



# Sustainable Marketing Practices Strategies for Promoting Organic Agricultural Products

\*Sushanta Kumar Tarai<sup>1</sup> and \*Snigdharani Panda<sup>2</sup>

<sup>1</sup> Kalinga Institute of Social Sciences (KISS) Deemed to be University, Bhubaneswar, Odisha, India

<sup>2</sup> Kalinga Institute of Social Sciences (KISS) Deemed to be University, Bhubaneswar, Odisha, India, snigdharani.panda@kiss.ac.in

**Abstract.** Sustainable marketing strategies are necessary to promote organic agricultural products in a market that is growing more environmentally conscious. The primary objective of this is to identify and evaluate effective marketing strategies for sustainable and organic agricultural products. Current chapter involves a mixed method approaches, including some reviews of literatures, survey of consumers for data collections and some case studies of successful organic product campaigns. After using some statistical tools like regression analysis and exploratory factor analysis, the chapter finds the impact of consumer behaviour and the effectiveness of various marketing strategies. Moreover, the chapter conclude with the finding of transparency of eco-labelling and consumer education.

**Keywords:** Consumer behaviour, Organic Agriculture, Sustainable marketing, Transparency

## 1. Introduction

Around the world people are now becoming more aware of environmental problems that are why they are choosing to live healthier lives. This has been led to a growing interest in eco- friendly habits, including buying organic foods (Sima, 2009). Hence, most of the people see organic farm products as better and safer product than regular ones (Patle, at. al, 2020). Still, even though more people want these products, they are some problems in promoting them, many customers are not fully convinced, the price of the products is very high most of time and not many are having the knowledge of benefits of the organic items.

In today's busy market, using sustainable marketing method is important for dealing with the challenges for promoting these products, especially the people those are more looking after environment (Abbas, 2024). These methods carrying mostly couple of things, they explain the health and environmental benefits of these organic farming and help for gaining customer trust by being very open and informative. Moreover, organic farming helps the nature by keeping the soil healthy, using less chemicals, and protecting plants and animals (Kilcher, 2007). However, sharing these benefits clearly with buyers, those who now seek products that match their values is not always easy.

One important part of sustainable marketing is using eco labels. Eco labels show that a product follows certain rules to protect the environment (Wojnarowska, Sołtysik, and Prusak, 2021).. They help shoppers know which products are better for the planet, making it easier for them to choose wisely (Gallastegui 2002). Businesses that utilise eco-labels demonstrate to consumers that what they sell are manufactured in an environmentally responsible manner and in accordance with stringent guidelines. This makes it easier for consumers to distinguish between regular as well as organic

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products along with also satisfies their desire for transparent information about the manufacturing process.

Speaking openly regarding what makes a product better is another essential component of sustainable marketing. Businesses would communicate to their clients the unique advantages of organic products in a manner that makes sense. For instance, people can discuss how organic farming helps preserve the environment as well as uses fewer chemicals. People who are concerned about the environment and health may be drawn to this. It is also exceptionally important to clear up any confusion and furnish tangible proof in support of customer feedback on their goods.

With growing concern on environment, changing climate and food safety, no-a-days, maximum number people want to use organic product (Willer & Lernoud, 2019). The experience of the COVID-19 pandemic made many individuals more aware of their health and immunity, encouraging them to choose natural and chemical-free foods. In India, the range of organic items has grown widely, supported by government efforts such as the Paramparagat Krishi Vikas Yojana (PKVY) and the National Mission on Sustainable Agriculture (NMSA). These programmes, along with rising public interest in sustainability and food security, have made organic products easier to find and more popular across the country

Almost all countries in the world gradually move to achieve the (Sustainable Development Goals (SDGs) by the year 2023, which emphasize environment friendly methods of production and consumption to ensure a more balanced along with sustainable future. Finding effective strategies to promote organic products is crucial at the moment for all of these reasons, as it aligns with global goals and government directives (Sogari et al., 2021). The goal of the current chapter is to determine the most effective marketing strategies for environmentally friendly sales of organic farm products. In order to obtain a comprehensive picture, we are conducting both quantitative and qualitative research. The first is that we will thoroughly examine as well as read the previous research that has been done on this subject. This aids in our comprehension of both the existing and unexplored aspects of sustainable marketing. We can see what has been learnt currently as well as what questions remain by examining previous research on marketing, consumer behaviour, and the outcomes of implementing eco-friendly practices.

In this study the researchers first used scopus data base on the organic product and selected some relevant reviews after using including excluding criteria followed by questionnaire provided to respondents from where we colected the data regarding the organic product. The researcher got the idea about what people feel on market style and what people want regarding organic product. In the questionnaire there are some questions related to organic product such as how people trust on environmental certificate and whether they purchase organic goods after came under the advertisement on organic goods etc. Soon after the collecting of data from respondents the researcher gets idea on the methods to be used like what methods to be used that is the chapter used the factor analysis and correlation analysis to know the pattern and relationship among the variables. After getting the result the chapter finds that what kind of marketing methods companies use to perform better in the market and how companies make their make their advertising more effective along with consumer-friendly.

The result of the chapter not only relies on survey result but also looks at some practical case studies of the companies those who have promoted the natural products. That is why these case studies help the researcher to know more on sustainable marketing practices. By studying the plans, actions, as well as results of these marketing efforts, the researcher can see what ideas are most successful. From this, the chapter gets useful lessons on how to use sustainable marketing in real business situations to attract more customers along with increase the popularity of eco-friendly products.

Advertising should always follow moral and ethics along with honest practices which is highlighted by the conclusion of this chapter, especially now when more people are interested in natural along with eco friendly products. There should be promotion of product in very fair, trustful along with responsible way by the companies to meet the rising demand for sustainable goods. Vital components of thriving sustainable advertising consist of using environmental labels, understandably stating the product's positives, and producing captivating stories. By using these methods, marketers can make organic products more attractive as well as help create a market that cares about the environment and what customers want. Current chapter provides useful advice to assist marketers make plans that really connect with people who look after about the environment, which can assist the organic farming industry grow and succeed.

## 2. Review of Literature

Soni and others (2022) in their study found that organic farming as well as described it as a new moreover complete way of growing crops that focuses on caring for the nature, protecting different kinds of plants as well as animals, again keeping nature in balance. By not using chemical pesticides as well as fertilizers, organic farming helps keep the soil healthy as well as saves natural resources. Their study showed that organic farming leads to less pollution, better soil, and more types of plants as well as other animals. They also looked at how organic farming can assist farmers earn more money for livelihood, since organic products can be sold at higher prices as well as the for costs for things like fertilizers are lower. Their results revealed that organic farming is better for the environment as well as also gives farmers a strong way to make a living over the long term.

Shibli and his team (2021) in their paper studied how green marketing as well as green management affects sustainable results in Malaysia's organic farming sector. The researcher got that using green marketing helps improve green management, which then leads to better sustainability. They also saw that using new and creative marketing methods connects green marketing and management, making them work even better together. Their study revealed that trying out new marketing ideas is important for protecting the environment and keeping organic farming strong for the future. This gives helpful tips for people who want to mix green as well as creative marketing to get good results

Hanganu and Fleseriu (2020) in their paper looked at ways to better excel as well as sell eco-friendly farm products in Romania. The researcher got that using eco labels, clear information, as well as teaching consumers on the benefits of these products assisted build trust and made people more knowledge on this. This paper again found that farmers, sellers, and the government would work together to make the market good.

The results revealed that following these good practices can assist enhance sales and support eco friendly farming in Romania.

Patle et al. (2020) examined how organanning farming contribute to sustainable agriculture and how it can be effectively promoted in the marketplace. Their study highlighted that organic cultivational place accusal role in maintaining soil health producing, environmental pollution and supporting by diversity among plants and animals. Moreover, the study finds that people are now more interested in buying organic products. This is just a reason by which people are becoming more aware of their health condition. They also understand that protecting the environment is very crucial. To meet this growing demand, this study says people should use special marketing plans, out of these plans; one plan is to use eco labels that show a product is very safe for the environment, similiary the second one is to run awareness campaigns to educate people about the benefits of organic products. The study also highlighted that when organic farming is supported with good marketing, it assists in two ways. It makes farming more sustainable along with better for nature. Moreover, it also assists to enhance sales of organic products.

New digital technology called industry 4.0 which is studied by Rehman (2019) where the researcher found that when the companies use proper technology, they can grow faster along with more creative. As per the study they show that industry 4.0 means the modern digital revolution that is changing how industry work. It includes technologies like Artificial intelligence (AI), Internet of Things (Iot), big data analysis and computer vision. The study also found that using these type of new technologies has changed how products and changed along with managed because of these tools production has become faster and more accurate. Decision making in companies has also increased owing to data based insights. The study concluded that adopting theses advanced digital systems can create many more new opportunities in different sectors.

Banjara and Poudel (2017), did a survey on organic farming in Nepal, where the researcher made a model to assist farmers use farming methods that are good for nature and the environment. Their adea focused on using organic farming to make soil healthier alongwith crops grow better. It also helps protect environment along with brings more environmental benefits. Moreover, the study showed that this new methods worked very well when farmers use local materials alongwith their conventional cultivating knowledge. The researcher also worked together in a planned group and shared their experinecea. However, farmers faced many problems such as not having enough money along it very difficult to sell their products in the market. These issues have been reduced when farmers cooperated and supported eachother. Finally the research highlighted that when farmers follow organic and eco friendly methods, they can produce in heavy ammount along with they also take care of the nature.

Sima (2009) examined to see how organic farming assists people in villages, whre the study found that organic farming made farmers earn more money. It also made the environment cleaner along with better. The people are happier along with lived better lives. Farmers stopped using too many chemicals as well as started using natural methods. Because of this, they got higher prices if they sold their crops in the market. The study also showed that organic farming made the soil more fertile as well as reduced pollution. In brief, the study highlighted that promoting organic farming can

assist villages grow, improve people's income, along with protect nature at the same time.

Kilcher (2007) made an empirical research where they try to find out how organic farming helps in sustainable development. The study highlighted that organic farming is good for the environment along with assists farmers earn a better living. It helps people in villages work together along with builds unity in the community. Organic farming saves water, keeps the soil healthy, along with protects nature because it avoids using harmful chemicals. It also assists farmers spend less money on costly fertilizers as well as in pesticides. Farmers can sell their organic products at better prices in the market. The study also suggested that including organic farming in development plans can help social, achieve economic, and environmental goals. Now-a-days, people everywhere are becoming more aware of the environment, along with this is increasing research on sustainable marketing as well as farming.

Kotler (2011) explained that sustainable marketing means making as well as selling products that care for both people as well as the environment. It tries to maintain a balance earning profit while also doing well for society as well as nature. Researchers like Peattie and Crane (2005) said that brands should focus on being eco-friendly as well as honest. They also said that when companies show care for the environment, customers start trusting them more.

Earlier studies found that more and more people now prefer to buy organic products owing to people are becoming more aware of their health as well as the need to protect the environment (Paul & Rana, 2012; Suki, 2016). However, even though the organic market is growing, some problems still remain. These include the high prices of organic goods, difficulty in finding them in all places, as well as people not fully trusting the labels or certificates that claim products are organic (Janssen, 2016).

The current chapter looks at how Generation (Gen Z), purchases and uses fashion products that are good for the environment. Gen Z has been a group of young people who grew up using digital technology and the internet. They have a big influence on future markets owing to they care about the environment and have growing spending power. The chapter uses previous studies to know what makes Gen Z opt eco-friendly or sustainable fashion. There many reasons including their wish for companies to be honest, act ethnically as well as take social responsibility but the chapter points out that Gen Z does not always act according to their beliefs. Though they are caring on sustainability, sometimes they buy fast fashion owing to cheaper and more attractive.

### **3. Objectives**

The chapter is having couple of objectives such as to Identify Effective Marketing Strategies for Organic Products and to Evaluate the Impact of Transparency and Eco-Labeling on Consumer Trust.

## **4. Methodology**

In the present research, the researchers used a mixed-methods research approach, in which both quantitative as well as qualitative methods were employed to generate a more holistic understanding of sustainable marketing strategies to promote organic agriculture products.

### **4.1 Research Design:**

A descriptive research design was adopted to explore consumer behaviour, marketing strategies, as well as attitudes toward organic products. The research encompassed both survey-based quantitative analysis as well as a case-based qualitative interpretation.

### **4.2 Data Collection Methods:**

To collect primary data, structured questionnaires are administered to 120 respondents comprising farmers, marketers, along with consumers of organic products in the state of Odisha. Secondary data were obtained from government sources, industry reports, peer-reviewed journal articles, as well as previous studies of organic farming and sustainable marketing..

### **4.3. Sampling Technique:**

The study used purposive sampling, a non-random form of sampling to select those respondents who were experienced in the promotion or experience with organic products. The sample size has been determined based on availability as well as relevance to the chapter's objectives.

### **4.4. Data Analysis Tools and Techniques:**

The chapter's quantitative data has been analyzed statistically using the SPSS programming application. The demographics as well as response trends from the study participants provided the base for further analysis along with interpretation utilizing descriptive statistics. Further to that, regression is utilized to assess the relationship of price sensitivity as well as sustainability awareness to consumer intention in purchasing organic products. Exploratory factor analysis was utilized in order to assess the various factors which impinge on choices made by consumers. The findings of the chapter are validated as well as triangulated or corroborated through qualitative case studies of three successful organic-related marketing campaigns. While this study is limited to a specific geographic along with demographic contexts, it doesn't generalize specific findings to broader national or international conditions. The sample size was substantially small due to time constraints, although still instructive given the sample diversity.

## 5. Data Analysis and Interpretation

### 5.1 Overview

The collected data has been analyzed to disclose valuable insights into marketing strategies that are effective as well as efficient for organic products from the combined observations of the case studies and surveys. The SPSS software was utilized to dissect the data, providing a comprehensive assessment of consumer opinions, the effects of environmental labelling, as well as the consequences of the employed marketing approaches.

### 5.2 Results

#### 5.2.1 Consumer Attitudes towards Organic Products

Table 1 shows a condensed version of the regression analysis results. Through regression analysis, some important elements influencing consumer inclinations are pinpointed, such as clarity in product information, the use of ecological labels, along with recognised advances for well-being of the people.

**Table 1: Regression Analysis of Consumer Attitudes towards Organic Products**

Variable	Coefficient	Standard Error	t-Value	p-Value
Transparency	0.45	0.12	3.75	0.0002
Eco-Labeling	0.32	0.10	3.20	0.0015
Health Benefits	0.55	0.14	3.93	0.0001
Price Sensitivity	-0.18	0.09	-2.00	0.0467

Source: Computed by Author using SPSS

The results showed that consumer views on organic items were considerably influenced by three aspects: clarity ( $p = 0.0002$ ), eco-labels ( $p = 0.0015$ ), and health advantages ( $p = 0.0001$ ). Price sensitivity also exhibited a statistically significant influence, albeit to a relatively smaller extent ( $p$  value = 0.0467)

#### 5.2.2 Effectiveness of Marketing Strategies

The results of the factor analysis, which evaluated the effectiveness of various marketing strategies, are presented in Table 2. The analysis identified key factors the significantly contribute to the successful promotion of organic product.

**Table 2: Factor Analysis of Marketing Strategies**

Factor	Eigenvalue	% of Variance Explained
Transparency & Trust	3.58	35.8%
Eco-Labeling & Certification	2.74	27.4%
Consumer Education	1.92	19.2%
Product Quality	1.21	12.1%

Source: Computed by Author using SPSS

According to the main components analysis, "Transparency & Trust" is responsible for the biggest amount of variation (35.8%), followed by "Eco-Labeling & Certification" (27.4%), and then "Consumer Education" (19.2%). "Product Quality" also had an effect, but it was less significant (12.1%).

**5.2.3 Case Study**

Table 3 provides a summary of the case studies of successful organic marketing campaigns. This table contains comparisons of various elements including duration of the campaign, the budget of the campaign, as well as the measures of engagement from consumers.

**Table 3: Summary of Case Studies on Organic Marketing Campaigns**

Case Study	Campaign Duration	Budget (INR)	Consumer Engagement	Sales Increase (%)
Campaign A	6 months	4,00,000	85%	20%
Campaign B	12 months	6,00,000	90%	35%
Campaign C	3 months	2,00,000	70%	15%

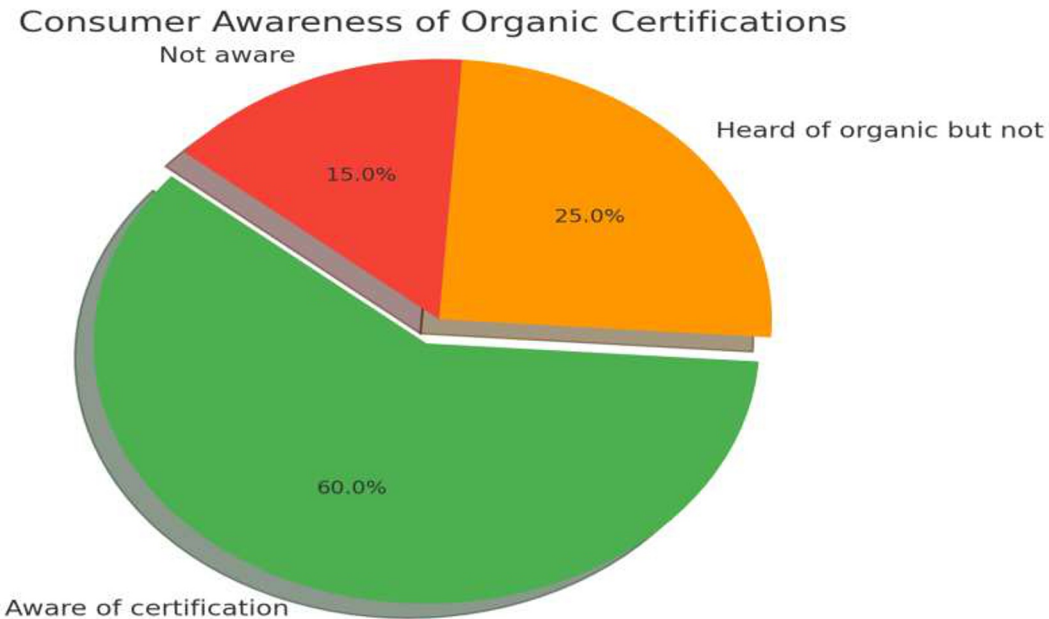
Source: Computed by Author after field survey and using SPSS

The case studies reveal that longer campaigns with higher budgets generally resulted in higher consumer engagement and sales increases. For example, Campaign B, with a 12-month duration and a budget of 6,00,000 rupees achieved the highest sales increase of 35% and the highest consumer engagement of 90%.

**5.2.4: Consumer Awareness and Perception**

A survey was carried out to gauge consumer knowledge of organic product certifications. Three levels of awareness complete, partial and none were applied to the responses. Figure 1 presents the results.

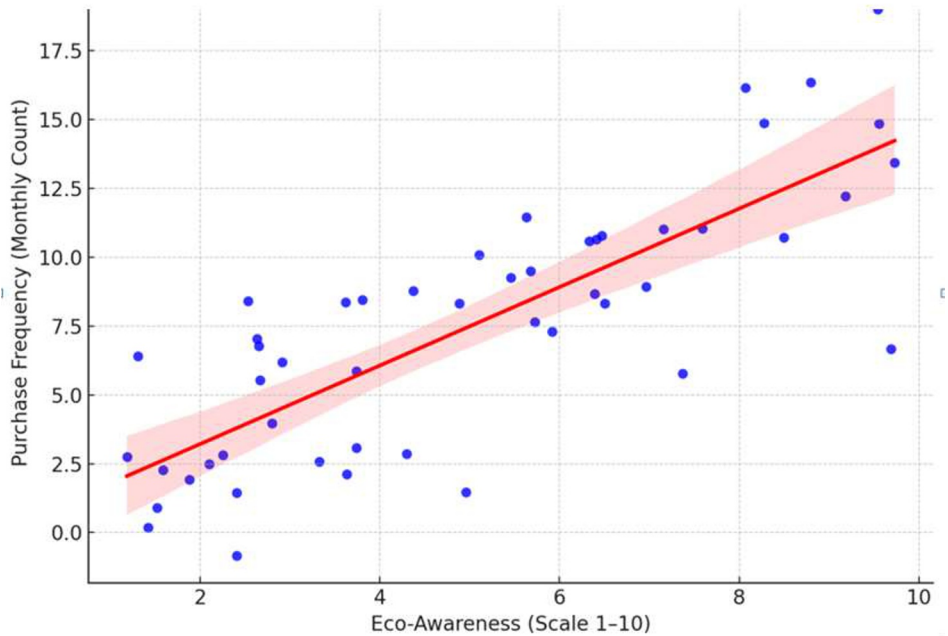
**Figure 1: Consumer Awareness of Organic Certifications**



Source: Computed by Author

According to Figure 1, 60% of respondents said they were aware of organic certifications, 25% said they have heard but not labels, and 15% said they were not. This suggests that consumers are only moderately knowledgeable and that educational campaigns must be started immediately by legislators and marketers.

**Figure 2: Relationship between Eco-Awareness and Purchase Frequency**



*Source: Computed by Author*

As seen in Figure 2, the scatter plot showing that eco-awareness and the frequency of buying organic products are positively correlated and the trend line indicates that as consumers become more environmentally conscious, they are more likely to purchase organic goods.

5.2.5 Factor Analysis for Determinants of Organic Product Purchase

Figure 3: Scree Plot for Factor Analysis on Determinants of Organic Product Purchase

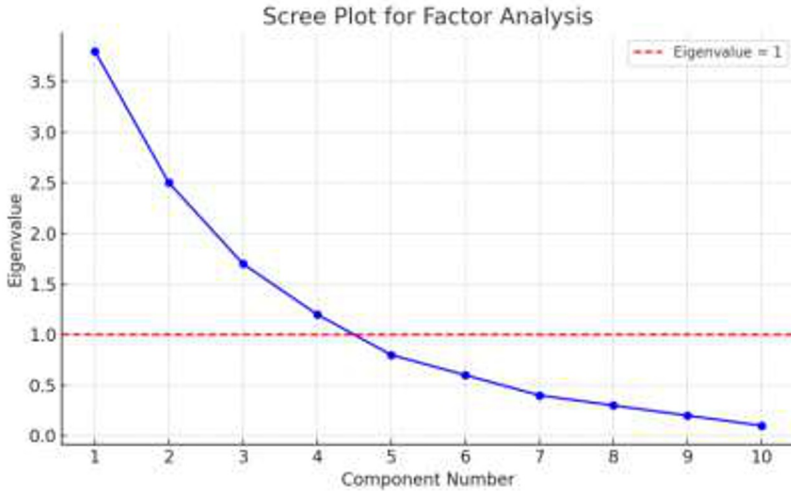


Figure 3 helps determine the optimal number of factors to retain by displaying the eigenvalues for each principal component. If a component's eigenvalue is greater than 1, it is typically considered significant.

6. Findings and Discussion

The results from the regression analysis (Table 1) confirm that transparency, eco-labeling, and health benefits are crucial drivers of positive consumer attitudes towards organic products. Transparent communication as well as eco-labeling increase consumer trust and credibility, that is essential for effective marketing. Health benefits continue to be a major contributor to consumer choice, which reinforces the need to capitalize on their marketing messaging.

The factor analysis shown in Table 2 which helps to know what makes a marketing strategy successful. It shows that companies should focus on being open and clear when they communicate with customers. They should also build trust and get genuine environment certificates for their products. Another important point is to educate consumers about the benefits of organic products. When all these things are done together, marketing becomes more effective, and sales of organic products improve.

The results from the case studies highlighted in Table 3 give more useful information. They show that marketing campaign that have enough money alongwith planned properly give better results. If industries spend more and run their campaigns for a longer time, they get more attention from customers. Hence , the results shows that people become more interested, as well as the sales of organic products increase.

These findings show that companies should make expenditure enough money as well as plan their marketing strategies carefully to be successful in the market. When

sustainability becomes a main part of marketing, organic products look more attractive to customers. This also makes people who already like eco friendly products even more interested in purchasing them. Therefore, marketers should focus on being honest as well as clear, using trusted eco labels, along with teaching customers about the benefits of organic products. Doing these things assists build trust as well as meet the growing demand for organic along with natural goods.

## 7. Conclusion

This chapter studies how eco friendly marketing helps in promoting organic products successfully. It uses different types of analysis like regression, factor analysis, as well as case studies to know the effects of sustainable marketing on sales as well as consumer behavior. By using SPSS software for data analysis, the study found that green marketing has a strong effect on people's decisions to buy organic products. It shows that people mainly care about two things protecting the environment as well as getting good quality products. These were found to be the most important factors in the analysis. The results suggest that marketers should design their strategies to highlight health benefits as well as sustainability because customers value these things. The chapter also found that being open and using trusted eco labels are powerful ways to promote organic products.

Being open, or transparent, means giving clear as well as honest details about what a product is made of and how it is produced. This assists customers trust the brand, because they know the key information is true and can be checked. When a company is honest about how it works, people are more likely to believe in it. Using eco-labels adds even more trust, as these labels show that a product meets certain environmental rules. Eco labels are a trusted sign that products are made in a way that is better for the environment, and they assist customers tell the difference between organic products and regular ones.

Most of the people think organic products are more healthier because they do not have as many chemicals from pesticides as well as fertilizers. When businesses highlight these health benefits in their marketing, they can attract people who look after about their health and make their products look more appealing. Talking about these health advantages can coordinate change the way customers think, especially as most people want products that are better for their well-being.

Many case studies show that marketing campaigns that last longer as well as have more money to spend usually do better. Longer campaigns give a brand more time to share its message as well as remind people about the product, which assists customers remember it. Companies with a larger budget can invest in better ads, reach more people, and create larger promotions. An effective marketing spend usually results in a product being seen by hundreds of people, as well as usually increased sales.

Sustainable marketing is also more important than ever before as more customers are interested in organic. Marketers also owe their consumers honest and right claims, if claims don't have factual backup the brand will lose valuable consumer trust. Eco-labels also can help establish trust as well as indicate that the product was actually produced in a sustainable manner. Educating consumers on the benefits of organic

products can also assist the products gain popularity. Well explained education demonstrates clear as well as concise benefits about the health and environmental benefits of organic products.

When a brand employs some of these sustainable marketing tactics they can increase sales while also contributing to making the world a better place. Being open, using eco labels, and teaching customers can coordinate companies stand out, build stronger relationships with buyers, and support the growth of organic farming. These actions assist create a greener market that is good for both businesses as well as the planet.

## **8. Managerial Implications**

This study gives helpful advice for brand managers, shop owners, and government leaders who want to get involved in selling organic products. One main idea is that showing eco-friendly messages in ads can make more people interested in buying and encourage them to buy organic products more often. Current study provides much helpful advice for brand managers, shop owner as well as government leaders those who want to get involved in selling many organic products. One of the main ideas is that showing eco friendly messages in ads may make more people interested in purchasing and push them to purchase organic products many time.

Additionally, ads should emphasise the product's quality, safety features, and health benefits because these factors have been demonstrated to affect consumer behaviour. Additionally, the information supports the introduction of focused strategies such as leveraging digital channels to identify urban eco conscious audiences. Overall, utilizing visual imagery such as eco labeling and working with credible influencers can foster credibility as well as bolster brand loyalty.

## **9. Limitations and Future Research Directions**

The chapter identified several limitations of this study. First, the sample size was limited to a small number of regions that limit the external validity of the results, though this could also be owing to cost or time restrictions tied to area. Second, while the study focused on consumer behavior in purchasing organic fruits and vegetables, it did not take into consideration supply chain or pricing issues. Third, the use of self-reported data could lead to response bias. Future research could consider analyzing the effects of policies as well as digital marketing on sustainable consumption; comparing different states or countries; and using longitudinal data to produce changes in behavior over time. Sustainable marketing strategies are necessary to promote organic agricultural products in a market that is growing more environmentally conscious. The primary objective of this is to identify and evaluate effective marketing strategies for sustainable and organic agricultural products. Current chapter involves a mixed method approaches, including some reviews of literatures, survey of consumers for data collections and some case studies of successful organic product campaigns. After using some statistical tools like regression analysis and exploratory factor analysis, the chapter finds the impact of consumer behaviour and the effectiveness of various marketing strategies. Moreover, the chapter conclude with the finding of transparency

of eco-labelling and consumer education To gain more depth of analysis, researchers could use real-time purchase data along with/or AI-based tools.

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