

Abstract

It has become priority to produce and consume environment friendly products. Based on expert comments, it was inferred that customers' demand for Organic Food Products (OFP) is lacking in Kolkata due to various reasons. This study was conducted with the objective of evolving a means of promoting the consumption of Organic Food Products (OFP). This required locating OFP in the Foote, Cone & Belding (FCB) Grid developed by Richard Vaughn (1986) along with his associates at FCB agency considering high-low customer involvement and think-feel as two dimensions. The FCB grid is based on traditional consumer response theories (Kotler, 1965) and Hierarchy of Effects model and its Variants (Lavidge & Steiner, 1961).

In order to meet the above objective, the hierarchy of Knowledge, Attitude and Purchase Behavior effects had to be established by fitting collected data to a conceptual model consisting of four different sequences of the above effects. For this, three valid and reliable scales were developed and the effects measured. This scale can be used for measuring Knowledge, Attitude and Purchase Behavior of OFP customers.

The results indicated that customers were highly involved with OFP during its purchase. The theory was established that Knowledge about OFP drove Attitude, which in turn drove Purchase Behavior. Thus, increasing Knowledge and Attitude about OFP can lead to enhanced purchase of this product category.

Customers were then segmented into six clusters based on their demographics, knowledge and attitude using hierarchical and K-means cluster analysis techniques. Each segment required particular communication strategy for raising knowledge and attitude among OFP customers.

Finally, how can OFP purchase be promoted among customers? To answer this question, a Media Selection Method (MSM) was proposed. The six segments identified above were further sub-segmented based on their media consumption behavior. Marketers can use MSM for selecting proper media for promoting knowledge and attitude related to OFP which in turn can drive OFP purchase among different OFP customer sub-segments.