

[https://doi.org/ 10.33472/AFJBS.6.9.2024.1134-1144](https://doi.org/10.33472/AFJBS.6.9.2024.1134-1144)



# African Journal of Biological Sciences

Journal homepage: <http://www.afjbs.com>



Research Paper

Open Access

## Sustainable Entrepreneurship: Balancing Push and Pull Factors for Customer Loyalty in Organic Product Marketing

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Article History

Volume 6, Issue 9, 2024

Received: 21 Mar 2024

Accepted : 18 Apr 2024

doi: [10.33472/AFJBS.6.9.2024.1134-1144](https://doi.org/10.33472/AFJBS.6.9.2024.1134-1144)

### Abstract

Recent years have seen an unparalleled surge in the global market for organic products, driven by growing consumer consciousness regarding environmental and health issues. The altering of consumption habits, has increase in demand and drawn businesspeople looking to profit from the growing organic market. In order to profit from this tendency, entrepreneurs have to manage an intricate web of variables that either push or pull customers toward their products. Numerous entrepreneurial push and pull variables impact the marketing of organic products. Pull factors are outside forces that draw entrepreneurs to this industry, whilst push factors are internal forces that encourage business owners to enter the organic market. Personal values, beliefs, and motives such as a love of organic farming, environmental sustainability, and health consciousness are examples of entrepreneurial push factors. Because these internal forces coincide with their innate ambitions and goals, they force entrepreneurs to participate in the organic market. Conversely, pull forces include customer preferences, competitive dynamics, regulatory incentives, and market trends. The growing market for natural and sustainable products, along with government backing for organic agricultural methods, presents rich prospects for business owners in the organic industry and the impact of these products on the customer loyalty. This study used a purposive sample of 180 entrepreneurs in the Indian state of Karnataka who were selling organic items through a structured survey. The findings of the study found strong impact of push and pull factors on customers loyalty. The implications of the study are on entrepreneurs, farmers and policy framers should consider implementing regulations to promote transparency and trust in the organic products market.

**Keywords:** *Entrepreneurships, Push Factors, Pull Factors, Customer Loyalty, Organic Products*

## 1. Introduction

The demand for organic products has been rising steadily in the ever changing modern consumer market due to rising awareness of sustainable and health conscious purchasing. Push factors, or the internal motivators that propel people to pursue organic entrepreneurship, are at the core of entrepreneurial initiatives in the organic market. These variables include individual values, convictions, and driving forces that are firmly ingrained in the environmental stewardship, health consciousness, and sustainable ethos [1]. Entrepreneurs that venture into the organic market are frequently driven by their love of organic farming, their commitment to advancing sustainable farming methods, and their belief in the inherent worth of natural goods. At the same time, a variety of pull factors external incentives that draw entrepreneurs to this industry have an impact on the organic market [2]. These factors are changing customer preferences, competitive dynamics, regulatory incentives, and market trends. Entrepreneurial initiatives in the organic domain can benefit greatly from the growing demand for natural and sustainable products as well as the legislative backing for organic agricultural practices. Moreover, the growing competitive environment, which is typified by the rise of niche markets and the spread of organic brands, encourages investment and entrepreneurship in this industry [3]. When creating their marketing strategies, entrepreneurs need to take this push and pull elements into serious consideration. A thorough comprehension of the interactions between these pushes and pull variables is necessary to successfully navigate the organic market's challenging landscape [4]. For entrepreneurs to create successful marketing strategies for organic products, they must balance their own incentives with external market factors. This calls for maintaining fidelity to the company's basic principles and objectives while adjusting product offers to reflect changing consumer preferences. Customer loyalty is important and one of the main factors influencing performance in the organic product industry, according to recent research [5]. Customers are frequently driven to buy organic products by their preference for the intrinsic benefits of organic alternatives as well as their wish to stay away from the drawbacks of conventional food products [6]. In light of this, the purpose of this article is to investigate the complex relationships between entrepreneurial push and pull variables in the organic product marketing. This study aims to clarify the tactics used by organic entrepreneurs to navigate and prosper in this quickly changing market landscape by exploring the causes that drive them to the organic sector and examining the outside forces influencing market potential. This study dwells into push and pull products on customers loyalty.

## 2. Literature Review

A sophisticated comprehension of the interaction between entrepreneurial push and pull elements is necessary for the effective marketing of organic products. Entrepreneurs may traverse the complexities of the organic market and carve out a position for their brands in the face of changing customer tastes and competition challenges by using internal motivations and seizing external possibilities. While pull motivations are external incentives that draw customers to particular offerings, push motivations are internal wants or desires that drive people to seek out goods or services [7]. In the organic product industry, entrepreneurship is characterized by the convergence

of external stimuli (pull factors) and internal incentives (push factors), which influence entrepreneurial behavior and decision-making [7]. A thorough understanding of the complex relationships that exist between consumer loyalty, satisfaction, and push and pull motivations is essential while reading modern marketing literature. Research has examined the impact of push and pull incentives on fidelity in diverse sectors and environments. According to research, customer loyalty is greatly impacted by both push and pull influences, though to differing degrees depending on the industry and customer preferences [8]. Positive word-of-mouth, emotional attachment to companies or products, and intentions to make repeat purchases are all predicted by high levels of satisfaction. However, different businesses and customer segments may place a different value on push and pull incentives in terms of fostering loyalty and satisfaction [9]. According to research done in the tourist industry, pull factors, like promotional offers and destination attractions, may have a greater impact on satisfaction than push elements, which are motivated by personal goals or ambitions. According to a different study on the same industry, push and pull factors both had a big impact on visitor happiness. Pull motivations linked to external attractions (such as destination features, promotional offers) influenced certain aspects of satisfaction, like service quality and price fairness, while push motivations related to personal desires (like relaxation, escape) influenced overall satisfaction [10]. On the other hand, push factors like product quality and brand reputation might be more important in retail settings when it comes to building loyalty. The success of push and pull tactics in various markets is also influenced by socioeconomic and cultural factors [11]. Some studies investigate these connections in various cultural contexts and developing industries in order to offer more profound understandings of the dynamics of consumer behavior. Through comprehension of the differences between push and pull motives, marketers may create customized approaches to improve customer satisfaction, foster loyalty, and promote long-term business expansion [12]. All things considered, push and pull incentives' importance in influencing customer behavior and building loyalty is highlighted by their role in modern marketing theory and practice. Push motives were found to favorably influence satisfaction, which in turn boosted brand loyalty, in a study by [13] on mobile phone users. Pull motives, however, were shown to have less of an impact on satisfaction and ensuing loyalty. On the other hand, pull variables appear to have a greater effect on customer loyalty than push factors, according to research conducted in the retail sector by [14]. Numerous scholarly investigations have emphasized the intermediary function of pleasure in the correlation between push and pull incentives and customer loyalty. In a study on online buying, [15] discovered that the relationship between push and pull motivations and subsequent loyalty behaviors was mediated by satisfaction.

### **2.1. Deeper Dive into Push and Pull Factors for Organic Products**

When venturing into the organic product space, entrepreneurs need to carefully consider the push and pull forces. Growing environmental concerns and health consciousness are push forces that drive customers toward organic solutions. Consumers are drawn to organic products by the attraction of higher quality, sustainability, and ethical sourcing, which serves as a potent pull factor. In order to create effective strategies, entrepreneurs need to traverse this complex

environment and comprehend the motives of consumers and market dynamics. Entrepreneurs can effectively position their organic offerings in the market by utilizing pull variables to stress desirability and push elements to highlight necessity. Ultimately, entrepreneurs can profit from the growing demand for organic products by having a sophisticated understanding of both push and pull dynamics. The following four factors are considered for our study.

### **2.1.1. Push Factors (Internal)**

People who are intrinsically motivated to become entrepreneurs in the organic product sector are known as internal motivators. Researchers have found a number of important push variables that affect entrepreneurs' choices to enter this market.

- a. Identifying a Gap in the Market:** Business owners may notice that a certain organic market sector is underserved by current offerings. This could be a concentration on a certain customer base, a novel method of manufacturing or distributing organic products, or a particular kind of organic product. When looking for chances for innovation and expansion, entrepreneurs must be able to spot market gaps [16]. Observing customer preferences and requirements that are not sufficiently met by current goods or services is one such strategy. This could be an underserved niche market, an unmet need for a specific capability, or a lack of options for a particular demography. Performing comprehensive market research, which include surveys, interviews, and trend analysis, can assist in identifying markets where demand exceeds supply or where current solutions are insufficient [17]. Furthermore, researching rivals and evaluating their advantages and disadvantages might point up chances to stand out from the competition and secure a special place in the market. Once a gap has been found, business owners can create goods or services that specifically address the unmet wants of their target market.
- b. Personal Beliefs and Value System:** The desire to start a company that embodies their personal beliefs drives a lot of entrepreneurs. They might be enthusiastic about developing a sustainable business strategy, assisting regional farmers, or implementing fair trade standards. According to research, passionately held personal values and ideas about sustainability, environmental protection, and health concern frequently motivate businesses in the organic industry. For those who want to make sure their commercial endeavors are in line with their moral and ethical standards, these values are their main source of motivation [18]. Consumers are frequently drawn to organic products by personal ideals including environmental sustainability, ethical consumerism, and health consciousness. People who value their health and wellbeing could go toward organic products because of the supposed health advantages of using natural, pesticide-free ingredients [19]. Similar to this, customers that place a high priority on the environment could select organic goods in order to reduce their ecological footprint and promote sustainable agricultural methods. Furthermore, customers' impressions of organic brands and their allegiance to them might be influenced by their personal opinions regarding the significance of authenticity, transparency, and ethical sourcing. By giving priority to these values in their marketing tactics, business owners may establish credibility and trust with customers, which will encourage steadfast loyalty and advocacy for their organic products.

- c. Developing a Brand in the Organic Market:** Developing a brand in the organic product marketing industry necessitates utilizing entrepreneurial motivators to foster client loyalty. Entrepreneurs launch marketing campaigns to raise awareness and interest in their natural products. Promotional discounts, product demos, and advertising campaigns are a few examples of these initiatives. Promoting their organic products' higher quality, health advantages, and environmental sustainability encourages consumers to choose their brand over generic ones. Furthermore, business owners deliberately arrange their brand to speak to the values and beliefs of their target audience on sustainability, ethical consumption, and wellness. They convey their brand's dedication to organic agricultural methods, ethical sourcing, and environmental care through narrative and marketing initiatives [20]. Consumer trust is increased and the brand's identity is strengthened by consistent messaging and branding. In the cutthroat market for organic products, entrepreneurs place a high priority on providing outstanding client experiences in order to increase brand differentiation and reinforce consumer loyalty. Entrepreneurs may establish a robust brand presence and enduring relationships with their target audience by skillfully utilizing push factors.
- d. Desire for Autonomy and Purpose:** Being an entrepreneur gives people the freedom to follow their interests and purposes in life. Self-determination and a sense of fulfillment from improving community well-being and environmental sustainability are common motivators for organic entrepreneurs [21]. An important internal aspect that affects entrepreneurial efforts to build consumer loyalty in the marketing of organic products is the need for autonomy and purpose. Autonomous entrepreneurs are those that are motivated by a sense of independence and freedom in their commercial pursuits. In the context of marketing organic products, this autonomy empowers entrepreneurs to make decisions aligned with their values and vision for the brand, leading to more authentic and customer-centric marketing strategies. Entrepreneurs driven by a sense of purpose are motivated by a deeper mission or cause beyond profit-making [22]. In the organic products market, this purpose often revolves around promoting health, sustainability, and ethical consumption. Entrepreneurs who are passionate about these values are more likely to invest in organic farming practices, source sustainable ingredients, and advocate for environmental and social causes, resonating with consumers who share similar values.

### 2.1.2. Pull Factors (External)

Entrepreneurs are drawn to the organic product market by external reasons such as customer preferences, regulatory environments, market dynamics, and competitive forces. Opportunities and incentives for entrepreneurial entry and investment in the sector are created by these pull factors.

- a. Government Support for Organic Agriculture:** When it comes to the marketing of organic products, government support for organic agriculture has a big impact on the pull factors that drive entrepreneurs toward client loyalty. First off, government programs that support organic farming techniques through grants, subsidies, and research money can make it easier for business owners to enter the organic market. Entrepreneurs are encouraged by this support to

invest in organic agriculture and create cutting-edge products that satisfy consumer demand for organic solutions [23]. Additionally, laws and certification schemes guarantee the genuineness and integrity of organic goods, giving customers comfort and trust when selecting organic items. Entrepreneurs can emphasize the conformity of their products with strict organic standards by using these certifications as a pull factor in their marketing campaigns. Customers' trust and brand loyalty are increased by the brand's openness and credibility. Numerous customers place a high priority on sustainability, ethical consumption, and good health also agree with government policies that support sustainable agriculture and environmental protection [24]. By establishing their brand as an advocate for social responsibility and environmental care, entrepreneurs can profit from these initiatives. Through expressing their dedication to ethical sourcing and sustainable farming methods, business owners can draw in eco-aware clients and create long-lasting loyalty.

- b. **Market Possibilities and Competition Dynamics:** In the marketing of organic products, market possibilities and competition dynamics are key determinants of the pull factors that drive entrepreneurship and customer loyalty. First and foremost, business owners need to recognize and seize market opportunities brought about by consumers' increasing desire for organic products. Trends like heightened environmental consciousness, health consciousness, and a demand for items sourced ethically could fall under this category [25]. Entrepreneurs need to set their brand apart from rivals by highlighting distinctive selling propositions like greater quality, cutting-edge product offerings, or an engaging brand narrative. Because of this distinction, the brand is more likely to attract clients who are looking for alternatives to conventional items and build brand loyalty. Additionally, entrepreneurs need to monitor the tactics, costs, and product offers of their rivals in order to effectively navigate the competitive landscape. Entrepreneurial endeavors might benefit greatly from the growing market for organic products. When compared to traditional agricultural sectors, the organic market offers entrepreneurs the possibility of uniqueness, premium pricing, and market expansion.
- c. **Consumer Preference for Natural and Sustainable Products:** One of the main pull factors propelling entrepreneurship in the organic industry is the growing consumer preference for natural, organic, and sustainably derived products. The market for organic goods is expanding as consumers look for healthier and more environmentally friendly options. In the marketing of organic products, consumer desire for sustainable and natural products is a major driver of entrepreneurial pull factors toward customer loyalty. These days businesses are under pressure to satisfy consumer demand by providing organic products, which are seen as natural, safe, and ecologically friendly, as people prioritize health and environmental issues more and more [26]. Customers are drawn to organic brands by pull forces created by their desire for natural and sustainable products. By highlighting the organic products' advantages for the environment, human health, and ethical sourcing, business owners may capitalize on this demand.
- d. **Sustainability:** For consumers who care about the environment, the sustainability of organic products is a strong draw. Organic farming aligns with the values of environmentally conscious

people by reducing pollution, conserving water and soil resources, and promoting biodiversity. Selecting organic food also lessens the carbon imprint left by traditional farming methods and promotes sustainable farming communities. Customers are becoming more conscious of the long-term effects of the purchases they make, and the sustainability of organic products speaks to them deeply, which makes them preferable [27]. Because organic products are grown using ecologically friendly farming methods that place a high priority on soil health, biodiversity, and resource conservation, they are inherently tied to sustainability. Businesses can take advantage of the sustainability component of organic farming to draw in customers who are concerned about the environment and look for items that values and beliefs. Consumer adherence to organic brands can be strengthened by sustainability-driven programs including carbon-neutral operations, plastic-free substitutes, and zero-waste packaging [28]. Entrepreneurs may attract a growing percentage of environmentally concerned consumers and foster long-term loyalty by providing goods and services that reduce environmental damage and encourage sustainable living.

Thus, the study emphasizes how push and pull factors and customer loyalty are intricately related. Although push and pull variables are important in shaping consumer behavior, their influence on loyalty can differ according on the industry and context. It is crucial for marketers to comprehend these dynamics in order to develop strategies that efficiently address customer wants, improve customer satisfaction, and cultivate enduring loyalty. To improve our comprehension and guide managerial actions, more research on these links in various cultural contexts and developing industries is warranted.

### 3. Research Methodology

This study focuses on business owners that have been selling organic goods for the last two years and deal with organic items. 180 valid replies to constructed questionnaires distributed to 200 entrepreneurs in the state of Karnataka were obtained using a purposive sample technique, and SPSS software was used to analyze the data.

#### 3.1.Data Analysis and Interpretation

##### 3.1.1. Reliability and Validity Test

**Table No. 1: Cronbach alpha**

Sl. No.	Construct	Cronbach Alpha
1	Push Factors	0.808
2	Pull Factors	0.813
3	Customer Loyalty	0.822

From the Table No. 1 above, all of the variables' Cronbach alphas are more than 0.7, indicating the validity and reliability of the measuring instrument used.

##### 3.1.2. Table 2: Correlation Coefficient

Independent Factor (Push & Pull Factor)	Dependent Factor (Customer Loyalty)
1.00	0.668

It is possible to deduce from Table No. 2 above that there is a positive relationship between independent variables (push and pull factors) and dependent variable (customer loyalty) as the correlation coefficient of the independent variables and dependent variable is 0.668, or (0.668)<sup>2</sup> 0.44, or 44%.

**3.1.3. Table 3 Anova**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	35.897	1	34.797	98.727	.000
Residual	46.352	123	.352		

**Table No. 4: Model Summary**

Model	R	R <sup>2</sup>	Adj. R <sup>2</sup>	SE
1	.677	.465	.451	.58368

The above table shows how independent variables (push and pull factors) contribute to the dependent variable (customer loyalty), which is 0.677. This suggests that there is a strong and positive relationship between the dependent and independent variables. The dependent variable's variation, which is 0.465, indicates that independent variables (trust, engagement, experience, and satisfaction) account for 46.5% of the variation in customer loyalty, which is significant at the 1% level.

#### 4. Results

The study discovered a high and positive correlation between the independent variables (push and pull factors) and the dependent variable (customer loyalty). The coefficient of 0.677 indicates a strong and positive association between the two variables. This suggests that consumer loyalty to organic products promoted by business owners rises as these elements do. With a variation of 0.465, the independent factors account for 46.5% of the variation in customer loyalty. This shows that the association is strong and unlikely to be the result of chance because it is significant at the 1% level. According to the study's findings overall, these are critical elements for business owners who want to develop and retain client loyalty while promoting organic goods.

#### 5. Conclusion

To conclude this study examined the entrepreneurial push and pull aspects pertaining to consumer loyalty in the organic product marketing offers some significant revelations. Fostering loyalty requires a number of key components, including building consumer trust in the brand or product, interacting with consumers through interactive marketing techniques, providing satisfying experiences, and guaranteeing customer happiness. Furthermore, these variables together account for a significant amount of the variance in client loyalty, highlighting their importance in the context of marketing organic products. In order to foster and preserve loyalty, business owners in this industry should concentrate on developing trusting connections with clients, providing



outstanding experiences, and regularly meeting or exceeding their expectations. Businesses can improve client retention and promote sustainable growth in the competitive organic products industry by giving priority to these elements.

## 6. Policy Implications and Future Research Agenda

Entrepreneurs and policy makers should think about enacting rules, such as precise labeling specifications and certification procedures, to encourage openness and confidence in the market for organic products. Encouragement of small-scale producers and consumer education programs can also drive market expansion and demand by building customer trust in the legitimacy and advantages of organic goods. The study agenda for the future should be centered on cross-cultural studies to comprehend the effects of culture on loyalty dynamics and longitudinal studies to monitor changes in customer loyalty over time. Entrepreneurs and policymakers looking to improve the sustainability and expansion of the organic product industry can benefit greatly from researching the effects of emerging technologies on transparency and traceability in the organic products supply chain, as well as the connection between sustainability practices and customer loyalty.

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