

# Role of Organic Products for Achieving A Sustainable Green Economy

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**Abstract:** Sustainable green economy is the need of time, and organic products can play a decisive role in this goal. Growing demand for organic food is due to the increase in disposal income at urban along with the Government supports, innovative technologies & investments and these factors are the drivers for organic farming and its marketing. These drivers provide immense potential and scope for the Indian organic sector but there are many challenges faced at producers, processors and consumer level, low consumption of Organic products is a serious concern of researchers and policymakers. To address this issue, we have studied the phenomenon in rural areas and provided insights to researchers and policymakers about the factors that influence the consumers' behaviour in rural areas awareness among consumers, the high cost of organic food products, limited availability of organic food products, busy work schedule are Challenges faced by Consumer level We have designed an integrated model based on PCA to study the rural areas consumers' behavioural intentions towards Organic products. 300 useable sample is obtained to analyse by implying PCA- Model. Results revealed that environmental knowledge is a significant predictor and a moderator, but consumers are less educated about ecological issues in rural areas. Results also revealed that Organic products and non-organic products users or consumers' preferences are differently influenced by factors studied to measure adoption intentions of organic products. Sensitivity analysis results revealed that social influence followed by effort expectancy and perceived expectancy of organic products are more important for rural areas' customers. The study also provides empirical evidence of methodological advancement using PCA- Model, Multiple Regression Model and ANOVA and these studies involving human behaviour.

**Keywords:** Environmental Sustainability, Environmental Knowledge, Green Economy organic products, Health Awareness, consumers' Behavioural Intentions, Health Consciousness of Consumers

## I. INTRODUCTION

India, with its diverse agricultural landscape, is experiencing a shift towards sustainable and eco-friendly farming practices. Organic farming has emerged as a powerful solution to the environmental and health concerns associated with conventional agriculture. As more consumers become aware of the benefits of Organic produce, the Organic farming sector in India has grown significantly. This paper explores the factors influence the behavioural intentions of Rural consumers to use Organic products. and the most significant factors (importance-wise) for rural consumers' behavioural intentions to use Organic products. to evaluated the behavioral intentions of rural consumers towards Organic products. and to reveals the demand fluctuation between Organic products and non-Organic products. A resource-efficient, no chemical pesticides, and chemical free farming promote the green economy concepts. and socially inclusive economy are the defining characteristics of a green economy. In a green economy, employment and income growth are driven by private and public investment into infrastructure, economic activities, and assets that allow for reduced pollution, chemical pesticides, carbon emissions, resource efficiency and increased Organic products, and preventative measures of the loss of ecosystem services and biodiversity. These environmentally conscious investments need to be made possible and supported by means of policy reforms, directed public spending, and changes in taxes and regulations the primary objective of the global community has been to work toward the achievement of sustainable

development. Orogenic products farming and its use can significantly affect a sustainable green economy. and Orogenic products farming positively affected on human health. High CO<sub>2</sub> emissions and chemical pesticides inversely affected on human health as well as environment. unfriendly materials, have damage to the ecological system. consumers' behaviour toward the use of Orogenic products is a challenge. If people are successfully motivated to buy and use Orogenic products, the dream of a sustainable green economy can be achieved. research question that will help us understand the developing countries consumers behaviour towards Orogenic products and rank the factors according to their importance. Governments, using neoclassical economic theory, promoted industrial agriculture with the development of mega-farms in order to shift labour to non-agricultural sectors, while technological breakthroughs, as discussed above, led to lower agricultural prices. Moreover, once lowered the prices of agricultural products, neoclassical theory also encourages the use of resources in non-agricultural sectors, as earnings will be higher in these other sectors

### **Organic farming**

According to the definition by the United States Department of Agriculture (USDA), the term organic farming refers to a system which avoids and largely excludes the use of artificial inputs Organic farming depends upon crop rotations, crop residues, animal manures, off-farm organic waste, mineral-grade rock additives, and biological systems of nutrient mobilization, ensuring plant protection optimally Organic agriculture is a production system that sustains the health of soils, ecosystems, and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects.

## **II. REVIEWS OF LITERATURE**

Table 1.1: Literature reviews

Sl. No	Authors(S)	Title	Research Methods	Outcome/Findings
1	Christian Schader, et al	How the organic food system contributes to sustainability	Life Cycle Assessment (LCA)	organic food systems perform well with respect to the environmental performance, organic production impacts the entire food system and that organic agriculture can be part of efficiency, consistency and sufficiency strategies the sustainability performance of organic food systems needs to be analysed at different levels. Assessments at different levels deliver different information with partly contradicting information
2	John M. POLIMEN (2019)	ORGANIC FARMING, BRIDGE BETWEEN FOOD SECURITY AND FOOD SAFETY		Agri-food policies are aimed at ensuring food security and food safety, access to sufficient food to ensure the perpetuation and protection of public health. This paper details on solutions offered by the sustainable alternative to industrial agriculture, namely local organic or biodynamic farming that allows for a direct connection between food producers and for the influence of consumers over the choice of produce to be grown
3	Sylvia Lorek (2014)	Sustainable consumption within a sustainable economy	Brundtland sustainability criteria. A factor analysis	Sustainable development is characterized by both: living within the ecological limits and meeting the needs of everyone. The concepts of green growth and green economy claim to fulfil these two aspects sustainable organic farming and consumer behaviours

4	Víctor Falguera (2012)	An integrated approach to current trends in food consumption: Moving toward functional and organic products?		concerns about the impact of the food that people consume on their own health, as well as the social and environmental consequences that it entails, have led to major changes in all steps of the food chain including all the agents from the producer to the retailer the changes in consumers' demand and their consequences need to be considered from all these different points of view consequences of these changes in consumers' attitude toward foodstuff selection, dealing with different topics as regulation modifications or the impact on rural network
5	Ashoka Gamage, et al, (2023)	Role of organic farming for achieving sustainability in agriculture	Data of Bibliometric analysis by retrieved data from the Web of Science Core Collection (WoSCC) database.	The modern agricultural practices affect the environment namely nutrient cycle, soil erosion, carbon sequestration, and many other ecological patterns. Organic farming is influential practice to minimize the environmental and ecological impact of sustainable development. Usage of more organic matters in agricultural practices can reduce the adverse effects on the environment by keep saving its natural cycles on recovery process and organic farming may enhance the food quality too

Source: literature reviews

#### RESEARCH GAP:

- The past reviews focused on macro level studies and quantitative nature of organic product consumption and organic farming. A combination of organic farming and new technologies is of utmost importance to reduce the limitations and challenges of organic farming. The innovative and sustainable approach of organic farming enhances the agricultural productivity, and quality of life of many farmers in an environmentally friendly way. But has not described the solutions to the cost of organic farming will influence the consumers' behavioural intentions in rural areas.
- Some of the reviews are based on identification of the causes and scarcity of organic farming as well as eco-friendly products that effect environmental problems and has not described the solutions on social influence will influence the in rural areas consumers' behavioural intentions toward organic product consumption.
- Some of the studies are focused on promotion of agricultural productivity and technology benefits at large scale. But the above studies have not described the small scale or medium scale cost benefits and ecofriendly evaluation of organic farming. and Environmental knowledge positively influences in rural areas consumers' Behavioral intention toward the use of organic product
- Several studies have not considered the evaluation of organic product reduced the health issues on small Medium and large-scale organic farming units and systems. organic product contributions which are helpful to reduce the health problems as well as environmental conservation have not been studied.
- Several studies focused on International and national policies and ideology related to green product and have not evaluated the policy implementation strategies in micro level and they have no linkage between small scale organic product generation and environmental sustainability, and Performance expectancy and Facilitating conditions for eco-friendly products will influence in rural areas consumers' behavioural intentions toward using eco-friendly products

**OBJECTIVES:**

1. To assess the significance of organic products for achieving a sustainable green economy in rural area.
2. To study the usage of organic products influenced by consumers' behavioural intention to improve health conditions positively.
3. To analyse the health awareness, Environmental knowledge, facilitating conditions, value and Performance to adopt organic farming to improve the health status and sustainable green economy in the study area.

**HYPOTHESIS TESTING:**

1. **H<sub>0</sub>:** There is no relationship between the Usage of organic products and the affecting factors on the health and sustainable green economy.
2. **H<sub>1</sub>:** There is relationship between the Usage of organic products and the affecting factors on the health and sustainable green economy.

**III. RESEARCH METHODOLOGY**

Research methodology gives direction to process of investigation of particular solution to problems. Research methodology identifies the subject oriented research problems that explain the process of investigation of identifying the solution to the problems. This process uses the different analytical methods and statistical tools to find out the results. Research methodology after the literature survey finalized the research gaps, importance of study, justification of study and specification of objectives and hypothesis. Research topic on organic products for achieving a sustainable green economy in rural area. focused on organic products, sustainable green economy and health issues related research issues and problems in environmental sustainability of the Belthangady taluk in DK district of Karnataka state. Additionally, this study intends to assess different key factors such as awareness, organic farming, usage of organic products, health issues and health conscious of organic products user which are examined by means of empirical analysis the research objectives, quantitative research techniques based on Multiple Regression Model, ANOVA, KMO and Bartlett's Test and PCA Model

**IV. ANALYSIS AND INTERPRETATION**

Table 1.2: Sustainable green economy & Health Conscious of consumers encourage to Usage of Orogenic products

Sustainable green economy & Health Conscious of consumers encourage to Usage of Orogenic products						
Pearson Correlation	Correlation	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Value of Orogenic products	1	3.71	2.913	22.057	299	.000
Cost of organic products	0.147*	2.17	1.252	30.057	299	.000
Social influence on organic products	0.186**	2.01	1.148	30.380	299	.000
Environmental knowledge influences on organic products	0.196**	2.10	1.213	30.039	299	.000
Health Performance expectancy on organic products	0.272**	2.15	1.153	32.245	299	.000
Facilitating conditions for organic products	0.018	2.99	1.433	36.180	299	.000
N=300, Test Value=0 & 95% Confidence Interval of the Difference						

Source: Primary Data and SPSS output

In order to analyse the impact of Usage of organic products on Sustainable green economy & Health-Conscious influencing factor related one sample t-test is conducted. It can be observed from table 1.2 that Usage of organic products Promoting agencies and human behaviour have more impact on Value of organic products. The t-test value is 22.057 and p value is 0.000 which is less than the significance level that is 0.05. Similarly, organic products related Cost of organic products compared to non- organic products has more impact on organic products. and t value is 30.057 and p=0.000. Social influence on organic products related in Usage of organic products effectively promote the

Usage of organic products, t value is 30.380 and  $p=0.000$ . Environmental knowledge influences on organic products behavior relationship among organic products to use, here the t value is 30.039 and  $p=0.000$ , Health Performance expectancy on organic products build up the relationship among green product and promote the eco-friendly products, t value is 32.245 and  $p=0.000$ , Facilitating conditions for organic products spared effective awareness on importance of organic products, t value is 36.180 and  $p=0.000$ . which is less than the significance level that is 0.05. that Usage of organic products Promoting agencies and human behaviour have more impact on Usage of organic products that is indicated the more Environmental and health Concerns of Consumers Encourage to Sustainable green economy & to Usage of Orogenic products

**Table 1.3:** Usage of Orogenic products determined by Sustainable green economy & Health-Conscious influencing factor - Multiple Regression Model Summary and ANOVA

Multiple Regression Model Summary and ANOVA				
Statistics		Regression	Residual	Total
	Sum of Squares	233.566	2304.204	2537.770
	Df	5	294	299
	Mean Square	46.713	7.837	
	F	5.960	H <sub>0</sub> Rejected and H <sub>1</sub> accepted, null hypothesis is not true and alternative hypothesis true (0.000<0.005)	
	Sig.	0.000		
	Durbin-Watson	1.449		
	R	.603		
	R Square	0.692		
	Adjusted R Square	0.671		
	Std. Error of the Estimate	0.800		
Sustainable green economy & Health Conscious of consumers encourage to Usage of Orogenic products				
	Alpha value (α)	1.507	(Constant)	
B1	Cost of organic products (COP)	0.109	Positive direction	
B2	Social influence on organic products (SIOP)	-0.189	Negative direction	
B3	Environmental knowledge influences on organic products (EKOP)	0.178	Positive direction	
B4	Health Performance expectancy on organic products (HPOP)	0.279	Positive direction	
B5	Facilitating conditions for organic products (FCOP)	0.034	Positive direction	
	Predictors: (independent Variable) B1, B2, B3, B4, B5 & Dependent Usage of Orogenic products			

Source: Primary Data and SPSS output

**Usage of Orogenic products (UOP) = 1.507+0.109 (COP) - 0.189 (SIOP)+ 0.178 (EKOP)+ 0.279 (HPOP)+ 0.034 (FCOP)**

Regression analysis is to establish an equation prediction by the value of the dependent variable from the values of independent variables. In this hypothesis testing, dependent variable is Usage of Orogenic products factors influence by Sustainable green economy & Health-Conscious factor. (Table 1.3) and independent variable includes Cost of organic products (COP) (B<sub>1</sub>), Social influence on organic products (SIOP) (B<sub>2</sub>), Environmental knowledge influences on organic products (EKOP) (B<sub>3</sub>), Health Performance expectancy on organic products (HPOP) (B<sub>4</sub>), and Facilitating conditions for organic products (FCOP) (B<sub>5</sub>) Therefore, in this testing, and Usage of Orogenic products factors influenced by Sustainable green economy & Health-Conscious is regressive Cost of organic products (COP) (B<sub>1</sub>), Social influence on organic products (SIOP) (B<sub>2</sub>), Environmental knowledge influences on organic products (EKOP) (B<sub>3</sub>), Health Performance expectancy on organic products (HPOP) (B<sub>4</sub>), and Facilitating conditions for organic products (FCOP) (B<sub>5</sub>). The parameters of this equation can be used to relate the variability in Sustainable green economy & Health-Conscious factor to Usage of organic products to the variability in Cost of organic products (COP) (B<sub>1</sub>), Social influence on organic products (SIOP) (B<sub>2</sub>), Environmental knowledge influences on organic products



(EKOP) ( $B_3$ ), Health Performance expectancy on organic products (HPOP) ( $B_4$ ), and Facilitating conditions for organic products (FCOP) ( $B_5$ ). The model summary exhibits the regression.

**Usage of Orogenic products (UOP) =  $\alpha + \beta_1$ Cost of organic products (COP) +  $\beta_2$  Social influence on organic products (SIOP) +  $\beta_3$ Environmental knowledge influences on organic products (EKOP) +  $\beta_4$ Health Performance expectancy on organic products (HPOP) +  $\beta_5$ Facilitating conditions for organic products (FCOP)**

**Usage of Orogenic products (UOP) =  $\alpha + \beta_1$ (COP) +  $\beta_2$  (SIOP) +  $\beta_3$  (EKOP) +  $\beta_4$  (HPOP) +  $\beta_5$  (FCOP)**

**Usage of Orogenic products (UOP) = 1.507+0.109 (COP) - 0.189 (SIOP)+ 0.178 (EKOP)+ 0.279 (HPOP)+ 0.034 (FCOP)**

Table 1.3 shows, R,  $R^2$ , adjusted  $R^2$  and standard error of the estimate. These estimations indicate, whether this model is suitable to construct or not with data. The '**R**' value is 0.603; it represents the multiple correlation coefficients.  **$R^2$**  indicates goodness of fit, this value 0.692, **Adjusted R Square 0.671, that means a high degree of positive impact.** This explains about **Orogenic products** have factors influence on **Orogenic products** consumption is dependent on Cost of organic products (COP) ( $B_1$ ), Social influence on organic products (SIOP) ( $B_2$ ), Environmental knowledge influences on organic products (EKOP) ( $B_3$ ), Health Performance expectancy on organic products (HPOP) ( $B_4$ ), and Facilitating conditions for organic products (FCOP) ( $B_5$ ). Table 1.3 exhibit the ANOVA table to test for F-ratio. This test indicates that the multiple regression models are good fit for the data. Table clearly shows that, independent variables are significantly predicted on environmental affordability factors influence to **Orogenic products**. The value of F is 5.960 and P = 0.000 (0.000 < 0.05), So accepted the alternative ( $H_1$ ) hypothesis (0.000 < 0.05) it means that, null hypothesis is not true and alternative hypothesis is true because more than 95 per cent of respondents were satisfied by each factor of Cost of organic products (COP) ( $B_1$ ), Social influence on organic products (SIOP) ( $B_2$ ), Environmental knowledge influences on organic products (EKOP) ( $B_3$ ), Health Performance expectancy on organic products (HPOP) ( $B_4$ ), and Facilitating conditions for organic products (FCOP) ( $B_5$ ). factors influence organic products consumption this result shows that, it is significant. Therefore, the regression model is good to fit. There is relationship between the Usage of organic products and the affecting factors on the health and sustainable green economy that influence organic products consumption. influencing factor of different factors. Cost of organic products (COP) ( $B_1$ ), Social influence on organic products (SIOP) ( $B_2$ ), Environmental knowledge influences on organic products (EKOP) ( $B_3$ ), Health Performance expectancy on organic products (HPOP) ( $B_4$ ), and Facilitating conditions for organic products (FCOP) ( $B_5$ ) factors are good relationship in the multiple Regression model. There is relationship between the Usage of organic products and the affecting factors on the health & Environmental consciousness of consumers that is improve the quality of Sustainable green economy & Health-status. "There is relationship between the Usage of organic products and the affecting factors on the health and sustainable green economy" This statement is true. Cost of organic products (COP) (0.109), Environmental knowledge influences on organic products (EKOP) (0.178), Health Performance expectancy on organic products (HPOP) (0.279), and Facilitating conditions for organic products (FCOP) (0.034) the all Four variables are positive relationship with dependent variable. And Social influence on organic products (SIOP) (-0.189), One variable is negative relationship with dependent variable that means directly organic products are affordable as well as more importance to improve the health status and more environmental benefits. Those are improved the quality of Sustainable green economy & Health-status. because more variables are positively affecting factor are favourable to organic products consumers and organic farmer, Seller or businessmen, and environmental protection and favourable to producers benefits from organic products users, Cost of organic products (COP) ( $B_1$ ), Social influence on organic products (SIOP) ( $B_2$ ), Environmental knowledge influences on organic products (EKOP) ( $B_3$ ), Health Performance expectancy on organic products (HPOP) ( $B_4$ ), and Facilitating conditions for organic products (FCOP) ( $B_5$ ) factors influence to on organic products consumption determined the health consciousness of costumers and encouraged on organic products consumption, environmental protection, with improve the health status of consumers improved the quality of Sustainable green economy & Health-status In the Regression Model, increased the beta value of Sustainable green economy & Health-status affecting factors. It increases the more benefits from organic products users, and sifted to positive sign of Cost of organic products (COP) ( $B_1$ ), Environmental knowledge influences on organic products (EKOP) ( $B_3$ ), Health Performance expectancy on organic products (HPOP) ( $B_4$ ), and Facilitating conditions for organic products (FCOP) ( $B_5$ ) but social influence on organic products (SIOP) ( $B_2$ ), is negative sign on organic products users but essential for social awareness to more consumption of organic products.

**Table 1.4:** Usage of Orogenic products determined by Sustainable green economy & Health-Conscious influencing factor for KMO

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			0.664
Bartlett's Test of Sphericity	Approx. Chi-Square		848.145
	df		10
	Sig.		.000
	Determinant		0.57

Source: Primary Data and SPSS output

**Factor Analysis:** To conduct factor analysis, it needs to satisfy the conditions related sampling for the already conducted KMO test and it shows sampling Adequacy of the collected data for conducting factor analysis. The Sample adequacy for conducting factor analysis is based on KMO value; it should be more than 0.5 and less than 1, so our data of the KMO value is 0.664 (Table: 1.4) which is more than 0.5 and that shows our data is suitable for conducting factor analysis.

**Eigen value:** After Satisfying the KMO condition we need the factor analysis using the principal component method and from that we extract the Eigen value table. Eigen value is the selection criteria for finding the number of components which draw variance.

**Table 1.5:** Usage of Orogenic products determined by Sustainable green economy & Health-Conscious influencing factor for PCA Analysis: Total Variance Explained

Total Variance Explained			
Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2.595	51.890	51.890
2	1.013	20.255	72.145
3	.976	19.516	91.661
4	.354	7.078	98.738
5	.063	1.262	100.000
Extraction Method: Principal Component Analysis.			

Source: Primary Data and SPSS output

The table shows Table: 1.5 only Two components that have more than one Eigen value have been considered for the study. That means there are Two components with more than one Eigen Value and these components bring maximum variance from the variables i.e. 72.145per cent.

**Table 1.6:** Usage of Orogenic products determined by Sustainable green economy & Health-Conscious influencing factor for PCA Analysis: Component Matrix & Rotated Component Matrix

Usage of Orogenic products determined by Sustainable green economy & Health-Conscious influencing factor	Component Matrix		Rotated Component Matrix	
	Component		Component	
	1	2	1	2
value of organic products	.133	-.747	0.042	0.758
Social influence on organic products	.963	.096	0.967	.020
Environmental knowledge influences on organic products	.942	.086	0.945	.028
Health Performance expectancy on organic products	.866	.004	0.860	.101
Facilitating conditions for organic products	-.117	.662	-.036	0.671
Extraction Method: Principal Component Analysis. Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.&2 components extracted.				

Source: Primary Data and SPSS output

**Rotated Component Matrix (Varimax):** Table 1.6 shows that, there is need to study more deeply to find the variable that belongs to the component and for that correlation coefficient should be more than 0.5 between the component and variables. The highlighted cells represent the correlation coefficient that have more than 0.5 and less than 1, which means there is the possibility for the variables to separate the three components from the other components based on the highest correlation coefficient

Three more variables are added. Hence, all the components approximately will have equal preference that reduces our study to the three new defining variables from the five variables. That is how it satisfies the relationship between the components and variables based on the correlation coefficient. From the derived results we need to rename the components based on the variables which are mentioned in Table 1.7 The new renamed components have the new variables considered for the study in order to find out the effectiveness of the variables on Information about orogenic products

From the analysis we find that there is relationship between the variables which affect the Sustainable green economy & Health-Conscious influencing factor for consumption of orogenic products consumers. This analysis supported by the Bartlett's Test results in Approx. Chi-Square i.e. 848.145 drawn by the 10 degrees of freedom. The significance for the chi-sq value is 848.145 at 5 per cent level of significance P-value is 0.000 (Table: 1.4) Hence, there is relationship between the Sustainable green economy & Health-Conscious influencing factor that encourage the uses of orogenic products. All the Sustainable green economy & Health-Conscious influencing factor have accepted the alternative ( $H_1$ ) hypothesis ( $0.000 < 0.05$ ). In addition, the alternative hypothesis was true because more than 95 per cent of the respondents are satisfied by the Sustainable green economy & Health-Conscious influencing factor to orogenic products consumptions. There is relationship between the Usage of orogenic products and the affecting factors on the Sustainable green economy & Health-Conscious influencing factor of consumers was true and at the same time The external forces encourage to Usage of orogenic products for improved the quality of Sustainable green economy & Health status of consumers Apoptins of green economy and orogenic framing principles, Sustainable green economy promoting variable (Policy Makers) more positively encourage and supported to improve the consumption of orogenic products but social awareness required than Health-Conscious and affordability influencing factor variable (Users/Consumers) but more support required to reduce the cost production of organic farming, and necessary to proper facilitating conditions for organic products.

**Table 1.7:** Usage of Orogenic products determined by Sustainable green economy & Health-Conscious influencing factor for PCA Analysis: New Variable

New Variable	Variable	weightage
Sustainable green economy promoting variable (Policy Makers)	Social influence on organic products	Component:1 weightage=1.226 &24.51%
	Environmental knowledge influences on organic products	
	Health Performance expectancy on organic products	
Health-Conscious and affordability influencing factor variable (Users/Consumers)	cost of organic products	Component:2 weightage=1.097 & 21.94%
	Facilitating conditions for organic products	

Source: Primary Data and SPSS output

**New Variable:** Table 1.7 shows that, the Sustainable green economy & Health-Conscious influencing factor and consumers behavior have positively influenced on more consumption of organic products. and encourages to organic farming. Sustainable green economy promoting variable Policy Makers, and Health-Conscious and affordability influencing factor variable (Users/Consumers) with organic farmers strategies for uses of organic products; organic products related awareness and exhibitions have been identified as the new variables. Likewise, there is relationship between the Apoptin of organic farming principles for environmental protection (new variables) to more encourage the use of organic products. It is found that there is relationship among the variables that affect the Sustainable green economy promoting factors from the chi-sq value and p value. In order to study all the identified new variables from the literature review is complex. However, the variables are prioritized from the highest impact to the lowest.

PCA model analyzes which variables are most influential among the above five variables, Principal component analysis (PCA) converts the variable from 2 out of 5 new variables. With the varimax condition, after finalizing the procedure it



is found that 2 major variables are enough to the study the relationship between the variables and the external forces encourage to Usage of organic products for Sustainable green economy & Health-Conscious of consumers Apoptin of organic farming & Sustainable Development principles for environmental protection, as well as Health-Conscious Willingness to purchase organic products for health-conscious and willingness to sacrifice non-organic products & harmful use. Health-Conscious and affordability influencing factor variable encourage to Usage of organic products for Health Conscious of consumers. The first component is the most effective new variable Apoptin of organic farming & Sustainable Development principles for environmental protection then second component Health-Conscious and affordability influencing factor variable encourage to Usage of organic products for Health Conscious of consumers. And finally, both component is willing to sacrifice harmful to health in the rural economy. Usage of organic products Promoting agencies, organic farmer and human behaviour have more impact on Usage of organic products that is indicated the more Environmental benefits and health Concerns of Consumers Encourage to Sustainable green economy.

Component one is external or policy making agencies support forces encourage to Usage of organic products for health Concerns of Consumers Encourage to Sustainable green economy it has contributed weightage is 1.226 & 24.51% it is included the Social influence on organic products, Environmental knowledge influences on organic products and Health Performance expectancy on organic products those are the external forces encourage to organic products for Health Conscious of consumers (Policy-Adoption). Second component is internal factor or consumer behavior it has contributed weightage is 1.097 & 21.94% it is included the cost of organic products and facilitating conditions for organic products (Self- Adoption) Finally Component is the internal forces encourage to usage of organic products for Health Conscious of consumers, and external forces encourage to Sustainable green economy There is a relationship among the variables that affect the better performance of the health and environmental consciousness of consumers to encourage to usage of organic products, that means the policy making agencies support, Self- Adoption and Policy-Adoption forces encourage to Usage of organic products for the Health and environmental Conscious of consumers policy making agencies support, Self- Adoption and Policy-Adoption forces encourage to Usage organic products for the Health and Conscious & environmental of consumers social awareness, Environmental knowledge and consumers health Conscious behaviors are positively encouraging and support the improvement of the health & environmental status of Sustainable green economy through the usage of organic products. But policy making agencies support factors were more impacted to increase the usage of organic products than consumers health-Conscious behaviors. PCA model analyzes which variables are most influential among the above five variables. That mean Policy-Adoption more impacts than Self- Adoption factors to Usage organic products.

## **V. FINDINGS**

There is relationship between the Usage of organic products and the affecting factors on the health and sustainable green economy. was true and at the same time Self- Adoption and Policy-Adoption forces encourage to Usage organic products for the Health and Conscious & environmental of consumers social awareness, Environmental knowledge and consumers health-Conscious behaviors are positively encouraging and support the improvement of the health & environmental status of Sustainable green economy through the usage of organic products. But policy making agencies support factors were more impacted to increase the usage of organic products than consumers health-Conscious behaviors

## **VI. CONCLUSION**

The researcher recommends business organizations and organic farmers to follow strategies in order to get compensation from the environmentally friendly approach as organic products marketing offers business incentives and growth opportunities while it may involve start-up costs, it will save money in the long term. Therefore, in the product strategy, marketers can identify customer's environmental & health needs and develop products to address this issue, produce more organic products. organic products marketing should not neglect the economic aspect of marketing. Marketers need to know the implications of organic products marketing. If the researcher believes customers are not troubled about environmental issues or will not pay a premium for products that are more eco-responsible, think again. We must find an opportunity to improve our products performance and support our customers organic products can lead

to environmental sustainability and health awareness among consumers. organic farmer and human behaviour have more impact on Usage of organic products that is indicated the more Environmental benefits and health Concerns of consumers Encourage to Sustainable green economy. Organic agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and good quality of life for all involved the organic farming may largely exclude the usage of chemical fertilizers, pesticides, growth hormones and feed additives of livestock activities. A combination of organic farming and new technologies is of utmost importance to reduce the limitations and challenges of organic farming.

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