

EVOLUTION OF MARKETING IN THE FOOD SECTOR

UAB

Universitat Autònoma de Barcelona

Guillem Cartanyà Vilamú

B S Food Science and Tecnology

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INTRODUCTION

Over the past decades professional obligations have resulted in a society that gives more priority to time, and therefore demands fast, economical and of a high quality prepared meals. Thanks to the technological advancements that the internet has undergone, companies have been able to spread capturing information of a higher number of consumers. Lastly, it is of great importance not to confuse the concept of marketing with sales since both are part of the 4Ps that form the marketing mix, specifically the P promotion.

The aim of the present study is to analyze prepared foods marketing strategies foods, and how strategies are adapting to the current demand and observe the main factors affecting the decision to choose to consume products of these establishments.

METHODOLOGY

- Internet
- Databases: Pubmed, Science Direct...
- Online polls
- Interviews

PREPARED FOOD ESTABLISHMENTS

Evolution of society

Marketing mix

→ 4Ps

Product
Price
Place
Promotion



CONCLUSIONS

- Prepared food chains, have been created as an alternative to Tupper and “menus” for people who need quick, healthy food and a good price.
- Business strategy is adapting to increased consumer awareness regarding the environment and organic production systems.
- Possible specialization including two product lines, one whose target population are “young” against another segment of older and greater purchasing power including higher quality products.