



Application of the Grounded Theory Method to Identify and Analyze the Factors Affecting Successful Marketing of Iranian Organic Agricultural Products

Bahman Ghasemi Dakdare ^a, Mehrdad Goodarzvand Chegini ^{b,*} and Ebrahim Chirani ^a

Received: 25 April 2020,
Accepted: 25 July 2020

Abstract

The main purpose of this study was to provide a model of the factors affecting the success of marketing Iranian organic agricultural products using a qualitative approach based on grounded theory. The data collection instrument was semi-structured interviews with 12 marketing managers of companies producing organic agricultural products selected by the purposive sampling technique. Data analysis was performed in three stages of open, axial, and selective coding in which 343 key concepts, 111 codes, and 32 sub-categories were identified and classified into five main categories including "product-related factors", "price-related factors", "promotion-related factors", "consumer-related factors", and "production-related factors". Finally, a comprehensive model of the factors influencing the marketing success of organic agricultural products is presented.

Keywords:

Marketing, organic agricultural products, grounded theory

^a Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran

^b Department of Public Administration, Rasht Branch, Islamic Azad University, Rasht, Iran

Corresponding author's email: goodarzvand@iaurasht.ac.ir

INTRODUCTION

Today, agricultural activities are blamed as a key reason for the decline in biodiversity in the world because the land is covered with vegetation, and changes in vegetation by agricultural activities affect the climate, which can lead to environmental problems. On the other hand, the agricultural sector uses various chemical fertilizers to improve soil fertility and various pesticides to control pests. These chemical compounds have adverse environmental consequences, such as water and soil pollution, resulting in problems with the living conditions of humans and other living organisms. Therefore, an industry that has played a role in the economic cycle in recent years, both in economic and health issues, is the organic product industry (Lee & Yun, 2015). In the 1970s, increasing consumer awareness of environmental issues and personal health led to the emergence of organic products and in the 1980s and 1990s, organic farming was practically recognized with the introduction of standards for the production and supply of organic products. Organic farming is known around the world for characteristics such as environmental protection, biological balance, and the use of organic matter. So, it can be said that organic products are products that are produced without the use of chemicals, pesticides, hormones, antibiotics, food additives, and flavorings (Yazdanpanah & Forouzani, 2015). In its 2019 report, the Organic Trade Association stated that the US organic market grew by 6.3 percent in 2019 compared to 2018, with sales of USD 52.5 billion. Also, according to this report, organic products are of great importance in East and Middle East Asia. For example, the value of the UAE's organic exports increased significantly from USD 1.2 million to USD 14.4 million between 2012 and 2015 (Anjos et al., 2020).

As a result, 35 million hectares of agricultural lands around the world are currently cultivated with organic produce. But, unfortunately, Iran's share of these lands,

despite the potential capacity and the possibility of presence in global markets, is only 43,000 hectares. One of the reasons for this is consumers' unawareness of the organic nature of the product, the negligence of Iranian consumers about the importance of consuming organic products for human health, and also the weakness in the information and marketing system of the companies producing these products (Lu et al., 2019).

Therefore, the demand for these products in Iran is low. Also, manufacturers have no incentive to market these products due to increased marketing costs and consequently, higher final product prices (Dadashi et al., 2018). However, the desire and interest in marketing and studying these types of products have been increasing all over the world and organic farming is known as a way to sustainably develop and strengthen food security (Mhlophe, 2016).

Marketing Organic Products

The consumer demand for safe and environmentally friendly products is increasing around the world (Rao, 2007; Chariri et al., 2019; Laskar, 2018; Singh & El-Kassar, 2019; Singh, 2019). In the meantime, some organizations have tended to produce organic products simply because of their social responsibility, but others have aimed to gain a competitive and distinctive advantage by producing organic products (Singh & El-Kassar, 2019; Bhaumik et al., 2019; Kumar et al., 2020; Singh, 2018). Therefore, growing international concerns about environmental protection have posed all companies to the challenge of how to integrate environmental issues into their business strategies and activities. This challenge has affected the marketing department of companies, as well as other functional departments such as research and development, design, and construction (Schlatter et al., 2020).

In this regard, however, the successful development and production of

environmentally friendly products are essential to reduce the negative environmental impact of industrial activities. Indeed, the important role of marketing activities in the success of companies producing organic products should not be overlooked since without marketing activities and identifying the target market, it will not be possible to generate ideas and design organic products. In addition, the development and production of organic products will be useless in protecting the environment unless the products are distributed and consumed in the market so that this step is inconceivable without the intervention of marketing and the implementation of related strategies. Also, companies can use marketing activities to communicate with consumers and increase their awareness of the importance of environmental protection and the benefits of organic products.

The growing international concerns about environmental sustainability and climate change have posed all companies to the challenge of integrating environmental issues into business strategy and activities (Nidumolu et al., 2009). This challenge involves most company's functional areas, including R&D, design, manufacturing, and marketing (Foster & Green, 2000; Lenox & Ehrenfeld, 1997). Successfully developing and manufacturing environmentally sustainable products or services are essential for reducing the environmental impact of industrial activities and fostering cleaner production. Marketing is fundamental for this process since marketing inputs are essential for defining product concepts and design. Further, developing green products/services would be useless for environmental sustainability unless they get widespread in the market. Marketing is essential also in this process since it can play a key role in the creation of a green market (Rex & Baumann, 2007) by communicating with consumers to increase their awareness about environmental sustainability and informing

them about the benefits of environmentally sustainable products and services. Thus, marketing is very relevant for fostering both cleaner production and sustainable consumption.

Today, it is important to understand the factors affecting the purchase of organic products in a timely manner, especially due to environmental, scientific, and communication advances that have increased awareness and subsequently raised concerns about environmental issues (Gakobo & Jere, 2016). The main question that arises about organic products is that if organic products are better for both the environment and the consumer, why the sales are less than one percent. Answering this question requires understanding that organic product marketing requires different strategies than normal product marketing. For example, although the majority of consumers prefer environmentally superior products over conventional goods, they are often reluctant to pay a high price for an organic product (Naidoo & Ramatsetse, 2016).

In such a situation, it is not possible to succeed in selling organic products without considering the special skills in the field of marketing. Organic food marketing is a complex matter because it deals with the supply and demand of food, which plays a very important role both individually and nationally. Organic food production is a good choice because it has a relatively high income, while at the national level, its production is accompanied by the development of a new market, less use of resources, environmental protection, better use of arable land, and higher employment in agriculture. In general, it indicates the condition for the survival and further development of the national economy (Yadav & Pathak, 2016).

The marketing of organic agricultural products in Iran has become increasingly important due to the expansion of urbanization in recent decades and the transition of agriculture from the traditional mode to the new stage and as a result,

increasing the share of product supply to the consumer market. One of the important goals of this type of marketing is to compete to satisfy consumers by increasing the number of domestic and foreign producers. Improving packaging, grading, warehousing and supply during production, reducing sales prices by reducing costs, reducing margins and reducing the role of intermediaries are among the factors that play an important role in satisfying producers and consumers and increasing the marketability of the product and the prosperity of the domestic and foreign markets. (Razavi et al., 2015). In addition, the marketing of organic farming is defined as understanding the needs of consumers and usefully supplying those needs. But, most manufacturers and suppliers do not know how to find new buyers, are not aware of the process of changing the demand for products, do not know which product will be most profitable, and are not aware of the necessary solutions for the quality of their products (Borimnejad, 2014). Accordingly, informing the suppliers of these products about the factors of success in the market of organic products will help to improve the process of marketing and sales of manufactured products and make appropriate business decisions. Today, due to the challenges of producers of organic products in the country, including lack of investment in new products, low variety, and the high price of the product, weak commercial brand names, restrictions on customer retention, and increases in non-organic and similar organic products, these industries are faced with major challenges. The many problems of marketing and sales in Iran's organic food industry and the obstacles that organic products face in the production, supply, and demand of these products reflect the need for such research.

METHODOLOGY

This research is exploratory based on qualitative studies and its research method is based on thematic analysis. This means that

the data collected in the interviews have been analyzed based on the thematic analysis method. The use of qualitative studies, especially the theme analysis method, becomes necessary when there is little data on the studied phenomenon, or, in the studies and researches conducted on the subject in question, the lack of a theoretical framework that comprehensively explains the subject is evident. Few studies have been conducted on the marketing of organic products in Iran so that it can be said that in domestic research, no research has been done on the marketing model with a focus on organic products. Therefore, the lack of a comprehensive model prompted researchers to provide a comprehensive model that fits the country's organic industry. The reason for choosing the thematic analysis method in this research was that the purpose of the research is to identify the initial and deep ideas for developing theoretical models for future experimental research based on qualitative findings. Based on the results of this research, it is possible to identify ideas that can be used for quantitative research with large statistical samples with the theory test approach. Participants in this study were the marketing managers of 12 companies producing organic products, the details of which are listed in Table 1. The research sample was selected by the purposive method (theoretical sampling) and the chain reference method (snowball method).

Table 1
Profile of Research Participants

Raw	Service location	Field of activity
1	SHADLEE	Organic herbal Beverages
2	A.S.T	Organic vegetables
3	DELAND	Organic Tomato paste
4	Sefid Spagheti	Organic Macaroni
5	Kombucha	Organic Beverages
6	Honybal	Organic Honey
7	Samin	Tomato paste
8	Kaviran	Organic Table salt
9	DEMOR	Organic Edible Oil
10	Zobin	Organic Tea
11	Golbang	Organic Tea

Since the Society of Organic Producers and Marketing Experts for Organic Products and their availability were not well known, the snowball sampling method was used. Accordingly, the researcher first conducted interviews with several experienced marketing producers and at the end of each interview, he asked the interviewees to introduce another expert and this continued until the necessary data reached the saturation point so that the concepts raised by the interviewees were repeated and nothing new was added to the model. To ensure the validity and reliability of the data with the specific criteria of qualitative research, the necessary studies including acceptability and verification capability were performed. Participants' review methods were used to increase acceptance. To achieve this, the researchers obtained the necessary confirmations from the interviewees by returning the speech and thoughts during the interview and summarizing the interviewee's statements at the end of all interviews for approval or correction by the interviewees and their suggested points were taken into account. To be verified, the resulting pattern was returned to six primary participants for review and verification, and the final points of application and final approval were obtained. Then, the full text of the first six interviews, along with the coding and classifications, were presented to three faculty members. Their affirmative opinion was received to implement and codify the concepts correctly, which contributed significantly to this process. The following is the data of the interviewees. Brown and Clark (2006) provide a six-step process for theme analysis that we used in this study.

Step 1: Familiarity with the data: In order for the researcher to become familiar with the depth and breadth of the data content, it is necessary to immerse oneself in it to some extent. Immersion in data usually involves "frequent data retrieval" and active data reading (i.e., searching for meanings and patterns).

Step 2: Creating Initial Codes: The second step begins when the researcher has read the data and become familiar with it. This step involves creating basic data code. The coded data differs from the analysis units (themes). At this stage, 343 initial codes of interviews were counted.

Step 3: Searching for Selective Codes: This step involves categorizing various codes into selective codes and sorting all the coded data summaries. In fact, the researcher begins by analyzing his or her own code and considers how different codes can be combined to create a general theme. At this stage, 111 selection codes were obtained by researchers. Then, the researchers left out incomplete or unrelated codes, as well as duplicate codes, to achieve this number of selective codes.

Step 4: Formating Sub-categories: The fourth step begins when the researcher creates a set of themes and reviews them. This stage includes two stages of purification and formation into sub-themes. The first step involves reviewing the level of encoded summaries. In the second step, the validity of the sub-themes in relation to the data set is considered. At this point, the researchers found 32 sub-themes.

Step 5: Defining and Naming the Main Category: Step 5 starts when there is a satisfying image of the themes. At this stage, the researcher presents, redefines, and revises the main themes for analysis, and then analyzes the data within them. By defining and reviewing, the nature of what a theme is talking about is determined. At this stage, the researchers finally reached five main themes after going back and forth among the sub-themes, which can be explained in the field of research.

Step 6: Reporting: This step includes the final analysis and writing of the report that will be presented at the end (Braun & Clarke, 2006).

RESULTS

According to the analysis of the data

obtained from the research literature and interviews, a total of five main themes were extracted about the effective factors for the success of marketing organic products. These topics are analyzed and interpreted below. Finally, the marketing model of organic products is presented (Figure 1).

Product-related factors

Product-related factors in the first main category are composed of two categories including non-intrinsic quality characteristics (including brand name, brand image, region or country of origin, packaging price, quality mark, product visual appeal, and good packaging) and inherent quality characteristics (including color, odor, taste, durability, and composition of materials used). Among these factors, the interviewees had a special emphasis on quality marks as well as the combination of used items.

Promotion factors

Promotion factors are factors that encourage the customer to buy organic products. These factors include, but not limited to, price discounts, discount coupons, loyalty programs, prizes, competitions, best-selling shows, trust signs, making videos about the process of cultivating and processing the product, advertising on special occasions to support charities, product warranties, free consultation, customer complaint handling, participation in the exhibition, and providing free samples.

Price factors

Price has always been one of the main factors in selling products. Due to the fact that the price of organic products is higher than that of other products due to the production process and special considerations and restrictions, so the pricing of these products must be done with special care. Based on the interviews, strategies have been proposed for pricing these products, which include pricing below commodity cost, prestige pricing, standard pricing, multiple pricing (batch),

psychological pricing, same selling price, and discriminatory pricing. The emphasis of most interviewees has been to set standard pricing based on cost and percentage.

Producer factors

A number of factors affecting the sale of organic products are related to the manufacturer. Based on the results of interviews and research literature, these factors are in the following two sub-categories: responsible ecological-oriented attitudes including enjoying nature, believing in environmental threats, believing in the protection of natural resources for the sake of humans, believing that humans do not dominate nature, and believing that humans do not exploit nature, as well as environmental protective behaviors including not using chemical pesticides in the garden, fertilizing the waste, using environmentally friendly products, and using recyclable equipment.

Consumer factors

Consumer factors also refer to the specific characteristics of consumers that determine their buying behavior. These variables include social and demographic variables (knowledge and education, household size, age, gender, etc.), consumer values and tendencies (socially perceived values, perceived emotional value, biological value, altruistic value, biological value, and social responsibility of individuals), psychological characteristics (altruism, environmental concern, sense of patriotism, need for self-belief, mental norms, attitude towards the environment, previous experience, etc.), and consumer perception (controlled behavior, perceived quality, perceived effectiveness, ease of use, perceived pleasure, perceived usefulness, perceived environmental awareness and concern, perceived concern about the possibility of non-organic food being dangerous, and perceived price).

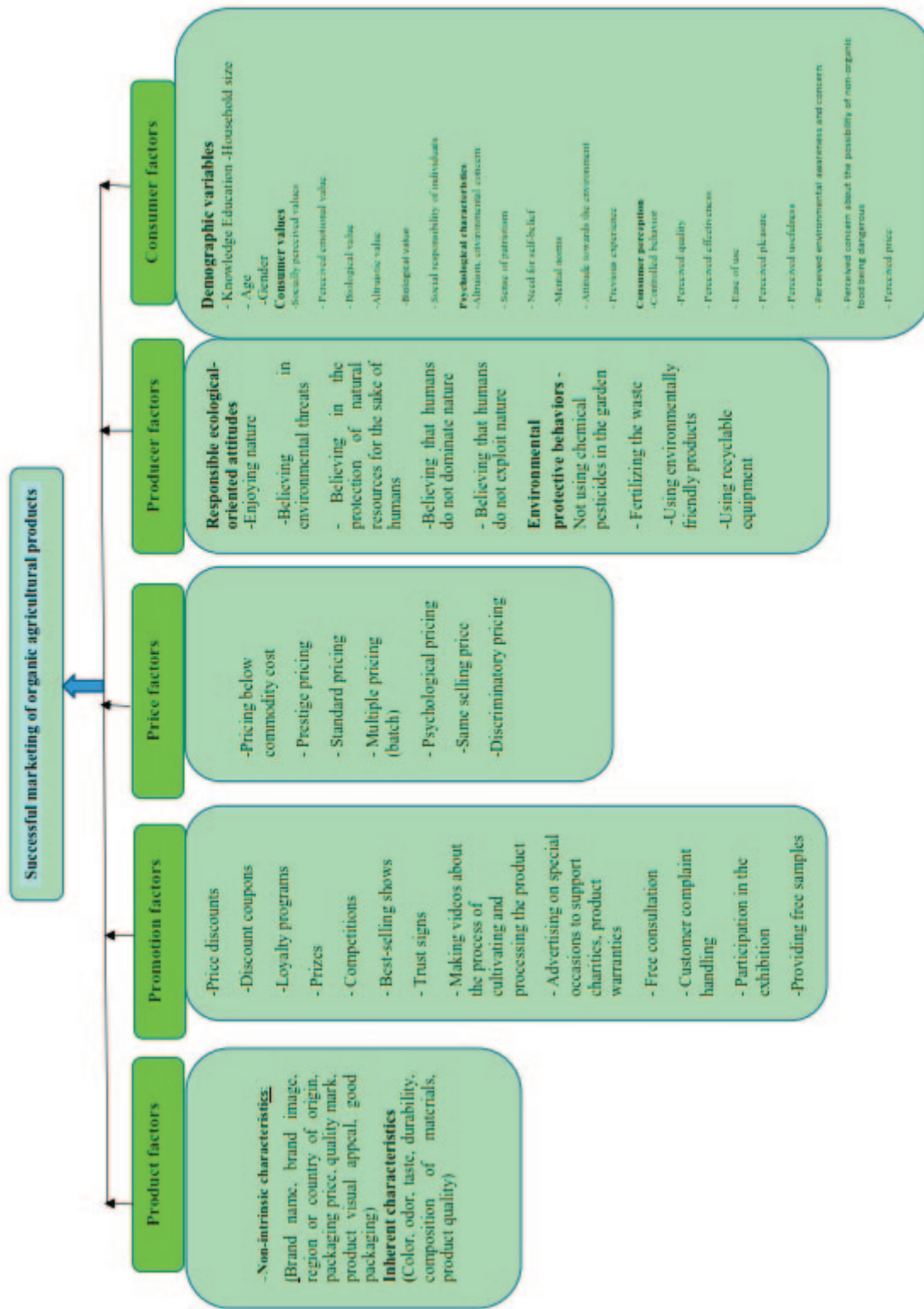


Figure 1. Suggested Research Model: Factors Affecting the Successful Marketing of Organic Agricultural Product

CONCLUSION AND DISCUSSION

The main purpose of this study was to determine the factors affecting the marketing success of organic agricultural products using the results of qualitative data and the theory based on vectors. Despite limitations, such as the identification of the sample, the reopening of the issue in Iran, and the problems of data collection, the study sought to collect the required data using questionnaires and semi-structured interviews with 12 managers in the field of production and marketing of organic products. In this study, the processes of “data collection” and “data analysis” were performed simultaneously, and these processes continued until reaching theoretical adequacy of the main and sub-structures of the basic concepts and codes. Thus, in the end, five main structures were identified. The pattern resulting from the analysis of research findings is shown in [Figure 1](#).

The main focus of this model is on the activities that form the basis of marketing organic products. In fact, there are factors in which a change in them directly affects the consumer’s reaction and, in turn, the sale of products. Therefore, it is necessary for the production units to follow them with more sensitivity. The first is product-related factors, which have been studied in terms of the intrinsic and non-intrinsic characteristics of organic agricultural products. In the intrinsic dimension, the constituents of the crop are the most important characteristics of organic agricultural products. Organic producers believe that the raw materials used alone will guarantee the sale of organic products because most consumers have previous knowledge about these products and can detect the organic nature of the product due to the use of special materials used in it. In the dimension of non-intrinsic characteristics, the brand and the form of packaging that can be effective in attracting new customers and expanding the market have been emphasized by the interviewees.

Also, having an organic label and quality are very important. A number of researchers have agreed with the results of this study based on the impact of product features on the marketing success of organic products ([Lu et al., 2019](#); [Borimnejad, 2014](#); [Liang & Lim, 2020](#); [Saleki et al., 2019](#); [Sriwaranun et al., 2015](#)).

The second factor is price. In Iran, the market for organic products is growing and spreading exponentially, and competition in this area is low. On the other hand, there is a difference in organic agricultural products of different producers. Therefore, pricing based on competitors’ prices is not common in this market. However, according to the interviewees, the best pricing formula for organic products is standard pricing (costs + fixed profits). Several researchers have agreed with the results of this study regarding the impact of the product price on the marketing success of organic products ([Liang, 2016](#); [Liu et al., 2019](#); [Sriwaranun et al., 2015](#)).

The third factor is related to the producer. The producer must be able to find a suitable place in the mind of the customer and fix it so that by seeing the label on the products, he/she will remember that feature. Here, two dimensions of responsible bio-oriented attitude and environmental protection behaviors are defined for the producer. The dimension of responsible bio-oriented attitude reflects the attitude and belief and the normative frameworks of the producer to protect the environment. Environmental protection behaviors reflect the operational dimensions of the belief in environmental protection in the context of practical activities to protect the environment, such as not using chemical pesticides in the garden. Some researchers have agreed with the results of this study as to the impact of the producer on the marketing success of organic products ([Mangafi et al., 2017](#); [Ghali, 2020](#); [Mehta & Agrawal, 2020](#)).

The fourth factor is consumer factors, which shows the importance of consumer

characteristics and their impact on the purchase of organic products. Factors such as demographic variables, consumer values, psychological characteristics, and consumer perceptions can play a role in influencing the marketing success of organic products in this model. Also, paying attention to these factors in market segmentation can help producers of organic products. The results regarding the impact of consumer characteristics on the marketing success of organic products are consistent with some studies (Bullock et al., 2017; Pearson & Henryks, 2008; Sriwaranun et al., 2015; Bullock et al., 2017; Ghali, 2020; Mehta & Agrawal, 2020; Borimnejad, 2014).

Promotion, which is the fifth factor in the marketing model of organic products, has a special place because it includes items that encourage and motivate the customer to buy products. All kinds of price discounts, product warranties, and free samples are the most important promotional measures for organic agricultural products for the interviewees. Some researchers have supported the results about the impact of promotion on the marketing success of organic products (Jonas & Roosen, 2005; Chrysochou & Festila, 2019).

It is also suggested to companies producing organic products to

- use solutions such as identifying target customer groups and their needs,
- use this information in the field of advertising and information through brochures and catalogs to express the benefits of using organic products,
- form environmentally friendly groups and associations among consumers,
- include brief information about the benefits of organic products or short sentences about ignoring environmental hazards on product packaging,
- use packaging that can be reused by the manufacturer and the consumers,
- hold conferences and congresses to train citizens about environmental issues and encourage them to buy organic products,
- use a variety of social networks and viral

marketing to promote the positive effects of using organic products, and

- use attractive colors, designs, or symbols in the packaging of organic products to distinguish them from other products in their sales promotion.

REFERENCES

- Anjos, R., Cosme, F., Gonçalves, A., Nunes, F. M., Vilela, A., & Pinto, T. (2020). Effect of agricultural practices, conventional vs organic, on the phytochemical composition of 'Kweli' and 'Tulameen' raspberries (*Rubus idaeus* L.). *Food Chemistry*, 328, 126833.
- Bhaumik, S., Driffield, N., Gaur, A., Mickiewicz, T., & Vaaler, P. (2019). Corporate governance and MNE strategies in emerging economies. *Journal of World Business*, 54(4), 234-243.
- Borimnejad, V. (2014). A Study of factors affecting on the marketing of healthy and organic products. *Agricultural economics*, 8(Special Issue), 217-232.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative research in psychology*, 3(2), 77-101.
- Bullock, G., Johnson, C. and Southwell, B. (2017). Activating values to stimulate organic food purchases: can advertisements increase pro-environmental intentions? *Journal of Consumer Marketing*, 34 (5) 427-441.
- Chariri, A., Nasir, M., Januarti, I. and Daljono, D. (2019). Determinants and consequences of environmental investment: an empirical study of Indonesian firms. *Journal of Asia Business Studies*, 13(3), 433-449.
- Chrysochou, P. and Festila, A. (2019). A content analysis of organic product package designs. *Journal of Consumer Marketing*, 36 (4), 441-448.
- Dadashi, M., Mohammedan, M., Shahrokh, Z., Khashei, V. (2018). Indigenous Pattern of Market Development of Organic Products in Iran. *Agricultural Economics Research*, 9(36), 231-258.

- Foster, C., & Green, K. (2000). Greening the innovation process. *Business Strategy and the Environment*, 9(5), 287-303.
- Gakobo, T.W., Jere, M.G. (2016). An application of the theory of planned behaviour to predict intention to consume African indigenous foods in Kenya. *British Food Journal*, 118(5), 1268-1280
- Ghali, Z.Z. (2020). Effect of utilitarian and hedonic values on consumer willingness to buy and to pay for organic olive oil in Tunisia. *British Food Journal*, 122(4), 1013-1026.
- Gholampour, A., Naami, A., & Moshabaki, A. (2019). Presentation of social media based marketing model in Iranian food products and organic drinks industry using theme analysis. *Journal of Agricultural Economics Researches*, 11(4), 31-58.
- Jonas, A. and Roosen, J. (2005). Private labels for premium products – the example of organic food. *International Journal of Retail & Distribution Management*, 33(8), 636-653.
- Kumar, V., Singh, D., Purkayastha, A., Popli, M., & Gaur, A. (2020). Springboard internationalization by emerging market firms: Speed of first cross-border acquisition. *Journal of International Business Studies*, 51(2), 172-193.
- Laskar, N. (2018). Impact of corporate sustainability reporting on firm performance: an empirical examination in Asia. *Journal of Asia Business Studies*, 12(4), 571-593.
- Lee, H. J., & Yun, Z. S. (2015). Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *Food quality and preference*, 39, 259-267.
- Lenox, M., & Ehrenfeld, J. (1997). Organizing for effective environmental design. *Business Strategy and the Environment*, 6(4), 187-196.
- Liang, A.R.-D. & Lim, W.-M. (2020). Why do consumers buy organic food? Results from an S-O-R model. *Asia Pacific Journal of Marketing and Logistics*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/APJML-03-2019-0171>
- Liang, R.-D. (2016). Predicting intentions to purchase organic food: the moderating effects of organic food prices. *British Food Journal*, 118(1), 183-199.
- Liu, K., Lan, Y. & Li, W. (2019). Behavior-based pricing between organic and general food enterprises. *British Food Journal*, 122(1), 107-121.
- Lu, L., Chi, C.G.-Q. & Zou, R. (2019). Determinants of Chinese consumers' organic wine purchase. *International Journal of Contemporary Hospitality Management*, 31(9), 3761-3778.
- Mangafić, J., Pilav-Velić, A., Martinović, D., & Činjarević, M. (2017). Consumer Innovativeness and Organic Food Purchase Intentions. In *Green Economy in the Western Balkans*. Emerald Publishing Limited, pp.285-319.
- Mehta, R., & Agrawal, S. (2020). Embracing the organic way: is consumer preference the same for all brands? *International Journal of Retail & Distribution Management*, 48(5), 453-464.
- Mhlophe, B. (2016). Consumer purchase intentions towards organic food: insights from South Africa. *Business & Social Sciences Journal*, 1(1), 1-32.
- Naidoo, V., & Ramatsetse, M. H. (2016). Assessment of the consumer purchase intentions of organic food at the Hazel food market in Pretoria, South Africa. *Environmental economics*, (7, Iss. 3), 81-88.
- Nidumolu, R., Prahalad, C. K., & Rangaswami, M. R. (2009). Why sustainability is now the key driver of innovation. *Harvard business review*, 87(9), 56-64.
- Pearson, D., & Henryks, J. (2008). Marketing organic products: Exploring some of the pervasive issues. *Journal of Food Products Marketing*, 14(4), 95-108.
- Rao, P. (2007). Greening of the supply chain: An empirical study for SMES in the Philippine context. *Journal of Asia Business Studies*, 1(2), 55-66.

- Razavi, S. H., Pourtaheri, M., & Eftekhari, A. (2015). evaluation of organic agriculture development place in rural areas, case study: producers of intransition and certified products. *Journal of rural research*, 6(1), 27-45.
- Rex, E., & Baumann, H. (2007). Beyond ecolabels: what green marketing can learn from conventional marketing. *Journal of cleaner production*, 15(6), 567-576.
- Saleki, R., Quoquab, F., & Mohammad, J. (2019). What drives Malaysian consumers' organic food purchase intention? The role of moral norm, self-identity, environmental concern and price consciousness. *Journal of Agribusiness in Developing and Emerging Economies*, 9(5), 584-603.
- Schlatter, B., Tra'vni'cek, J., Willer, H. and Lernoud, J. (2020). Organic agriculture worldwide: current statistics, in Willer, H., Schlatter, B., Tra'vni'cek, J., Kemper, L. and Lernoud, J. (Eds), *The World of Organic Agriculture. Statistics and Emerging Trends 2020*, FiBL, Frick and IFOAM – Organics International, Bonn, pp. 31-69.
- Singh, D. P. (2018). Integration of materialism with shopping motivations: motivations based profile of Indian mall shoppers. *Journal of Asia Business Studies*, 12(4), 381-401.
- Singh, S. K. (2018). Sustainable business and environment management. *Management of Environmental Quality: An International Journal*, 30(1), 2-4.
- Singh, S. K., & El-Kassar, A. N. (2019). Role of big data analytics in developing sustainable capabilities. *Journal of cleaner production*, 213, 1264-1273.
- Sriwaranun, Y., Gan, C., Lee, M., & Cohen, D. A. (2015). Consumers' willingness to pay for organic products in Thailand. *International Journal of Social Economics*, 42(5), 480-510.
- Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidences from a developing nation. *Appetite*, 96, 122-128.
- Yazdanpanah, M., & Forouzani, M. (2015). Application of the Theory of Planned Behaviour to predict Iranian students' intention to purchase organic food. *Journal of Cleaner Production*, 107, 342-352.

How to cite this article:

Ghasemi Dakdare, B., Goodarzvand Chegini, M., & Chirani, E. (2021). Application of the grounded theory method to identify and analyze the factors affecting successful marketing of Iranian organic agricultural products. *International Journal of Agricultural Management and Development*, 11(2), 285-295. **DOR: 20.1001.1.21595852.2021.11.2.11.5**

