



MARKETING THINKING STRATEGY IN FOOD INDUSTRY OF KERALA KERALA

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OBJECTIVES

1. Trends in Technology Adoption
2. Foreign investments in production and distribution of food products in kerala
3. Changes in agricultural fields of kerala
4. Opportunities for Technological upgradation
5. Find new ways of proper disposal of food packets
6. Find management of food supply chain.
7. Data-driven decision-making in procurement and inventory management

TYPE OF RESEARCH STUDY

"Marketing Strategy Thinking in the Food Industry of Kerala," it is most likely a **descriptive and exploratory study**, as it is focusing on understanding the strategies employed within the food sector and uncovering new insights related to consumer behavior, market trends, and the cultural influence of marketing strategies in Kerala.

If the research delves into how certain marketing strategies lead to particular business outcomes or consumer behaviors, it might include analytical or causal elements as well. However, for a broad study focusing on marketing strategy, descriptive and exploratory methods would be the most appropriate.

SAMPLING TECHNIQUE

For a research study in the food industry of Kerala, **STRATIFIED SAMPLING OR CLUSTER SAMPLING** would likely be the most appropriate, especially if you want to capture the diversity in consumer behavior, food preferences, and business types across different regions of Kerala. However, if the study is more focused on a particular group (e.g., food businesses or high-end restaurants), **PURPOSIVE SAMPLING OR JUDGMENTAL SAMPLING** may be more effective.

PROBLEM STATEMENT:

The food industry in Kerala is facing significant challenges in adopting marketing strategies that align with contemporary consumer preferences, regional cultural nuances, and the digital transformation sweeping the industry. Despite Kerala's rich culinary heritage and high tourism potential, food businesses often struggle to adapt their marketing approaches, limiting their ability to reach diverse consumer segments and fully capitalize on emerging market trends.

Identified Issues in the Marketing Strategy of Kerala's Food Industry:

Kerala's food industry is characterized by a blend of traditional cuisines, modern dining experiences, and an emerging focus on health-conscious and sustainable food choices. However, many businesses in the state are still relying on **outdated marketing tactics**, with limited use of **digital platforms** and **social media**, which are essential in engaging the younger, technology-driven demographic. The **lack of digital engagement** hampers the ability to reach a wider audience and capitalize on the growing importance of online food delivery, social media reviews, and influencer marketing.

Moreover, Kerala's diverse consumer base—comprising **locals**, **tourists**, and the growing **expat community**—requires a more **localized marketing approach**. However, many businesses fail to tailor their strategies to the unique needs and preferences of different segments, resulting in generic campaigns that may not resonate with the target audience. Furthermore, **innovations in product offerings** (such as organic foods, vegan options, and fusion cuisines) are not being adequately marketed to appeal to the rising demand for healthier and sustainable eating habits.

THEORIES, CONCEPTS, AND MODELS ASSOCIATED WITH MARKETING STRATEGY IN THE FOOD INDUSTRY OF KERALA

The **food industry of Kerala** is a dynamic sector influenced by local traditions, modern consumer behaviors, and evolving market trends. Understanding marketing strategies within this context requires a blend of traditional marketing theories, digital marketing concepts, and models relevant to the food industry. Below are the fundamental theories and models that are associated with this research issue.

1. TRADITIONAL MARKETING THEORIES**A. The 4Ps of Marketing (Marketing Mix)**

The **4Ps**—Product, Price, Place, and Promotion—are core principles of marketing strategy. These concepts are fundamental in designing any marketing plan, especially in a region like Kerala, where consumer preferences may vary significantly by **region**, **income group**, and **culture**.

For instance:

- **Product:** What food products do consumers in Kerala prefer? Traditional Kerala dishes or international fast food? Are there specific dietary preferences, such as vegetarianism, Ayurveda-based food, or health-conscious eating?
- **Price:** How do price-sensitive consumers in Kerala react to premium products, local produce, or imported ingredients?

- **Place:** Understanding **distribution channels**—from traditional restaurants to modern food delivery apps and supermarkets—is key.
- **Promotion:** Kerala's food businesses need strategies for **local promotion** (festivals, traditional events) and digital promotion (social media, influencers).

This model will be central to evaluating the current marketing strategies of food businesses in Kerala and determining where these strategies align or misalign with consumer expectations.

B. Segmentation, Targeting, and Positioning (STP) Model

The **STP model** is critical for defining the target audience and tailoring marketing efforts accordingly. Given Kerala's diversity in culture, lifestyle, and income, food businesses must segment their audiences effectively:

- **Segmentation** might include categories like **urban vs. rural, tourists vs. locals, health-conscious consumers, and traditional food lovers.**
- **Targeting** would identify which segments offer the greatest opportunity for business growth.
- **Positioning** would ensure that businesses create a strong, clear, and relevant image for their brand that resonates with their target consumers.

This model helps identify gaps in marketing strategies and opportunities to appeal to diverse consumer segments across Kerala.

2. Modern Marketing Theories and Concepts

A. Digital Marketing and Social Media Influence

With the rise of **digital platforms, social media, and online food delivery services**, marketing strategies in Kerala's food industry must now include:

- **Digital Advertising:** The use of **Google Ads, Facebook Ads, and Instagram** for promotion.
- **Content Marketing:** Developing blogs, videos, and recipes to engage customers.
- **Influencer Marketing:** Collaborating with **local food bloggers and social media influencers** to target Kerala's younger demographic.
- **Online Reviews:** Positive or negative reviews on platforms like **Zomato, TripAdvisor, and Google** have significant influence on a business's reputation.

Kerala, with its large internet-using population, requires businesses to implement robust **digital marketing strategies**. Research into how food businesses in Kerala can better use these tools will contribute significantly to the understanding of marketing gaps in the region.

B. Consumer Behavior Theory

Understanding how consumers make food choices, especially in a culturally rich region like Kerala, is crucial. **Consumer behavior theory** explores:

- **Cultural Influences:** Kerala's food culture, influenced by Hindu, Muslim, and Christian communities, plays a significant role in food preferences.
- **Psychological and Social Factors:** Health concerns, social influences, and the growing trend of **sustainable eating** are reshaping food choices.
- **Behavioral Economics:** Understanding why consumers sometimes make irrational food choices—such as indulging in unhealthy foods or following trends—can help marketers better predict behavior and craft more effective campaigns.

C. Diffusion of Innovation Theory (Everett Rogers)

This theory explains how, why, and at what rate new ideas and technology spread. In Kerala, **new food trends** like veganism, organic food, or global fusion cuisine are increasingly popular. Marketers in the food industry need to understand how innovation (e.g., plant-based foods, eco-friendly packaging) can be successfully introduced to different segments of Kerala's population. The challenge is to appeal to **early adopters** while ensuring broad consumer acceptance.

3. CURRENT STUDIES AND LITERATURE ON FOOD MARKETING IN KERALA

Several studies have been conducted on the food industry and marketing strategies in Kerala, which provide valuable context and insights:

- **Kerala Tourism and Food Industry:** Research has shown that food tourism is a growing sector in Kerala, with tourists seeking authentic Kerala cuisine. Yet, **food tourism marketing** remains underdeveloped, and there is a need for **specialized marketing strategies** to cater to tourists (Suhas & Sivarajan, 2022).
- **Health Consciousness and Eating Trends:** A growing body of research highlights that Kerala's consumers are becoming increasingly health-conscious, with a rising demand for organic food, vegetarianism, and **Ayurvedic diets** (Nair & Sreedharan, 2021). However, food businesses have been slow to innovate their marketing to cater to this emerging demand.
- **Digital Marketing Adoption in Small Businesses:** Recent studies in Kerala have shown that while the state has high internet penetration, many small food businesses in Kerala are still not effectively using digital platforms for marketing (Krishnan & Balan, 2020).
- **Consumer Behavior:** A number of studies in the region have explored consumer behavior related to food, particularly how **price sensitivity** and **cultural influences** impact purchasing decisions (Rajan & Mathew, 2021).

While existing studies in Kerala's food industry have examined aspects like **consumer preferences**, **tourism**, and **digital marketing adoption**, the proposed research will take a **holistic approach**. It will integrate:

- **Consumer behavior** with **cultural influences** to propose more tailored and personalized marketing strategies.
- A deeper exploration of **health-conscious trends** in Kerala and their marketing potential, linking this with **digital strategies** (e.g., influencer marketing, social media campaigns).
- A critical evaluation of how businesses can leverage **localization** and **segmentation** to craft marketing strategies that resonate with both locals and tourists.

This study aims to fill the gap by not only documenting current practices but also providing **actionable insights** and **recommendations** for food businesses in Kerala to evolve their marketing strategies to meet the demands of the modern consumer.

The research will build on traditional marketing concepts like the **4Ps** and **STP** while incorporating **modern digital marketing strategies** and **consumer behavior insights** to propose a framework tailored for Kerala's food industry. By integrating cultural insights and the influence of new food trends, this study will provide fresh perspectives on how businesses in Kerala can adapt their marketing strategies for growth in a competitive and evolving market.

Food Marketing as a Special Ingredient in Consumer Choices: The Main Insights from Existing Literature

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Abstract:

The choices and preferences of food consumers are influenced by several factors, from those related to the socioeconomic, cultural, and health dimensions to marketing strategies. In fact, marketing is a determinant ingredient in the choices related to food consumption. Nonetheless, for an effective implementation of any marketing approach, the brands play a crucial role. Creating new brands in the food sector is not always easy, considering the relevant amount of these goods produced within the agricultural sector and in small food industries. The small dimension of the production units in these sectors hinders both brand creation and respective branding. In this context,

it would seem important to analyse the relationships between food marketing and consumer choice, highlighting the role of brands in these frameworks. For this purpose, a literature review was carried out considering 147 documents from Scopus database for the topics of search “food marketing” and “choices” (search performed on 16 October 2020). As main insights, it is worth highlighting that the

main issues addressed by the literature, concerning food marketing and consumer choices, are the following: economic theory; label and packaging; marketing strategies; agriculture and food industry;

market segments; social dimensions; brand and branding. In turn, food marketing heavily conditions consumer choices; however, these related instruments are better manipulated by larger companies. In addition, this review highlights that bigger companies have dominant positions in these markets which are not always beneficial to the consumers’ objectives.

LITERATURE REVIEW

Food Marketing as a Special Ingredient in Consumer Choices: The Main Insights from Existing Literature

by

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Abstract

The choices and preferences of food consumers are influenced by several factors, from those related to the socioeconomic, cultural, and health dimensions to marketing strategies. In fact, marketing is a determinant ingredient in the choices related to food consumption. Nonetheless, for an effective implementation of any marketing approach, the brands play a crucial role. Creating new brands in the food sector is not always easy, considering the relevant amount of these goods produced within the agricultural sector and in small food industries. The small dimension of the production units in these sectors hinders both brand creation and respective branding. In this context, it would seem important to analyse the relationships between food marketing and consumer choice, highlighting the role of brands in these frameworks. For this purpose, a literature review was carried out considering 147 documents from Scopus database for the topics of search “food marketing” and “choices” (search performed on 16 October 2020). As main insights, it is worth highlighting that the main issues addressed by the literature, concerning food marketing and consumer choices, are the following: economic theory; label and packaging; marketing strategies; agriculture and food industry; market segments; social dimensions; brand and branding. In turn, food marketing heavily conditions consumer choices; however, these related instruments are better manipulated by larger companies. In addition, this review highlights that bigger companies have dominant positions in these markets which are not always beneficial to the consumers’ objectives.

Consumer psychology for food choices: a systematic review and research directions

[Abdul Wahid Khan, Jatin Pandey](#)

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Consumer food behavior has received considerable attention from marketers, researchers and regulators. With the rising obesity epidemic worldwide, the existing literature and previous reviews provide a limited understanding of consumers’ unhealthy food choices. To address this gap, this study aims to investigate consumer psychology for food choices in terms of mental processes and behavior.

Review of empirical studies on food process innovation: Status quo and future research agenda

Daniel Linus Naila, Felix Adamu Nandonde · Jeremiah Makindara

This paper provides an overview of empirical studies on process innovation in food through a [systematic review](#) of 63 articles published in English in several research journals. The main purpose is to understand the status quo of process innovation in food industry, suggest future research agenda, and propose a framework for describing food process innovations. The review is guided by Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). This study argues that reviewed literature has not adequately addressed process innovation in the food industry, especially with orientation to financing structures and financial performance. Moreover,

the specific measurement scale for process innovation in the food industry is lacking. This paper enlightens scholars and practitioners in the agri-food industry on the current situation of process innovation and avenues for advancement. The major contribution of this study is the proposed framework for describing food process innovation. Several research agendas are suggested. The need for developing a specific measurement scale for food process innovations is contended.

Relevance of the Topic "Marketing Thinking Strategy in the Food Industry" for a Research Study

The food industry is one of the largest and most dynamic sectors globally, continually evolving in response to changes in consumer behavior, technological advances, economic pressures, and regulatory challenges. As competition in this industry intensifies, companies are increasingly recognizing the importance of innovative marketing thinking strategies to maintain and expand their market share. Research into marketing thinking strategies within the food industry holds significant relevance for several reasons:

1. Shifting Consumer Preferences and Behavior

Consumers today are more informed and discerning than ever before. Increasing demand for healthier options, sustainability in production and packaging, and the rise of plant-based or alternative food products are reshaping market trends. A research study on marketing thinking strategies can explore how companies adapt to these evolving preferences through targeted campaigns, product development, and market segmentation. Understanding these shifts enables businesses to stay competitive by aligning their marketing strategies with consumer expectations.

2. Importance of Brand Differentiation

In a saturated market, brands need to stand out to capture the attention of consumers. The food industry is highly competitive, with numerous brands offering similar products. A research study on marketing thinking strategy can help explore how food brands can effectively differentiate themselves through innovative branding, storytelling, packaging, and customer engagement. This is especially important as emotional connection and trust become increasingly valuable in consumer decision-making.

3. Technological Advancements and Digital Marketing

Technology is revolutionizing marketing strategies across all industries, including food. Social media, influencer marketing, e-commerce, and personalized content are now central to consumer engagement. Research can focus on how food brands are leveraging digital tools and platforms to enhance their marketing efforts. Additionally, data analytics and artificial intelligence are enabling more precise consumer targeting, which can be explored in the context of the food industry.

4. Globalization and Market Expansion

The food industry is no longer constrained by geographical boundaries. Many food brands now operate on a global scale, navigating complex international markets with diverse cultural preferences. Research into marketing strategies can highlight the challenges and opportunities presented by globalization, including the adaptation of marketing messages for different regions, understanding cross-cultural nuances, and establishing brand loyalty across diverse consumer bases.

5. Sustainability and Ethical Marketing

As consumers become more environmentally conscious, sustainability has emerged as a key factor influencing food purchasing decisions. Companies are increasingly expected to adopt ethical practices in sourcing, production, and packaging. A research study in this area can examine how food businesses incorporate sustainability into their marketing strategies, highlighting eco-friendly campaigns, transparent communication, and partnerships with environmentally responsible suppliers.

6. Crisis Management and Resilience

The food industry is vulnerable to various external factors such as economic downturns, pandemics, and supply chain disruptions. Marketing strategies that prioritize resilience, adaptability, and effective crisis communication can make a significant difference in a company's ability to survive and thrive during difficult times. Research can focus on how companies develop contingency plans, pivot their messaging, and maintain consumer trust during crises.

7. Customer-Centric Marketing

In today's market, consumer-centric marketing is crucial for driving customer loyalty and satisfaction. A research study can explore how food companies use personalization, loyalty programs, and customer feedback loops to create stronger connections with their audience. Understanding consumer preferences at a granular level allows brands to deliver more tailored offerings and enhance customer experiences.

8. Influence of Social Media and Food Trends

Social media platforms, such as Instagram, TikTok, and YouTube, have a significant impact on food marketing by influencing trends, shaping public perceptions, and creating viral campaigns. Exploring how food companies utilize social media to engage with consumers and capitalize on food trends (e.g., viral food challenges, influencer endorsements) can provide insights into the evolving marketing landscape.

9. Economic Factors and Consumer Spending

Economic shifts, such as inflation, income disparities, and changes in consumer spending patterns, heavily influence the food industry. Marketing strategies must adapt to these factors by offering products at various price points, emphasizing value for money, or creating premium offerings. Researching how marketing thinking strategies adjust to these economic factors can provide valuable insights into pricing, promotions, and sales tactics.

10. Regulatory and Ethical Considerations

Marketing strategies in the food industry must also navigate regulatory and ethical challenges. From advertising to children to labeling and health claims, food companies are increasingly required to comply with stringent regulations. A research study can examine how companies balance effective marketing with adherence to these legal and ethical standards.

The relevance of exploring marketing thinking strategies in the food industry is multifaceted and critical to understanding how businesses can stay competitive, meet consumer demands, and adapt to ongoing changes in the market. By examining how marketing strategies are designed and implemented in response to shifting trends, consumer behaviors, technological advancements, and regulatory challenges, researchers can provide valuable insights that help food companies refine their marketing tactics, build stronger brands, and enhance consumer satisfaction.

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