

Business Management

Brand building strategy for organic food by applying corporate social responsibility

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Thesis language - Lithuanian

Annotacion

In the dissertation there were analysed organic food brand building problems, challenges and opportunities in the global, European and regional perspective. There were identified organic food product and brand management challenges and opportunities and proposed organic food product brand building principles. In first part of the dissertation, there was analysed Lithuanian current market situation on corporate social responsibility and identified its implementation problems. In the second part, there were analysed theoretical principles (brand values, brand image, brand positioning) of organic food brand building, corporate social responsibility (green marketing), and organic food market macro environment. Then, there was made secondary macro environmental and primary organic food consumer research. Lastly, based on theoretical and empirical data there was created organic food brand building conceptual model and brought findings. Structure of dissertation consists of seven parts: introduction, identification of challenges in organic food brand building, brand building theoretical study for organic food, research for the organic food brand building, suggested model for organic food brand building, conclusions and suggestions, and references. Dissertation consists of: 81 p. text without appendixes, 21 pictures, 16 tables, 65 bibliographical entries.

Keywords: ekologiška produkcija, socialiai atsakingas verslas, "žaliasis marketingas", prekės ženklo kūrimas, prekės ženklo valdymas, prekės ženklo įvaizdis, pozicionavimas, prekės ženklo vertybės.