CHAPTER – 4

REVIEW OF LITERATURE
Literature Review

This article seeks to understand whether Indian consumers are likely to move from traditional kirana stores to large organized retailers while shopping for groceries. Two hypotheses were proposed: H1: customer patronage differs for different grocery store attributes and H2: customer perceptions of grocery store attributes differ for kirana stores and organized retailers. The study was carried out across four Indian cities- two major and two smaller cities with around 100 respondents from each city. Stratified systematic sampling design with a sample size of 409 was used for the study. Multivariate statistical techniques were used to analyze the data collected with the help of a structured questionnaire. Customer patronage to grocery stores was found to be positively related to location, helpful, trustworthy salespeople, home shopping, cleanliness, offers, quality and negatively related to travel convenience. Kiranas do well on location but poorly on cleanliness, offers, quality, and helpful trustworthy salespeople. The converse is true for organized retailers. Kiranas have major disadvantages on all customer perception scores except location. These scores being less important determinants of patronage compared with location, in the short run kiranas may not be ousted out of customers’ favour. However, in the long run if they do not work on these other factors, they would face oblivion. Kiranas need to upgrade their facilities to be able to compete with the organized retailers, who are expected to improve their location scores rapidly in the near future.

The paper predicts whether the foray of large organized grocery retailing would close down millions of kirana shops and result in loss of livelihood, suggesting measures to counter the onslaught.
Kiranas as well as organized retailers have certain positive as well as negative aspects that draw or repulse a consumer from buying from them. The major aspects that have come out in this study is that organized retailer is preferred for their cleanliness, offers, exclusive store brands, whereas kiranas are preferred because of their location and possibility of MS. Patronage of a customer largely depends on the importance the customer places on any of the above attributes of the store. The analysis also shows that the organized retailers score better over the kiranas, which is indicative that the consumers’ need for better attributes in terms of their demand for offers, cleanliness and store brands. This means that kiranas are facing the threat from the organized retailers in terms of providing the matching attributes and shopping experience. Location being one of the primary deciding factors for grocery purchase, the kiranas presently have an advantage, but with corporate involvement and large business houses like Reliance, Subhiksha, Bharti and RPG Enterprises coming into foray by opening stores in residential areas like the small-box retailers, this advantage seems to be short lived. The results indicate that it is inevitable that there should be a modernization of commerce. In order to do so, first of all kiranas will have to make a realistic and critical examination of their potentialities, as well as of their vulnerabilities. Another implication has to do with the need and importance of ways of strategic co-operation of small retailers in the competitive game that opposes organized retailer to kiranas with ‘‘associativism’’ or coming together of smaller firms to compete with larger chains like the initiative of Rajkot Small Retailers Association which has been formed to centralize purchase (Ghosal, 2008). As Sanjiv Kakkar, Executive Director, Customer Development,
Hindustan Unilever Ltd foresees, kiranias have to evolve and re-invent themselves and there would be three categories of kiranias in the near future: the top (who would evolve into modern trade independents), the undifferentiated middle (who are likely to get the blow in the future and need to leverage their location and expand into new segments like bill pay and mobile cards) and the small kiranias (which would get the highest negative impact and should try to leverage their proximity and offer credit to customers and try building stronger relationship with customers) (Kakkar, 2008). We are probably looking into a future where there shall be a consolidation in the trade with the larger kiranias surviving by changing over to self-service format from over-the-counter format and the two other categories either evolving, moving on to a different trade or simply withering away.

Concerning future investigation, we suggest that a similar study for non-grocery retailers can be undertaken; it would also be interesting to compare various formats of organized retail. Finally, it would be interesting to study thoroughly and separately, both the kiranias that were negatively affected by organized retailers and the kiranias who have not suffered from the impact. [1]

Retailing, Sustainable Development and Consumerism

Retailing is one of the most diverse and dynamic sectors within advanced capitalist societies offering a seemingly ever-increasing range of goods and services to consumers. Within such societies retail provision has be come increasingly concentrated and the
number of small independent retailers has continued to decline as the retail marketplace has become increasingly dominated by a relatively small number of large retailers who have aggressively pursued strategies to increase their sales, their market share and their profits. There is also an increasing recognition that this corporate retail power is the driving force for the whole of the supply chain. At the same time a variety of large shopping developments in out-of-town and edge-of-town locations and the construction and redevelopment of ever more sophisticated shopping centres and malls within town and city centres provide a potent physical affirmation of corporate retail power and of the central and increasingly conspicuous role of consumption within society.

Several large UK retailers recognize the impacts their businesses have on society, the economy and the environment and they have begun to address sustainability agendas as part of their commitment to corporate social responsibility. These agendas embrace environmental, social and economic issues albeit in varying measure. In general terms the majority of companies are pursuing a broadly similar range of environmental programmes typically involving energy efficiency, water consumption, carbon dioxide emissions, vehicle emissions, reductions in the volume and constituents of packaging, waste management and recycling. In a similar vein, large retailers are also addressing a range of social issues, for example, social inclusion, ethical trading, healthy living, training, health and safety, community support initiatives under a broadly sustainable agenda. However, there is some considerable variation in the diversity and the strength of their commitment to these issues. The concept of economic sustainability is a much more
variable is sue within the retail community. Some large retailers do not explicitly address it in their corporate social responsibility reports, some see it in terms of securing lasting and profitable growth while others see it embracing broader concerns such as economic regeneration and support for local economies.

A growing number of large retailers are seeking to measure and benchmark their performance in addressing sustainability agendas. The development of such measures allows them to chart progress over time and to compare their performance with industry wide standards and government targets. Some retailers have developed their own Key Performance Indicators (KPIs). Tesco, for example, have some 17 KPIs covering a range of issues including regeneration, energy efficiency, recycling cardboard, organics, charitable giving, employee retention and supply chain labour standards. More generally the development of independent assessment and indices, such as the analysis carried out by Store house Investments referred to at the start of this article, the Dow Jones Sustainability Index and the UK’s Business in the Community Corporate Responsibility Index all provide benchmark comparators.

These indices include a variety of measures spanning environmental, social and economic sustainability but business imperatives seem to be the fundamental driver. Thus many of the environmental initiatives reduce not only waste, damaging gaseous emissions and energy and resource use but also costs, and social initiatives focusing upon employer retention, training and health and safety at work help to encourage stability, security and efficiency amongst the workforce which in turn benefits the business. The underlying argument here is that retailers ultimately believe that long term economic viability is in
the interests of all stake holders and that by integrating sustainability into their businesses they will be better placed to provide long term growth and financial security for those stake holders. Whether such an approach really constitutes a genuine long term commitment resolving the conflicts between consumerism and sustainable development remains an issue on which the jury has not yet returned a verdict. [2]

Consumer and public policy resistance to genetically modified (GM) foods in rich countries has caused governments in many poor countries to withhold official permission for planting GM food crops for fear of damaging export markets for conventional crops. A total of 15 countries are already producing GM food crops. If China and India, the world’s two most populous nations, authorise GM food production, then this will account for a large majority of the world’s food production coming from GM-adopting countries.

This study sets out to determine perceptions of gatekeepers of the food distribution channel in India towards GM foods. Personal interviews were conducted with key informants of a convenience sample of twenty gatekeepers of the food distribution channel in seven main commercial centres in the India. In addition, three agricultural scientists prominent in new crop development in India were interviewed to provide perspectives of likely current and future developments. According to gatekeepers interviewed, the GM issue has not achieved great prominence in India, and the public generally seem oblivious to the issue. Activist opposition has been to foreign companies gaining monopoly rights over intellectual property, rather than to GM foods per se. Crop scientists interviewed indicated that biotechnology is widely regarded by the Indian Government as providing the means for a second green revolution. Current Indian government policy appears to be to speed up research and development of a wide range
of GM food crops. These findings are important to public policy makers in food exporting countries as they point to the likelihood of adoption of GM technology in the world’s second most populous market.

Gatekeepers in the Indian food distribution channel indicated that consumers are mainly unaware or unconcerned by the GM issue. Prominent activist individuals and organisations have mounted vigorous opposition, including taking Supreme Court action to delay approvals. However, according to the gatekeepers, the Indian public has not taken widespread interest, and GM has not become a mainstream controversy as in Europe. Crop scientists interviewed in this study have indicated that a great number of GM food crops are under development, and that these are seen as providing the basis for a “second Green Revolution” – a concept strongly advocated by Indian Prime Minister Dr Manmohan Singh (Singh, 2008). The Indian Government is taking a cautious approach, including considering a proposal that GM crops, in addition to passing several field trial criteria, will have to be proven to be nutritionally superior to their “natural” counterparts before they can be commercialised (Koshy, 2007b). Combining this new information with the results from our own interviews, we conclude that India is soon to become a major adopter of GM technology in food production and that gatekeepers in the Indian food distribution channel are likely to be accepting of both locally produced GM food and of imported GM food [3]

The purpose of this paper is to measure the Malmquist Productivity Index and its different components such as technological change, technical efficiency change and the
change in scale efficiency in the Indian food industry during the period spanning 1988-1989 to 2004-2005. Further, it examines the variation in productivity and its components with respect to the factors internal to the firms. The technique of data envelopment analysis has been used to measure productivity index and its different components under the assumption of variable returns to scale. Further, log-linear regression model has been used to explain the variation in productivity and its components with respect to certain factors internal to the firms. In spite of a strong agricultural base and being the third largest producer of food products in the world, India’s food processing industry is far from tapping its full potential as a result of a low rate of technological progress/regress on the one hand and increasing inefficiencies of the firms on the other hand. It is necessary to encourage imports along with R&D to ensure faster technological progress in the Indian food industry. However, the technological possibilities depend on the mode of organization and various economic and institutional factors. Therefore, bold institutional changes are to be made side-by-side in order that inefficiency is substantially reduced. The present study evaluates the contribution of technological change, technical efficiency change and scale efficiency change to total factor productivity growth in the Indian food processing industry by using the firm-level data, collected from the Centre for Monitoring Indian Economy (CMIE). It further examines the impact of some common factors internal to the firms on their performance.

The high rate of growth in output in Indian food industry does not necessarily imply the high growth rate in productivity and efficiency. The productivity growth in this industry
is depressed by negative technological change as well as the loss in pure technical efficiency. Most of the firms have contributed to productivity growth positively through their movements to the most productive scale size. It is necessary to encourage imports along with R&D to ensure faster technological progress in Indian food industry. However, the technological possibilities depend on the mode of organization and various economic and institutional factors. Therefore, bold institutional changes are to be made side-by-side in order that inefficiency is substantially reduced. A conducive policy framework is quite essential to encourage investment in the upstream chain: agriculture and procurement. They will give farmers access to appropriate technology and inputs to raise yields. They will help to develop the necessary cold storage and transport infrastructure, ensuring that the output is scientifically stored and transported to the markets and consumers in good time. This will reduce both wastage as well as intermediaries between the farmer and the consumer, thus will induce technological progress as well as minimize the efficiency loss in food industry. It is equally important to activate the demand and thereby ensure better utilization of capital equipment to improve technical as well as the scale efficiency and thereby to improve the overall growth in productivity of this sector. [4]

This paper seeks to identify the up-stream supply chain member’s (manufacturers, suppliers, supplier’s service providers) characteristics, economics, dynamic capabilities, technology and institutional perspectives of risk in relationship to develop a trust building model through risk evaluation and to address the issue: should a supply chain member strive to build the trust or strive to reduce the risk with its members and from which perspectives? A conceptual framework was developed considering five key perspectives
(characteristics, economics, dynamic capabilities, technology and institutions) to evaluate the member’s risk in relationship and derived the hypothesis from the framework. A survey was conducted in UAE packaged food industry upstream supply chain covering senior managers of 102 companies. Data were analysed using multiple regression analyses through SPSS. The selected supply chain members of this industry include packaged food products companies as manufacturers, packaging material converters as suppliers of packaging material to manufacturers and packaging raw material suppliers as supplier’s suppliers of manufacturer. From the survey results it is found that characteristic and institutional risk perspectives influence significantly to initiate a trustworthy relationship. Economics, dynamic capabilities and technology risk perspectives play a significant role to maintain trust in relationship. No perspective of members is found to be significantly risk-free. This study has identified the perspectives of risk that can initiate and build trust between supply chain members in the context of a global business environment with a strong institutional system. Further research is required to identify the supply chain member’s riskworthy characteristics, threshold levels of risk bearing capacity and the extent to which the institutions can reduce the membership risk to build trust. The study results suggest that the supply chain members should strive to reduce the membership risk levels to build trust rather than striving to build trust to reduce the risk. As long as a member’s risk levels are within their bearable limits trust can be considered as a risk coping mechanism and when the risk levels exceed their bearable limits the subject of trust turns into risk management/security management. This study may be one of the first to develop a trust building model through a risk evaluation process and also one of the first to study the trust in supply chain member’s
relationship in UAE. Findings from this research should prove useful to management researchers and practitioners.

The main contribution of this paper is to drive the idea that trust and risk are inter-linked and trust cannot be built as one dimensional phenomenon. In contrast to past approaches that often present trust as a complicated and multifaceted concept and portrays trust building as an incredible challenge to establish and may be even harder to maintain it, our model suggests that, simple evaluation of various perspectives of supply chain partner’s risk can also lead us to trust building process. From the study results it is clear that risk-worthy characteristics and risk-worthy institutional system builds member’s trust-worthiness. Risk-worthy rationale builds member’s trust. Supply chain members engage in act of trust only when their rational risks, related to other member’s technology, economics and dynamic capabilities are within their bearable limits and any amount of characteristic trust building such as commitment, fairness, goodwill, emotion etc. is not going to make the members vulnerable to technology or economics risk of relationship. If the rational risk levels are greater than the trust worthy personal characteristics, or guarantees, members may not take the risks bigger than their bearable capacities and indulge in act of trust. Also it is important to note that the presence of strong institutional systems by themselves does not build trust but the presence of institutional system reduces the risk and risk reduction builds trust-worthiness. If there are no risks, institutions have no role to play. Similarly the study results show that, there are no perspectives of supply chain partner’s relationship are risk free. This finding provides an important message to the supply chain managers that they should evaluate various risk
perspectives to build trust rather than attempting to build trust without considering the risk dimensions [5]

The aim of this paper is to identify and analyze critical factors/elements influencing standards compliance and their level of influence in a developing country food industry, with specific reference to India. A total of 13 critical elements were identified and structured using pair-wise comparisons. Structural and reachability matrices were formed and iterated to yield levels of hierarchical influence of each element. MICMAC analysis was also performed to determine dependency and driving power of these elements. The analysis brought out a compelling need for “sensitive and responsive” action by developing country governments while competing globally. Food industries in developing countries tend to detour while complying with standards, owing to costs involved in setting up systems and procedures. While a strong surveillance mechanism is the high point of a good compliant system this has to be preceded by supporting measures such as linking of domestic and international markets, consolidation of institutional structures, strengthening of legal/regulatory systems, etc. Use of interpretative structural modeling (ISM) is inspired by the versatility displayed by this method, as reported by researchers, across a wide spectrum of economic and competitive complexities affecting businesses. The study is a hitherto unexplored attempt, using interpretative structural modeling, to analyze standards compliance in a developing country’s food industry. Indicates, the most critical element capable of firing up enablers for standards compliance is element 10 (sensitive and responsive government intervention and support). Role of government in a developing country scenario can be crucial, as shown by the output of ISM process. This element can initiate, revive and generate responsive action from all
stakeholders, provided commitments are assured in its own ranks. Each element identified has a policy implication and these are listed, keeping Indian context in focus:

(1) Element 5 (consolidate and strengthen institutional infrastructure) can be the first measure of action towards compliance. Fixing accountability in managerial (officer) cadres will enable responsive and timely action leading to realistic monitoring of institutional set ups, preparation and ground work for policy making involving stakeholders at all levels, expeditious but prudent and rationalistic decision making on policy programs and their successful implementation. (2) Government initiative towards element 1 (develop strong legal/regulatory systems) has to move on fast track. Taking other developing countries’ cases as example, Indian government should implement IndiaGAP at the earliest to strengthen domestic producers at the farm level and equip them to handle global private standard systems. (3) The government should do away with dichotomy in production channels for exports and domestic markets. This can be done in phases and domestic standards can progressively move towards global production standards, thus element 2 (link domestic regulatory framework and performance). (4) Element 3 (lower certification costs) can be realised with the implementation of IndiaGAP. Lower costs thus can not only help government make IndiaGAP mandatory but can also motivate farmer producers to implement it. While in the short run, this exercise could bring a certain amount of hardship to the producers in terms of compliance, in the long-run, this will benefit domestic producers and give them impetus to produce better quality products and realize higher incomes.: The government should update and annually publish the registered list of food processing companies in agrifood sector. This should be consolidated at a central location rather than with different
government divisions handling fruit and vegetables, meat and meat products, marine products etc.

A single national chamber of commerce or industry association should be recognized by government as apex body for agrifod processing sector. It should be made mandatory for all producers and processors to be registered with this association. It should be capable of readily providing a group structure to the sector. Membership of association should entitle members to information feeds on regulatory requirements pertaining to investment, production, processing, global practices etc. through a single window. This association can also act as a major link between industry and government in policy making and other activities. The two action points will help element 6 (profile industry structure) and thus help in systems monitoring, tracking compliance practices etc. (5) Campaigns have to be initiated to sensitize and develop, especially in producer processor communities, an appreciation for standards compliance and its implications for them in global context. Using visual media aids and documented publications, these campaigns should be actively initiated and implemented. Responsibilities for running these campaigns can be entrusted with village level extension officers at grass roots, a cadre whose performance has been a cause of concern for producer and hence require urgent accountability and action. This, along with other recommendations would be crucial for element 4 (increase control over primary production processes). (6) The government should encourage element 7 (invest in physical infrastructure) such as testing facilities, research centres etc. through Public-Private-Participation (PPP) mode. Community
infrastructure is costly to build and governments have meager resources which tend to be thinly spread over different projects. A collaborative effort, involving industry stakeholders will help government leverage private sector capital, project management expertise etc. It should be mandatory to initiate preparatory processes in sufficient advance of Codex and such other international negotiation meetings, Government should also make it mandatory to include a designated technical-cum-legal expert (entrusted with tracking of Codex meetings and preparatory processes) whose minimum serving period should be five years. This will ensure continuity and regularity to the team preparing for such missions. Industry also should be sensitized through campaigns on significance of element 8 (track international food standards systems) at their ends. (7)

Under the main authority on food standards, government should set up a team of exclusive and well trained scientific and legal professionals (element 9 – develop and maintain resource pool of human capital) qualified to deal with technical and regulatory issues in agrifood sector. They should be trained under expert guidance to follow Codex and allied or related global regulatory systems and procedures and be capable of developing trade documents if necessary or provide advisory services to the government as well as industry. (8) Projects ensuring collaborative working by academia and industry can be initiated under government schemes for program implementation and growth. Incentives to firms implementing academia researched projects in their businesses and similar incentives for team based academia initiatives, where research is transformed and utilized in actual businesses can provide impetus to element 11 (bridge industry academia gaps). [6]
A consumer focus group was conducted in West Texas, to discuss consumer opinion about desired features in take-out containers or packaging, and perceptions related to food safety practices. The results of this qualitative case study indicated that the majority of take-out food was purchased for personal consumption, and that location, convenience and time are the primary factors influencing the decision for purchase. The main features considered desirable in take-out containers were these: the ability to insulate food, to contain product without spillage, and to keep individual foods separate within the same package. As the desirability for take-out food continues to increase, risks emerge surrounding the lack of handling instructions on most take-out packaging, and the scarcity of consumer food safety knowledge. Though most participants in this study claimed to return home quickly with take-out food after purchase, and consume the food as soon as possible, a good number admitted to not being as knowledgeable about food safety and handling as they would like. Though data were collected from a diverse group of panelists, the small scope of this research could not be said to represent the USA as a whole. Future studies would need to include multiple focus group studies in metropolitan regions across the nation. The paper adds to the body of knowledge on take-out food and customer attitudes to food safety.

As consumers purchase more take-out food each year, the risk for widespread food borne illness increases. At the foundation of this risk is the lack of proper handling instructions included with take-out packaging, as well as the scarcity of food safety knowledge among consumers. This study sought to focus on why consumers purchased take-out food, why
they chose various concepts over others, what features of take-out containers they liked/disliked, and to what degree they understood safe food handling practices. More often than not, the location of a store was the primary reason for patronage. The time factor, the convenience, and the ability to arrive at home with hot food were the main factors influencing purchase. Most of the participants indicated that they purchased take-out for themselves or their families, and expected to return home and consume the product immediately. The overlying theme as to when to consume take-out food was “as soon as possible”. According to the panelists, the most important feature of a take-out food container was that it kept the food hot. Other important container features included separate food compartments, well-sealed lids, and the ability to be re-heated in a microwave. Interestingly, the superficial design or logos printed on the outside of the container were considered to be of very little importance; this is despite the fact that many chain concepts are purchasing customized, logo-intensive take-out packaging to be used as marketing tools. The participants of the focus group seemed to be far more concerned with functionality rather than aesthetic value. Though a few of the participants admitted to not being as educated or conscious about food safety issues as they would like, most paid attention to the general environment of cleanliness when deciding to purchase take-out food from a given establishment. Several mentioned hand-washing/glove wearing, and a good number said that health inspections were a crucial factor in the decision making process; however, virtually all participants said that they felt most comfortable with packaging that kept the food hot, and the ability, as functions of location and convenience, to get the packaged food home as quickly as possible where it would be consumed immediately. This qualitative case study yielded interesting but
limited findings. Limitations included the narrow geographic region from which panelists were recruited, and the fact that the data were gleaned from a single focus group session. Though the group represented a fairly diverse demographic, data collected from a medium sized city in West Texas cannot be said to represent the nation as a whole. Future studies would include hosting several more focus groups in larger metropolitan areas in multiple regions of the USA. In addition, future focus groups might include restaurant managers as well as consumers. [7]

This paper seeks to report historical research into McDonald’s public communication strategies as the corporation responded to the rising tide of “political consumerism” that accompanied its global market expansion (1960-2005).

Reviewing the brand’s public relations strategies, through a content analysis of news coverage, the paper analyzes the way communication strategists took account of the anxieties about youth labour practices, community relations, globalization, environment and obesity which forced the brand to acknowledge the lifestyle risks associated with children and youth.

The case study portrays McDonald’s as a figurehead of US entrepreneurial multinational capitalism. It reveals how addressing public opposition through the courts can backfire on a brand strategy so keen on defending its honour. The case study also finds that listening and engaging with critics is as effective as suing them for McDonald’s.

The paper contributes to the historical recognition of the role that corporate communications professionals play – particularly marketing and public relations
specialists – in transforming corporate practices by acknowledging consumers’ growing anxieties about industrialization. [8]

The aim is to describe the analysis conducted by a leading company in the dairy (yogurt and fermented milk) sector in Brazil regarding the decision to implement a door-to-door distribution channel, in which one of the authors was involved.

A brief overview of the marketing channels is presented and the descriptive case study method was used to present the main company information. The paper describes the decision-making process that was used to define how basic services like breaking bulks, product variety, special convenience and wait time should be performed in this case. It also emphasizes the main channel decisions, the channel objectives and the chosen door-to-door structure for the company described in the case study. Even though case analysis has a theoretical background, the decision process used here cannot be generalized, being only a guide for academics and practitioners about how company A addressed the direct marketing issue. The paper presents specific analysis of the Brazilian yogurt market and use as theoretical background the strategic environmental analysis. As a real case, it can be useful for practitioners as reference for decision making, as well for teaching purposes for case studies with college and MBA students. Finally, the paper presents as main contribution a “method for developing new marketing channels”. [9]

The purpose of this paper is to review the contribution of food to tourism with particular reference to the importance of food tourism and the factors which are critical to its success, highlighting topics for future research. Findings are based on analysis of academic and practitioner materials in the public domain collected from a range of print
and electronic sources. Food is the subject of various types of tourism product and is a common theme in marketing, by businesses and destination authorities. Tourism in which food plays a primary or supporting role is already popular and has good prospects, but there are also challenges for the food and tourism industries to overcome, which vary with location. Opportunities are suggested as well as some of the problems to be resolved by suppliers and marketers if the potential of food tourism is to be fully exploited. The paper is a reassessment of the significance of food tourism as a product and market and a reminder of possible pitfalls regarding its successful sales and marketing.

The characteristics of food tourism and specific challenges confronting providers vary with the destinations and stage of overall and tourism development, but some general conclusions can be drawn. Food tourism in its different manifestations currently enjoys a high degree of popularity and appears to have excellent prospects. It yields numerous commercial opportunities, the realization of which necessitates effort and investment in products and their creative and innovative marketing by a range of tourism and tourism-related businesses. The tourism and food sectors should strive for an increased awareness of the contribution of food to the tourist experience and improvements in quality, cooperating in new product development and joint marketing. There is also room for greater and perhaps more focused advertising directed at tourists by food businesses in general. Destination marketers too must Endeavour to appreciate the food tourism resources of the places they are promoting and the particular demands of diverse tourist markets, as well as work to raise standards, if they are to devise effective and sustainable food tourism strategies. [10]
The paper seeks to capture the history of the evolution of modern-format food and grocery retail in India. Its focus is on the time period from 1971 to 2001. The research is primarily exploratory in nature. Primary research included depth interviews, focus groups and survey through questionnaire with organized retailers, unorganized retailers, consumers, fast-moving consumer goods manufacturers, channel members and opinion-leaders. Secondary research involved a review of the existing literature on Indian retail available at that time. Emergence of modern retail in India is not just a result of increasing consumer buying power – manufacturers and unorganized retailers also have an important role to play in this process at the macro-level. At the micro-level, the trigger came from diverse angles like entrepreneurial desire to provide better service to consumers, social desire to provide relief to the masses in the form of lower prices, desire to capitalize on emerging business opportunities being provided by the changing business environment, etc. Research limitations/implications – Being an early work in this area, the research was exploratory in nature and tried to understand the role of different stakeholders in emergence of modern retail in India. It does not use any statistical technique to prove or disprove any hypothesis. It is focused on the food and grocery retail business. The paper provides a historical perspective to academics as well as practitioners.

The emergence of modern retail in India has thus been a two-pronged phenomenon. One has been the evolution of traditional counter-format retail to self-service modern-format retail. The other has been successful establishment of large-format retailers. Manufacturers, retailers and consumers – all three major stakeholders in this process – have had a role to play at the macro-level. At the micro-level, the triggers were as diverse
as entrepreneurial desire to provide better service, providing better price to the masses, capitalizing on emerging business opportunity, increase footfalls in existing non-food formats. [11]

The purpose of this paper is to address the question of why world major supermarket chains have been unsuccessful so far in the Japanese market. The paper considers arguments from the literature that differences in consumer attitudes and behaviour between the two markets may be the determinants of the success, or otherwise, of the large US and European supermarkets. A review of literature about Western and Japanese retailing is followed by an account of exploratory empirical research into Japanese consumer grocery purchasing and consumption behavior. The results support an argument that the large store “one-stop shopping” supermarket format popular in the UK/EU is not and will not be the preferred format in Japan. Convenience, matters, but it is not the same concept as in the UK, for example.

The sample survey is purposively biased towards younger female shoppers from the working population who will have a significant impact on future consumer behavior patterns. Results are more inferential than statistically validated hypotheses. Supermarket chains should open a larger number of smaller stores, concentrating on frequently delivered and high quality products, above all in the fresh foods categories. Moreover, the growth of the small “convenience” store format in markets such as the UK and California suggests that “western” consumers’ desires for convenience are becoming more like those of Japanese consumers. The paper shows that there has been little effort, to date, to
demonstrate through primary research whether unique characteristics and buying behavior do exist in the Japanese marketplace.

A summary of the attributes tested, evidence found and results of the research are provided. The results of the research show there are some clear difference (as expected) between the Japanese food consumer and their UK/EU counterparts. Convenience matters, but means something different to Japanese consumers. Compared with the prevailing “one-stop shopping” habit of many western consumers, shopping preferences include: . more frequent food shopping; . more varied outlets used; . the importance of proximity and transport factors; and . the importance of freshness, quality and safety as critical attributes in fresh food purchase. What has become clear from this investigation is that high frequency of purchase does not relate either to small/high density housing (i.e. “the lack of storage space” as identified by Flath and Nariu (1996) or lack of car ownership). It does suggest that freshness matters: perishable food shopping is dictated by freshness, safety and taste, with the need for freshness dictating the high frequency shopping – and from this – the desire for ease of access (whether by car or public transport). This therefore leads to smaller stores (compared to the western retail model) providing a small geographic, but relatively high-density, retail hinterland. This suggests that the literature to date on the importance of quality attributes is the most likely factor affecting Japanese food shopping habits, although the convenience factors are important, albeit for frequent purchase of fresh food rather than for logistical reasons. Convenience also matters but in Japan it signifies a preference for “top-up” over “one-stop” weekly shopping. The results support an argument that the large store “one-stop shopping” supermarket format popular in the UK/EU is not and will not be the preferred form in
Japan, regardless of suburban development and higher car ownership. Supermarket chains would be better placed in opening a larger number of smaller stores, and concentrating on frequently delivered and high quality products, above all in the fresh foods categories. This appears to be the strategy of Tesco in Japan, rather than the hypermarket format by Carrefour and Wal-Mart. Also, the growing phenomenon of the small “convenience” store format in markets such as the UK (Competition omission, 2007b) and California (Financial Times, 2007) suggests that “western” consumers’ desires for convenience are becoming more like those of Japanese consumers. [12]

This paper aims to examine salient issues in the packaged food business with special focus on packaging and its crucial role covering food marketing, best practices in the food and drinks industry, product innovation, food safety and quality, food supply chain management and emerging trends.

Phenomenological research has raised awareness and increased insight into critical issues in the packaged food business. The approach is based on observation of the business environment, online research, a close watch on British food industry, analysis of papers in journals, and brainstorming with co-researchers for four years. The research has found that the key trends fostering growth in developed packaged food markets are convenience, functionality and indulgence. The real value of packaging is that the package is an integral part of the product today. Besides, food products frequently require the general marketing approaches and techniques applied to the marketing of other kinds of products and services. In addition, for the food industry to improve further, it needs to adopt the best practices shown in this research paper. Moreover, while going for product
innovation, some critical success factors must be taken into account. Furthermore, the objective of all quality assurance systems exercised by food manufacturers and processors, is to produce safe products that comply with manufacturers’ specifications, including the requirements established by governments. On top of that, the companies that are the most progressive in the management of the supply chain are expected to be the most successful and profitable. Last, but not least, companies should look forward to emerging trends for business success. All these critical issues must be observed in a packaged food business for superior performance.

Company surveys have not been performed due to the limited access of the research to well-developed Western food markets. Hence, company surveys may be the next step to further identify critical issues in the packaged food business from the perspective of existing corporations.

This paper offers a holistic view that would guide a reader to identify critical issues in packaged food in existing or new businesses.

Packaging is indispensable component of modern lifestyle. The key trends fostering growth in developed packaged food markets are convenience, functionality and indulgence. The real value of packaging is that the package is an integral part of the product today. While corporate functions divide the component parts, the consumer does not differentiate between the product, the package and the equity. They are one. Besides, food products frequently require the general marketing approaches and techniques applied to the marketing of other kinds of products and services. When studying food-marketing systems from varying cultures, one must consider the political, economic,
cultural, and environmental aspects of the countries involved. In addition, for the food industry to improve further, it needs to adopt the best practices shown in this research paper. In particular, more food companies should think of using self-assessment as a method for recognizing improvement opportunities and evaluating their progress towards business excellence. Moreover, while going for product innovation, some critical success factors must be taken into account. Furthermore, the objective of all quality assurance systems exercised by food manufacturers and processors is to produce safe products that comply manufacturer’s specifications, including the requirements established by governments. The outcome is to prevent unsafe or poor-quality products from reaching the marketplace. On the top of that, the companies that are the most progressive in the management of the supply chain are expected to be the most successful and profitable. Last but not least, companies should look forward to emerging trends for business success. Failure to do so will result in companies being overtaken by events and their competitors. All these critical issues must be observed in packaged food business whether going for successful venture from scratch or trying to improve overall business performance of existing ones. A holistic view for packaged food business has been presented here. Think what you can do in an industry of over $1 trillion dollars! [13]

Through structural equation modeling, Fishbein and Ajzen’s modified theory of reasoned action model (TORA) is used to study the impact of innovation on Indian consumers’ purchase behavior of new processed foods. The results indicate that subjective norms are a key factor in understanding Indian consumers’ new food purchase decisions regardless of their level of innovation. Specifically, subjective norms are found
to have direct effects on attitudes, intention to buy, and purchase behavior for new processed food products. Surprisingly, attitudes have little effect on less innovative consumers’ intention to buy. Additionally, product familiarity had a significant impact on Indian consumers’ attitudes, subjective norms, intention to buy, and, ultimately, purchase behavior of the low innovator and high innovator groups. Marketing implications are discussed.

In the present study, we modified Fishbein and Ajzen’s (1975) and Ajzen and Fishbein’s (1980) theory of reasoned action model to analyze Indian consumers’ purchase behavior of new processed foods. The findings of the study can be summarized as follows. First, subjective norms positively impact Indian consumers’ attitudes toward purchasing new processed foods, for both high and low innovator consumers. Second, depending on the level of consumer food innovativeness, the relative predictability of subjective norms and attitudes about intention to buy changes. For less innovative consumers, only subjective norms significantly affect their intention to buy new processed foods, while attitudes have no effect on intention to buy. Also, we found that consumers’ intention to buy new processed foods was an accurate predictor of actual purchase behavior only for highly innovative consumers. For less innovative Indian consumers, intention to buy fails to predict actual purchase behavior. Finally, Indian consumers hold more favorable attitudes, greater intention to buy and actual purchase behavior when they are more familiar with a processed food product. Also, there is a greater impact of subjective norms when Indian consumers are more familiar with food products. Surprisingly, subjective norms were found to have a direct effect on Indian consumers’ purchase behavior for processed food products, regardless of level of innovation. [14]
The purposes of this research were to compare the attitudes about new food purchases between innovators/early adopters and non-innovators, and to determine the food purchase characteristics of innovators/early adopters and non-innovators. Data were collected in ten locations in India between November 1999 and February 2000. Including income as a covariate, MANCOVA was performed to determine how innovators/early adopters and non-innovators differed in their attitudes about new food purchases. The findings revealed some important characteristics of food innovators/early adopters: they tend to be opinion leaders, seek variety in food types and brands, and are more responsive to sales promotions and advertisements. Food prices are relatively important to both consumer groups. Marketing implications for food businesses are discussed.

Food marketers are intensely interested in the market segment containing innovators and early adopters because acceptance by these consumers may legitimize and facilitate the spread of food products to other people, or later buyers. Consequently, the demographic characteristics of those consumption leaders have long preoccupied researchers. Incorporating knowledge of consumer attitudes about food should help in designing strategies to reach innovator target markets. The findings presented here provide some important characteristics of Indian food innovators and early adopters, namely, they tend to be opinion leaders; less loyal to the same food product; and more responsive to product promotions and advertisement. Food prices are important to all Indian consumers. Moreover, the findings extend our knowledge of food innovators/early adopters to Indian consumers. Since the large population of India provides innumerable opportunities for food companies, understanding the characteristics of innovators/early adopters is of substantial importance. The results disclose the importance of advertisements in India. As
expected, Indian innovators and early adopters rely heavily on advertisement as an information resource. In the early stage of the product life cycle, it is critical to get as many potential customers as possible to know the product, to try it, and eventually to buy it regularly. Knowledge of innovators and early adopters’ information sources can help marketers to approach their target customers more effectively and efficiently. The more knowledge innovators/early adopters gain about a new product, the more likely they are to try it or buy it. The higher interest in promotion activities among innovators/early adopters reveals some ideas for marketers to approach these consumers, even though the effective combination of promotional mix may need to be further studied. Since every trial is associated with some kind of risk, free samples or gifts may soften and even reduce the perceived risk. Free samples may encourage consumers to try the product and may, therefore, build consumer knowledge and interest in the new product. Although innovators are more tolerant toward risk, reduction of risk will help stimulate their eagerness to try new things. Once the innovators/early adopters accept new kinds of food, social diffusion will likely proceed.

The results presented here confirm the positive relationship between product opinion leadership and innovativeness in India. Although innovators’ and early adopters’ purchase of new products is important, their encouragement or personal influence of other potential adopters is even more significant because of the influence they have over later adopters. As Schutte and Ciarlante (1998) pointed out, fewer Asian consumers will take the social risk of being innovators, or early adopters; however, they may also feel uncomfortable at being left behind. The word-of-mouth or social display of products in use has great influence on those following the consumption patterns. The followers are,
after all, the majority of the population. Utilizing positive word-of-mouth and a network of opinion leaders should be a powerful way to expand product adoptions in Asia.

The findings showing less product loyalty displayed by the innovators and early adopters reveal yet another point to marketers. As expected, although innovators/early adopters are quicker to accept new products, they are quicker to switch to other products or brands. In addition to gaining the early acceptance of innovators/early adopters, marketers need to put more continuous efforts into attracting and keeping consumers, especially the majority – the later followers. Another important result of this study is that innovators/early adopters are not really different in their price consciousness. Since pricing and other marketing policies usually play an important role in determining the kind of people who will make purchases, marketers should be more careful in choosing their pricing strategies. If a new product’s high initial price may prevent its early adoption by price-conscious consumers, then entering the market with a lower price product and introducing upscale products later may be a more effective strategy.

The findings of this study indicate that the Indian food market is quite different from its western counterparts. In general, the results of this study can help marketers to better understand the Indian consumer by identifying and profiling relevant purchase behaviors. This information provides guidance to develop market entry strategies that best fit the Indian market. Foreign food marketers that wish to launch new food products in India should develop strategic marketing plans with long-term goals in mind. Moreover, foreign companies should attach importance to gathering marketing intelligence about local Indian food marketers. Local suppliers, local resellers, and customers should be
considered as critical sources of market intelligence since the collectivitist nature of India suggests that local businesses are much closer to their consumers than what would be common in most western cultures. [15]

This paper seeks to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. The study applies multivariate statistical tools to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. In addition, the authors analysed the consumption patterns, impact of hygiene and nutritional values, and rating of various attributes of McDonald’s and Nirula’s. Results indicate that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. They feel homemade food is much better than food served at fast food outlets. They have the highest value for taste and quality (nutritional values) followed by ambience and hygiene. Three dimensions (service and delivery dimension, product dimension, and quality dimension) of fast food outlets’ attributes are identified based on factor analysis results. The two fast food outlets’ rating differs significantly on the seven attributes. McDonald’s scores are higher on all attributes except “variety”. Further, consumers feel that fast food outlets must provide additional information on nutritional values and hygiene conditions inside kitchen. Fast food providers need to focus on quality and variety of food besides other service parameters. There is need to communicate the information about hygiene and nutrition value of fast food which will help in building trust in the food provided by fast food players. Estimates importance of various factors affecting the choice of fast food outlets by Indian young consumers. [16]
The research presented here aims to build a picture of the changes in retail taking place in India. India is poised to become a retail power house. The paper looks at the changing scene in the retail sector in view of many MNCs and large industries entering into this segment. Data were drawn from industry sources which included national and international published sources from 1993-2006.

The findings presented show that malls in 2006 are more developed in the North and West part of India. Food, groceries and apparel purchase by customers contributed to 52 percent. On average 75 percent of customers spend about 1-3 hours in the mall. Malls with multiplexes such as cinema theatres, food courts, play places for children are becoming the centre for family outings. Small retailers have improved their service to cater to Indian consumers. Credit limits and home service are helping them to hold on to their customers. Retailing focus is changing towards satisfying the different hierarchy of needs of customers. All are from Indian perspectives which perhaps limits its usefulness elsewhere in the world. A very useful source of information and review of this scenario which should help other retailers across the world, especially in developing economies, to face big giants more aggressively and do better. This paper fulfils an identified information/resources need and offers guidance to small retailers [17]

This article explores the approaches to the delivery of brand messages through a Web site, taking one of the leading brands, McDonald’s, as a case study. The role of brands and branding in the new economy that is characterised by digitisation and globalisation is attracting considerable attention. McDonald’s recent “I’m lovin’ it” campaign, is being integrated through every element of the business, including its Web site; this campaign
therefore presents a useful opportunity to analyze the contribution of the Internet channel to brand building. This case study analysis is conducted on two levels: how the Web site elements are enlisted to reinforce brand messages, and overarching brand strategy themes such as glocalization, community and channel integration. Further research and development on online branding needs to explore effective strategies for integration of online branding with branding through other channels, and opportunities that the Internet offers for both e-service and brick service companies for building customer relationships and communities.

Online branding is at an interesting point of development. Many organizations recognize the need for integrated marketing communications across offline and online channels. This makes it difficult to differentiate, both practically and theoretically, between online and offline branding. On the other hand, branding in online environments poses a sufficient range of challenges and opportunities that it is important to shine the spotlight on branding in digital environments, and to explore some of the potential impacts of online channels for branding strategy. This case study analyses aspects of the online branding approach for a significant global brand. For McDonald’s, the online channel is strictly a marketing communications channel with delivery through restaurants. The online channel is therefore enlisted to reinforce brand messages, and relationships. Key aspects of the strategic value set, such as engagement with local community are promoted through Web sites. Integration of online branding has been further promoted by specific campaigns that drive customers between channels. Businesses need to develop integrated brand strategies. Brand presence and experience in the virtual world must mirror presence and experience in the real world, but also add value, or another dimension to the overall
brand experience. Further research into the arena of online branding will be of potential interest to both academics and practitioners. The question at the centre of future research has to be: “How can online branding help to raise awareness [18]

New Zealand has gone through a radical metamorphosis since free market economics were introduced in the mid-1980s. Marketing managers are particularly interested in the views of consumers about issues dealing with marketing activities. Negative views could signal consumer backlash against free market activities. This study examines the views of consumers from 1986 to 2001 on a range of issues dealing with marketing and consumerism. The results clearly show that consumers are less negative about marketing and consumerism issues since 1986. It seems likely that New Zealand has evolved in terms of the consumerism life cycle over the last 15 years. Marketing managers should continue to remain proactive in their responses to consumer discontents. Implications for New Zealand and for other countries are addressed.

One can infer from the results of this study that consumerism and marketing issues in New Zealand are less problematic than 15 years ago. Undoubtedly, while consumerism and marketing issues will always be important to New Zealanders, New Zealand has become more advanced in its legislation and regulations to protect consumers as witnessed by the pro-consumer legislation discussed earlier. Hence, consumer issues are better addressed now by a formal government framework compared to the absence of this framework prior to the late 1980s. It is likely that government efforts to establish laws and regulations to protect consumer interests have succeeded, as deregulation and heightened competition appear to be good for consumers. Hence, even though the results
show that consumerism and marketing issues are less pressing now, it is probably because New Zealand has become more sophisticated in dealing with the issues.

In 2001, consumers have relatively more favorable attitudes toward product quality, and in comparison to 15 years ago, consumers today think that manufacturers are more customer-focused in that they make products that fit consumer needs. Manufacturers are thought to be concerned about consumer complaints and make a sincere effort to handle consumer complaints as well.

These results suggest that New Zealand may have moved into a new era of consumerism in terms of its life cycle. Alternatively, it is also possible that the general levels of expectations of corporate activity have changed. While it is not completely possible to say unequivocally that a new era of consumerism and concern for marketing issues is now under way in New Zealand, it can be argued that the significant pro-consumer legislation enacted since the mid-1980s has altered the corporate landscape. With consumer interests better represented than in the past, there is less of an urgent need to address critical issues. Consequently, the stage does not seem to be set for consumer action at this time.

Consumers recognize that companies are in business to make money, however. Such recognition may explain why the 2001 consumers share similar negative attitudes toward advertising with the 1986 sample, even though the degree of such negativism is significantly smaller today. For example, respondents did not view manufacturers’ advertisements as providing reliable information about quality and performance or that
ads present a true picture of products. New Zealand firms have a timely opportunity to use these results to understand consumer grievances. Further analysis may help identify opportunities to make advertising more informative and to identify operational and tactical deficiencies. Also concerning manufacturers’ profits, respondents continue to agree that companies are more profit oriented than customer oriented. In addition, there is a stronger perception today that high prices for consumer goods can be attributed to excessive profit taking by members in the distribution chain such as wholesalers and retailers. What is the solution? One option is to encourage competition to control prices. This perception is shared by both the samples. With respect to the government’s role in protecting consumer interests, both samples agree that government can establish minimum standards for product quality as well as perform independent tests of competing brands and publish the results. They also agree that there is a need for a governmental department of consumer protection. However, respondents do not feel that government price control is the most effective way of keeping prices at a reasonable level. Given the role that government has played in the USA and Sweden to control marketing practices, it is possible that the New Zealand government may impose more controls on the marketplace. Such actions typically result if government officials believe it is the government’s role to be involved with that particular issue or if the government feels it can assist in solving the problem. As a result, managers need to be proactive and use self-policing systems to preclude government from excessive involvement. If businesses do not respond to consumer needs responsibly, they must expect that government institutions
will fulfill this role. Clearly, it is very unclear if government policy is the primary cause of changes in the economic system or if new government policies will improve any perceived problems. It is important to remember that consumers use a variety of information when making purchasing decisions. For example, a recent study on New Zealand consumers found that one in five reported rewarding or punishing companies in the previous year based on their perceived social performance (Tapsell 2000). Consumers today also exhibit more concern for the environment than they did 15 years ago. This concern is more likely to affect product choices today than in the past. Overall, the results offer some insight applicable to other economies in the world. Despite some protests in New Zealand that deregulation has gone too far, consumers’ attitudes have become more favorable about the marketplace as expressed through their attitudes about marketing activities and consumerism.

Deregulation is said to unleash an entrepreneurial spirit or force of “creative destruction”. Businesses can then strive to succeed without excessive or oppressive government interference; such interference may tend to create economic inefficiencies and power in the hands of a few firms. For economies in highly-regulated business environments, consumers are likely to be receptive to economic changes and reforms once they experience the concomitant benefits resulting from deregulation. More competition and a more level playing field are likely to give consumers greater choice. Subsequently, greater choice is likely to enhance consumer welfare leading to greater satisfaction with the economic and marketing system. Hence, attitudes towards marketing and consumerism issues are likely to be less problematic when an economy is allowed to
operate more freely and government creates rules that encourage fair play and equal access to the market system for all businesses.

In sum, the results from this study indicate that in New Zealand there has been significant change in consumer perceptions over the last fifteen years (2001 vs 1986), and in contrast to the results that Barker (1987) found for New Zealand, New Zealand managers are exhibiting more responsiveness to consumer issues. Nonetheless, marketers must continue to remain vigilant in identifying and addressing any significant consumer complaints that may arise. Should this awareness continue to occur and should New Zealand continue to prosper in its deregulatory environment, it is the consumers who ultimately benefit. [20]

This paper aims to examine O’Shaughnessy and O’Shaughnessy’s response to accusations about marketing’s detrimental impact on society. A review of the empirical research on consumerism and materialism to date. Indicates that consumerism is associated with reduced personal wellbeing and that the rise of consumerism parallels the rise of modern marketing to a remarkable extent, although in both cases the causal direction is unclear. The paper proposes further research to help understand to what extent it is possible to work within the current market economy structures to reduce the incidence and harms of consumerism. The main contribution of this paper is that it shows that the association between marketing practice and the harms of consumerism may be greater than it is generally believed to be by marketing academics.

O’Shaughnessy and O’Shaughnessy (2002) provide an important, wide-ranging rebuttal to accusations about the impact of marketing on society. Their paper contained three
important but incomplete claims. The present paper examined these three claims and found associations between consumerism and reduced personal wellbeing and between the historical development of consumerism and rise of modern marketing, although in both cases the existence of a causal relationship and its likely direction remain unclear. It also proposed further research to help our understanding of whether it is possible to work within the current market economy to reduce the incidence of materialism. [21]

Consumers are realizing that they can use their spending power in support of their values and social concerns. The market mechanism enables individuals to express preferences. Green consumerism heralds a rethink about consumer power. Being socially responsible is seen as a value added. The everyday shopper can force through change.

These are the themes of the next decade. There are limits to consumer power but they have yet to be seriously explored. The £320 billion that was spent in 1989 on consumer goods and services contrasts with the £2 billion given directly to charity by individuals in the same year. For every £10 spent on ourselves, we give six pence away. The pattern of charitable giving by individuals shows that the poorer one is the higher the proportion of income given away. The opposite is true of the consumer who applies ethical or environmental criteria. It is mainly the affluent who choose to afford the extra cost of environmentally-benign products or the inconvenience of finding an alternative to coffee or cheese slices produced by a company that also markets tobacco. Green consumerism appeals to the affluent, whether it is conscience, conviction or just a desire to fight the market with the weapons of the market. This is a fact not lost on marketing and sales directors who anticipate that the redirecting of ordinary spending according to social
criteria could have a massive impact. What this new form of social responsibility does is transfer much of that responsibility back on to the customer, the end user. In the business world we can also detect a sea change taking place in attitudes. This is not just amongst corporate executives, responding to green consumerism, or advertising agencies embarking on the dangerous course of debunking consumer myths to promote sales, business and financial journalists. Whilst managers increasingly know "how to manage", it is being questioned whether their competence is supporting a system the priorities of which are in need of re-examination. These are the themes of the next decade. Any company that can be seen to be addressing these issues will command public attention and interest. The hard-line approach of no growth and hair-shirt low consumption, advocated by environmental campaigning groups, is just not realistic. Most people will not accept the reduction in living standards that this implies. There are ways to reach the shining city on the mountain top other than by going straight up the cliff. The values of the green consumer are definitely being extended. They are relating the implications of spending, not just to the environment but to the whole social fabric which sustains the factors of production. They are concerned about the development of human beings as whole, free, creative people. They are concerned about peace and justice, about the rights and opportunities of minorities, about secrecy, about size, about power, and about manipulators who turn wants into needs whilst ignoring the needs of those without economic muscle. Consumers will have an even more significant impact as they take back some of the power which the market has always, in theory, offered. The "I shop therefore I am" attitude is changing. The destructive paradox of purchasing capacity equaling social value is being tackled in the name of basic human decency. It is possible
that, quite soon, we will be seeing "development friendly" labeling on food products, maybe before the much canvassed but much delayed "ecolabelling" scheme. A research programme, based at New Consumer and supported by major Third World development agencies, is currently looking at the possibility of setting up a validating body much like the Soil Association. It would award a seal of approval to certain products which met criteria related to beneficial sourcing from Third World countries. A similar scheme has already been operating in Holland for ground coffee for two years and now has over 2 per cent of the market. But the environmental campaigning groups must understand that this is not an out-and-out battle against an implacable foe. When it comes to much of mainstream business, they need to realize that the top-flight manager has known for years that change is the key to survival, and this has already been amply demonstrated in the food industry. The company that does not adapt to market conditions faces oblivion. No marketing director can now be unaware that the message reaching the ordinary consumer is that they can use their spending power in support of their values and their social concerns. The public, perhaps prodded initially by self-interest, is now on the move towards greater social awareness. The opinion leaders, the key consumers, the decision takers of this decade, will hopefully be looking for a new form of government and consumer partnership. It will be one which focuses on a range of progressive social and economic policies, with just and sustainable growth at their heart, a partnership that also draws in all aspects of industry and where profitability is a condition of business, not the final goal. [22]
Consumerism has become a fashionable area of concern, centered on the belief that there is a compelling need to strengthen the consumer's position in the market-place. Consumerism is essentially a societal problem, based on the efforts of the average person to come to terms with everyday companies in everyday transactions. Yet the growth in size of business organizations, together with the increasing complexity of their offerings, is such that it is becoming ever more difficult for the ordinary individual to participate in transactions with any real hope of equality and satisfaction. It is this inequality of bargaining position that has become the "centrepoint" of consumer pressures on the community to provide for intervention and regulation in a socially constructive manner. Experience everywhere suggests, however, that it is not an easy area in which to operate. The issues of consumerism are complex and difficult to resolve, concerning as they do some of the most basic human relationships: those involving exchange. The many factors and considerations that we have documented here comprise the broad back-cloth against which the issues of consumerism are being staged. Consumerism is a product of all these highly complex, interacting events and as such demands a much deeper understanding of the fundamental causes that underlie the dominant issues, before we can consider the actions that might be implemented in the course of seeking a lasting solution. [23]

With the emergence of the knowledge economy different countries are responding with changes within their tertiary education systems. Education is increasingly recognized as a cornerstone to the continued growth of a country but with the globalization of business is education becoming a commodity? This paper examines educational policies and their implementation within the UK and Canada. This paper finds that education in the UK has become a commercial product within the international arena, unlike Canada where
tertiary education has remained a domestic pursuit. This paper engages in a controversy that questions whether the economic value to a nation of education is found only in the numbers of students or can be enlarged to include the results of the education for the students.

Universities are educating those who will create the future of the world as well as informing the world today. The role of education is crucial in today’s quickly evolving environment. Within this role universities are responsible to many including the students who are educated in this environment as well as the population where these students live.\[24\]

The purpose of this paper is to reply to Andrew V. Abela’s “Marketing and consumption: a response to O’Shaughnessy and O’Shaughnessy”: European Journal of Marketing. The article challenges a number of alleged claims in their paper “Marketing, the consumer society and hedonism”, and the authors’ response seeks to present a systematic and, hopefully, intellectually coherent answer to Abela’s critique. The paper proceeds via discussion, argument and conceptual analysis. The three key areas of critique, which focus on the notion that these authors are somehow desensitized to the ethical significance of materialism and marketing’s role in its causation, are examined in succession. There can be no finality in this discussion, only further debate; nevertheless we believe we substantiate our claim that marketing alone does not “cause” materialism but that it is an inalienable fact of human nature. The first claim attributed to us was that the harms of materialism had not been demonstrated empirically. This misrepresents what
we said and nowhere in the paper did we make such a claim. The second alleged claim is that we said it is unlikely that marketing causes materialism. Much here depends on how Abela is interpreting cause, since we do not deny marketing contributes by facilitating materialism but reject the idea that it is a necessary or sufficient condition for materialism. The third claim is that we see no alternatives to the current system that are consistent with human freedom. This paper acknowledges this charge, but questions whether strong consumer materialism is a major problem and maintains in any case that the alternative suggested by Abela is neither feasible nor viable.

This stands as part of the larger fields of marketing ethics, macromarketing and, more broadly, the “politics of consumption” (which would include such areas as globalisation); the merit/demerit of marketing as a transformative social force, and whether it is materializing peoples and cultures, is high on any future marketing research agenda. This article contributes to that debate. If the ills of society are successfully attributed to the agency of marketing – and “materialism” is convenient shorthand for these ills – then we invite legislative and other forms of retribution. It is important therefore that alternative perspectives get a hearing.

This topic is ultimately about the ethical status – and by extension social value – of marketing itself. By rigorous conceptual analysis and theoretic and literary support, these authors create a credible, though by no means uncritical, alibi for marketing.
We are now in a better position to explain why the anti-smoking model does not apply in the case of reducing materialism. It is a vain hope to believe we can make consumers fearful that having more possessions or having strong materialistic values will make them less happy with their life. We claim that it is not a realistic goal for marketing persuasions to change society’s attachment to an affluent life style. But we agree that it would be desirable if there were less absorption with material possessions. In fact, in our article we quoted Frank (1999): . . . that the pleasures from consumption are both relative and fleeting. Moving to a relatively better house provides pleasure only for a short time, namely, until the new level of luxury seems routine or one’s neighbor goes one better. The pleasure derived from owning any house or any other possession is tied to the status attached to owning such a house relative to those owned by neighbors. Frank uses the metaphor of the arms race to characterize conspicuous consumption because it is motivated by a desire to keep up with the Joneses. He concludes that consumers in affluent societies would be more content if less was spent on luxury goods, resulting in less of a need to work long hours and more time spent with families . . .“Materialism” covers a spectrum of human behavior. We are interpreting the term as “broad” as distinct from “narrow”, and we would argue that man has always sought quicker and more efficient routes to satisfaction and to save labor. His/ her need for goods is determined by:

. the search for identity;

. the need for show – the self-presentation of the individual;

. desire for aesthetic consumption;

. wish to save labor;
. the wish to reduce the cost of service elements in consumption;

. the need for space saving and minituarization;

. the desire to save time;

. marking occasions; and

. marking gratitude.

Seen in this light, “broad” materialism simply becomes a part of our humanity. To identify it with hedonism is facile. No religion has ever represented hedonism as the source of satisfaction, and no philosophical system (apart from the Epicurean). But much hedonism or (voracious) pleasure seeking is actually non-material (indeed the US Constitution itself mandates that we “pursue” happiness!). “Narrow” materialism can indeed be seen as a perspective on life and a form of action, a value orientation, but that is not what we had in mind and few intelligent advocates would articulate it as a satisfying prescription for living. This debate is bigger than us as marketing academics. The alleged marketing/materialism nexus is the new target of the global left, subsumed under the “anti-globalisation” banner, with violent anti-G8 demonstrations and attacks on alleged symbols of the global order such as McDonalds by activists such as Jose Bove of the Small Farmers Confederation in France (www.news.yahoo.com April 13, 2006), or the criticisms of Gap and Nike. Then there is the green critique – summarized as “consume less and save the planet”; or that of the churches – “live simply that others may simply live”. The significance of this argument about world-wide attitudes on consumption is that it ultimately represents an attack on marketing. That is why there was
value in our writing the original article, why it was worth Abela replying to us, and why it is worthwhile for us in turn to address his selective points.\textsuperscript{25}

Marketing is commonly assumed to be responsible for the consumer society with its hedonistic lifestyle and for undermining other cultures by its materialistic stance. This, for many critics, is the dark side of consumer marketing, undermining its ethical standing. This paper considers the connection between marketing, the consumer society, globalization and the hedonistic lifestyle, and whether marketing is guilty as charged. Afterall, anything that affects the image of marketing as a profession is important, as this influences both recruitment and social acceptance.\textsuperscript{26}

The retail boom in India brings tremendous opportunities for foreign as well as domestic players. The changing lifestyle of the Indian consumer makes it imperative for the retailers to understand the patterns of consumption. The changing consumption patterns trigger changes in shopping styles of consumers and also the factors that drive people into stores. Hence, the key objective of this paper is to uncover the motives that drive young people to shop in departmental stores or malls. A sample of 115 students has been taken and their responses have been gauged through a personally administered, structured questionnaire. The results reveal that the Indian youth primarily shop from a hedonic perspective. They importantly serve as new product information seekers, and the retailing firms can directly frame and communicate the requisite product information to them.

As not much work in India has been done in this context, the paper seeks to provide fruitful insights into the motives of Indian youth that can benefit academics as well as marketers.
Youth are an important consuming class owing to time pressures in dual career families with high disposable incomes. With the retailers eyeing their presence in the market, it is pertinent for them to identify the target shoppers as well as to identify the prime reasons as to why they shop. Therefore, this paper brings forth the important dimensions of motivators for the youth when they shop. The results reveal that young consumers, interestingly, tend to shop not from a utilitarian perspective, but from a hedonic perspective. Their key interests include getting product ideas or meeting friends. They also view shopping as a means of diversion to alleviate depression or break the monotony of daily routine. In addition to this, they also go shopping to have fun or just browse through the outlets. This age group is particularly found to be considerably involved in the role of information seeker from the market and disseminator of the same to the peer group or to the family. Similar findings have been reported in India (Kaur and Singh, 2004) and the USA (Belch et al., 2005) and are also supported in the present study from the second factor. Sensory stimulants such as the background music, odour, or feel of the products play an important role in shaping the shopping exercise of these individuals and could set off impulse buying activity in them. Also, this age category indulges in economic shopping and then the sensory stimulants are not able to sway them away. This is due to the fact that cognitive processes are completely developed for this age category such that they are capable to act as competent shoppers (John, 1999). Marketers can hence tap this important target segment by framing the promotion strategies appropriately. This requires a focus on the economic criteria used at the time of shopping. As they are highly information seeking, price discounts or other schemes can be framed accordingly and communicated to them such that they are liked and accepted by them.
This in one way would lead to greater profits for the marketers as also it would double the benefits by leading to increased satisfaction of the customers. [27]

From wartime rationing to the current recession, the pattern of eating-out in Britain has changed phenomenally. In this article the patterns of participation in dining-out in Britain are explored. Too little is known of the attitudinal factors which influence consumer behavior in this field and material available in the public domain lacks detail on this large, and still highly-fragmented, industry. It is, perhaps, brave and possibly rash, to explore patterns of consumption over the long time-scale chosen. The purpose, however, is to provide an overview of long-term trends in order to place the British experience of dining-out in perspective. [28]

Some of the indigenous fermented foods of India seem to be very nutritious but not scientifically proved. Moreover, due to urbanization and changing food habits and lifestyles, people are abandoning such nutritious recipes. This paper aims to collect such indigenous technical knowledge, standardize it under laboratory conditions and analyze it organoleptically and for various nutrients.

Doli ki roti – an indigenous nutritional fermented bread popular among Indian Punjabis migrated from Pakistan – is a wheat-based product. Natural fermentation is carried out in an earthen pot called doli in vernacular language. The final product was a stuffed puri-like preparation (a puri is a fried small fermented wheat bread stuffed with spice-cooked chickpeas). Its preparation was learned from rural households and standardized under laboratory conditions. The product prepared was improved further to make it rich in
micronutrients and protein. It was analysed for proximate nutrients, phytic acid and in vitro digestibility of starch and protein using standard AOAC methods.

The unfermented bread had 632.3 mg phytic acid per 100 g but this reduced significantly to an extent of 5-18 per cent due to fermentation at 358C and for both time periods, i.e. 18 h and 24 h. This significant reduction in the phytic acid content culminated in a marked improvement in protein (28-50 per cent) and starch (57-88 per cent) digestibility. The higher the temperature and the longer the period of fermentation, the more significant (p , 0:05) were the changes seen in the phytic acid content, and a significant and negative correlation between the two further strengthened the findings.

Research limitations/implications – Such a product can be further improved nutritionally by making it rich in beta-carotene. Instead of frying, it can be baked in the oven for health-conscious people suffering from hypercholesterolemia.

On the basis of the findings of the present study, people should be encouraged not to abandon healthy eating practices but continue with their traditional healthy food habits. They should be motivated to prepare and eat fermented foods having the right combination of cereals, pulses and leafy vegetables.

This is an original paper based on an original idea. It is based on the research findings of the MSc thesis of the first author, who worked under the guidance of the second author.

Conclusively, indigenous natural fermentation yielded breads having not only improved digestibility of starch and protein and reduced contents of phytic acid, but also a product that had appealing and attractive color, flavor and texture and a better shelf life. The use
of spices in preparation of the inoculum yielded good flavor and prevented the growth of pathogens during fermentation of the bread. The consumption of such nutritious fermented breads should be advocated and promoted among rural and urban masses so that people sustain the traditional processing technologies that they have been practising for generations without knowing their scientific benefits. In the modern era, this kind of indigenous technology can also be exploited for promoting commercially viable enterprises. [29]

This paper seeks to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. The study applies multivariate statistical tools to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. In addition, the authors analyzed the consumption patterns, impact of hygiene and nutritional values, and rating of various attributes of McDonald’s and Nirula’s. Results indicate that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. They feel homemade food is much better than food served at fast food outlets. They have the highest value for taste and quality (nutritional values) followed by ambience and hygiene. Three dimensions (service and delivery dimension, product dimension, and quality dimension) of fast food outlets’ attributes are identified based on factor analysis results. The two fast food outlets’ rating differs significantly on the seven attributes. McDonald’s scores are higher on all attributes except “variety”. Further, consumers feel that fast food outlets must provide additional information on nutritional values and hygiene conditions inside kitchen. Fast food providers need to focus on quality and variety of food besides other service parameters. There is need to communicate the information about hygiene and
nutrition value of fast food which will help in building trust in the food provided by fast
food players. Estimates importance of various factors affecting the choice of fast food
outlets by Indian young consumers.

Consumer acceptance of food served by fast food outlets is critically important for the
future growth of fast food outlets in any economy. Though the rating of fast food outlets’
attributes under study based on mean score is very high but still consumers visit fast food
outlets for fun, change or entertaining their friends but certainly not as a substitute of
home made food. Comparison of McDonald’s and Nirula’s indicates a clear cut
difference in their mean score of their attributes and also dimensions identified with
factor analysis. Consumers demand more and more information related to hygiene issues
and nutritional values of the products of fast food outlets. Based on the analysis and
results, we can say that with more and more acceptability of fast food outlets and change
in life style, competition among fast food outlets with respect to quality of food and
customer service will be more prominent in the days to come. [30]

The USA is culturally and ethnically diverse and becoming more so. This diversity is
reflected in the variety of cuisines available both in stores and in restaurants. Trends
show a movement towards trying out new and exotic foods, increasing interest in
vegetarian items, as well as a growing use of spices, herbs and hot peppers. Asian Foods
are getting more popular with cuisines from China, Thailand and Japan in the lead. Indian
Cuisine is hot, spicy, flavored with herbs and offers many vegetarian options. This study
examines the perceptions of White Americans, South Asians and those of other ethnic
origins in their perceptions of the food and service in Indian restaurants in the USA. The
findings of this study suggest that there are universal likes/dislikes as well as differential perceptions between ethnic groups. [31]

The recent arrival of the UK multiples has had a significant effect on the Northern Ireland market, particularly in terms of product range and choice. Ethnic foods offer a potentially lucrative sector, as evidenced in Great Britain. However, retailers in Northern Ireland are only beginning to develop range and ethnicity and are familiarizing themselves with a market which has been characterized more often by traditional eating habits. The preliminary study considered consumer perceptions of ethnic food products in Northern Ireland. It would appear that product awareness needs to be developed carefully, and the onus is on the retailer (and indeed, the hospitality establishments) to inform consumers and respond to their needs and wants, particularly with the more recent trend towards regional cuisine and greater authenticity. Only then can a larger range of truly ethnic food products penetrate the Northern Ireland market successfully.

Ethnic food is increasing in popularity with the NI consumer, albeit at a slower rate than in other areas of the UK, and this can be attributed in part to the entrance of the larger retailers into the province. The growth of the large multiples has also had an effect on the smaller, independent firms, some of whom are now attempting to offer more variety at an attractive price, but it is difficult to compete in the current climate. Although ethnic cuisine has emerged in the restaurant/takeaway sector, traditional establishments still dominate. Chinese food is the most popular here, in contrast to Great Britain where Indian food dominates. Clearly, traditional habits are hard to break ± further emphasized
by the evolution and incorporation of "adapted" ethnic dishes onto some of the more traditional menus (the "curry and chips" syndrome!).

There is a strong need for nutrition education strategies that foster healthy eating from a young age in Mauritius, as the island has one of the highest rates of diet-related diseases such as obesity, diabetes and cardio-vascular diseases in the world. In order to be effective, the strategies should focus on current eating habits of adolescents. However, there is limited up-to-date information on the eating habits of Mauritian adolescents. This study, thus, aims to provide up-to-date data on the dietary habits of Mauritian adolescents. A cross-sectional study on the dietary habits of school adolescents (13-16 years old) was conducted in 2003/2004. Stratified random sampling was used to select study participants (n=315) from 12 secondary schools across the island. Data were collected using a self-administered questionnaire.

Foods that are high in fats, sugar or salt and low in dietary fiber were commonly consumed by adolescents. The most popular sources of nutrition information were parents, the Science and Home Economics teachers and print materials. More than half of the adolescents (54 per cent) regularly gave dietary advice to their friends and relatives, and 41.2 per cent prepared foods at home on their own. The majority of adolescents (81.2 per cent) expressed their interest in learning more about nutrition at school. Findings should provide a sound basis for local nutrition educators to identify priority areas, and thereafter develop appropriate health promotion strategies in collaboration with health and education authorities. This study provides up-to-date baseline data on the eating
habits of young adolescents in Mauritius. Moreover, it is the first study of its kind to focus on the food skills of Mauritian adolescents.

Adolescents in this study were found to have poor dietary habits. The consumption of healthy foods such as fruits, vegetables and milk was low whereas the consumption of fast-foods and snacks high in fats, sugar or salt was quite high. Girls seemed to have a greater preference for sweet foods while boys opted more for fast-foods and snacks with a high fat and salt content. These findings suggest that strategies should be developed and implemented to promote the consumption of fruits, vegetables and milk among adolescents and to decrease the consumption of foods high in salt, fats and sugar. Such strategies may in the long-term alleviate the problem of diet-related non communicable diseases in Mauritius. The school could be chosen as a prime location for targeting the nutrition education strategies since the Science and Home Economics teachers were amongst the most popular sources of nutrition information and a significant proportion of the adolescents expressed their interest in learning more about food and nutrition at school. Home Economics should be offered to all adolescents at school, irrespective of gender and the syllabus has to be reviewed to emphasize behavioral and instrumental knowledge. Home Economics classes could provide a key forum for adolescents to discuss a healthy diet, the need to eat healthily since a young age and practical ways to improve their eating habits. Moreover, these classes would act as a vehicle to develop decision-making skills to select foods wisely, cooking skills that will promote the preparation of healthy foods and less reliance on fast-foods. As pointed out by Ang and Foo (2002), besides being motivated, adolescents need to have the “know-how” to adopt healthy eating habits. The quality-of-foods sold in school canteens also needs to be
considered. In addition, parental education should be addressed in nutrition interventions as a large proportion of the adolescents obtained nutrition information from them and also learnt to cook from them. Further studies are warranted to quantify the nutrient intake of Mauritian adolescents and to explore the factors influencing their food choice.[33]

To assess knowledge, perceptions and practices of grassroots-level food safety regulators. Knowledge, attitude and practices (KAP) study using quantitative and qualitative methods for data collection. Quantitative data was collected using a pre-tested knowledge assessment questionnaire. Qualitative data was collected by conducting a focus group discussion (FGD) and six in-depth interviews among food safety regulators from all 23 districts of the South Indian state of Andhra Pradesh. Quantitative data were analyzed using SPSS package (version 14.5). The FGD and in-depth interviews’ recordings were transcribed verbatim and translated into English before compiling them into individual reports. These reports were read independently by a group of researchers before inferences were drawn. The respondents’ knowledge on basic food microbiology was limited. They attributed their inability to monitor all cases of food poisoning/adulteration to delay in receiving information and lack of laboratory facilities. They had sound knowledge of conventional adulterations, but were not equipped to check newer adulterations. Their knowledge on health/nutrition claims on food labels is almost nil. Orientation towards food safety issues other than adulteration is the need of the hour.

The results of the study can serve as the basis for developing an in-service training module for food safety regulators.
The knowledge of food inspectors on basic food microbiology was limited and varied, which may be attributed to their diverse educational qualifications and lack of in service training programmes for regularly updating their knowledge. Their inability to monitor all cases of food poisoning in their respective jurisdictions lies in the fact that there is an invariable delay in receiving information from the affected parties. The food inspectors also pointed out lack of laboratory facilities and delay in resolution of cases as major problems in enforcing the food safety law. Their knowledge about conventional adulterations is sound but they are not equipped to check newer adulterations. Similarly, knowledge about health and nutrition claims on food labels is almost nil. Bureaucratic delays were reported in receiving information regarding amendments to the Act. Realizing that public health concerns related to food safety do not just emanate from food adulteration but also due to a gamut of issues like ignorance of good manufacturing and hygienic practices in the non-domestic segment, the PFA Act has been amended time and again to enlarge the scope of functioning of these regulators. This holistic perspective of looking into food safety issues needs to be emphasized in their training programmes. [34]

Attitudes to food safety. But as medical science advances and the causes of death in the young, whether from infection, poison or injury, are successively overcome, the causes of death in the old must inevitably rise. At the same time, analytical capability becomes so sensitive that, synthetic additives having been incriminated one by one, substances Generally Recognized as Safe having followed them, air and water will certainly be found contaminated as well. Perhaps after finding bacon condemned as being associated with nitrosamines and bread incriminated with methionine sulfoximine, people may decide to go on eating bread and bacon and take their chances. The public, whom it is the
food engineer's duty to serve, may discover that there are things that science and technology, though powerful, cannot do and that even for communities that can afford it no food can be guaranteed not to present some potentiality of risk. Just as they are prepared to continue smoking, they may also continue eating. [35]

Reports findings from a qualitative study using focus group discussions and individual interviews, about diet and cuisine among family members from a range of South Asian origins in Scotland. Most participants ate British style breakfasts and lunches but evening meals were eclectic in culinary styles. The widest ranges of cereal, pulse and vegetable foodstuffs were associated with South Asian style cuisine, British style cuisine was more likely to be associated with simple or convenience foods. Parents and some young people were very strongly committed to South Asian cuisine. [36]

The complex factors affecting the use or non-use of the cafeteria system in two typical secondary schools are detailed. This survey has revealed a decline in the use of the cafeteria with increasing age and highly significant differences between schools. A strategy aimed at encouraging the uptake of school meals must therefore seek to maintain the satisfaction of loyal consumers and reverse the decline in usage among older pupils. The level of satisfaction by loyal cafeteria users differs between schools and declines with age. The two main suggestions for improvement of increasing space and playing music must be seen in the context of the constraints for action within individual schools. The main problem area over which schools have little room to manoeuvre concerns the question of increasing space. The provision of music can easily be introduced but there is a trade-off between the nutritional and acoustic health of pupils. The two main reasons
for not using the cafeteria are associated with queuing and food choice. There is a discrepancy between the users' and non-users' attitudes towards queuing, since the former do not regard this as a problem. Furthermore queuing problems decline with age and it is the older pupils who remain the target for increased cafeteria usage. The choice of food however, necessitates further research since this reason for non-cafeteria usage increases with age.

The chi-squared test between cafeteria and non-cafeteria users for the age groups revealed that the amount spent at lunchtime is highly significant. [37]

Behavior of a consumer largely depends on interplay between inner self and outer stimuli. Consumption decisions made in the market cannot be viewed as an independent event – it is closely related with values and social relationship and cultural allegiance. With globalization, culture becomes predominantly important strategic issue in market that has to be faced and properly managed. But, in different settings, management of cultural diversity could be seen as a threat, or an opportunity. As culture and values vary country to country, a close insight about country-specific culture and core values is almost essential for a smooth sailing in any market. The purpose of this paper is to discuss overall fundamental dimensions of Indian culture and core values and resultant marketing implications. The major task is to identify specific culture and core values at the time of marketing in a cross-cultural setup. In this backdrop, an attempt has been made in this paper to discuss overall fundamental dimensions of Indian culture and core values with the help of a verbal model. The model has further been examined with the help of empirical marketing evidences from Indian market with an objective to help
marketers to address those cultural and value dimensions at the time of their brand marketing in India. Inputs about Indian culture and value dimensions can be of immense use to brand managers to strategies their marketing road map to minimize chances of erroneous decision-making. A table summarizing the aspects that have to be considered at the time of building brands in India has been proposed to facilitate useful marketing decisions to penetrate the Indian market. At the time of starting its journey in a new country like India, the best approach a firm can adopt is to accept major issues involved with culture and values. The verbal model about core culture and values of India, and proposed strategic roadmap, facilitate marketers to devise more accurate marketing strategies for India. This paper presents a country-specific approach that may be useful to marketers busy with consumer marketing in India. A verbal model of “Culture and Value Dimensions of Indian consumer” is of immense help in charting marketing strategies to win over Indian consumers.

From the above discussion we may conclude that deep-rooted cultural diversity and values of a country make it difficult for a marketer to opt for a standardized strategy to outperform competition. It has been found that even after tremendous exposure to globalization, consumers from different cultures have different attitudes, perceptions, tastes, preferences and values, and remain reluctant to purchase foreign products (Suh and Kwon, 2002). As brands have become the focal point of many a company’s marketing efforts and are seen as a source of market power, competitive leverage and higher returns (Dawar, 2004), the relationship between consumers and brands is a multifaceted construct to capture the richness of fabric from which brand relationships arise Fournier (1998). As a result of consumer acculturation to the country of origin,
consumers respond in a manner that is consistent with their culture’s norms and values (Zhang and Neelankavil, 1997). Further, there are some codes and beliefs that stretch across countries while there are others that are culture-specific (Langlois and Schlegelmilch, 1990). Brands with a strong local character, such as motorcycle maker Bajaj in India or Tsing Tao beer in China, play on the potential identification between the brand and consumers. These brands position themselves as sons of the soil who understand local consumers (Cayla and Eckhardt, 2007). A right identification of country-specific cultural and value dimensions and proper consideration of the same in brand marketing play a pivotal role in ensuring success in the highly competitive market scenario. Inputs about Indian culture and value dimensions can be of immense use to brand managers to strategies their marketing road map to minimize chances of erroneous decision-making. A table summarizing the aspects that have to be considered at the time of building brands in India may be proposed to facilitate useful marketing decisions to penetrate in Indian market (see Table I). We may conclude that right management of Indian culture enables organization to ensure competitive edge and it minimizes chances of erroneous decision-making decrease. At the time of starting its journey in a new country like India, the best approach a firm can adopt is to accept major issues involved with culture and values. \[^{38}\]

This article argues for a biographical and geographical understanding of foods and food choice. It suggests that such an approach highlights one of the most compelling characteristics of food – that being the way in which it connects the wide worlds of an increasingly internationalized food system into the intimate space of the home and the body. More specifically, and based on ongoing empirical research with 12 households in
inner north London, the article explores one aspect of food biographies, through an interlinked consideration of what consumers know of the origins of foods and consumers’ reactions to systems of food provision. It concludes that a structural ambivalence can be identified, such that consumers have both a need to know and an impulse to forget the origins of the foods they eat.

By way of conclusion, let us briefly reassert two premises that have run through this article and the ongoing empirical research on which it is based. The first of these is that foods have biographies and geographies, and that these biographies and geographies matter. Indeed, we have suggested that one of the most compelling characteristics of food – that being the way in which it connects the wide worlds of an increasingly internationalized food system into the intimate spaces of the home and the body – is highlighted by such an approach. Second, and more specifically, we have identified questions of consumer knowledge about the origins of foods as an analytical entry point. There are many aspects of these knowledge’s that we have not addressed here; for example, the ways in which they do not simply record geographical facts about foods but rather play a role in the construction of consumers’ understandings of the world’s geographies. These are themes we have, and will continue, to take up elsewhere (Cook and Crang, 1996; Cook et al., in press). Instead we have focused on the ways in which consumer knowledge are both structured by and help to create relations with food provision. We have suggested that there is a need to escape the blunt dichotomy between either a knowledgeable, and hence powerful, or ignorant, and hence manipulated, consumer. We have tried to suggest a greater subtlety, sophistication even, of consumers’
relations to systems of food provision than is sometimes found in current debates. In particular, we have identified an ambivalence at the heart of these relations, one we have sought to capture through suggesting the co-existence in consumers of a need to know and an impulse to forget the origins of the foods we consume. [39]

Investigates consumer perceptions of “regional foods” in England. Results show understandings of regional foods to be a complex dynamic of interrelated concepts. Regional foods are defined by place and human-related factors. An implicit factor in attitudes towards regional food is the “perceived authenticity” of the various product attributes by the consumer. Regional foods are characterized as “regional products” (high-value, specialty or hand-crafted products) and “regional recipes” (dishes readily associated with home preparation and cooking). Proposes that findings have implications for marketing, in particular product differentiation and communication. Implications are discussed for food producers and retailers, and recommendations are made for future research.

Many of the discussant descriptions of regional foods corroborate extant studies in related areas. Participant descriptions of regional foods as occurring naturally or abundantly is consistent with Montanari’s assertion that regional food was once part of “the natural order of things”. In addition the factors important to the characterization of food as “regional” including ingredients, growing and cooking methods, and links to lifestyle in an area, complements the work of Bérard and Marchenay. However, an important aspect of regional foods is that of consumer perceptions of product authenticity. A number of inter-connected factors are known to affect perceived authenticity including those relating
to the individual, the product and the purchasing and consumption environments. This has specific implications for the delivery of authenticity as perceived by the consumer, especially in terms of the product concept, its method of distribution and also through the communication of aspects of “regionality”. This is particularly important as policy-driven definitions of classifications of authentically regional products may vary from those arrived at by consumers. Amongst the sample of consumers, there was an identifiable “generation gap”, particularly with respect to the production, purchase and consumption of regional dishes, which is closely associated with the older generation and their knowledge and cookery skills. The variation in perceptions between the older and younger participants indicates the potential for market segmentation of regional food products and recipes to address the different consumer needs. That consumers perceive differences in regional foods is a powerful message for potential product differentiation on aspects of “regionality”. Such a unique selling point, assuming organizations can position their products as “authentic”, may give businesses a competitive advantage. However, the positive research messages appear to be mainly for the low-volume, high-value, specialist food retailer. This is especially the case where authenticity can be communicated by the place of origin, the place of purchase, product attributes such as packaging, appearance and ingredients, and can be targeted particularly. \[40\]

Article examines advertisers use of gender in advertising to children. Previous studies of gender preference in children’s advertising suggest gender bias exist. Food products are most often gender-neutral. Advertising for Food products is compared to non food advertisements. Examines measures of voice-over gender, gender of dominant product
user, gender of main character, activity level, aggressive behavior level, and sound track volume. A sample of Food Advertisements to children exhibits greater gender preferences in presentation than the comparison sample of non-food advertisements to children. This suggest that the Food advertising should consider gender bias among other factors when proceeding with self-regulation of Children’s advertising.\[41\]

Functional Foods/Nutraceuticals in the recent years have witnessed a tremendous increase in the interest among the consumers due to their potential of providing health benefits. India is second largest producer of the food (next only to china), with plethora of nutritive and therapeutic compounds whose value is yet to be realized in modern market places. Although, there were multiple laws and regulations covering the foods in India, but there was no single law that could have significantly regulate the functional foods. In 2006, the Indian government passed Food Safety and Standard Act to integrate and streamline the many regulations covering nutraceuticals, foods and dietary supplements. The act calls for the creation of the Food Safety and Standards Authority (FSSA). Once established, the FSSA will be charged with drafting rules and regulations for companies in the food sector to be licensed by local authorities, and a system of checks and balances, including product-recall procedures enforcements and penalties.\[42\]