A Long-term Narrative on the Role that Organic Food Marketing Plays in Preserving Cultural Heritage through Mass Media

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Abstract

This study examines how sustainable narratives in mass communication contribute to the marketing of organic food products, with a focus on preserving cultural heritage. Through a combination of case studies, content analysis, and expert interviews, it examines five leading organic food brands that utilize narrative marketing to connect consumers with the cultural history and significance of their products. A major focus is on the role of social media as a tool for amplifying these sustainable narratives, allowing brands to engage wider audiences and promote cultural and environmental values effectively. Using Python software version 3.11.7 for topic modelling, it analysed the "About Us" sections of fifty top organic food brands to identify prominent themes in their messaging. This approach helped uncover the central topics that shape organic brands' narratives, illuminating key trends and focal points in their communication strategies. This study advances knowledge by demonstrating how sustainability narratives in organic food marketing serve as vehicles for preserving cultural heritage through emotionally immersive storytelling. It introduces a novel mixed-methods approach combining topic modelling and qualitative insights, offering practical and theoretical contributions to sustainability communication. Future research should adopt longitudinal, cross-cultural, and NLP-enhanced approaches to deepen understanding of sustainable narratives in organic marketing.

Keywords: Consumer Behaviour, Environmental Values, Organic Food Marketing, Sustainable Narratives, Topic Modeling.

Introduction

The organic food sector has increasingly adopted sustainability-oriented communication strategies in response to rising consumer awareness of environmental responsibility, ethical production, and health-conscious consumption. Organic food marketing has evolved beyond functional product promotion to include narrative-driven messaging that frames brands as environmentally responsible and socially conscious actors within broader food systems (1). Mass communication platforms, particularly brand websites and social media, have become central channels through which these narratives are constructed and disseminated. Cultural heritage, understood as the collective traditions, agricultural knowledge, and food practices transmitted across generations, is closely intertwined with organic farming systems. Traditional cultivation methods, indigenous crop varieties, and localized food knowledge form the historical foundation of organic agriculture in many regions (2). However, processes of globalization, industrialized food production, and standardized supply chains have contributed to the gradual erosion of these culturally embedded practices, intensifying the need for communication strategies that simultaneously promote sustainability and cultural continuity (3). Sustainability marketing has therefore emerged as an integrative framework that incorporates environmental stewardship, ethical sourcing, and socio-cultural values within brand communication. Rather than focusing solely on ecological outcomes, sustainability-oriented narratives increasingly emphasize farmer livelihoods, community engagement, and long-term societal well-being (4). In the context of organic food marketing, these narratives often draw implicitly on cultural symbolism, place-based identity, and ancestral farming knowledge to establish authenticity and trust among consumers (5). Prior research has extensively examined organic food consumption behaviour, eco-labelling, and sustainability messaging, primarily focusing on consumer attitudes, purchase intentions, and

environmental outcomes (6, 7). However, much of this literature remains descriptive and fragmented, offering limited insight into how sustainability narratives are narratively constructed, emotionally transmitted, and culturally interpreted through mass communication channels (8). In particular, the role of storytelling as a mechanism for embedding cultural heritage within sustainability communication remains underexplored (9). Narrative Transportation Theory provides a useful theoretical lens for addressing this gap by explaining how individuals become cognitively and emotionally immersed in compelling stories, leading to attitudinal and behavioural change (10). When applied to organic food marketing, the theory suggests that sustainability narratives rooted in tradition, authenticity, and ethical values can transport consumers into meaningful narrative worlds, thereby shaping perceptions of trust, responsibility, and cultural belonging (11). Despite its relevance, limited empirical research has applied this theoretical framework to examine how organic food brands use narrative storytelling to simultaneously advance sustainability goals and cultural preservation.

Furthermore, existing studies have rarely differentiated between narrative outcomes related to environmental sustainability and those associated with cultural heritage. While environmental responsibility is often explicitly communicated through claims of organic certification and ecological benefits, cultural heritage tends to be conveyed indirectly through references to farmers, locality, and tradition. This implicit communication creates a paradox wherein cultural heritage is foundational to organic branding yet remains under-articulated in mass media narratives (12).

Addressing these gaps, the present study investigates how sustainability narratives employed by organic food brands function as vehicles for cultural heritage preservation through mass communication. Using a mixed-methods approach that integrates topic modeling, qualitative content analysis, case studies, and expert interviews, the study examines how narratives are constructed, communicated, and interpreted across digital platforms. The analysis focuses on identifying dominant narrative themes, distinguishing between sustainability- and culture-oriented messaging, and comparing narrative strategies across leading organic food brands.

Accordingly, the study seeks to examine how organic food brands construct sustainability narratives through mass communication channels, how cultural identity and traditional values are embedded within these narratives, what dominant themes emerge from brand storytelling, how narrative strategies differ in their engagement with environmental sustainability versus cultural preservation, and how experts in sustainable marketing and cultural studies evaluate the authenticity and effectiveness of these narratives. By addressing these objectives, the study contributes theoretical and practical insights into sustainability communication, cultural branding, and responsible consumer engagement within the organic food sector.

Narrative Transportation Theory suggests that when individuals become immersed or "transported" into a compelling narrative, they are more likely to be influenced by the story's messages, leading to changes in attitudes, beliefs, or behaviors (13). In this study, the theory is applied to understand how organic food brands use storytelling through mass communication platforms such as websites, social media, and brand content like "About Us" pages—to emotionally and cognitively engage consumers. These narratives often rooted in sustainability, cultural heritage, and traditional farming practices, serve not only to inform but also to immerse the audience in a meaningful brand experience. This immersive engagement can shape consumer perceptions of authenticity, promote eco-friendly behavior, and reinforce cultural values. By applying this theory, the study highlights how storytelling in organic food marketing is not just a promotional tactic but a strategic tool for preserving cultural identity and encouraging sustainable consumption. Although previous studies have acknowledged the role of sustainability narratives in shaping consumer behavior (14). Much of this literature remains largely descriptive, focusing on labeling schemes or general consumer awareness. What is often missing is a critical examination of how these narratives are constructed, transmitted, and received across different cultural contexts. Emphasize consumer motivation through eco-

labels, they do not explore how culturally embedded meanings or historical associations influence consumer engagement. In contrast, argue that culturally resonant marketing strategies—those that integrate local values and heritage are more likely to generate authentic connections with consumers (15). Sustainability marketing is not a one-size-fits-all approach; consumers from different countries and cultural backgrounds respond to eco-brands based on their national traditions, societal norms, and personal values. Therefore, this study contributes to the literature by moving beyond surface-level descriptions and exploring how sustainable narratives in organic food marketing are not only tools for ecological communication but also instruments for cultural preservation and consumer identity formation. This approach fills a significant gap in the literature by critically analyzing the interplay between mass communication, cultural symbolism, and environmental messaging (16).

Promoting Sustainability through Marketing

When it comes to the maintenance of a sustainable marketing strategy, we suggest that attention be paid to "ethical," "social," "environmental" and "cultural" components in a more comprehensive manner (17). Study has repercussions that extend beyond enterprises that are environmentally mindful and the ecosystem as a whole. Activities associated with environmental marketing are characterized as "any activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, in such a way that these needs and wants are satisfied with minimal harm to the natural environment." This particular term is an illustration of what is commonly referred to as "environmental marketing." One example of an action that is environmentally friendly is the recycling of shopping bags, the reuse of banners that have been recycled, and the protection of natural areas for the purpose of supporting green development (18). However, these are not the only examples of actions that are ecologically friendly. The concept of sustainable marketing has developed into an essential part of the operations of modern-day businesses. This is due to the fact that sustainable marketing seeks to promote goods and services in ways that are advantageous to both individuals and the environment. When it comes to making their marketing efforts more respectful of the environment, businesses have a wide variety of alternatives available to them from which to pick. The promotion of products that are kind to the environment, the acquisition of commodities in an ethical manner, and the establishment of programs for corporate social responsibility are some examples of these (19). Not everything is on this list. Sustainable marketing emphasizes honesty and doing the right this helps build brand loyalty and provides a conduit for environmentalists to communicate. This section discusses sustainable marketing's key ideas and approaches and shows how they help achieve societal goals such cultural preservation (20). This section explains how these techniques help achieve social goals like cultural preservation.

Promotion of Organic Foods and the Protection of Cultural Heritage

Recently, much research has examined the relationship between organic food marketing and cultural heritage protection. According to, organic farming, which is typically based on ancient farming methods, can preserve and pass on cultural traditions. Organic agricultural methods are usually adapted from conventional farming (21). However, culture also affects internet gambling in India. This is the first-time academic literature has ignored culture (22). India is always changing. This is due to its geographical, cultural, and socioeconomic variety (23). Culture is the collective psychological training that distinguishes one group from another. The next section discusses research on how organic food sales might raise awareness of the cultural significance of traditional agricultural practices, regional ingredients, and regional meals. More specifically, we will discuss ways to implement this idea. We shall concentrate on methods for achieving this goal. Organic goods companies promote environmentally friendly farming and national identity preservation. So organic farming is better for the environment. Organic products are greener than conventional ones. Place-based marketing and sales have been extensively studied in this field for their ability to connect people to organic food culture (24). This research was done to understand the value of these two criteria. This research aimed to understand the importance of organic foods.

Strategies for Advertising using Mass Media and Storytelling

Marketing's use of mass communication to influence people's thoughts and actions is well-known. Narrative-style video advertising has grown in popularity. Advertisers may use transformative, slice-of-life, and drama advertising to tell a brand's story. Other advertising methods include drama and slice-of-life (25). In instance, narrative marketing has been a successful way to generate interest in products and companies by telling intriguing and compelling stories about them (26). Because people can identify to these stories emotionally, the marketing message is more effective and easier to remember. When marketing organic food, storytelling tactics are used to illustrate product stories. This category includes stories about farming systems or food culture. This increases client involvement and strengthens their brand engagement (27). This has repercussions. Many advertising studies have examined narrative print ads. These studies aim to determine how these commercials affect advertising strategy attributes. This type of advertising appeals to people when they are attracted into stories that change their experience. This is especially true when stories are meant to affect them. Because of this, great brand equity and awareness are essential. For advertisements and video storytelling advertising sites, mobile phones, desktop computers, and laptops have largely replaced traditional television.

Engaging with Consumers with Sustainable Narratives

The benefits of a product or service to people, cultures, and the environment are the emphasis of "sustainable storytelling". Stories that can be told throughout time are called "sustainable". Marketing plans target socially and environmentally conscious people. Marketing plans aim to do this. These marketing strategies stories are getting increasingly typical. Every indication suggests that current food systems won't last. This is common knowledge today. These food systems contribute a third of global greenhouse gas emissions. These words were utilized (28). Sustainable stories increase brand loyalty, engagement, and feedback, according to a study. All of these issues must be addressed, especially since converting to a new food system must make people reconsider trade treaties that

require many countries to use substandard sources. Change is necessary, so this is crucial. (29), a few food-shipping countries have supply routes. Sometimes this makes food tougher to get. Organic food marketers can tailor their value offer to clients' values and ambitions by incorporating cultural history into their marketing. This benefits healthy food vendors. This can help organic food dealers make a lot of money (30). This technique helps the business stand out from competitors and preserve and promote culture in the neighbourhood. A literature review shows that sustainable marketing, organic food marketing, cultural heritage protection, and story-based mass communication are related. We achieved this because of this knowledge. These themes are essential for examining how organic food marketing might conserve cultural heritage by delivering engaging stories.

Research Gap

While our study focuses on how sustainable stories are crafted and communicated, we acknowledge that the nuanced cultural dimensions of consumer responses to such narratives remain underexplored in our original version. We have now explicitly stated that although sustainable narratives can enhance consumer engagement and support environmental goals, there is limited empirical evidence on how different cultural contexts shaped by national traditions, consumer values, and food heritage influence the reception and interpretation of these narratives. This lack of cross-cultural analysis presents a significant gap, as storytelling strategies that are effective in one cultural setting may not resonate similarly in another (31). Cultural norms, language, food symbolism, and environmental priorities can significantly affect the emotional and cognitive impact of marketing narratives while sustainable narratives offer a compelling way to promote organic food and preserve cultural heritage, there is a noticeable gap in understanding how these narratives function across culturally diverse consumer groups. Cultural values, traditional food practices, and national identities can mediate the way such narratives are interpreted, making it essential for marketers to adapt strategies accordingly. Future research should investigate how consumers from different cultural backgrounds emotionally and behaviorally respond to sustainable brand storytelling in the

the organic sector (32).

Methodology

This study employed a mixed-methods research design to examine how sustainability narratives in organic food marketing contribute to cultural heritage preservation through mass communication. The methodological framework was structured to clearly distinguish data collection, computational analysis, qualitative interpretation, and cross-case comparison, thereby ensuring analytical rigor and conceptual clarity (33). Textual data were collected from the "About Us" sections of fifty leading organic food brand websites. These brands were selected based on their market visibility, sustainability orientation, and relevance within the organic food sector. The "About Us" sections were chosen because they represent brand-authored narratives that intentionally communicate organizational identity, values, and historical positioning. Data collection was conducted using Python version 3.11.7, employing the Requests and Beautiful Soup libraries to ensure consistency and accuracy in textual extraction. To complement the large-scale textual dataset, five organic food brands Navdanya, 24 Mantra, Organic India, Mother Organic, and Pure & Sure were purposively selected for in-depth case study analysis. These brands were chosen due to their prominence in the Indian organic food market and their explicit or implicit engagement with sustainability and tradition-oriented messaging. In addition, social media content associated with these brands, including Instagram posts and campaign-related narratives, was manually collected over a three-month period to examine how sustainability narratives were extended across digital platforms.

To incorporate expert perspectives, seven semi-structured interviews were conducted with professionals specializing in sustainable marketing, cultural studies, and mass communication. Participants were selected based on academic credentials and industry experience. The interviews explored perceptions of narrative authenticity, the role of storytelling in sustainability communication, and the extent to which cultural heritage is consciously integrated into organic food branding (34). All interviews followed a thematic guide and were transcribed for qualitative analysis.

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Phase 1: Data Collection

This study employed a multi-source data collection strategy. The primary dataset consisted of "About Us" sections from 50 leading organic food brands, selected based on online visibility, sustainability orientation, and market reputation. These texts were collected using Python-based web scraping tools (requests and Beautiful Soup) and compiled into a unified textual corpus. Additionally, five brands were purposively selected for in-depth case analysis due to their explicit emphasis on cultural heritage in branding narratives.

To capture narrative dissemination across digital platforms, Instagram posts and campaign hash tags from the same five brands were manually sampled over a three-month period. Furthermore, semi-structured interviews were conducted with seven experts in sustainable marketing, cultural studies, and mass communication to obtain contextual insights into narrative authenticity and strategic communication practices.

Phase 2: Computational Topic Modeling (Data Analysis)

Topic modeling was conducted using Latent Dirichlet Allocation (LDA) implemented in Python 3.11.7 with the Gensim and spaCy libraries. Prior to modeling, all textual data were preprocessed through standard procedures including lowercasing, tokenization, lemmatization, and the removal of stop words, punctuation, and brand-specific identifiers. Multiple LDA models (5–15 topics) were evaluated, and the optimal model was selected based on topic coherence scores to ensure semantic consistency (35). The resulting topics were labeled based on dominant keywords and representative text excerpts.

Phase 3: Qualitative Content and Thematic Analysis (Data Analysis)

To complement the computational findings, a qualitative thematic analysis was conducted on the same dataset. Using NVivo software, brand narratives, social media content, and interview transcripts were systematically coded to identify recurring themes related to sustainability, cultural heritage, storytelling techniques, and consumer engagement. This qualitative analysis served to validate and contextualize the LDA-generated themes, thereby strengthening analytical rigor through methodological triangulation.

The final LDA model achieved a coherence score of approximately 0.305. Although this score appears low, it is expected when analysing narrative and heterogeneous text such as brand stories and social media content, where language, tone, and themes vary widely. In this study, LDA was used as an exploratory method to identify broad thematic patterns, and its results were therefore supported and validated through qualitative thematic analysis.

Phase 4: Case Study Analysis (Interpretive Analysis)

In this phase, the five selected brands were examined as individual case studies. The analysis focused on narrative structure, tone, emotional appeal, and the integration of cultural heritage across digital communication channels. This interpretive examination highlighted how storytelling elements such as place-based identity and traditional knowledge function as strategic tools for differentiation and consumer connection.

Phase 5: Integration and Theoretical Interpretation

The final phase synthesized findings from computational modeling, qualitative analysis, and case studies. A hybrid analytical approach was adopted to integrate quantitative topic patterns with qualitative interpretations. Narrative Transportation Theory provided the theoretical lens for interpreting how immersive storytelling influences consumer perceptions, promotes environmentally responsible behavior, and reinforces cultural identity within organic food marketing (36).

Case Study Approach

In this study, a case study approach is utilized to investigate the marketing tactics and efforts of a few different organic food manufacturers. Through the use of case study research, we are able to thoroughly examine the manner in which these firms incorporate cultural history and sustainability storytelling into their advertising. This approach provides in-depth information about how to implement sustainable marketing strategies in the organic food industry by concentrating on specific examples within the industry (37). A wide variety of perspectives on the manner in which these concepts are represented through marketing will be presented through the use of these instances, which will feature brands that place a significant amount of emphasis on cultural heritage and sustainability.

Top 5 organic Food Brands in India

Navdanya: Vandana Shiva started Navdanya to support traditional Indian farming methods and sell pure fruits, vegetables, grains, and spices. **24 Mantra** This brand sells organic foods like grains, spices, and snacks that are based on Indian culture and customs.

Organic India: Organic India sells herbal teas, spices, and supplements that are based on Ayurvedic principles and are inspired by Indian health practices. **Mother Organic** this brand sells organic foods like grains, spices, and snacks that are based on Indian culture and customs. **Pure & Sure Inspiration** for Pure & Sure's organic and non-GMO goods comes from Indian food and culture (38). These include spices, grains, and oils. These companies not only support organic farming, but they also honor an old Indian tradition through their goods and ways of doing business.

Topic Modeling Results

The topic modeling analysis identified three dominant thematic clusters within organic food brand narratives. The first cluster emphasized health-oriented consumption, characterized by frequent references to nutrition, wellness, purity, and chemical-free production. The second cluster focused on environmental sustainability, highlighting ecological farming practices, soil conservation, biodiversity protection, and farmer welfare. The third cluster reflected market-oriented value positioning, incorporating themes related to quality assurance, certification, trust, and consumer value propositions.

Notably, cultural heritage did not emerge as an independent topic cluster. Instead, heritage-related elements were implicitly embedded within

sustainability narratives through references to traditional farming methods, indigenous crops, rural livelihoods, and long-standing agricultural practices. This finding indicates that cultural heritage is communicated indirectly rather than explicitly within organic food brand storytelling, reinforcing the need for interpretive analysis beyond quantitative topic outputs.

Case Study Analysis

To contextualize the topic modeling results, an in-depth case study analysis was conducted across five leading organic food brands: Navdanya, 24 Mantra, Organic India, Mother Organic, and Pure & Sure. The analysis examined how sustainability and cultural narratives were constructed, emphasized, and differentiated across brands.

Navdanya demonstrated the strongest integration of cultural heritage within its sustainability narrative. Brand communication explicitly emphasized seed sovereignty, indigenous knowledge systems, and farmer-led agricultural movements. Cultural preservation was framed as inseparable from environmental sustainability, positioning heritage as a core ideological foundation rather than a supplementary branding element.

In contrast, 24 Mantra adopted a predominantly functional sustainability narrative. The brand emphasized organic certification, quality assurance, and farmer partnerships while referencing tradition indirectly through authenticity claims and rural imagery. Cultural heritage was present but secondary to market credibility and consumer trust-building objectives. Organic India employed a hybrid narrative strategy that blended sustainability messaging with cultural symbolism derived from Ayurvedic philosophy. Traditional knowledge was integrated through references to holistic health and natural balance, enabling cultural heritage to function as a supporting narrative layer rather than a central communicative focus.

Mother Organic prioritized consumer-centric sustainability narratives emphasizing accessibility, affordability, and everyday organic consumption. Cultural references were minimal and largely absent from explicit messaging, indicating a strategic emphasis on modern sustainability framing over heritage-oriented storytelling.

Pure & Sure emphasized agricultural productivity and supply chain sustainability, focusing on farmer efficiency and input management. Cultural heritage was implied through rural associations but remained largely under-articulated within brand narratives.

Cross-Case Comparative Analysis

A systematic cross-case synthesis reveals significant variation in narrative strategies across the five brands. While all brands engaged in sustainability storytelling, the depth and visibility of cultural heritage integration differed markedly. Navdanya adopted an explicit heritage-centered narrative, whereas the remaining brands primarily relied on implicit cultural cues embedded within sustainability discourse. Brands emphasizing market scalability and certification-oriented messaging tended to marginalize explicit cultural articulation, suggesting a trade-off between commercial positioning and heritage visibility. Conversely, ideologically driven organizations demonstrated greater willingness to foreground cultural preservation as a sustainability objective.

This comparative analysis highlights that cultural heritage functions as a latent narrative resource within organic food marketing rather than a clearly articulated strategic dimension. The findings indicate that heritage-based storytelling remains underutilized despite its potential to enhance authenticity, emotional engagement, and narrative transportation.

Expert Interview Insights

Insights obtained from expert interviews reinforced the empirical findings. Experts consistently emphasized that while organic food branding is inherently rooted in traditional agricultural practices, explicit communication of cultural heritage is often avoided due to concerns about market complexity and audience segmentation. Importantly, this pattern was identified as a paradoxical outcome: cultural heritage forms the foundation of organic agriculture yet remains strategically understated in mass communication narratives (39). Rather than resolving this paradox, the findings position it as a critical limitation within current sustainability storytelling practices. This under-communication of heritage was viewed by experts as a missed opportunity to strengthen narrative authenticity and consumer trust.

Interpretive Discussion

When interpreted through the lens of Narrative Transportation Theory, the findings suggest that sustainability narratives successfully transport consumers by emphasizing ethical values, environmental responsibility, and farmer-centric stories. However, the limited explicit articulation of cultural heritage reduces the depth of narrative immersion related to identity, tradition, and historical continuity (40). The results indicate that sustainability-oriented storytelling dominates organic food marketing, while cultural preservation remains a secondary and implicit dimension. This imbalance restricts the transformative potential of narratives to foster deeper cultural engagement and long-term heritage awareness among consumers.
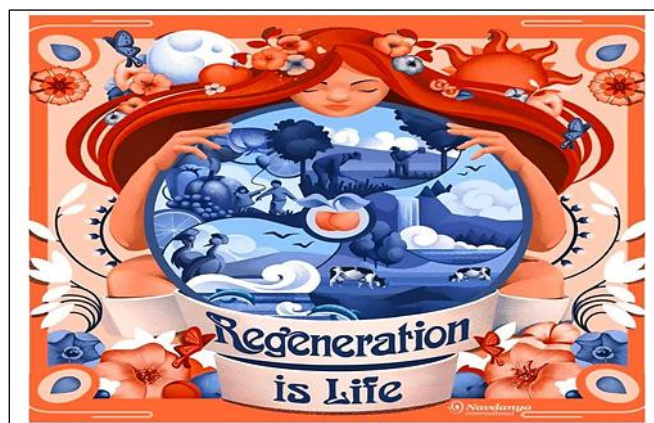

Figure 1: Connection between Nature, Farming, and People

Advertising in Social Media for Organic Foods

Navdanya: Navdanya's philosophy of regenerative life emphasizes the inseparable link between human health and ecological well-being (Figure 1). By prioritizing sustainable farming practices, seed conservation, biodiversity protection, and social justice, Navdanya demonstrates how regenerative approaches can restore ecosystems and preserve cultural heritage. This commitment fosters long-term environmental resilience, peace, and sustainability by promoting regenerative agriculture as a pathway to a healthier and more stable future.

Figure 2: Promotional Image of 24 Mantra Organic Products Showing Certified Organic Foods and Farm-To-Fork Transparency

24 Mantra: 24 Mantra Organic effectively positions itself as a leading organic food brand by conveying trust, quality, and authenticity through its visual identity (Figure 2). By emphasizing purity, environmental responsibility, and consumer well-being, the brand appeals to health-conscious consumers. The use of warm tones and an appealing design creates a welcoming and positive image, reinforcing brand credibility and encouraging the choice of ethical, high-quality organic products.

Figure 3: Promotional Image of Organic India Quinoa Highlighting Purity and Organic Commitment

Organic India: Organic India positions its certified organic quinoa as a premium, plant-based product that reflects its commitment to purity, health, and environmental sustainability (Figure 3). By emphasizing organic integrity and nutrient-rich foods, the brand appeals to health-conscious and environmentally responsible consumers, reinforcing its reputation as a trustworthy provider of sustainable and wholesome food products.

Figure 4: The Health Benefits of Organic Quinoa Flour are Clearly Communicated through Product-Focused Visual Content

Mother Organic: The image highlights Organic India's organic quinoa flour as a nutritious and environmentally responsible product (Figure 4). By emphasizing certified purity, plant-based benefits, and sustainability, the brand appeals to health- and eco-conscious consumers, positioning the product as a high-quality and responsible dietary choice.

Figure 5: Promotional Image of Pure & Sure Organic Agricultural Products for Farmers

Pure and Sure

Pure and Sure Organic positions itself as a trusted provider of organic farming inputs for agricultural decision-makers (Figure 5). By emphasizing sustainable practices, product quality, and long-term effectiveness, the brand supports farmers in improving crop yield and quality while promoting environmentally responsible and sustainable agricultural growth.

The narratives, storytelling techniques, and cultural heritage themes used in the marketing campaigns were examined using Topic modelling & Identify patterns, themes, and trends in the use of sustainable narratives and cultural heritage preservation.

Personal Organic Experiences and Natural Living focus on personal experiences with natural products, fruits, and water, likely in the context of organic living.

Cultural Heritage Connection (Thematic Interpretation)

Personal experiences often reflect broader cultural practices and traditional knowledge. For example, traditional methods of organic farming, the use of native crops, and natural remedies are deeply rooted in cultural practices (41). This section highlights how personal experiences with organic living are intertwined with cultural traditions and practices related to nature and health. Food Sovereignty, Biodiversity, and Earth-Centered Farming: Emphasizes food sovereignty (Swaraj), biodiversity, and earth-focused farming, with mentions of Navdanya. Cultural Heritage Connection. Food sovereignty is closely related to cultural heritage as it involves preserving traditional farming practices and local food systems. Navdanya, an organization founded by Vandana Shiva, is dedicated to promoting biodiversity and protecting traditional farming methods (42). This aligns with cultural heritage by safeguarding indigenous agricultural knowledge and practices that have been passed down through generations. General Organic and Sustainable Farming (Low Significance): A generic topic touching on organic farming and sustainability with minimal distinctive focus.

While this topic is more general, it still plays a role in cultural heritage by promoting sustainable practices that often incorporate traditional knowledge and methods (43). However, its significance in this context might be less direct

compared to more specific topics. Efforts in Sustainable Organic Farming: Refers to farmer efforts in sustainable organic farming, possibly highlighting challenges in the journey.

This component reflects the ongoing struggles and successes of preserving traditional farming practices. Sustainable farming efforts often involve a revival of old methods and techniques that are culturally significant, thereby reinforcing cultural heritage through agricultural practices (44). Sustainability, Organic Farming, and Growth: Focuses on organic farming, sustainability, and the journey of growth in this field.

This tie into cultural heritage by showing how the growth of organic farming practices can be a revival or continuation of traditional farming methods. It highlights how sustainability efforts are rooted in preserving cultural practices while adapting to modern challenges. Organic Farming in India, Fab India, and Sustainability: Centres on organic farming in India, with specific reference to Fab India and the sustainability of products.

Fab India is known for promoting traditional Indian crafts and natural products. Its involvement in organic farming connects cultural heritage with sustainability by supporting products that reflect Indian cultural values and traditional practices (45). This integration helps preserve and promote cultural heritage through sustainable and ethical business practices.

Summary:

Connects to cultural heritage through its emphasis on traditional farming practices, personal experiences with natural products, and organizations like Navdanya that advocate for the preservation of indigenous knowledge. By highlighting these aspects. This section underscores how organic farming and sustainability efforts play a crucial role in preserving and promoting cultural heritage.

An in-depth interview was conducted with 10-12 marketing professionals and cultural heritage experts and explored their insights on the role of sustainable narratives in organic food marketing and cultural heritage preservation.

Purpose of the interview explain that the goal of the interviews is to gather insights on effective marketing strategies for cultural heritage sites. Confidentiality assures interviewees that their responses will be kept confidential and used solely for research purposes. Experience ssk about the

interviewees' professional background, including years of experience in marketing or cultural heritage preservation. Projects inquire about specific projects they have worked on that involved marketing cultural heritage sites. Challenges understand the common challenges they face when marketing cultural heritage.

Cultural Heritage Preservation

Significance: Ask about the importance of preserving cultural heritage and its impact on society. Challenges explore the challenges faced in preserving cultural heritage sites, such as funding, conservation, and accessibility. Community Engagement inquires about strategies for involving local communities in cultural heritage preservation efforts. Sustainability Discuss the role of sustainability in preserving cultural heritage for future generations.

Intersection of Organic Food and Cultural Heritage

Case Studies Ask interviewees to share specific examples of organic food initiatives that have successfully incorporated cultural heritage elements. Benefits discuss the benefits of combining organic food marketing with cultural heritage preservation, such as increased consumer engagement, local economic development, and environmental sustainability. Challenges explore the challenges that may arise when integrating these two areas, such as balancing commercial interests with cultural preservation.

This interview guide provides a starting point for your discussions. Feel free to adapt the questions based on the specific interests and expertise of the interviewees.

Information on the challenges, opportunities, and best practices in using sustainable narratives was gathered to promote cultural heritage preservation.

Opportunities for Sustainable Narratives

Community Engagement: Explore how sustainable narratives can foster community engagement and participation in heritage preservation. Tourism discusses the potential for sustainable narratives to attract responsible tourism and generate revenue for heritage preservation. Education inquires about the role of sustainable narratives in raising awareness and promoting education about cultural heritage. Sustainability discusses the potential for sustainable narratives to promote sustainable practices and reduce the environmental impact of heritage tourism.
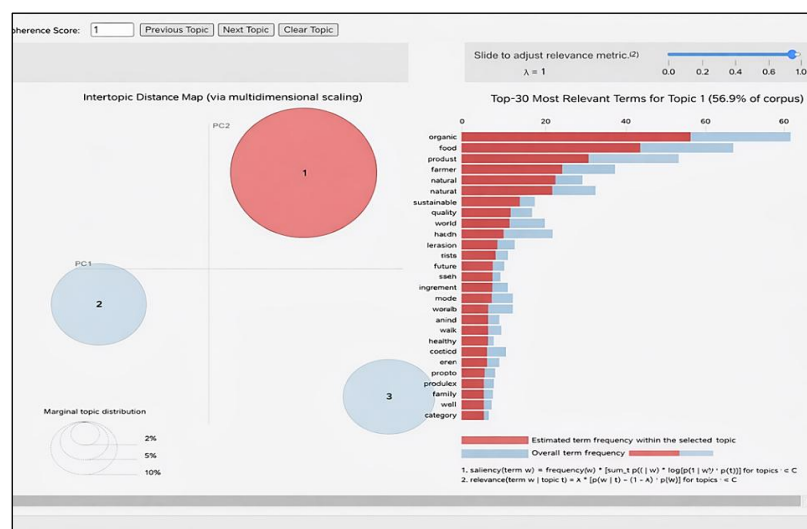
Topic Modelling Analysis

Organic food ABOUT US_ Output of topic modelling

Topic: 0
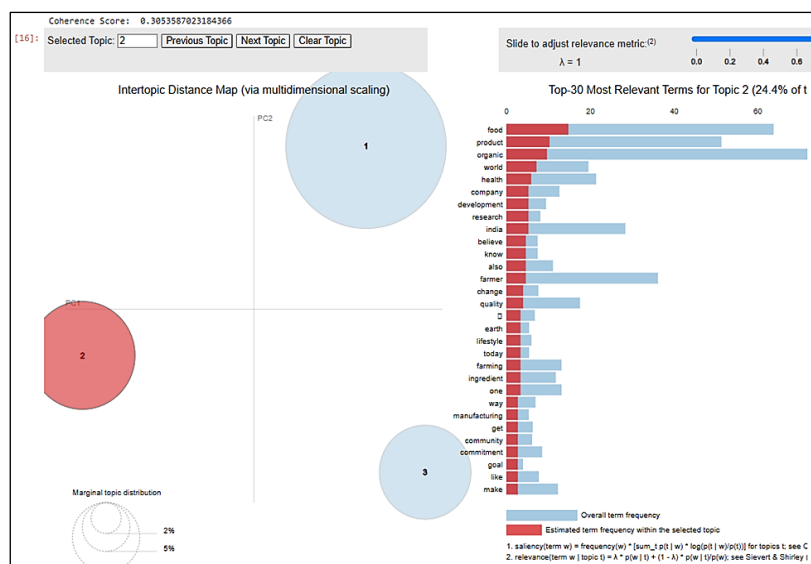
- Words: 0.014*"food" + 0.010*"product" + 0.009*"organic" + 0.007*"world" + 0.006*"health" + 0.005*"company" + 0.005*"development" + 0.005*"research" + 0.005*"india" + 0.004*"believe"

Topic: 1

- Words: 0.022*"organic" + 0.017*"food" + 0.012*"product" + 0.009*"farmer" + 0.009*"india" + 0.009*"natural" + 0.006*"sustainable" + 0.005*"quality" + 0.005*"world" + 0.004*"health"

Figure 6: Overview of the Mixed-Methods Research Design Adopted in the Study

Figure 7: LDA-Based Topic Modeling Results Showing Dominant Sustainability Narrative Themes

Topic: 2
- Words: 0.026*"organic" + 0.013*"product" + 0.010*"farmer" + 0.009*"natural" + 0.008*"food" + 0.006*"farming" + 0.005*"health" + 0.005*"value" + 0.005*"market" + 0.004*"business"
- Coherence Score: 0.3053587023184366 (Figure 6)

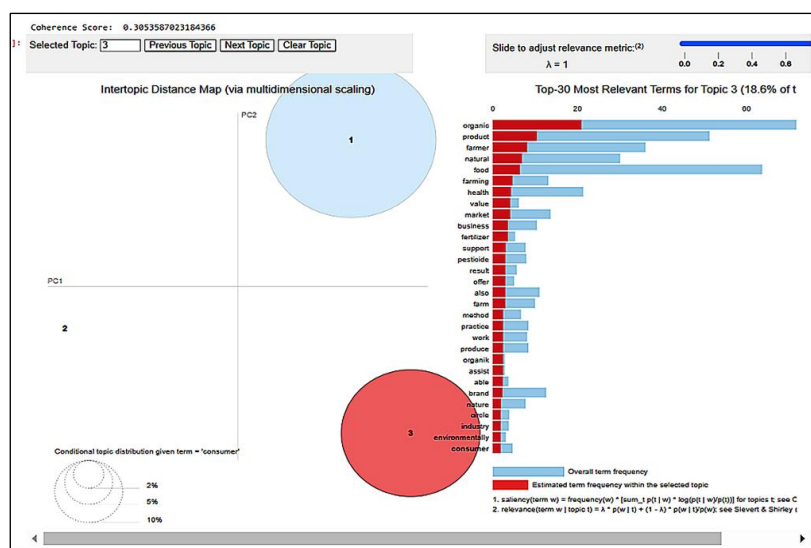Here are some possible topic names based on the words associated with each topic:

Topic 0: "Organic Food and Health Trends"
- Focuses on general terms related to food, health, and global perspectives, suggesting a broad view on organic food trends and health (Figure 7).

Topic 1: "Organic Agriculture and Sustainability in India"
- Emphasizes organic products, farmers, sustainability, and India, indicating a focus on local agriculture and sustainable practices.

Based on the keywords you've provided, none of the topics explicitly mention cultural heritage. However, ("Organic Agriculture and Sustainability in India") might have the strongest potential connection to cultural heritage, as it includes keywords like "farmer," "natural," "sustainable," "quality," and "India." These terms could imply an interest in traditional farming practices and local values, which often align with cultural heritage themes in organic agriculture.

Figure 8: Conceptual Framework Linking Sustainability Narratives and Cultural Heritage Preservation

Topic 2: "Organic Farming and Market Value"

- Highlights organic products, farming, market value, and health, suggesting a focus on the economic and health benefits of organic farming (Figure 8).

Topic Modelling Interpretation

An interesting breakdown of themes found inside Organic Food's "About Us" section is provided by the topic modeling output that will be explained later on. Three separate themes are brought to light in this analysis, with each theme being founded on a keyword that recurs throughout the text. Right after that, we'll give you the rundown on each topic and the total coherence score:

Section 1: "Organic Food and Health Trends"
This is the first topic.

Keywords: Organic, food, product, world, health, company, growth, study, India, believe
This subject seems to be about the general trend of eating organic food, with a focus on health and world issues. Words like "world," "health," and "company" imply a broad, strategic view. They may be a hint at the company's global position in the organic food business and its dedication to health and wellness (46). The fact that development and study are included shows that organic food is focused on new ideas and product development. The first topic is "Organic Agriculture and Sustainability in India".

Search Terms: organic, farming, India, natural, sustainable, quality, world, health
Understanding: This subject puts a lot of emphasis on organic growing methods used in India. A focus on locally grown, environmentally friendly farming is suggested by words like farmer, India, sustainable, and quality. This topic could show how committed the company is to working with natural methods, supporting local farmers, and making sure the goods are of high quality and last a long time (47). It offers a story with a mission that is linked to India's agricultural history and stresses how important organic methods are for promoting sustainability.

Section 2: "Organic Farming and Market Value"
Key words: natural, food, farming, health, value, market, business, organic, product, farmer
Meaning: This subject covers both organic farming methods and business and economic factors. It uses words like value, market, and business, which show that it's interested in the business side of organic farming. It stresses that organic products

are good for you and can also make you money. This could show that the company is focused on making money by using sustainable farming methods that meet the needs of both the market and health-conscious customers (48).

Score for Coherence: 0.305
This coherence number, which shows how similar the meanings of the words in each topic are, means that the definitions of the topics are somewhat clear. Higher scores would mean that the lines between topics are clearer, but this number still means that the themes are logically separated. Scores in the middle are common in many models, especially when the themes are different or overlap, like in organic food and farmland.

Legacy of Culture and Analysis of the Problem
The first topic, "Organic Agriculture and Sustainability in India," uses words like "farmer," "natural," and "India" that would suggest a link to more traditional practices in farming. The reality remains, however, that not a single subject makes any reference to cultural heritage (49). In many Indian communities, organic agricultural practices reflect the rich cultural history of the people they are meant to support, since they are often based on long-standing, environmentally friendly traditions. Given the company's dedication to sustainability, it's plausible that this aligns with their purpose to promote or revive traditional farming practices.

Key Points from the Encounters

From a worldwide viewpoint, the author of Organic Food and Health Trends (Topic 0) presents an exhaustive analysis of organic food cantered around health. Using sustainable agricultural practices that are both locally sourced and environmentally benign is the main focus of the first topic, Organic Agriculture and Sustainability in India. The second discussion area is "Organic Farming and Market Value," which offers a financial perspective on the subject. Finding a happy medium between organic farming's health benefits and consumer demand is the goal of this perspective. Probably the company's strategy for positioning itself in the organic food industry is reflected in these aspects. The cultural heritage aspect is gently hinted at by the corporation's emphasis on health advantages, local sustainability, and market growth through the application of farmer-centric methods in India.

Findings

A critical and paradoxical finding of this study is that although cultural heritage forms the foundational basis of organic agriculture, it is rarely communicated explicitly within brand narratives. Instead, heritage-related elements are implied through indirect references to farmers, locality, and traditional practices. This implicit communication represents a negative outcome rather than a strategic resolution, as it limits consumers' awareness of the cultural dimensions underlying organic food systems. The under-articulation of cultural heritage reduces narrative depth and constrains the potential of sustainability storytelling to foster long-term cultural preservation. Rather than strengthening cultural visibility, current narrative strategies risk marginalizing heritage within broader sustainability discourse. A clear differentiation between narrative outcomes related to environmental sustainability and those associated with cultural preservation. Environmental sustainability narratives are explicitly communicated through references to organic certification, ecological farming practices, soil health, biodiversity protection, and chemical-free production.

Results

These narratives are predominantly informational and action-oriented, aiming to enhance consumer trust, promote responsible consumption, and legitimize environmental claims. In contrast, cultural preservation outcomes are engaged through implicit narrative strategies rather than direct articulation. Cultural heritage is embedded symbolically through references to traditional farming knowledge, rural livelihoods, indigenous practices, and historical continuity, without being framed as a primary communicative objective. These narratives operate at an emotional and identity-based level, fostering a sense of authenticity and belonging rather than conveying measurable sustainability outcomes.

The distinction reveals that environmental sustainability narratives function as overt credibility-building mechanisms, while cultural preservation narratives serve as latent symbolic resources. The limited explicit articulation of cultural heritage restricts its visibility within sustainability communication, thereby weakening its potential role in long-term cultural preservation. This differentiation clarifies that narrative strategies engage environmental and cultural dimensions through fundamentally different communicative pathways, contributing to conceptual clarity within sustainability-oriented storytelling.

This study revolves around several key terms that form the conceptual backbone of the research. Sustainability narratives refer to story-based communications by brands that frame their values, operations, and identity in alignment with environmental and ethical principles (50). These narratives often highlight efforts such as eco-friendly farming, ethical sourcing, and long-term environmental stewardship. Cultural heritage, in this context, denotes the traditions, practices, knowledge, and values passed down through generations that are embedded in food production, preparation, and consumption. It includes ancestral farming techniques, indigenous knowledge, regional recipes, and local identity, all of which are increasingly used by organic brands to build authenticity. Organic food marketing refers to the strategies used to promote food produced without synthetic chemicals or GMOs, often positioning such products as healthier, more ethical, and environmentally responsible (51).

Discussion

These terms are engaged analytically. For example, sustainability narratives are examined through the lens of Narrative Transportation Theory, showing how emotionally immersive storytelling enhances consumer engagement. This study advances the subject by showing how organic food marketers may utilize sustainable storytelling to integrate cultural heritage with environmentally conscious customer behaviour. Storytelling and social media can help brands engage consumers and boost sustainability, according to the report. Marketers that seek to align their work with environmental and cultural aims might use the results. They demonstrate how stories promote responsible use. The study also allows for future research into how similar approaches might be employed in diverse cultures, expanding their market reach. The coherence number of 0.305 indicates that the concepts are distinct but may overlap or require more investigation. Topic 1 may be relevant even though none of the subjects discuss cultural legacy.

By emphasizing "farmer," "natural," "India," and "sustainable," it references traditional farming methods that are entrenched in culture. Organic methods can preserve and spread sustainable farming culture. The data reveal that organic food production prioritizes health, sustainability, and profits. It's unclear how this links to cultural history, but local farming and sustainability could inspire cultural preservation stories. If subjects or content analysis improve, this framework may better depict cultural heritage. Topic modeling is used in content analysis. This is called "topic modeling." Language processing called "topic modeling" includes collecting textual data and identifying many themes. This strategy is called "topic modeling". Text sets from affected companies' websites were collected. I pulled a lot of text from the company's website "About us" subpage. We wanted to understand how they promote cultural heritage preservation to sell organic foods. We chose conditions from the website "About us" subpage that relate to the organization's profile and past business practices. Because organic products are often offered utilizing cultural stories and traditions. Subject modeling was done in Python. We considered five firms in this case (52). This procedure used machine learning methods. After completing the topic modeling, we found six topics. These topics will be covered: Navdanya, 24 Mantra, Organic India, Sattvic Foods, Mother Organic, and Pure & Sure. We also explore how this topic helps consoles or promotes culture heritage see below. Most of the content on five companies' websites promotes cultural heritage and provides a path to its preservation. This is also true of the topics in the topic of modeling environmental responsibility behaviour, which will also be discussed. We've noticed that most of the content comes from these five companies' websites. Same goes for organic food producers' long-term sustainability. Topic modeling shows that organic food companies are using sustainability narratives to preserve cultural heritage in the media. We may therefore say that promoting organic food can help us preserve our cultural heritage and behave in a way that is environmentally friendly. Our interview results follow the content analysis. Semi-structured interviews with marketing and cultural heritage professionals will follow. In-depth interviews will reveal how to create sustainable narratives, how

they promote cultural heritage, and how marketers struggle to incorporate heritage themes into their branding. Famous people to be interviewed: Marketing experts: to help tell lasting stories (53). Cultural heritage professionals: to evaluate how these stories have affected heritage preservation. Navdanya and other organic farming cooperatives to community leaders who value cultural traditions are industry stakeholders.

Implications

This study offers a significant contribution to the growing body of literature at the intersection of sustainability communication, consumer behavior, and cultural heritage. It demonstrates that sustainability narratives used by organic food brands do more than promote environmental values—they also serve as powerful tools for preserving and communicating intangible cultural heritage, such as traditional farming practices, local identity, and ancestral knowledge. By applying Narrative Transportation Theory, the study shows how emotionally immersive storytelling can shape consumer attitudes, foster trust, and encourage pro-environmental behaviors through deeper psychological engagement. Furthermore, the study's mixed-method approach—combining Latent Dirichlet Allocation (LDA) for topic modeling with qualitative case studies and expert interviews presents a novel analytical framework that enhances both the depth and scalability of narrative analysis in marketing research. These contributions advance existing knowledge by bridging a theoretical gap between environmental storytelling and cultural branding, and they offer actionable insights for marketers seeking to design narrative strategies that are both authentic and culturally resonant.

Limitations of the Study

The topic modeling analysis revealed key narrative themes such as cultural authenticity, traditional farming practices, community connection, environmental stewardship, and consumer trust. These findings provide valuable insights for organic food marketers seeking to strengthen their brand communication strategies. By identifying the language and themes that resonate most across top-performing brands, marketers can craft story-driven content that aligns with consumer values and emotional drivers. For example, emphasizing ancestral farming knowledge or highlighting a brand's local heritage and sustainable mission can

create emotionally immersive stories that increase consumer trust and brand loyalty, consistent with Narrative Transportation Theory. Furthermore, these themes suggest that future marketing practices should go beyond simple eco-labeling to embed meaningful cultural narratives into social media campaigns, website content, and product packaging. The modeling output also serves as a benchmark tool for brands to evaluate whether their messaging reflects current industry trends in sustainability storytelling. This approach enables more targeted, culturally sensitive, and values-based marketing, which is critical for engaging ethically minded consumers in a competitive global market.

Future Direction

While this study provides valuable insights into how sustainable narratives in organic food marketing contribute to cultural heritage preservation, several limitations must be acknowledged. First, the dataset was limited to the "About Us" sections of 50 organic food brand websites and a sample of social media posts from only five case-study brands. This relatively narrow textual scope may not fully capture the dynamic and multifaceted nature of brand communication across platforms and time. Second, while Latent Dirichlet Allocation (LDA) is a widely accepted technique for topic modeling, it has inherent limitations in capturing contextual meaning and subtle semantic nuances particularly those related to cultural identity and symbolic storytelling. Third, the qualitative component, though rich, relied ona limited number of expert interviews (n=7), which may not fully reflect diverse regional or international perspectives.

Future research should address these constraints by employing longitudinal designs that track how sustainable narratives evolve over time across multiple digital channels (e.g., blogs, videos, customer reviews). Expanding the dataset to include cross-cultural comparisons of narrative strategies in different national contexts would offer more globally relevant insights. Moreover, future studies could explore consumer responses to these narratives using experimental or survey-based methods, thereby linking narrative content to measurable outcomes such as trust, purchase intention, and environmental behavior. Finally, integrating advanced NLP techniques like BERTopic or transformer-based models (e.g., BERT) could enhance the ability to capture semantic depth and cultural cues in narrative texts.

Conclusion

The recurring themes uncovered in the brand narratives such as ancestral farming traditions, local heritage, and environmental stewardship demonstrate more than just surface-level storytelling. According to Narrative Transportation Theory, individuals become more engaged and persuaded when they are "transported" into a compelling narrative world (54). This emotional and cognitive immersion increases the likelihood that the audience will adopt the values or beliefs embedded in the story. In this study, the use of culturally embedded sustainability narratives by organic food brands functions as a mechanism of transportation, allowing consumers to not only learn about the brand's values but to emotionally align with them. For instance, when a brand emphasizes its connection to indigenous farming knowledge or ancestral food rituals, it triggers a sense of cultural authenticity that enhances emotional resonance and trust. This narrative strategy does more than inform; it shapes consumer identity, positioning the act of purchasing organic food as a form of ethical participation and cultural preservation (55). Thus, brands are not only selling products—they are inviting consumers into a shared moral and cultural storyline. This insight elevates the findings beyond description by revealing the psychological and socio-cultural mechanisms that make sustainable storytelling so effective in organic food marketing. Organic food sales depend on sustainable narrative, notably for cultural preservation and eco-friendliness, according to this study. Case studies, expert interviews, and the "About Us" pages of fifty of the major organic food manufacturers are examined for common consumer communication themes. Social media helps companies connect their products to cultural and environmental issues through story-based marketing. This study highlights sustainable narratives in organic food marketing, integrating cultural heritage and environmental responsibility (56). Storytelling and social media increase client engagement and eco-friendliness, enabling marketers link their strategy with sustainability goals, according to the report We found that narrative-driven marketing can promote

responsible consumption and cultural preservation, helping enterprises reach socially conscious customers. This study stresses the necessity to explore these tales across cultures to understand their global influence. To illustrate organic food marketing supports cultural heritage, we investigated five top firms' websites' posters, text, and interviews. Navdanya, 24 Mantra, Organic India, Sattvic Foods, Mother Organic, and Pure & Sure topped the list. Sustainable storytelling can encourage organic food and tradition, according to this study. The study reads marketing materials and interviews experts using mixed methodologies. Topic modeling found six main subjects on five organic food brand websites (57). These values can be linked to culture through organic farming, natural goods, and Navdanya. Sustainable narratives will be evaluated by marketing and cultural heritage experts for their pros and downsides. The study discovered a strong link between organic food sales and cultural preservation. Long-lasting stories can inspire community involvement and concern for these concerns. The findings show that sustainable storytelling promotes environmental responsibility, customer involvement, and cultural preservation. Organic food marketers can use this study to determine how well cultural heritage and sustainability branding work. This study might be expanded by studying how narratives like this effect customer behaviour across cultures. This study showcases organic food's innovative sustainable marketing and cultural heritage preservation (58). This holistic marketing method promotes organic product culture and environmental care through narratives. The study employs Python 3.11.7 for topic modeling and investigates social media's involvement in amplifying these stories to demonstrate how storytelling engages consumers. Integrating sustainability, cultural studies, and mass communication enriches scholarly discussions and gives marketers practical advice. The study explains sustainable marketing storytelling through theory and practice. The study is unusual because it explores how sustainable mass communication stories preserve organic food sector culture. Few have examined sustainability, culture, and business. This study describes how the biggest organic food manufacturers use story marketing to attract customers by telling stories about their goods' cultural heritage and meaning. Approach from Different Fields: Cultural studies, mass communication, and sustainable marketing are taught (59).

Abbreviations

BERT: Bidirectional Encoder Representations from Transformers, LDA: Latent Dirichlet Allocation, NLP: Natural Language Processing.

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Author Contributions

K Mohammed Abrar: literature review, methodlogy, gathering, writing, preparing an initial draft, Anil Verma: composing, assessing, revising, supervising.

Conflict of Interest

The authors declare that there are no conflict of interest.

Declaration of Artificial Intelligence (AI) Assistance

The author declares that generative artificial intelligence (AI) and AI-assisted technologies were used only to improve the language, grammar, clarity, and academic style of the manuscript. The AI tools were not used to generate original research data, results, interpretations, or conclusions. All intellectual content, analysis, and scholarly judgments are the sole responsibility of the author. The author(s) have carefully reviewed and edited the manuscript to ensure its accuracy, originality, and compliance with academic and ethical standards.

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