



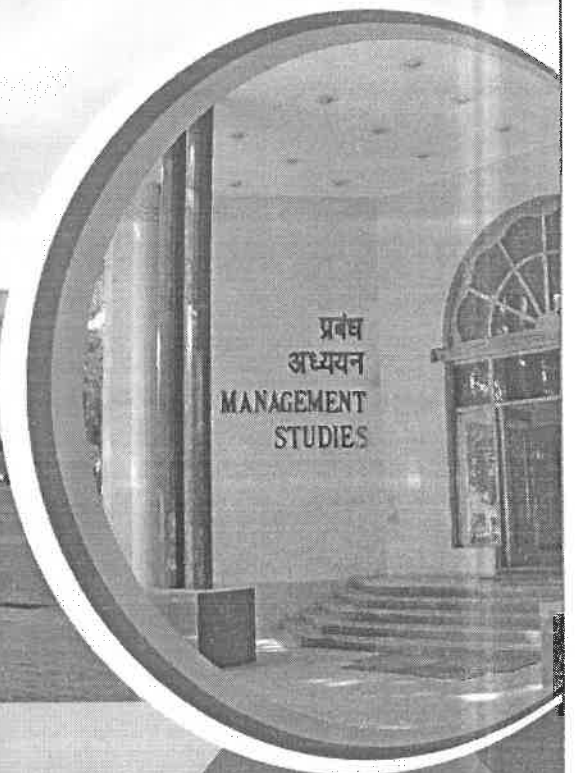
Book of Abstract

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**Department of Management Studies
Indian Institute of Technology Roorkee**

Editors:

**Dr. Rajat Agrawal
Dr. Vinay Sharma**

**Dr. Zillur Rahman
Dr. Anbanandam Ramesh**

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Factors Hindering Towards Purchase of Organic Produce in Pune

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Maharashtra is the third largest State (in area) in India after Rajasthan and Madhya Pradesh, located in the North centre of Indian peninsula. Organic farming is at present an impending movement in Maharashtra. These organic growers tend to supply directly to consumers or retailers thus cutting out the middlemen and avoid the excessive handling of perishable commodities. It also helps in raising the profitability of the venture. Though the market potential of this business is huge, it is faced with the situation where the buyer does not know where to buy and the grower does not know how to sell. Availability of sourcing reliable produces that to consistently be the biggest challenge. Certification is the solution to ensure quality and establish trust. But it is costly. In this paper researcher tries to find the reasons why customers are not buying Organic Food. Results shown that customers are concerned on trust (originality), convenience purchasing, non-availability of variety are the major reasons of buying organic produce. In this paper strategies are suggested to overcome these challenges

Keywords: *Organic Produce, Consumer Factors, Marketing, Marketing Strategies*

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Branding of Rural Tourism and Sustainability: Issues and Challenges

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The main purpose of the research is to highlight the significant issues, challenges, and difficulties faced by the different stakeholders in a rural tourism context. Based on the concept of “Back-to-true self” as an identity element, the study has investigated the brand experience with two broad dimensions such as i) Relief of self-presentational concerns, and ii) experience of authentic self-identity. The present study is exploratory and endorses the qualitative approach of primary research methodology. The population of the present study is both the service providers of the rural tourism products and the rural tourists. The study has applied a non-random stratified sampling method with a purposive selection of interviewees. Based on the concept of back-to-true self, the findings of the study depict three broad aspects of rural tourism, which are related to i) Community characteristics, ii) Brand essence and iii) Authentic-self of the service providers. The summary of the findings from both the service providers and the tourists depict that the significant issues in the development of rural tourism are the need for education and awareness, improper training, lack of skills, lack of knowledge and professional support, for the effective marketing and branding of the rural tourism product. The study is unique from the methodological stand by applying qualitative investigation to understand the phenomena of branding and sustainability in a rural tourism context.

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