. Firstly research overview has been explained. A review of related articles published in various journals has been mentioned. Further research gap, objective, hypotheses, sampling plan, scope of the study, research design, data collection and research strategy have been discussed. Finally tools used in the study have been explained. Kolmogorov–Smirnov test (K–S test or KS test), Kruskalwallis h test, Mann Whitney u test has been applied.

Chapter 4 describes data analysis and interpretation and it forms the major part of the study. The tabular and graphical presentation has been done of the questionnaires filled by the organic food consumers. Questionnaire method is used for data collection. In data collection part two types of questionnaires have been framed - one is to know about the consumer buying behavior which have been filled by the organic food consumers and the second questionnaire is framed to know the marketing strategy of organic food companies which have been filled by company’s officers. Various tests and statistical techniques have been used for testing hypotheses.

Chapter 5 emphasizes on conclusions, findings, suggestions and scope of the study. The chapter is based on the data analysis covered in this thesis.