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## **Global sustainable organic product movement: embracing production and consumption shifts**

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**Abstract:** This study delves into the incorporation of United Nations' Sustainable Development Goals (SDGs) by India, examining how the nation has become a pioneer in aligning its market and corporate sectors with this framework. The research focuses on the market strategies employed by companies in India, shedding light on the supportive economic conditions fostered by the government. The primary objective is to identify government support mechanisms for companies prioritising customer and environmental concerns through sustainable practices. Emphasising the often-overlooked value-added services, the paper suggests ways these businesses can attract customers towards organic products. The systematic literature review techniques findings offer insights into sustainable global business expansion, highlighting the interplay between health considerations, ethical values, and economic trends. The study also explores the connection between customer health concerns, environmental ethics, and prevailing economic patterns, aiming to guide businesses in capturing and expanding their global footprint in a sustainable manner.

**Keywords:** Sustainable Development Goals; SDGs; Indian market strategies; government support mechanisms; sustainable business expansion; customer health concerns.

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## 1 Introduction

### 1.1 Sustainable Development Goals

Health is a multi-dimensional construct that encompasses physical, mental, and social well-being. It is commonly referred to as Eudaimonia, which involves living a fulfilling and meaningful life. Achieving a healthy life cycle requires individuals to maintain a balanced diet, engage in regular physical activity, live in a clean environment, get enough

sleep, and practice good hygiene habits. A lot of different types of businesses were worried about the COVID-19 outbreak, but the food and beverage sector – which includes both offline and online meal chains – has been particularly hard hit (Jain et al., 2022).

India is quickly becoming the most popular place to invest thanks to its high savings and investment rate when compared to other Asian economies (Raj et al., 2018a). The health of living things is significantly influenced by their environment. An individual's general health and well-being can be strongly impacted by communal determinants of well-being such socioeconomic status, education level, and access to healthcare resources. For instance, individuals from low-income backgrounds or with limited access to healthcare resources are at a higher risk of developing health problems and experiencing poor health outcomes compared to their counterparts. The human body requires an adequate intake of essential nutrients to function efficiently, strengthen the immune system, and reduce the need for medication. However, a lack of access to healthy sustenance is a significant global issue that has led to under nutrition and related health problems, especially in developing countries (Rock et al., 2017). The use of chemical substances in conventional agriculture has also been linked to a rise in health problems such as Leukemia, Non-Hodgkin's Lymphoma, and other neurodegenerative disorders.

An expanding flow of savings to commercial firms is necessary for a developing economy like India's (Agarwal et al., 2021). Organic farming practices have emerged as a explanation to the glitches associated with the use of harmful chemicals that affect people's health. The use of natural fertilisers and pest control methods in organic farming has been shown to promote soil health, reduce pollution, and safeguard the health of consumers. Consumer and public institutions' growing concentration in organic food due to alarms about food safety, human health, and the environment has led to a promising market for organic food, with some countries expected to experience significant growth in the coming years.

Understanding the drivers of consumer behaviour toward organic food has become a significant research issue (Pretty and Hine, 2001; Willer and Lernoud, 2017). The results of such studies provide insights that can inform marketing strategies and policy decisions aimed at promoting the consumption of organic food. For instance, marketing campaigns highlighting the health benefits of organic food and educating consumers on the importance of organic farming practices can help to increase demand for organic food and promote sustainable agricultural practices. Numerous websites and internet-based programmes enable users to instantaneously and in real-time exchange content (texts, photographs, videos, tales, chats, and other social and community inputs) with everyone (Pant et al., 2023).

With detailed targets and indicators to track progress towards these goals, the Sustainable Development Goals (SDGs) offer a thorough framework for sustainable development. The SDGs seek to address issues including poverty, hunger, inequality, and climate change on a global scale (United Nations, 2015). Sustainable agriculture, which includes organic farming practices, is a critical component of achieving several of the SDGs, such as zero hunger, good health and well-being, and climate action. However, achieving the SDGs is not without challenges. The lack of political will, limited financial resources, and the absence of supportive policies and institutions can hinder progress toward achieving the SDGs (Le Blanc, 2015; Sachs, 2012; United Nations Department of Economic and Social Affairs, 2017). In addition, achieving the SDGs requires the

collaboration and engagement of various stakeholders, including governments, civil society, the private sector, and international organisations (United Nations Development Programme, 2018; Gupta and Shukla, 2019). After the Russian aggression on Ukraine, Africa's food and energy security face challenges, making it an indirect victim of global events. Rising energy prices worsen dependency on costly imports, deepening poverty and inequality. To counter this, African leaders must reconsider policies and diversify income sources for resilience (Ali and Adj, 2023).

As a result, health is a multifaceted concept that includes one's physical, psychological, and social well-being. A balanced diet, frequent exercise, and living in a clean environment are all necessary for achieving a healthy life cycle. An individual's general health and well-being are greatly impacted by communal causes of health such socioeconomic status, education level, and access to healthcare resources. As a response to the issues raised by the use of dangerous chemicals in traditional agriculture, organic farming methods have evolved. Understanding the drivers of consumer behaviour towards organic food is essential in promoting sustainable agricultural practices. In order to achieve the SDGs, which offer a thorough framework for sustainable development, various stakeholders must work together and be actively involved. During a downturn in the economy, emphasising rewards over recognition may be more effective at boosting employee performance (Chan and Hooi, 2023).

## **2 Impact of IT on the global economy's organic food production and consumption**

Organic food is grown up deprived of the use of hazardous chemical pesticides and instead makes use of natural resources like vermicompost. These products can be recycled and do not harm the environment as well as human health (Kurubas et al., 2019). That's why most people want to buy organic products because these products are safe for their health and the environment too.

It is surveyed that the organic food market is going to reach its boom, especially after the impact of the Corona pandemic because people are now more concerned about their health. This organic food market has expanded from \$201.77 billion in 2020 to \$221.37 billion of 9.7% CAGR in 2021. This growth boom is due to the reason that the companies previously followed all the Corona essential measures but now conditions are getting normal and companies have to follow some general preventative corona measures which ultimately reduce their cost and expenses. This survey also predicted that this market can reach \$380.84 billion, i.e., 14.5% growth by 2025. In India over the past ten years, the idea of corporate social responsibility has generated a lot of anxiety (Raj et al., 2018). A study stated that the organic product market has increased almost five times in the last 20 years (i.e., \$89.7 million to 57.8 billion hectares. Argentina, China, and Australia are top in this market in terms of production, and the USA, Germany and France are the leaders in terms of market volume. This study also identified that 90% of organic food and beverages are consumed in North America and Europe (Kyrylov and Thompson, 2018b).

Industrial development has now largely become a part of daily life (Bhardwaj and Jain, 2019). A market research survey stated that after the corona pandemic, the demand for organic products has increased very fast in India also, and expected that the CAGR of the Indian market dealing in organic food will rise 20.5% from 2021 to 2026, i.e., \$2601

million (Research, 2022). In fact, all over the world, the demand for organic food products has increased after corona, especially for fruits and vegetables. India is among the top leaders in exporting some organic food products such as organic tea, cotton, basmati rice, and organically grown vegetables

This boom in the market is due to customers' and marketers' health and environmental concerns. So, the consumer shifted their taste and preference toward buying organic and natural extract products from conventionally grown ones.

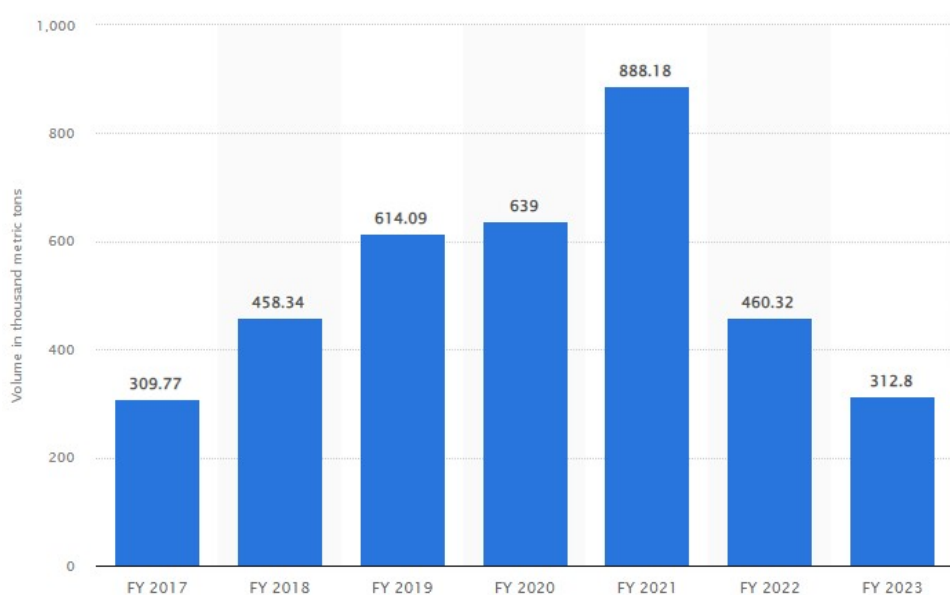
## *2.1 Europe's organic market post-IT integration*

The organic food market in the EU is extremely dynamic, with growth rates varied by nation. Its ongoing beneficial development is the result of several causes. The COVID-19 pandemic also had a significant part in 2020 and 2021, in addition to the creative nature of organic food and farming, increased regulatory backing, and increasing demand for high-quality, sustainable food production among European residents. The rising per capita consumption of organic goods, which has increased to an average of 102 EUR, serves as evidence of this (IFOAM Organics Europe, 2022).

Only after Oceania, Europe has the second-highest proportion of organic farming land worldwide. Even while sales are rising, organic production is still lagging since in the majority of European nations, organic agriculture rarely exceeds 15% of all farmed areas. In Europe, Liechtenstein has the most land that may be used for organic farming (almost 40%). By 2021, there will be 17.8 million hectares of land that can be used for organic farming (Statista, 2023a).

India has enormous potential for manufacturing a extensive range of organic goods because of its expanded agro-climatic conditions. The next greatest producers of organic food worldwide are Tanzania and Ethiopia, followed by India. As a result, it was predicted that in 2025, the market for organic food would be worth 64 billion Indian rupees. India is unique among the 187 countries that engage in organic agriculture. India is home to 30% of the world's organic producers, with 9.12 million acres. Similarly to this, Chhattisgarh, Madhya Pradesh, and Maharashtra are the principal Indian states having significant regions under organic cultivation. Foods grown organically are free of hazardous chemicals, fertilisers, and pesticides and are high in antioxidant levels and minerals. In addition to tasting better, organic food also contributes to a healthy environment and is ecologically balanced. India's most widely produced organic food items are oil seeds and fibre (Statista, 2023b).

After the fiscal year 2022, India exported more than 460 thousand metric tonnes of organic products. The task of encouraging the export of organic products by working with the stakeholders was given to the agricultural and processed food products export development authority (Statista, 2022).

**Figure 1** India's exports of organic goods will increase between 2017 and 2022 (see online version for colours)

### 3 India @75 (Theme)

A new India is to be achieved by the year 2025, according to the government's 2022 India@75 agenda. The five pillars of economy, government, social inclusion, culture, and environment serve as its foundation. To encourage entrepreneurship, innovation, and skill development, the government has developed a number of programmes under the economic pillar, including Make in India, Digital India, Startup India, and Skill India. The governance pillar is concerned with creating an effective, transparent, and accountable government. The social inclusion pillar aims to promote inclusivity and diversity in the society. The culture pillar aims to promote and preserve India's rich cultural heritage. Lastly, the environment pillar aims to preserve the environment and promote sustainable development.

The SDGs of the United Nations encompass various areas such as social, economic, and environmental development, and the SDG India Index published by NITI Aayog evaluates India's progress towards achieving these goals. India has been able to achieve steady progress in areas such as infrastructure, energy, and health, as per the 2021 report. The total score of India across SDGs increased from 60 in 2019 to 66 in 2021 due to the country's progress in the 'clean water and sanitation' and 'affordable and clean energy' sectors. The Indian government's focused efforts towards promoting organic farming have yielded significant results in recent years, leading to an increase in cultivable land suitable for organic farming. The government has launched various schemes under the India@75 mission to achieve its vision of a developed, inclusive, and sustainable country.

The government has launched two important programmes to support organic farming: the Paramparagat Krishi Vikas Yojana (PKVY) and the Mission Organic Value Chain Development for North Eastern Region (MOVCDNER). With financial assistance of INR

50,000 per hectare for three years, of which INR 31,000 is offered as an incentive for utilising organic inputs, the PKVY programme promotes organic farming in clusters with PGS certification. The MOVCDNER programme intends to promote specialty crop cultivation of organic crops in the north eastern region, with a focus on exports. For three years, it offers financial support of INR 25,000 per hectare for organic inputs including bio-fertilisers and organic manure. It also offers up to INR 2 Crore in funding support for the construction of FPOs, capacity training, and post-harvest infrastructure.

## **4 Review of literature**

As society's concern for healthy and sustainable living increases, so does the demand for organic food products. However, barriers exist that prevent individuals from purchasing organic foods. Cost is one of the main perceived barriers, as it is a significant factor in consumer decision-making influenced by psychographic variables such as values and beliefs, in addition to income (Jessica and Stephan, 2017). Despite claims of benefits like improved health and sustainable production (Neha, 2017), the market call for organic products is lower because of a lack of information and trust. This lack of data and information also leads to imprecise cost information, exacerbating the perceived barrier of cost (Jessica and Stephan, 2017). Furthermore, studies have not provided compelling evidence for the benefits of organic food consumption, and the impact on well-being remains vague and inconclusive (Rock et al., 2017). Therefore, improving understanding and consciousness of organic guarantee systems, including standards, marks, verification, and control, is crucial for customers to make informed decisions (Khushboo, 2017).

This categorisation provides useful insights into consumer behaviour and can help inform marketing strategies aimed at promoting the consumption of organic food products. Ultimately, stakeholders can develop effective strategies by understanding the most important product attributes and consumer groups, and the study by Hans et al. (2017) provides valuable insights into the dynamic and constantly changing purchasing behaviour of high-quality organic food consumers.

In order to uncover patterns and dynamics in consumer behaviour, they used a hidden Markov model to capture this complexity. In the North-West Development Region of Romania, Oroian et al. (2017) investigated the views and attitudes of consumers of organic food. They identified four main determinants of organic food consumption: weight-related issues, sensory appeal, sustainable consumption, and health-related issues. They were able to identify various customer groups with various attitudes towards and preferences for organic food by using a factor-cluster technique. In recent years, there has been significant attention paid to the study of consumer behaviour about organic food consumption. Several lessons have investigated the factors that influence consumer decision-making when it comes to purchasing organic food products. However, there is still a need for further research to understand the role of consumer character in this process. For instance, Pearson et al. (2013) conducted a study that delved deeper into the part of consumer character in organic food consumption by analysing the buying behaviour of homogenous organic consumers. Their study provided insights into the factors that influence their purchasing decisions. Similarly, Tison and Tison (2012) found that consumers often purchase organic products to express their support for environmentally-friendly agricultural practices. In contrast, Jalpa and Maneesha's (2012) study examined the awareness of women regarding organic food preferences and found



that although most women had good knowledge of organic food, they were hesitant to purchase it due to its limited availability and lack of standardisation and certification processes.

Zakowska-Biemans (2011) looked at why people choose certain foods, she discovered that sensory considerations came first, then price and safety. Customers were less inclined to buy organic food when convenience and price were their top considerations. Consumers who were open to novelty and eager to try new foods, however, were more inclined to purchase organic food items. Furthermore, Huber et al. (2011) investigated the health advantages of organic foods and provided a methodology for assessing the significance of scientific studies in this area.

The theory of planned behaviour (TPB) and Schwartz's values theory were utilised in a study by Joris et al. (2009) to provide an overview of the variables influencing the consumption of organic foods. They discovered that the primary factors influencing the intake of organic foods are values, attitudes, and perceived behavioural control. According to MeiFang (2009), encouraging a healthy lifestyle may have a favourable effect on consumers' perceptions of organic food. In a thorough study of the nutritional value of foods cultivated organically and conventionally, Alan et al. (2009) found no appreciable variations in the nutrient quality between the two. To predict objectives for purchasing organic food, Arvola et al. (2008) investigated the usefulness of integrating proportions of fullness and moral frames of mind into the TPB.

The operationalisation of the moral frame of mind was positive self-rewarding feelings of doing the right thing. The study discovered that a significant factor affecting consumers' consumption of organic foods is their moral outlook. Idda et al. (2008) conducted a study in certain Sardinian natural specialty stores to determine the factors that influenced customers to buy organic products in Italy. The study used a Multiple Correspondence Analysis to look into how organic shoppers behaved with a focus on understanding why consumers need to buy natural products

#### *4.1 Objectives of the study*

- 1 The study aims to investigate the attitudes and behaviours of customers toward buying organic food products.
- 2 The study seeks to explore the relationship between customer demographic profiles and their purchase behaviour of organic food.
- 3 The study aims to evaluate the strength of the association between customer buying factors and their purchase behaviour towards organic food.

## **5 Research methodology**

### *5.1 Search strategy*

- Development of search terms using keywords: (India OR Indian) AND (sustainable OR sustainability) AND (organic OR organics) AND (product movement OR product market) AND (production OR manufacturing) AND (consumption OR consumer behaviour) AND (shifts OR changes).

Use of Boolean combination such as:

- 'India' 'organic products' 'sustainable products' 'production' AND 'consumption' 'shift' AND 'movement' AND 'motivations'
- 'India' AND 'organic products' 'sustainable products' 'consumer behaviour' AND 'producer behaviour' AND 'attitudes' AND 'beliefs' AND 'perceptions'
- 'India' AND 'sustainable organic product movement' 'qualitative study' 'consumer' AND 'producer' AND 'perspectives'
- Add specific types of organic products, such as 'India organic fruits and vegetables' or 'India organic dairy'
- Use filters to limit results by date (1991 and 2017), language (English), or publication type (article, review)

Conducted a snowball search by reviewing the reference lists of relevant sources and identifying additional sources.

## 5.2 *Materials and methods*

The present study is a literature review-based investigation that aims to develop a conceptual framework for assessing customers' preferences when purchasing organic products. The study draws on a wide range of scholarly literature published between 1991 and 2017 and analyses the collected data to inform the development of the framework (Nithya and Kiruthika, 2018). Adopting a descriptive approach, the research explores the attitudes and behaviours of customers toward organic food products in the market, providing a comprehensive understanding of their preferences. The findings of this study can be of immense value to marketers in developing effective marketing strategies for organic food products, and the conceptual framework can serve as a valuable tool for future research in this field.

## 5.3 *Inclusion and exclusion criteria*

- Studies published in the English language
- Studies conducted in India
- Studies focusing on the sustainable organic product movement in India
- Studies conducted using qualitative research methods such as interviews, focus groups, or ethnographic observation
- Studies published between 1991 and 2017

# 6 **Key drivers influencing organic food purchases**

After conducting an extensive literature review, this qualitative study has identified three critical constructs to measure customers' buying behaviour of organic food products. These constructs are product quality, environmental concerns, and health consciousness.

These three factors are considered important in determining consumers' intentions to purchase organic food products. The study's pragmatic approach in presenting the findings is noteworthy, as it presents a precise understanding of the relationship between customer profile and buying behaviour. This approach allows for a more in-depth understanding of consumers' motivations for purchasing organic food products, which can help marketers develop more effective strategies to promote these products (Afsar et al., 2019; El Bilali, and Nawaz, 2020; Saleki et al., 2020). The results of this study shed important light on the variables influencing consumers' decisions to purchase organic food goods as well as the influence of customer profiles on this behaviour. The study offers a thorough knowledge of the complex link between consumers and organic food products by measuring the three essential components and using two sets of profiles.

## **7 Findings and discussion**

### *7.1 Going green: explored what people think and buy in the organic food world*

The study aimed to investigate the level of awareness and purchasing behaviour of customers toward organic food products. The findings revealed that there is a high level of awareness among customers regarding the benefits of organic food products. The participants reported that they were aware of the benefits of organic food products, indicating that organic food products are becoming more popular among consumers.

The most common reason for purchasing organic food products was the belief that they are healthier than conventional food products. This finding is consistent with the growing interest in healthy eating and the increasing concern about the use of synthetic chemicals in food production. Organic food products are produced without the use of synthetic chemicals, which may be beneficial for human health.

In conclusion, the study provides valuable insights into the level of awareness and purchasing behaviour of customers toward organic food products. The findings suggest that customers are aware of the benefits of organic food products and are willing to pay a premium price for them. Customers who are more health-conscious and value environmental sustainability are more likely to purchase organic food products, indicating that organic food products appeal to a particular segment of the market. This information can be used by marketers to develop effective marketing strategies to promote organic food products to customers who value health and environmental sustainability.

### *7.2 Organic food purchases: demographics and attitudes unveiled*

Demographic factors such as age, income, education, and occupation were found to be important predictors of organic food purchasing behaviour. Specifically, younger consumers were more likely to purchase organic food products compared to older consumers. This finding is consistent with previous studies that have found that younger consumers are more health-conscious and more concerned about the environmental impact of food production. Younger consumers are also more likely to be exposed to messages about the benefits of organic food products through social media and other digital marketing channels, which may explain why they are more likely to purchase organic food products.

The study also revealed that there is a strong association between customer attitudes toward organic food products and their purchase behaviour. Customers who had a positive attitude toward organic food products were more likely to purchase them compared to customers who had a negative attitude towards organic food products. This finding highlights the importance of attitude in shaping consumer behaviour towards organic food products.

Overall, the findings of the study suggest that demographic factors, attitudes, and beliefs are important predictors of customer purchasing behaviour toward organic food products. Marketers and retailers in the organic food industry can use this information to develop more effective marketing strategies and to better target their customers. By understanding the factors that influence customer behaviour towards organic food products, marketers and retailers can tailor their marketing messages and promotions to specific customer groups, and design product offerings that meet the needs and expectations of their customers.

### *7.3 Unravelling customer factors in tech-driven organic food purchases*

The study aimed to investigate the relationship between customer buying factors and their purchase behaviour toward organic food. The results of the study revealed that there is a strong association between customer buying factors and their purchase behaviour toward organic food. In particular, product quality was found to be the most important factor influencing customer behaviour toward organic food purchases.

This finding is not surprising since customers are willing to pay a premium price for organic food products if they believe that the products are of higher quality than conventional products. Organic farming practices involve the use of natural fertilisers and pest control methods, which may result in better-tasting produce and meat. Additionally, organic farming prohibits the use of synthetic chemicals, hormones, and antibiotics, which may lead to healthier and safer food products. Therefore, customers who prioritise product quality may be more likely to purchase organic food products.

Moreover, environmental sustainability was found to be an important factor for customers who are concerned about the impact of food production on the environment. Organic farming practices are known to reduce the use of synthetic fertilisers and pesticides, which may hurt soil quality and water sources. Organic farming practices also promote biodiversity and reduce greenhouse gas emissions, making it a more environmentally sustainable approach to food production.

Furthermore, the study found that customer demographics such as age, income, and education also influence their purchase behaviour toward organic food. Younger customers with higher incomes and education levels were found to be more likely to purchase organic food products than older customers with lower incomes and education levels. This suggests that organic food products are more likely to appeal to a particular segment of the market, which can help marketers tailor their marketing strategies to this group.

In conclusion, the study provides valuable insights into the factors that influence customer behaviour toward organic food purchases. The findings suggest that customers prioritise product quality, health benefits, and environmental sustainability when making purchasing decisions. Marketers can use this information to develop effective marketing strategies to promote organic food products to customers who value these factors.

Additionally, the study highlights the importance of understanding customer demographics to effectively target the right audience for organic food products.

These findings have important implications for marketers and retailers in the organic food industry, which can use this information to develop more effective marketing strategies and to better target their customers. Marketers and retailers can use these findings to tailor their marketing messages and promotions to specific demographic groups based on their attitudes and behaviours toward organic food products.

Similarly, marketers can target consumers with higher levels of education and income by highlighting the quality and taste of organic food products. These consumers are more likely to be interested in the taste and quality of the products they purchase, and marketers can use this to their advantage by emphasising the superior taste and quality of organic food products.

The findings of this study can also help marketers and retailers to better understand the reasons behind the positive attitudes towards organic food products. By understanding the underlying motivations of consumers, marketers, and retailers can design marketing strategies and product offerings that meet the needs and expectations of their customers.

In conclusion, the study provides important insights into the attitudes and behaviours of customers toward buying organic food products. The study highlights the importance of demographic factors in shaping consumer behaviour and provides valuable information for marketers and retailers in the organic food industry. By using this information to develop more effective marketing strategies and to better target their customers, marketers, and retailers can capitalise on the growing interest in organic food products and continue to drive growth in this sector.

## **8 Managerial implication**

The present study has significant implications for multiple stakeholders, including researchers, marketers, retailers, the government, and consumers of organic food products. The research highlights the need for further investigations to gain a better understanding of the complex factors that influence customer behaviour and attitudes towards organic food products, as well as the barriers to market expansion. Future studies should concentrate on identifying effective strategies to overcome these barriers and promote sustainable consumption practices.

For marketers and retailers, the study emphasises the importance of emphasising the safety and health benefits of organic food products. The study suggests investing in advertising and promotional techniques and making these products widely accessible to encourage more people to try organic foods and eventually become organic food consumers. The high quality and health benefits of organic food products should be highlighted in robust marketing strategies to positively affect consumers.

For the government, the findings of the study suggest that the domestic market in India offers enormous opportunities for those involved in the organic food industry. However, it is critical to comprehend the challenges that customers are facing, including their apprehension towards conventional food items. To increase organic food production, the government should expand organic food production to other Indian states and implement communication strategies that highlight the benefits of consuming organic foods. Certification and labelling may also be necessary to increase consumer trust and awareness.

## **9 Conclusions**

In conclusion, it is evident from the study that marketers play a crucial role in educating consumers about the benefits of green products and leveraging technology to meet their needs, thereby expanding the market. With the rise of green marketing, consumers are increasingly willing to invest in a cleaner, more sustainable environment. This mutual effort between consumers and marketers reflects a shared commitment to mitigate environmental impact.

Moreover, there is a growing awareness among the general population regarding organic food products, accompanied by a positive inclination towards purchasing them. Consumer behaviour, encompassing various psychological processes involved in identifying needs, seeking solutions, and making purchasing decisions, is pivotal in shaping societal impact on the environment. As awareness of environmental degradation grows, consumer behaviour is evolving towards embracing organic and eco-friendly alternatives.

In essence, the shift towards sustainable consumer behaviour signifies a collective effort to address environmental concerns and promote a healthier planet. Through informed choices and conscious consumption, individuals are contributing to a more environmentally responsible future.

## **10 Significance and future research directions**

In light of India's proactive embrace of the SDGs of the UN, this research article makes a significant contribution to the intersection of sustainable development and business strategy. Through an analysis of Indian enterprises' market tactics and the government-imposed favourable economic conditions, the study provides valuable insights into the real-world application of sustainable practices. Future research opportunities are presented by the paper's focus on value-added services and government support mechanisms for businesses that prioritise environmental and customer issues.

There could be a significant influence on how future research is conducted. Initially, scholars might investigate the applicability of India's model in other nations, broadening worldwide perspectives on sustainable economic expansion. Second, by addressing consumer behaviour and preferences in the context of sustainable choices, the study stimulates research into creative marketing techniques in line with sustainability aims. Finally, interdisciplinary study on the intricate connections between environmental sustainability and societal well-being is encouraged by the emphasis on the interaction of health issues, ethical issues, and economic trends. All things considered, this research lays the groundwork for subsequent investigations that seek to improve the real-world application of sustainable development objectives in various economic environments.

## **11 Limitations**

The generalisations drawn to represent the entirety of the Indian population necessitate further validation due to the inherent bias in respondent selection towards specific geographic regions. Additionally, while the study focused on the emotional dimensions of purchasing organic food products, it is imperative to explore other rational and logical

factors that may influence this decision. Consequently, further research is warranted to deepen our comprehension of this subject area.

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