



EMPOWERING BUSINESS SUSTAINABILITY: CREATIVE APPROACHES IN ADVANCING ORGANIC PRODUCTS PROMOTION

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1. Introduction

With an increased awareness of the environment and a growing emphasis on responsible consumption, businesses around the world are challenged to adapt and innovate to promote sustainability. Organic products are leading this movement, as consumers seek products that align with their values of health, environmental stewardship, and ethical production practices. As consumer preferences evolve, businesses are compelled to explore creative and effective ways to promote organic products.

There is a growing number of companies committing to organic certification and promoting organic products. Organic farming has also contributed to a positive change in the environment, since it reduces soil erosion, conserves water, and uses fewer pesticides and synthetic fertilizers. This research paper delves into the realm of business sustainability and explores the diverse approaches employed by organizations to enhance the visibility, desirability, and accessibility of organic products. The study focuses on creativity as the driving force behind marketing, communication, and consumer engagement strategies that empower businesses to advance sustainability while fostering growth and profitability. This paper investigates innovative practices and campaigns that have effectively used sustainability to promote organic products. It offers valuable insights to both academics and practitioners. It becomes increasingly important to understand the intersection of creative marketing approaches and sustainable business practices as the global marketplace continues to evolve in order to gain competitive advantage, satisfy consumer demands, and contribute to a more environmentally conscious and socially responsible world.

The purpose of this paper is to shed light on the multiple strategies that enable businesses to navigate the complexities of organic product promotion within the context of contemporary sustainability challenges by examining real-world case studies, theoretical frameworks, and empirical research. So, this paper will explore the conceptual foundations, methodological approaches, findings, and implications of the results, which, together, constitute a comprehensive study of how to empower business sustainability through creative approaches to organic marketing.

2. Review of Literature

As (Bansal, Pratima, and Mark, 2014) point out, sustainability is fast becoming fashionable in strategic management, but its meaning is sometimes unclear. In some cases, sustainability refers to environmental issues, while in others it refers to corporate social responsibility. (Moohan,

James, and Helen, 2014) concluded conventional farming is having adverse effects on the environment, and organic farming is gaining strength in India. Organic produce became more popular among the general public. Conventional farmers are aiming for higher productivity and profitability. In terms of organic produce, there is a large gap between demand and production. (Pivato, Misani, Tencati, 2007) studies on organic products are among the fastest-growing research areas in ethical shopping. (Commission of the European Communities 2004: 3) Biodiversity, biological cycles, and soil biology are all promoted and enhanced by organic farming. Management practices are emphasized rather than off-farm inputs, taking regional conditions into account for local system adaptation. By utilizing agronomic, biological, and mechanical methods instead of synthetic materials, this can be achieved. It is important to emphasize that organic products are not only health and safety considerations, but also consumers' environmental conscience, according to Pivato, Misani, and Tencati, 2007. Products like these are usually more expensive than non-organic alternatives. The more expensive production methods used in organic farming effectively charge a premium price to clients. As a trade-off, organic producers are committed to delivering health-promoting products as well as protecting the environment.

3. Objectives of the Study

- To understand the views towards organic vegetable cultivation
- To explore the opinion about the initiative and difficulties in cultivating and promoting organic products
- To suggest organic products promotion and cultivation as innovative business

4. Research Methodology

The present study is exploratory as well as descriptive in nature with a study population covering consumers in Tamilnadu categorized into employed and unemployed categories. The convenience sampling method was chosen for a 230-sample size. Primary and secondary data were collected through semi-structured questionnaires with open-ended, closed-ended, itemized, and Likert scales. The questionnaire was pre-tested for validity and reliability among the selected respondents. Testing of reliability Cronbach alpha value is 0.8923 or 89%). Tools used descriptive statistics and inferential statistical tools were applied.

5. Results and Discussions

Table 5.1
Personal background

Sl. No.	Attributes		Number of Respondents	Percentage to Total
1	Age (in years)	Less Than 25	32	13.9
		26-30	29	12.6
		31-35	78	33.9
		36-40	37	16.1

		41-45	28	12.2
		Above 45	26	11.3
2	Educational Background	UG	42	18.3
		PG	20	8.7
		Professional	76	33.0
		Others	92	40.0
4	House Type	Own	90	39.1
		Rental	140	60.9
5	Status of consumer	Employed	108.5	47.2
		Unemployed	121	52.8

Source: Computed primary data

Table 5.1 highlights the personal background of respondents who involve in the process of cultivation and promotion of organic products in selected study locations. Regarding the age wise distribution of respondents who involve in cultivation and promotion of organic products, 33.9 percent are in the age group of 31 to 35, 16.1 percent in the age group of 36 to 40, 13.9 percent are less than 25 age group. It also reveals that all age groups prefer to involve in the cultivation and promotion of organic products and it is higher among the middle age group between 30 to 40. It is also learnt from the table about the educational background, 33 percent of professional background respondents involve in the cultivation and promotion of organic products (33 percent) next to them 40 percent of other educational background respondents like diploma holders, agricultural study related also involve and 18.3 percent of them are graduates. It is understood about the type of houses in which organic vegetable cultivation takes place 60.9 percent are rental houses and 39.1 percent are own houses. Regarding the status background of respondents, 52.8 percent of housewives involve in organic farming of vegetables and 47.2 percent are employed.

Respondents' opinion about the initiative and difficulties in cultivating and promoting organic products

Table 5.2(i)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	2085.441
	df	465
	Sig.	.000

Source: Computed Primary Data

It is learnt that the value of KMO statistics is greater than 0.5, indicating that factor analysis could be used for the given set of data. Further, Bartlett's Test of sphericity testing for the significance of the correlation matrix of the values indicates that the correlation coefficient

matrix is significant as indicated by the p value corresponding to the chi-square statistics. The p value is 0.000 which is less than 0.05, the assumed level of significance, indicating the rejection of the hypothesis that the correlation matrix of the variation is insignificant. It is noted that the sample size of 230 is more than 59 times the number of variables. All these justify the use of factor analysis for the following data reduction and identification of important factors.

Table 5.2(ii)
Communalities

Sl.No.	Attributes	Initial	Extraction
1.	Feeling proud to the self producer	1.000	.643
2.	It gives me self satisfaction	1.000	.680
3.	The cost of production and preservation is optimum	1.000	.544
4.	Effective usage of available time	1.000	.552
5.	Gives self confidence and self satisfaction	1.000	.535
6.	Able to gain financial empowerment	1.000	.641
7.	Useful for family expenditure	1.000	.743
8.	Feeling of using the space availability effectively	1.000	.681
9.	The attitude of society and family has been changed towards me	1.000	.606
10.	Able to cultivate the required vegetables	1.000	.748
11.	Feeling the status of achievement	1.000	.638
12.	Perceiving the scope for future expansion for business	1.000	.691
13.	The user acceptance is very high for organic products	1.000	.627
14.	The attitude of family members on me has been changed	1.000	.714
15.	Able to get family support	1.000	.817
16.	A king of health management can be obtained	1.000	.737
17.	Feeling as a part of exercise and using of valuable time	1.000	.745
18.	The environmental cleanness is able to be found	1.000	.641
19.	The psychological changes are realized by me	1.000	.723
20.	Feeling the career and personal growth	1.000	.691
21.	Able to influence other consumer through this business	1.000	.612

22.	A business with optimum investment and reasonable return	1.000	.617
23.	The cost of operation of business is manageable	1.000	.758
24.	Need less storage and logistics expenses	1.000	.844
25.	The acceptance and purchase volume of customers are good for organic products	1.000	.819
26.	Able to generate customers effectively and easily	1.000	.633
27.	Sense of feeling on providing employment to others	1.000	.767
28.	Group farming is effective rather than individual business	1.000	.820
29.	Obtaining loan is feasible for this present business	1.000	.753
30.	Able to cultivate new form of hybrid seeds	1.000	.686
31.	The yield ratio is effective for organic farming	1.000	.782

Source: Computed Primary Data

Table 5.2(ii) shows the initial solution obtained for the factors related to initiative and difficulties in cultivating and promoting organic products. The factors are extracted by keeping the Eigen values 1, the factors which are extracted based on the obtained KMO values, so that the factors.

Table 5.2(iii)
Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.942	15.943	15.943	4.942	15.943	15.943	2.235	7.210	7.210
2	2.250	7.257	23.200	2.250	7.257	23.200	2.222	7.167	14.378
3	1.923	6.204	29.405	1.923	6.204	29.405	2.218	7.156	21.534
4	1.805	5.824	35.229	1.805	5.824	35.229	2.020	6.515	28.049
5	1.733	5.590	40.819	1.733	5.590	40.819	1.750	5.646	33.695
6	1.454	4.690	45.510	1.454	4.690	45.510	1.720	5.549	39.244
7	1.428	4.608	50.118	1.428	4.608	50.118	1.705	5.499	44.744
8	1.374	4.432	54.550	1.374	4.432	54.550	1.655	5.338	50.081
9	1.286	4.148	58.697	1.286	4.148	58.697	1.545	4.982	55.064
10	1.157	3.731	62.428	1.157	3.731	62.428	1.535	4.953	60.017

11	1.128	3.640	66.068	1.128	3.640	66.068	1.446	4.664	64.680
12	1.007	3.249	69.317	1.007	3.249	69.317	1.438	4.637	69.317
13	.947	3.055	72.372						
14	.862	2.779	75.151						
15	.796	2.569	77.720						
16	.751	2.423	80.143						
17	.715	2.306	82.449						
18	.669	2.157	84.606						
19	.546	1.760	86.366						
20	.538	1.737	88.103						
21	.499	1.610	89.713						
22	.449	1.448	91.161						
23	.424	1.368	92.529						
24	.406	1.310	93.839						
25	.382	1.233	95.072						
26	.346	1.115	96.187						
27	.328	1.057	97.244						
28	.270	.870	98.114						
29	.226	.729	98.843						
30	.215	.694	99.537						
31	.144	.463	100.000						

Source: Computed Primary Data

Table 5.2(iii) identifies the extracted factors from the analysis along with their eigen values, the percent of variance attributable to each factor, and the cumulative variance of the factor and the previous factors.

Table 5.2(iv)
Rotated Component Matrix^a

Statements	Component									
	1	2	3	4	5	6	7	8	9	10
pp1	.009	-.046	.043	.183	.541	-.128	.239	.257	-.050	.385
pp2	.063	.156	.022	.009	-.064	-.101	.712	-.066	-.065	.309
pp3	-.084	.373	-.137	.120	.002	.105	.468	.122	.021	-.101
pp4	.356	.250	-.138	.049	.236	.210	.019	.215	-.155	.279
pp5	-.003	.133	-.081	-.060	.696	.069	.029	.070	.068	.078
pp6	.117	.084	.043	.124	.030	.006	.247	-.004	.035	.732
pp7	.077	.102	.066	.052	.214	.783	.156	-.019	-.137	-.099
pp8	-.117	.659	.234	.034	.012	.063	.006	-.074	-.155	.021

pp9	.142	.073	.425	-.003	.339	-.060	.071	.196	-.126	-.102
pp10	-.149	-.101	.480	.111	.037	.313	.005	.254	-.014	.172
pp11	.558	.408	.165	.061	.153	.086	.149	.140	.130	.007
pp12	.122	.090	.092	.031	-.099	-.072	.731	.014	.109	.256
pp13	.212	.268	.652	.056	.169	-.050	-.032	-.118	.133	-.052
pp14	.169	.051	.702	.286	.124	.233	-.127	.130	.062	-.020
pp15	.053	-.066	.824	.043	-.268	.131	.032	.012	.064	.181
pp16	-.084	.036	.224	.018	.617	.094	.097	-.066	.036	-.075
pp17	.814	.159	.046	-.009	.063	-.061	.048	-.036	.016	.055
pp18	.470	-.152	-.061	.075	-.394	.359	.250	.047	-.019	-.027
pp19	.195	.100	-.100	.123	.735	.196	-.010	.057	.097	.092
pp20	.050	.017	.049	-.099	.164	.176	.108	.018	.116	.767
pp21	-.073	.065	.080	.204	.173	.029	-.015	.610	.239	.036
pp22	-.024	.071	.113	-.073	.147	.165	.689	.223	.086	-.054
pp23	.192	.173	-.095	.043	.023	.028	.778	.042	.132	.000
pp24	.097	.876	.057	-.016	.095	.057	.114	.078	-.023	.063
pp25	.065	.085	.036	.875	.073	.067	.000	.124	-.087	-.001
pp26	.132	.129	.232	.425	.082	.053	.292	-.469	.068	.015
pp27	-.022	.107	.211	.258	-.128	-.150	-.038	.574	-.118	-.093
pp28	.867	-.009	.159	.137	-.012	.069	.110	-.018	-.014	.022
pp29	.098	.028	.032	.853	.055	.010	-.027	.083	.008	.002
pp30	.002	.095	.145	-.065	.026	.084	-.196	.144	.755	.104
pp31	-.051	-.113	.026	-.007	.022	-.117	.236	.004	.826	-.042

Source: Computed Primary Data,

Table 5.2(iv) describes the relative strength of reduced factor matrix for the factors of opinion about the initiative and difficulties in cultivating and promoting organic products of the respondents. The obtained reduced factors have further taken for rotated component matrix verification and which is exhibited in the above table. The obtained factors after rotation, factor 1 comprises of X(feeling the status of achievement, feeling as a part of exercise and using of valuable time, group farming is effective rather than individual business), factor 2 comprises of X(feeling of using the space availability effectively and need less storage and logistics expenses), factor 3 comprises of X(the attitude of family members on me has been changed and Able to get family support), factor 4 comprises of X(the acceptance and purchase volume of customers are good for organic products and Obtaining loan is feasible for this present business), factor 5 comprises of X(gives self confidence and self satisfaction, a kind of health management can be obtained and the psychological changes are

realized by me),factor 6 comprises of X(useful for family expenditure),factor 7 comprises of X(perceiving the scope for future expansion for business, a business with optimum investment and reasonable return and the cost of operation of business is manageable),factor 8 comprises of X(able to influence other consumer through this business and sense of feeling on providing employment to others),factor9 comprises of X(able to cultivate new form of hybrid seeds and the yield ratio is effective for organic farming),factor 10 comprises of X(able to gain financial empowerment and feeling the career and personal growth). The obtained ten reduced factors have been labeled as resource related factor, space related factor, family support factor, business feasibility factor, psychological factor, resource provision factor, business scope factor, social responsibility factor, farming factor and empowerment factor which are found to be important elements providing the initiative and difficulties in cultivating and promoting organic products.

Conclusion

The study in Promotion of Organic products- A source of business sustainability” helped to understand the preference in organic farming and promotion of organic products. It is indeed, a kind of business sustainability and innovation can be brought by the way of involving in this activity. The participation of consumers in cultivation and promotion of organic products help them to establish a kind of self satisfaction, factor of health consciousness, family and social responsibility. In addition to that, the attitude on self made production also envisage a source of economic empowerment for their status and life. From the present study it is understood from their personal background that the preference of consumers from different age, education, status and family background is reasonably good towards the cultivation and promotion of organic products. In addition to that, from the outcome of data reduction analysis also reveals that the aspects like economic, social status, relationship management, commercial dosage are also realized while they get involve in the cultivation and promotion of organic products. The outcome of entire study highlights that the attitude and promptitude towards cultivation and promotion of organic products gives an opportunity for innovative business with self sustainability and ability to grow with society.

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