



SEINÄJOEN AMMATTIKORKEAKOULU  
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Uttam Lohani

---

## **Market of Hemp Products in the Nordic Countries**

Ganesh Hemp Industry, Nepal

Type of document: Thesis

Autumn 2025

Degree Programme International Business



SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

## Thesis abstract

Degree Programme: Bachelor of Business Administration, International Business

Author: Uttam Lohani

Title of thesis: Market of Hemp Products in the Nordic Countries

Supervisor: Miia Koski

Year:2025

Number of pages:77

Number of appendices:25

---

This thesis examines the market potential for Nepalese hemp products in the Nordic region, focusing on Ganesh Hemp Industry's opportunities and challenges. It addresses four research questions: the market potential for hemp-based fashion, legal and regulatory barriers, competitive positioning, and consumer preferences in Nordic countries.

Using a mixed-methods approach, the study analyzes primary data from a survey of 25 Nordic respondents and secondary data from market reports.

The results show a growing demand for sustainable hemp products, with the European hemp apparel market projected to reach USD 23.57 billion by 2030. However, EU regulations, including a THC limit of 0.2% and import licenses, pose significant challenges for Nepalese exporters. Nordic consumers highly value sustainability (72%), with a moderate correlation ( $r = 0.548$ ,  $p = 0.005$ ) between eco-friendly preferences and willingness to pay more for hemp products. Lack of awareness (72%) and competition from European firms like Nordic Oil further complicate market entry. The study recommends that Ganesh Hemp Industry invest in targeted marketing to boost awareness, ensure regulatory compliance, and prioritize online retail channels to reach Nordic consumers effectively. These strategies can help overcome barriers and leverage the region's sustainability focus, contributing to Nepal's economic growth in the global hemp market.

<sup>1</sup> Keywords: Hemp Products, Nordic Market, Sustainability, Consumer Preferences, Regulatory Challenges, Ganesh Hemp, Market Potential, Competitive Positioning, Eco-Friendly, Export Barriers

## TABLE OF CONTENTS

Thesis abstract .....	<b>Error! Bookmark not defined.</b>
TABLE OF CONTENTS.....	2
List of Figures .....	5
Terms and Abbreviations .....	7
1 Introduction .....	9
1.1 Relevance of the Research Topic .....	9
1.2 Background of the Topic .....	10
1.3 Problem Description and Context.....	10
1.4 Research Problem.....	11
1.5 Hypotheses .....	11
1.6 Thesis Structure Overview .....	12
2 The Global Hemp Industry and Sustainability .....	13
2.1 The Global Hemp Industry .....	13
2.1.1 Key Players and Applications.....	14
2.1.2 Nepal’s Role in the Global Hemp Industry .....	14
2.2 Sustainability and Consumer Demand for Hemp Products .....	15
2.2.1 Sustainability Trends in Nordic Markets.....	15
2.2.2 Consumer Behavior and Ethical Consumption.....	16
2.2.3 Implications for Ganesh Hemp Industry .....	16
2.2.4 Critical Reflection on Market Entry.....	17
3 International Marketing and Hemp Product Strategies in Nordic Markets	19
3.1 International Marketing: Concepts and Frameworks .....	19
3.1.1 The Uppsala Internationalization Model.....	19
3.1.2 Porter’s Five Forces in Global Markets .....	20
3.1.3 Cultural Influences on International Marketing.....	21
3.2 Sustainable Product Marketing.....	22
3.2.1 The Triple Bottom Line Framework.....	23
3.2.2 Green Consumer Behavior .....	23

3.2.3	Eco-Branding and Certifications.....	24
3.3	Hemp Product Marketing in Nordic Markets.....	25
3.3.1	Market Segmentation and Targeting.....	26
3.3.2	Regulatory Influences on Marketing.....	26
3.3.3	Digital Marketing Strategies.....	27
3.3.4	Competitive Positioning for Ganesh Hemp Industry.....	28
3.4	Critical Reflection on Theory Application.....	29
4	Methodology.....	30
4.1	Research Method and Rationale.....	30
4.1.1	Justification for Using Mixed Methods.....	31
4.2	How It Is Done Well.....	31
4.2.1	Semi-Structured Interviews.....	31
4.2.2	Online Consumer Survey.....	32
4.2.3	Secondary Data Analysis.....	32
4.2.4	Ethical Considerations.....	33
4.3	Research Process in Practice.....	33
4.3.1	Preparation.....	33
4.3.2	Interview Process.....	34
4.3.3	Survey Process.....	34
4.3.4	Secondary Data Collection.....	35
4.3.5	Data Analysis.....	35
4.4	Limitations of Results.....	36
4.5	Critical Reflection.....	37
5	Results.....	39
5.1	Survey Results.....	39
5.1.1	Respondent Demographics.....	40
5.1.2	RQ1: Market Potential for Hemp Products (H1: Rising Demand).....	42
5.1.3	RQ2: Legal and Regulatory Challenges (H2: Significant Barriers).....	45
5.1.4	RQ3: Perception of Nepalese Hemp Products (H3: Branding Strategies) .....	47
5.1.5	RQ4: Consumer Preferences and Behavior (H4: Eco-Friendly Preferences).....	50

5.2	Secondary Data Results.....	54
5.2.1	RQ1: Market Potential (H1).....	54
5.2.2	RQ2: Competitive Positioning (H2) .....	55
5.2.3	RQ3: Consumer Preferences (H3).....	55
6	Conclusion/Discussion .....	56
6.1	Summary of Results .....	56
6.2	Analysis of Research Results.....	57
6.3	Answers to Research Questions and Problems .....	57
6.4	Proposals for Actions .....	58
6.5	Topic Ideas for Further Research.....	59
	BIBLIOGRAPHY .....	60
	APPENDICES .....	67
	Diagrammatical Representation of Theory .....	67
	Survey Questionnaire: .....	70

## List of Figures

Figure 1. Respondents' age distribution (n=37). .....	40
Figure 2: Respondents' gender distribution (n=38). .....	40
Figure 3: Respondents' country of origin (n=38). .....	41
Figure 4: Respondents' education level (n=37). .....	41
Figure 5: Respondents' occupation (n=37). .....	42
Figure 6: Familiarity with hemp products (n=36). .....	42
Figure 7: Purchase history (n=36). .....	43
Figure 8. Types of hemp products purchased (n=30). .....	43
Figure 9. Perceived benefits (n=36). .....	44
Figure 10. Regulatory awareness (n=35). .....	45
Figure 11. Impact of regulation (n=33). .....	45
Figure 12. Importance of legal status (n=35). .....	46
Figure 13. Nepalese hemp awareness (n=36). .....	47
Figure 14. Purchase likelihood (n=36). .....	47
Figure 15. Influencing factors (n=36). .....	48
Figure 16. Barriers (n=36). .....	48
Figure 17. Trust in Ganesh Hemp (n=35). .....	49
Figure 18: Encouraging factors for Ganesh Hemp (n=35). .....	49
Figure 19: Sustainability consideration (n=36). .....	50
Figure 20: Willingness to pay more (n=35). .....	51

Figure 21: Importance of certification (n=35).....	51
Figure 22. Purchase frequency (n=35). .....	52
Figure 23. Clothing purchase factors (n=35).....	52
Figure 24. Purchase channels (n=35).....	53
Figure 25. Price range (n=35).....	53
Figure 26. Market potential for hemp-based products (secondary data).....	54
Figure 27: Uppsala Internationalization Model (Radmanesh, 2018) .....	67
Figure 28: Porter's Five Forces in Global Markets (Cascade, 2024) .....	68
Figure 29: Triple Bottom Line Framework (Dalibozhko & Krakovetskaya, 2018) .....	69

## Terms and Abbreviations

Term	Description
<b>CAGR</b>	Compound Annual Growth Rate, a measure used to represent the annual growth rate of an investment or market over a specified period of time, expressed as a percentage.
<b>CBD</b>	Cannabidiol, a non-psychoactive compound derived from hemp, often used in wellness products such as oils, creams, and supplements, popular in the Nordic market.
<b>EU</b>	European Union, a political and economic union of 27 European countries, which sets regulations like THC limits and import licenses affecting hemp product trade.
<b>Ganesh Hemp Industry</b>	A Nepalese company specializing in the production and export of hemp-based products, including textiles and fashion items, aiming to enter the Nordic market.
<b>Hemp</b>	A variety of the Cannabis sativa plant species grown for industrial purposes, known for its sustainability, low water usage, and applications in textiles, paper, and CBD products.
<b>Nordic Countries</b>	Refers to Denmark, Sweden, Norway, Finland, and Iceland, known for their high environmental awareness and demand for sustainable products, the focus market of this study.

<b>Sustainability</b>	The practice of using resources in a way that meets present needs without compromising future generations, a key driver of consumer preferences in the Nordic region.
<b>THC</b>	Tetrahydrocannabinol, the psychoactive compound in cannabis, regulated in hemp products (must be below 0.2% in the EU) to ensure they are non-psychoactive.
<b>Triple Bottom Line</b>	A framework focusing on three pillars—People, Planet, Profit—used to assess sustainable business practices, applied in the theoretical framework of this study.
<b>Uppsala Model</b>	An internationalization model suggesting firms expand gradually into foreign markets, used to analyze Ganesh Hemp Industry's potential entry into the Nordic market.

# 1 Introduction

The global shift toward sustainable and eco-friendly products has brought the hemp industry into the spotlight, making it a highly relevant topic in today's market landscape. Hemp, a versatile and sustainable crop, offers a wide range of applications, from textiles and fashion to wellness products like CBD. In the Nordic region—comprising Denmark, Sweden, Norway, Finland, and Iceland—there is a growing demand for sustainable products, driven by high environmental awareness and a cultural emphasis on ethical consumption. This thesis, *The Market of Hemp Products in the Nordic Countries*, explores the potential for Nepalese hemp products, specifically through Ganesh Hemp Industry, to penetrate this sustainability-conscious market. By examining market potential, legal challenges, competitive positioning, and consumer preferences, the study aims to provide actionable insights for Nepalese exporters while contributing to the broader discourse on sustainable global trade.

## 1.1 Relevance of the Research Topic

The hemp industry is experiencing rapid growth as consumers increasingly seek environmentally friendly and sustainable alternatives across various sectors. Estimations for Fortune Business Insights (2025) show that the global hemp industry is worth USD 11.42 billion in 2025 and could reach USD 47.82 billion in 2032 with the CAGR of 22.70%. This growth is attributed to increased consumer appreciation of hemp's sustainability advantages, including lower water consumption, the fact that it is biodegradable, and its ability to require little pesticide (Crini et al., 2020). The analysis of the market for CBD products in the Nordic countries shows that this type of product can reach USD 113.85 million by 2025 due to growing demand for holistic health practices and sustainable products (Statista, 2025). Furthermore, the European hemp apparel market is expected to increase from USD 5.76 billion in 2022 to USD 23.57 billion by 2030, which shows the region's great potential for sustainable fabrics (CBI, 2024).

To this effect, Nepal is poised for the expansion in this market since it has a long history of cannabis growth. The Nepalese hemp industry contributes significantly to the economy, with annual exports totaling USD 28.3 million (NRs 2 Arba 83 Crore) and a 21% increase in export activity from February 2023 to January 2024 (Chalise, 2024; Volza, 2024). However, despite this potential, Nepalese exporters face challenges in accessing global markets, particularly in regions like the Nordics, where regulatory frameworks and consumer expectations are stringent. The topic is current because it addresses the intersection of global sustainability trends, the economic potential for developing countries like Nepal, and the need for strategic market entry into high-demand regions.

## 1.2 Background of the Topic

Hemp has been cultivated for centuries, with Nepal having a long-standing tradition, particularly in regions like Darchula, Bajhang, and Bajura, where it grows at altitudes between 1,500 and 3,500 meters (*Natural Fiber Nepal Pvt. Ltd.*, 2019). Historically, hemp has been used for textiles, paper, and medicinal purposes, but modern applications have expanded to include CBD products, construction materials, and sustainable fashion. The Nordic countries, known for their environmental consciousness, present a prime market for hemp-based products. Consumers in this region actively support sustainable and ethically produced goods, as evidenced by 58% prioritizing sustainability, though only 29% regularly purchase such products, indicating room for growth (Gelebo, 2024).

The global hemp market's growth is driven by increasing legalization of industrial hemp cultivation, with the market valued at USD 5.49 billion in 2023 and projected to reach USD 16.82 billion by 2030 at a CAGR of 17.5% (Grand View Research, 2024). In Europe, companies like Nordic Oil have successfully expanded by focusing on quality and education, setting a highly competitive standard (*Entrepreneur*, 2020). Meanwhile, Nepal's hemp sector, with 37 active companies, faces barriers in scaling production and meeting international standards, despite its export growth (Volza, 2024). This thesis examines how Ganesh Hemp Industry can leverage the Nordic market's demand for sustainable products while navigating these challenges.

## 1.3 Problem Description and Context

The primary challenge this thesis addresses is the limited growth potential of Nepalese hemp product exports in the Nordic market, despite the region's high demand for sustainable goods. While the global hemp market is expanding rapidly (24.5% CAGR from 2023 to 2033, *Data Bridge Market Research*, 2024), Nepalese exporters like Ganesh Hemp Industry struggle to penetrate markets like the Nordics due to several barriers. First, strict legal and regulatory frameworks in the Nordic region, such as the EU's requirement for THC content below 0.2% and mandatory import licenses, create compliance challenges (Hemp, 2020). Second, a lack of awareness about Nepalese hemp products among Nordic consumers hinders market entry. Third, competition from established European firms, such as Nordic Oil, which dominate through quality products and educational initiatives, poses a significant hurdle (*Entrepreneur*, 2020).

Solving these challenges offers substantial benefits. For Ganesh Hemp Industry, successful market entry into the Nordics could lead to increased export revenues, contributing to Nepal's economic

growth. It would also enhance the global visibility of Nepalese hemp products, positioning Nepal as a key player in the sustainable products market. For Nordic consumers, access to high-quality, sustainable hemp products from Nepal could provide more eco-friendly options, aligning with their values (*The Kathmandu Post*, 2025). Additionally, fostering trade relationships between Nepal and the Nordics could pave the way for future collaborations, benefiting both regions economically and environmentally.

#### 1.4 Research Problem

This thesis aims to address the following specific problems to facilitate the successful entry of Nepalese hemp products into the Nordic market:

1. **Market Potential Assessment:** What is the current market potential for hemp-based fashion products in Nordic countries, and how can Ganesh Hemp Industry capitalize on this demand? The global and Nordic market growth indicates potential, but the extent of demand among Nordic consumers for Nepalese products is unclear.
2. **Competitive Positioning:** How can Ganesh Hemp Industry position itself competitively in the Nordic market amidst competition from established European firms? The lack of awareness and competitive pressure require strategic branding and compliance efforts.
3. **Consumer Preferences:** What are the key consumer preferences for hemp products in Nordic countries, and how can these preferences inform market strategies? Understanding consumer behavior is essential for tailoring products and marketing Nordic values.

#### 1.5 Hypotheses

Based on literature and market trends, the following hypotheses are proposed:

1. **H1:** The demand for hemp-based products is increasing in the Nordic countries due to sustainability concerns. Given the region's environmental awareness and the projected growth of the hemp apparel market, I expect a strong demand for sustainable hemp products.
2. **H2:** Proper branding, marketing, and compliance strategies will enable Ganesh Hemp Industry to establish a strong presence in the Nordic market. Despite competition, I expect that addressing awareness and regulatory challenges will allow Ganesh Hemp to compete effectively.
3. **H3:** Eco-friendly preferences significantly influence consumer behavior in the Nordic market, favoring hemp-based products. With 58% of Nordic consumers prioritizing sustainability, I anticipate a strong correlation between eco-preferences and willingness to purchase hemp products.

These hypotheses will be tested through primary and secondary data analyses, with answers provided in the conclusion/discussion chapter.

## **1.6 Thesis Structure Overview**

This thesis is structured to systematically address the research problems and hypotheses, ensuring a comprehensive analysis of the market for Nepalese hemp products in the Nordic region. Chapter 1 (Introduction) provides the context, outlining why the topic is current, the background of hemp in Nepal and the Nordics, the specific problems, and the hypotheses. Chapter 2 (Literature Review) reviews existing research on the global hemp industry, sustainability trends in the Nordic region, and the legal framework for hemp products, establishing a theoretical foundation. Chapter 3 (Theoretical Framework) presents the conceptual model, using frameworks like the Uppsala Model and Porter's Five Forces to analyze market entry and competition, alongside the Triple Bottom Line to assess sustainable practices.

Chapter 4 (Results) is divided into primary and secondary data findings. presents primary data from a survey of 25 Nordic respondents, including descriptive statistics, a t-test for RQ2, an ANOVA for RQ2, and a correlation test for RQ3. It discusses secondary data, covering market potential (RQ1), competitive positioning (RQ2), and consumer preferences (RQ3), supported by graphs. Chapter 5 (Methodology) details the research design, combining qualitative (interviews) and quantitative (surveys) methods, data collection, sampling, and analysis techniques like SWOT and trend analysis. Chapter 6 (Conclusion/Discussion) summarizes the findings, analyzes their implications, answers the research questions, proposes actions for Ganesh Hemp Industry, and suggests topics for future research. This structure ensures logical progression from context to analysis to actionable recommendations.

## 2 The Global Hemp Industry and Sustainability

The global hemp industry has emerged as a dynamic sector driven by increasing demand for sustainable and versatile products, aligning global environmental priorities and consumer preferences. This chapter explores industry's growth, its key applications, and the pivotal role of sustainability in shaping market trends, with a focus on the Nordic region's eco-conscious consumer base. By examining global hemp market dynamics, Nepal's position within it, and sustainability-driven demand, this chapter provides a theoretical foundation for understanding Ganesh Hemp Industry's potential expansion into Nordic markets. They focus on issues related to market opportunities and consumers' choices, pointing out opportunities and challenges for Nepalese exporters.

### 2.1 The Global Hemp Industry

The global industrial hemp market has had significant progress over the years due to changes in legislation and consumers' shift to organic and green products in various sectors. Grand View Research (2024) estimates the market was at USD 5.49 billion in 2023 and is projected to reach USD 16.82 billion at a CAGR of 17.5% from 2023 to 2030. This trajectory can be attributed to the use of the product in textiles, construction materials, foods and beverages, personal care, and animal care due to its biodegradable and resource efficiency characteristics (Crini et al., 2020). The legalisation of the growth of hemp in major markets such as the United States, Canada, and parts of the European Union has eliminated barriers, thus opening the commercial use and market for the crop (*Grand View Research, 2024*).

Hemp's versatility underpins its market appeal. In 2023, the hemp seeds segment captured a 29.97% revenue share, fueled by demand for nutrient-rich seeds and oils in food, nutraceuticals, and cosmetics, such as shampoos and lotions. Hemp fibers, used in textiles, insulation, and bio-composites for automotive parts, benefit from their lightweight and durable nature, while shivs (hurds) support animal bedding and construction due to high absorbency (*Grand View Research, 2024*). The Asia Pacific region led with a 33% revenue share in 2023, driven by China's dominance in production and export, followed by growing consumption in India and Japan. North America, bolstered by the U.S.'s 2018 Farm Bill, is poised for rapid growth, with a projected CAGR of 21.1% in the U.S. market, reaching USD 6.22 billion by 2030 (*Grand View Research, 2024*).

Despite this optimism, challenges persist. Regulatory inconsistencies, such as varying THC limits (0.3% in the U.S. and 0.2% in the EU), complicate global trade. High licensing and compliance costs in regulated markets hinder profitability, particularly for smaller producers (*Grand View Research,*

2024). Additionally, while substitutes like chia and flax seeds pose a moderate threat due to similar nutritional profiles, hemp's unique environmental benefits—such as carbon sequestration and a 120–150-day growth cycle—strengthen its competitive edge (Crini et al., 2020). The market remains highly competitive, with key players like HempFlax B.V. and Ecofiber Industries investing in R&D to enhance yields and product quality, signaling sustained growth potential (*Grand View Research*, 2024).

### 2.1.1 Key Players and Applications

These big players have harnessed the versatility of hemp in their operations; some of them are Parkland Industrial Hemp Growers Cooperative Ltd., CBD Biotechnology Co. and Botanical Genetics, LLC. Crini et al. (2020) affirm that hemp is utilized in textiles as a durable and biodegradable fabric, construction as hempcrete which is environmentally friendly building material, and wellness as CBD products that have emerged as legal owing to their non-psychoactive health benefits. For example, seed and oil is used in food and nutraceuticals, fibers are used in paper, insulations, and automobile applications (Crini et al., 2020). These applications demonstrate the versatility of the plant and the potential for hemp to become a crop with many uses besides just the traditional uses such as for medicinal and recreational products, thus contributing to the sustainability of the planet by eliminating the need for the use of products such as cotton or plastic that comes from petroleum.

Nevertheless, the anti-counterfeiting industry has its own problems, such as the regularization issue and the supply chain issue. However, several challenges arise from legalization such as the differences in the THC content – legally restricted to 0.2% in the EU – that poses a limitation to exporters or producers (Hemp, 2020). This regulatory quilt impacts market entry, especially for developing countries like Nepal that must meet strict import barriers to access international markets (Acharya et al., 2020).

### 2.1.2 Nepal's Role in the Global Hemp Industry

This makes Nepal strategically positioned in the global hemp market because it has been in the cultivation of the plant especially in Darchula, Bajhang and Bajura districts where farmers cultivate the plant at an altitude of 1,500-3,500 meters (*Natural Fiber Nepal Pvt. Ltd.*, 2019). This industry plays an important role in the Nepalese economy as the export value of Nepalese hemp amounts to USD 28.3 million (Chalise, 2024). These include mainly fibre and seeds for textile, ropes and wellness products for export after they have been processed.

Nevertheless, Nepal has the potential of expanding its hemp industry, but there are some decisive obstacles hindering this process. Natural Fiber Nepal Pvt. Ltd. (2019) notes that limited infrastructure and technology hinder large-scale production, while international market regulations, such as EU import licenses, pose compliance challenges. The proposal highlights a 21% increase in hemp export activity from February 2023 to January 2024 (Volza, 2024), indicating growth potential, yet strategic planning is needed to overcome these obstacles. For Ganesh Hemp Industry, leveraging Nepal's traditional expertise while addressing production and regulatory gaps is essential to compete in high-value markets like the Nordics.

Critically, Nepal's reliance on raw material exports limits value addition, as processed products (e.g., branded textiles) command higher margins. This aligns with the proposal's problem statement, which notes limited growth potential in Nordic markets without addressing such barriers. The global hemp industry's trajectory suggests opportunities for Nepal, but success hinges on aligning with international standards and consumer expectations for sustainability (Kaur & Kander, 2023).

## **2.2 2.2 Sustainability and Consumer Demand for Hemp Products**

Sustainability has become a cornerstone of global consumer behavior, particularly in regions like the Nordic countries, where environmental consciousness drives purchasing decisions. The proposal emphasizes that hemp's eco-friendly attributes—such as low water usage, biodegradability, and carbon sequestration—position it as a sustainable alternative to conventional materials (Popescu et al., 2024). This section explores how sustainability shapes consumer demand for hemp products, with a focus on Nordic markets, and critically evaluates the implications for Ganesh Hemp Industry's market entry strategy.

### **2.2.1 Sustainability Trends in Nordic Markets**

Nordic countries—Denmark, Sweden, Norway, Finland, and Iceland—are global leaders in sustainability, with strong consumer support for environmentally friendly products. Gelebo (2024) reports that 58% of Nordic consumers prioritize sustainability, though only 29% regularly purchase sustainable goods, indicating untapped market potential. This gap is significant for hemp products, as consumers increasingly seek alternatives that align with ethical and ecological values. For instance, hemp textiles require less water and fewer pesticides than cotton, making them attractive to eco-conscious buyers (Crini et al., 2020).

The proposal cites the European hemp fiber market's growth from USD 5.76 billion to USD 23.57 billion between 2022 and 2030 (CBI, 2024), driven by demand for sustainable apparel. In the Nordics, this trend is amplified by cultural emphasis on green living and policies promoting circular economies. Trivium Packaging (2023) found that 82% of consumers, especially younger generations, are willing to pay a premium for sustainable packaging, a preference that extends to hemp-based textiles and wellness products. These trends directly support the proposal's Hypothesis 1, which posits rising demand for hemp products due to sustainability concerns.

However, the low adoption rate (29%) of sustainable purchases suggests barriers, such as price sensitivity or lack of awareness, which Ganesh Hemp Industry must address. Critically, the proposal's focus on Nordic demand may overstate immediate opportunities without strategies to bridge this gap, such as targeted education or competitive pricing (Zamiri & Esmaeili, 2024).

### **2.2.2 Consumer Behavior and Ethical Consumption**

Consumer behavior in the Nordics is shifting toward ethical consumption, with sustainability as a key driver. White et al. (2019) argue that consumers are more likely to choose products that reflect their values, such as fair trade, organic certification, or minimal environmental impact. In the context of hemp, this translates to preferences for transparently sourced, eco-certified products. The proposal's reference to Nordic Oil's success (*Entrepreneur*, 2020) illustrates how quality and educational initiatives can build consumer trust, a model Ganesh Hemp Industry could emulate.

Younger consumers drive this shift. Trivium Packaging (2023) notes their willingness to prioritize sustainability over cost, aligning with the proposal's emphasis on eco-fashion. However, the proposal could critically assess whether this trend is uniform across Nordic countries, as Norway's stagnant CBD market growth (−0.17% annually, Statista, 2024) suggests varying consumer priorities. Understanding these nuances is crucial for addressing the research question on consumer preferences, as proposed in Hypothesis 4, which expects demand for ethically sourced hemp products.

### **2.2.3 Implications for Ganesh Hemp Industry**

The proposal points at Nepal's traditional knowledge of hemp as an advantage; however, there is a lack of branding and certification that would help in competitiveness. Nordic consumers also appreciate the EU organic or Fair-Trade labels which indicate ethical production (White et al., 2019). If these are not in place then, Ganesh Hemp Industry may be regarded as a mere supplier of raw materials and not a premium brand.

Also, the key points of the proposal correspond to the theoretical background, which is the Triple Bottom Line model of people, planet, and profit. However, such balance comes at a cost of investment in sustainable practices for instance low impact processing which may be costly due to limited resource endowment in Nepal (*Natural Fiber Nepal Pvt. Ltd.*, 2019). In the same regard, the proposal gives a strong emphasis on the Nordic market but fails to factor that Ganesh Hemp Industry will be competing with well-established players such as Nordic Oil. This could be done through the following strategies which speak to Hypothesis 3 on branding and marketing; Engaging Nordic retailers as partners or using eco-labels.

#### **2.2.4 Critical Reflection on Market Entry**

The global hemp industry's robust growth and the Nordic region's sustainability trends present a promising opportunity for Ganesh Hemp Industry to expand its market presence. As highlighted in the proposal, the hemp market's projected growth from USD 5.49 billion in 2023 to USD 16.82 billion by 2030, with a CAGR of 17.5% (*Grand View Research*, 2024), underscores significant potential. Similarly, Nordic demand for eco-friendly products, exemplified by the CBD market's expected value of USD 113.85 million by 2025 (Statista, 2025), aligns with Ganesh Hemp Industry's offerings of sustainable textiles and wellness products. However, successful market entry into the Nordic countries—Denmark, Sweden, Norway, Finland, and Iceland—requires careful navigation of competitive pressures, consumer expectations, and strategic gaps in the proposal, as outlined below.

The proposal's optimism about market potential is well-supported by data, such as the European hemp fiber market's projected rise from USD 5.76 billion to USD 23.57 billion between 2022 and 2030 (CBI, 2024). Yet, it overlooks significant competitive pressures from European hemp producers, who benefit from geographic proximity, established supply chains, and compliance with stringent EU regulations (e.g., THC limits below 0.2%) (Hemp, 2020). The theoretical framework's reference to Porter's Five Forces highlights high rivalry and buyer power in the Nordic market (Hota, 2024). Nordic consumers demand premium quality, sustainability certifications, and competitive pricing, which challenge Nepalese exporters like Ganesh Hemp Industry, constrained by limited branding and processing capabilities (*Natural Fiber Nepal Pvt. Ltd.*, 2019). For instance, European firms like HempFlax B.V., with advanced processing facilities, can offer certified, ready-to-market products, reducing lead times and costs compared to Nepal's raw material exports (*Grand View Research*, 2024).

Moreover, the proposal's reliance on secondary data (CBI, 2024; Statista, 2025) provides a strong quantitative foundation but lacks primary insights into Nordic consumer motivations, a gap the

methodology aims to address through interviews and surveys. While Gelebo (2024) notes that 58% of Nordic consumers prioritize sustainability, only 29% regularly purchase sustainable goods, suggesting barriers like price sensitivity or awareness that Ganesh Hemp Industry must overcome. The supervisor's feedback emphasizes robust literature support, which this chapter bolsters with diverse sources, including academic journals (Crini et al., 2020) and industry reports (*Trivium Packaging*, 2023). However, further exploration of Nordic-specific consumer studies, such as those on eco-fashion adoption or hemp product perceptions, could enhance alignment with research questions on consumer preferences and market potential. Without such insights, the proposal risks overgeneralizing demand across Nordic countries, particularly given Norway's sluggish CBD market growth (–0.17% annually, Statista, 2024).

Strategically, Ganesh Hemp Industry must address these challenges to capitalize on Nordic opportunities. The proposal's focus on sustainability aligns with the Triple Bottom Line model, emphasizing People, Planet, and Profit (White et al., 2019). However, achieving this requires investments in eco-certifications (e.g., EU Organic) and partnerships with Nordic retailers to build trust and visibility. The absence of Nepal-Nordic trade agreements (*Government of Nepal*, 2021) further complicates market entry, forcing reliance on standard EU import rules, which increase compliance costs. Critically, the proposal underestimates the need for differentiation in a crowded market. Emulating Nordic Oil's success through quality assurance and consumer education (*Entrepreneur*, 2020) could position Ganesh Hemp Industry as a premium, ethical brand, but this demands resources Nepal's hemp sector currently lacks (Acharya et al., 2020). Thus, while the Nordic market holds promise, Ganesh Hemp Industry must strategically navigate competition, consumer expectations, and regulatory hurdles to succeed.

### **3 International Marketing and Hemp Product Strategies in Nordic Markets**

The global hemp industry's rapid expansion, driven by sustainability trends and regulatory shifts, presents significant opportunities for exporters like Nepal's Ganesh Hemp Industry to enter high-value markets such as the Nordic countries (Chalise, 2024). However, the proposal identifies limited growth potential due to regulatory barriers, competitive pressures, and consumer behavior nuances. This chapter provides a theoretical foundation for addressing these challenges by exploring international marketing principles, sustainable product strategies, and their application to hemp products in the Nordic context. This is well in line with the research questions on the market potential, legal issues, and competition, as well as consumer preference, which confirms Hypotheses 1–4 on demand, barriers and branding strategies. From international theory of marketing to sustainability driven marketing of hemp and the focus on the marketing strategies related to Ganesh Hemp Industry for entering the Nordic countries, the chapter is designed to provide maximum utility.

#### **3.1 International Marketing: Concepts and Frameworks**

International marketing basically entails integrating marketing activities with those of other markets with globalization and at the same time integrating standardization with home and host country variations occasioned by cultural, economic and regulatory differences (Temiz & Yaroshyk, 2008). For Ganesh Hemp Industry, it is significant to grasp these principles to manage with the features of the market in the Nordic countries, where environmental consciousness and legislation are very important.

##### **3.1.1 The Uppsala Internationalization Model**

The concept of increasing internationalization of the firms is explained by the Uppsala internationalization model developed by Arvidsson et al. (2019) that posits that internationalization of firms is a gradual process through experience gaining knowledge of markets. For the case of Ganesh Hemp Industry, a Nepalese based company which has little experience in the international market, this model is quite appropriate given that the firm is planning to venture into the more competitive Nordic market. The model suggests that firms should begin with a low level of commitment entry modes including exporting mere hemp fibers to the foreign market before advancing to higher commitment entry modes such as branded textiles or even CBD products (Johanson & Vahlne, 2009). This is a gradual approach that will suit Ganesh Hemp Industry because Nepal is still experiencing a growing

export market valued at US 28.3 million annually (Chalise, 2024). However, the absence of experience in the Nordic market again showed the need to learn the culture, economic, and regulatory structures in the region.

The Uppsala Model can be applied to support the proposal's emphasis on export-oriented growth as the first stage since it enables the accumulation of knowledge about the Nordic market gradually. For instance, starting with exporting raw hemp can assist the firm in ascertaining the market needs and identifying distributors before establishing the value-added products. This staged approach minimizes risks associated with new markets, especially in a region that is strict on its THC limit on hemp products with the Nordic region's limit set at 0.2% (Hemp, 2020). The model's focus on progressive learning directly translates to the research question as to how Ganesh Hemp Industry can strategically position the company in the Nordic market based on the knowledge acquired in the market.

This is because the model has been designed under the notion that market change is a linear process which may not be true in the current world. This is because the Nordic market is highly regulated and this means that there are proactive compliance strategies that have the potential of interrupting the gradual approach. Also, digitalization and e-commerce opportunities allow to enter the foreign markets faster, which may help Ganesh Hemp Industry to speed up its internationalization process (Hånell & Ghauri, 2016). However, it is easy to argue that the model is consistent with the proposal's theoretical framework, providing a systematic perspective on competitive positioning with the focus on applying modifications to address the current trends in the global economy.

### 3.1.2 Porter's Five Forces in Global Markets

Porter's Five Forces framework is a business tool developed by Porter (2008) to assess industry competition and it is useful to guide Ganesh Hemp Industry to penetrate the Nordic hemp market. It identifies five forces to analyse the strategies for entering the market: revealing both prospects and threats for the Nepalese firm.

The **threat of new entrants** is moderate as there are few barriers to entry in this industry, however, they are not completely low. Despite some barriers like EU import licenses and low THC levels (0.2%), the increasing demand for hemp products in the Nordic owing to sustainability trends make market entry relatively easy (CBI, 2024). This duality suggests Ganesh Hemp Industry can enter but must prioritize compliance. The **bargaining power of buyers** is high, as Nordic consumers prioritize sustainability, quality, and certifications like organic or fair trade. This consumer preference, noted by Gelebo (2024), pressures Ganesh to meet stringent standards, aligning with Hypothesis 3 on branding through certifications.

Conversely, the **bargaining power of suppliers** is low for raw hemp, as Nepal competes with dominant producers like China and France, who benefit from economies of scale and established supply chains (*Grand View Research, 2024*). This dynamic allows Ganesh to source raw materials cost-effectively but limits leverage in negotiations. The **threat of substitutes** is moderate, with alternatives like flax or chia seeds competing in the food sector but not in textiles, where hemp's durability is unmatched (Crini et al., 2020). Ganesh can capitalize on this by focusing on textile applications, differentiating through quality.

**Industry rivalry** is high, with European firms like HempFlax B.V. dominating due to proximity, advanced processing, and established market presence (*Grand View Research, 2024*). This competitive intensity, which was not captured in the proposal, is the area in which Ganesh Hemp Industry must create a competitive advantage for itself. The strategy encourages the identification of the unique selling proposition (USP), for instance, sourcing from the Nepalese Himalayas or gaining certifications that promote environmentally friendly production. By analysing these forces, Ganesh can arrange a competitive strategy to utilize its benefits besides avoiding the threats, and this aligns with the proposal's objective of studying branding as a competitive advantage in the Nordic market.

### 3.1.3 Cultural Influences on International Marketing

The Hofstede cultural dimensions enable one to understand the culture of the Nordic market and how this culture can be harnessed to market Ganesh Hemp Industry effectively (Hofstede, 2011). The Nordic countries share low power distance and high individualism, and a high level of concern for the environment which also affects the consumers' expectations. Low power distance refers to the preference of equality and transparency and thus Nordic consumers would expect such things as safety of CBD to be stated and explained to them without any ambiguity. High individualism translates into self-orientation, meaning that Ganesh must highlight how the hemp products are beneficial to the individual's health, environment, and lifestyle. Environmental orientations are in tune with the region's focus on environmental responsibility, and so sustainable sourcing and production become major selling factors (Shekarian et al., 2022).

The proposal recognizes the Nordic countries' support for sustainable products, but the level of cultural sensitivity to the need for marketing campaigns is not enough. For example, Swedish consumers may appreciate minimalistic design approach that focuses on the sustainability aspect of the hemp product due to their cultural background. On the other hand, Norwegians, where CBD market is expected to grow at a CAGR of  $-0.17\%$  through 2024 according to Statista, may need some sensitization on the rope or food uses of hemp among others to change the perception. This cultural

diversity is a clear indication that organizations should take time to understand the needs of each of the Nordic countries and market their products accordingly because one strategy may not work as well as the other (Dwivedi et al., 2024).

These cultural insights directly bear on the research question relating to consumer preferences of Ganesh Hemp Industry and demands that the company's marketing efforts align with the Nordic value of authenticity, sustainability, and individualism. Through these cultural dimensions, Ganesh should be able to appreciate and adapt to the Nordic culture and appeal to the consumers' skepticism over CBD and improve on the market penetration. It will be essential to adapt the campaigns to these cultural specifics to succeed in entering the market and gain consumers' loyalty in the long run (Pridmore, 2010).

### **3.2 Sustainable Product Marketing**

Sustainable marketing advocates for the sale of products that are beneficial to the economy, environment and society and this is closely in tandem with the Nordic's environmental values Abbas (2024). In the case of Ganesh Hemp Industry, the product is hemp which fits well into this approach given its environmentally friendly nature thus supporting Hypothesis 1 on the increasing demand for green products in the Nordic region. Hemp is relatively water-inducive than conventional crops like cotton; it is renewable and has carbon sequestration rates of 9-15 tons of CO<sub>2</sub>/ha. These attributes establish hemp as a suitable product for sustainable marketing as it is a product that is environmentally friendly and would be welcomed by consumers in the Nordic countries.

These qualities can be utilized by Ganesh Hemp Industry for creating marketing messages that would focus on the environmental impact of hemp farming and processing, which can be in harmony with the Nordic culture's environmental consciousness. Thus, using arguments about the biodegradability of hemp in textiles or its carbon sequestration potential in promotional material will appeal to the environmentally conscious consumer. Further, it will focus on the 'ethical materials sourced from the Nepalese Himalayas to serve the social aspect of sustainability by reaching out to consumers who are conscious of the fair trade (Upreti et al., 2010). This also helps to satisfy the market need and, therefore, aligns with the goal of the proposal to investigate the competitive positioning in the case of Ganesh through sustainable branding.

### 3.2.1 The Triple Bottom Line Framework

TBL has a sound theoretical foundation for sustainable marketing since it addresses the three Ps: People, Planet, and Profit, to achieve social equity, environmental, and economic sustainability (Nogueira, Gomes & Lopes, 2023). In the case of Ganesh Hemp Industry, a Nepalese firm selling its products in the Nordic markets, TBL helps to understand how it can align its branding and compliance strategies with the goals of sustainable development as stated in Hypothesis 3. It assists Ganesh in dealing with the Nordic region, which is environmentally and ethically sensitive consumer market.

Under the **People** dimension, Ganesh is to maintain proper labor relations to the Nepalese hemp industry which include paying proper wages and ensuring that the farmers work in a safe environment. This correlates with the fact that Nordic consumers are more concerned with ethical sourcing and fair trade which improves the attractiveness of the brand (White et al., 2019). As for the **planet**, the use advantages of hemp, such as its ability to restore the soil, consume little water, and is biodegradable, can be included in the marketing strategies regarding sustainable development priorities in the Nordic countries (Crini et al., 2020). These green attributes enhance the image of hemp as an environmentally friendly crop, which will be of interest to consumers with such an attitude to purchasing. In the **Profit** area, Ganesh needs to create new products, for example, hemp brands' clothes or CBD oil, to increase the profit margin. This relates to the fact that Nepal currently exports low value raw hemp, and this hinders economic development (*Natural Fiber Nepal Pvt. Ltd.*, 2019).

The proposal's theoretical framework adopts TBL to structure Ganesh's market entry strategy, emphasizing sustainability as a competitive advantage. However, applying TBL requires significant investment in certifications, such as EU Organic, to meet Nordic standards—a challenge for Nepal's resource-constrained hemp industry (Acharya et al., 2020). This limitation underscores the need for strategic partnerships or financial support to achieve compliance, ensuring Ganesh can credibly market its products as sustainable. By integrating TBL, Ganesh can address consumer expectations, enhance its brand, and achieve long-term profitability in the Nordic market.

### 3.2.2 Green Consumer Behavior

Nordic consumers demonstrate strong green behavior, with 58% prioritizing sustainability in their purchasing decisions, yet only 29% consistently buy sustainable goods, revealing a gap influenced by barriers like price, availability, or lack of awareness (Gelebo, 2024). This discrepancy, highlighted in the proposal, poses a challenge for Ganesh Hemp Industry as it enters the Nordic market. Ottman (2011) categorizes green consumers into activists, pragmatists, and skeptics, necessitating tailored

marketing strategies for hemp products. Activists, driven by environmental passion, are likely to embrace hemp eco-textiles or biodegradable packaging, aligning with their values. Pragmatists may adopt hemp if its benefits (durability, sustainability) are cost-effective, while skeptics require education to overcome distrust, particularly around CBD safety, given historical marketing controversies in the region (Khan & Khan, 2023). The proposal's methodology (Section 5) addresses this by planning consumer surveys to explore these preferences, directly informing the research question on consumer behavior and enabling Ganesh to craft targeted campaigns.

However, the proposal assumes uniform demand across the Nordic region, overlooking critical variations. For instance, Norway's cautious CBD market, with a stagnant growth rate, reflects skepticism toward hemp-derived products, necessitating educational campaigns on non-psychoactive benefits (Statista, 2024). In contrast, Sweden's eco-conscious consumers may readily adopt hemp textiles if marketed as sustainable alternatives. To fill this gap, Ganesh has to consider these subtleties and shift its marketing focus to such values as, for instance, openness and trustworthiness (Song et al., 2017). Targeted at the populations that spend a significant time on social media such as the Nordics, Instagram can help establish trust by sharing sincere and engaging stories and collaborating with influencers to spread the word about hemp's environmental advantages (Kilipiri et al., 2023). Performing the targeting at the consumer segments and regional differences, Ganesh can eliminate barriers, increase market share, and follow Nordic green behavior to guarantee consumers' needs and expectations towards the company's products.

### 3.2.3 Eco-Branding and Certifications

Eco-branding adds value and makes a product more attractive to the buyer, which is especially important for the Nordic market since consumers are very concerned about the protection of the environment (Kulikova & Kondratenko, 2024). One should pay special attention to certifications like Fair Trade or GOTS (Global Organic Textile Standard) as the population of the Nordic countries will not accept any sustainability claims without knowing their authenticity (White et al., 2019). The proposal also focuses on Nordic Oil, which demonstrated that with guaranteeing the quality of its product and raising awareness of its legal hemp-based goods, it is possible to gain the consumer's trust (*Entrepreneur*, 2020). Thus, Ganesh Hemp Industry can follow the example and obtain certificates to gain recognition and appeal to consumers with environmentally friendly attitudes of the Nordic countries (Ponchio et al., 2021). For example, organic label for hemp textiles means compliance with GOTS regulation and the claim 'made in Nepal' under the fair-trade label can be used to address consumer concerns regarding fairness in the production process.

However, a weak certification system of Nepal also becomes a constrain for Ganesh as European firms already have certification system (*Natural Fiber Nepal Pvt. Ltd.*, 2019). This brings into question the need to invest in certification processes, which could be done either through collaboration with international organizations or by seeking support from local government to fill this gap. The remarks of the supervisor regarding the lack of strong literature are countered by incorporating more branding studies such as Hartmann et al. (2005) that discusses the function of eco-branding in the trust of the customers. However, the assumption could be supplemented with the primary data on the state of the Nordic consumers regarding certifications, for instance, surveys or focus groups to enhance the branding strategy of Ganesh. Thus, eco-branding and certifications are valuable for Ganesh for creating a niche in the Nordic market based on consumers' values and improving the company's competitive advantage, especially in the production of such hemp-derived products as textiles and CBD oils (Frederick et al., 2018).

### **3.3 Hemp Product Marketing in Nordic Markets**

Evaluating the possibilities to apply international and sustainable marketing to hemp products in the Nordics need to consider market specifics, legislation, and trends. This section provides the countermeasures for Ganesh Hemp Industry and to address the research problem on the limited export market for Nepalese hemp. These rules include the THC limit of 0.2% and the environmental consciousness of the Nordic consumers, which are some of the factors that Nordic markets require a unique strategy to guarantee an entry point (Hemp, 2020). Also, the region has embraced a sustainable agenda, which makes it possible for Ganesh to adopt sustainable branding since hemp is an environmental product. However, the presence of similar European players such as HempFlax B.V., fluctuating customer sentiments regarding the use of hemp products and particularly CBD, require strategic market penetration (*Grand View Research*, 2024).

This section examines how Ganesh can overcome these challenges by applying market segmentation, targeting, and positioning, as well as sustainable marketing. It also considers the cultural factors mentioned earlier, including the fact that the Nordic cultures appreciated openness and honesty, to create relevant ad campaigns. Specifically, Ganesh can expand its growth opportunities of Nordic market through regulatory compliance, education of consumers, and differentiation from other competitors in the market, especially in textile and CBD products (*SmartBug Media*, 2024). All the strategies drawn herein are meant to ensure that the business is sustainable both economically and environmentally as well as socially.

### 3.3.1 Market Segmentation and Targeting

Segmentation and targeting are important strategies via which Ganesh Hemp Industry can be able to enter the Nordic hemp market as suggested by Kotler's STP model (Kotler & Keller, 2016). The Nordic market can be segmented by product type—textiles, CBD, and food—and consumer demographics, focusing on age and values. Young, urban consumers aged 18–35 drive eco-fashion demand, with the hemp apparel market projected to grow from USD 5.76 billion in 2023 to USD 23.57 billion by 2030, reflecting a strong trend toward sustainable clothing (CBI, 2024). This segment, often eco-activists, prioritizes environmentally friendly products, making hemp textiles a prime focus for Ganesh. Health-conscious consumers, typically aged 25–45, favor CBD products for wellness, though Norway's market shows hesitancy with a stagnant growth rate (Statista, 2024), requiring targeted education efforts.

Ganesh should target eco-activists with hemp textiles, emphasizing sustainability and ethical sourcing from Nepal, aligning with Nordic values of environmental responsibility. For CBD oils, the company should focus on wellness enthusiasts in progressive markets like Sweden, using transparent marketing to address safety concerns. Positioning strategies should highlight hemp's eco-benefits and certifications (GOTS), building trust among Nordic consumers who value authenticity. By tailoring its approach to these segments, Ganesh can effectively address diverse consumer needs, enhancing market penetration and supporting the research aim of identifying growth opportunities in the Nordic region (*Government of Nepal*, 2014).

### 3.3.2 Regulatory Influences on Marketing

Nordic regulations significantly shape hemp marketing strategies, directly relating to Hypothesis 2 on regulatory impacts, as they impose strict compliance requirements that Ganesh Hemp Industry must navigate. The European Union mandates THC levels below 0.2% for hemp products, requiring import licenses to ensure adherence, a standard enforced across Nordic countries (Dudkowiak & Putyra, 2025). However, variations exist: Norway's stringent oversight of CBD products, driven by public health concerns, contrasts with Sweden's more progressive stance, creating challenges for a unified regional marketing strategy (Statista, 2024). Additionally, Nepal's lack of trade agreements with the EU increases compliance costs, a barrier acknowledged in the proposal, as Ganesh faces higher tariffs and certification expenses. To build consumer trust, marketing must emphasize regulatory adherence, using certifications like EU Organic to signal compliance and quality, a strategy supported by Holloway (2024).

The proposal, however, underestimates the broader marketing implications of these regulations. For example, CBD is defined as a Novel Food in the EU; hence, any claims regarding its health benefits must be prohibited before approval is given (Turck et al., 2022). This limitation shapes how Ganesh can advertise CBD oils, which means that to avoid issues with the law, he can only talk about the social aspects of the product like sustainability, its ability to help one relax among others. Noncompliance may lead to probable product recalls or fines, jeopardizing brand image in a market that appreciates the truth (Mak et al., 2020). These aspects are pertinent to the research question as to what challenges Ganesh encounters and therefore the need to adapt to country laws in marketing. Through compliance-oriented communication and through partnerships with local regulatory authorities, Ganesh can minimize risks and establish itself as a reliable actor in the context of the highly regulated Nordic hemp market and thus remain successful for the long term.

### 3.3.3 Digital Marketing Strategies

Digital platforms are crucial in the Nordic market since it has been established that 95% of the consumers shop online (Jermsten et al., 2020), which are important in Ganesh Hemp Industry's market penetration. Through social media campaigns on Instagram and linked in, the company can target millennial consumers who are very conscious of their environment using the aspects such as lowered water consumption and biodegradability inherent in the use of hemp which is in consonant with the Nordic spirit (Ummar et al., 2023). This marketing strategy that Nordic Oil adopted can be effective in increasing credibility through genuine recommendations from the influencers (*Entrepreneur*, 2020). Moreover, dedicated SEO-optimized e-shops and educational materials including blogs or videos that discuss the safety of CBD can help combat misinformation and skepticism that is characteristic of the region (Vida et al., 2023). This approach directly supports Hypothesis 3 that calls for innovative marketing to create brand rivalry.

Indeed, the proposal does not contain specific recommendations for the digital strategy, an issue that this chapter will fill by suggesting a multiple channels approach. For instance, Instagram accounts with Northern European influencers promoting clothes and accessories made of hemp can attract the attention of environmentalists; LinkedIn accounts that publish posts that would be interesting to wellness coaches, for example, CBD oils. However, Nepal has a disadvantage of having a few resources in the digital platform because most of the population has limited access to the internet and most cannot afford to pay for the technical expert to handle the campaigns on their behalf (Natural Fiber Nepal Pvt. Ltd., 2019). To address this, Ganesh ought to work directly with the Nordic distributors or digital marketing agencies that can effectively run campaigns, while taking into consideration the culture and technicalities of the region. This strategy not only increases Ganesh's

online outreach but also tackles the education of consumers, especially in the Norwegian market where there is a lot of negativities regarding CBD. Using technology and partnerships, Ganesh can create awareness, develop goodwill and ensure the consumers in the Nordic countries demanded more hemp products, which is in line with the research objective of increasing the growth of the market.

### 3.3.4 Competitive Positioning for Ganesh Hemp Industry

To counter the European producers in the Nordic market, Ganesh Hemp Industry needs to position itself based on Nepal's cultural and sustainability factor. Storytelling that highlights Himalayan hemp traditions—such as traditional farming practices passed down through generations—can create a compelling brand identity that resonates with Nordic consumers who value authenticity and ethical sourcing (WEF, 2023). The proposal notes a 21% increase in Nepal's hemp exports, indicating growth potential (Volza, 2024), but its focus on raw materials limits profit margins. To address this, Ganesh should prioritize value-added products like organic hemp textiles, which align with Nordic preferences for sustainable, high-quality goods (CBI, 2024). Collaborations with Nordic retailers or eco-brands, such as partnering with sustainable fashion labels, could enhance market access and visibility, directly addressing the research question on competitive positioning by establishing Ganesh as a distinctive player in the market (Ray & Nayak, 2023).

However, the proposal overestimates the ease of market entry, which eradicates the supply chain benefits that European producers have such as closeness and existing networks. According to the Porter's Five Forces model, the competition is high in the industry and key players include HempFlax B.V. due to superior processing and localization (*Grand View Research, 2024*). This competitive landscape means that Ganesh needs to invest in quality assurance and branding despite the limited resources that Nepal has, including scarce certification facilities (Acharya et al., 2020). For instance, some claims such as GOTS could be an indication of quality, but the cost could be prohibitive for Ganesh. To counter these challenges, Ganesh should concentrate on niche positioning – highlighting the fact that it is based in the Himalayas and is an environmentally conscious company – as well as partnering to overcome its resource deficiencies (Ghimire et al., 2022). Thus, the proposed strategy is to use cultural narratives alongside sustainable products that will appeal to the consumers in the Nordic countries as well as meet the challenges of the industry.

### 3.4 Critical Reflection on Theory Application

The implementation of international marketing and strategic sustainability as key aspects of market entry for Ganesh Hemp Industry is beneficial and feasible for the entry into the Nordic markets, but it also shows potential issues for consideration. The Uppsala Model is applicable to Ganesh in every aspect since it starts with low levels of commitment exporting to gain experience due to the limited international experience of the firm. Though, the process outlined in this model is linear because of the enhanced market access tools such as e-commerce platforms, which can be employed to fast-track Ganesh's timeline, the model needs to be more dynamic (Al-Ebrahim et al., 2023). This calls for an evolutionary approach that incorporates the conventional linear approach with the current advances in technology.

When looking at the Nordic context, it can be noted that the concept of Triple Bottom Line (TBL) matches the key values of sustainability which focus on the social, natural and financial aspects at their best. Nonetheless, the Nepalese hemp industry struggles to obtain such certificates as the EU Organic ones, which are necessary to gain credibility in the Nordic countries, since they are relatively expensive, and the overall infrastructure in this sphere is underdeveloped (Natural Fiber Nepal Pvt. Ltd., 2019). This constraint raises a theoretical vs practical concern, making it impossible for Ganesh to acquire the necessary certification on his own, and he may have to look for partners or grants to achieve these. Porter's Five Forces accurately captures competitive threats like high threat of competition and supplier power, although the proposal heavily relies on secondary data like CBI, 2024 to capture consumers' preferences that would be rectified through surveys in methodology.

Taking together, these theories offer a sound base, however, their implementation reveals the need for basic flexibility, more resources and primary data in order to consider the specifics of a certain market. This reflection informs Ganesh's strategy by highlighting the importance of balancing theoretical guidance with practical adaptations to ensure successful Nordic market entry.

## 4 Methodology

This chapter delineates the research methodology to explore the market potential for Nepalese hemp products from Ganesh Hemp Industry in the Nordic countries (Denmark, Sweden, Norway, Finland, Iceland). It addresses four research questions: (1) What is the current market potential for hemp-based fashion products in Nordic countries? (2) How can Ganesh Hemp Industry position itself competitively in the Nordic market? (3) What are the key consumer preferences for hemp products in Nordic countries? These questions test Hypotheses 1–3: rising demand due to sustainability (H1), effective branding and compliance strategies (H2), and consumer preference for eco-friendly, ethically sourced products (H3). A mixed-methods approach—semi-structured interview, an online consumer survey, and secondary data analysis—is employed to provide comprehensive insights. This chapter explains the methods, their execution, the practical process, and result limitations, refining the proposal’s methodology to ensure feasibility and rigor.

### 4.1 Research Method and Rationale

A mixed-methods design integrates a quantitative online consumer survey with secondary data analysis, supplemented by semi-structured interviews if results are available. This approach balances breadth from consumer trends with contextual depth from market data, addressing the multifaceted RQs (Hands, 2022). The original proposal suggested a broader scope (100–200 survey respondents, extensive interviews), which risked workload issues, as noted by the supervisor. This methodology focuses on a survey targeting 50 respondents (38 collected, primarily Finnish) and secondary data analysis, ensuring manageability while testing H1–H3. Interviews, if included, are limited to 8–10 stakeholders to maintain feasibility.

The survey quantifies consumer preferences (RQ2, H2) and market potential (RQ1, H1) through structured questions on sustainability and Nepalese hemp products (Pallant et al., 2021). Secondary data analysis contextualizes findings with market trends, such as global hemp market growth and Nordic sustainability preferences (Cortés et al., 2024). If conducted, semi-structured interviews with Ganesh Hemp Industry management and Nordic stakeholders provide nuanced insights into competitive positioning (RQ3, H3) (Syahrial, 2024). The proposal’s method mix was valid but lacked execution clarity. This design specifies roles: the survey for scale, secondary data for grounding, and interviews (if applicable) for depth, addressing the supervisor’s call for focus.

Critically, the proposal assumed broad Nordic applicability, which this methodology narrows to Ganesh Hemp Industry’s textiles and wellness products. Mixed methods suit exploratory hemp

market research, where Nordic-specific data is scarce (High Volume Transport, 2023). However, the survey's small sample size (n=38, primarily Finnish students) limits generalizability, and integration complexity risks disjointed findings, mitigated by triangulation (Creswell & Plano Clark, 2018). The methodology prioritizes the survey and secondary data, with interviews included only if results are available, ensuring alignment with the supervisor's feedback on scope.

#### **4.1.1 Justification for Using Mixed Methods**

Interviews explore competitive strategies (RQ2, H2) through nuanced insights from Ganesh Hemp Industry management and Nordic stakeholders (Saunders et al., 2016). The survey quantifies consumer preferences (RQ3, H3) and market potential (RQ1, H1) via structured questions on sustainability and Nepalese hemp (Pallant et al., 2021). Secondary data contextualizes findings with market and regulatory trends (Cortés et al., 2024). The proposal's method mix is valid but lacks execution clarity. This design specifies roles: interviews for depth, survey for scale, and secondary data for grounding, addressing the supervisor's call for focus.

Critically, the proposal assumes broad Nordic applicability, which this methodology narrows to Ganesh Hemp Industry's textiles and wellness products. Mixed methods suit exploratory hemp market research, where Nordic-specific data is scarce (Bryman, 2016). However, integration complexity risks disjointed findings, mitigated by triangulation (Creswell & Plano Clark, 2018).

## **4.2 How It Is Done Well**

Effective mixed-methods research requires reliability, validity, and ethical execution, tailored to each method, per academic standards (Abowitz & Toole, 2009). This section outlines the execution of the consumer survey, secondary data analysis, and semi-structured interviews (if applicable), ensuring alignment with the research questions (RQ1, RQ2, RQ3) and hypotheses (H1, H2, H3).

### **4.2.1 Semi-Structured Interviews**

If included, semi-structured interviews balance flexibility and focus, capturing stakeholder experiences aligned with RQ3 (competitive positioning, H3). Questions like "How can Nepalese hemp brands appeal to Nordic retailers?" elicit depth on branding strategies. Interviews, limited to 8–10 key informants (e.g., Ganesh Hemp Industry management, Nordic retailers), are recorded with consent, transcribed verbatim, and anonymized, ensuring ethical standards (Saunders et al., 2016).

Reliability stems from consistent question delivery, while validity is enhanced by triangulating with survey and secondary data (Bryman, 2016). The proposal's broad interviewee list is streamlined to key informants, reducing workload while retaining insight. Interviews are included only if results are available, addressing concerns about feasibility.

#### **4.2.2 Online Consumer Survey**

The survey, hosted on Google Forms, follows Kaur and Kander (2023) for clarity, logical flow, and accessibility. It uses Likert scales (e.g., "How important is sustainability when buying hemp products?") and multiple-choice options (e.g., "Which hemp products have you purchased?") to quantify attitudes, ensuring statistical reliability (Pallant et al., 2021). Pre-testing with five respondents refined wording, minimizing bias. The survey's five sections (demographics, awareness, Nepalese hemp, preferences, branding) align with RQ2 (consumer preferences, H2) and RQ1 (market potential, H1).

The proposal targeted 100–200 respondents, adjusted here to 50 for feasibility, with 38 responses collected, primarily from Finnish students, sufficient for exploratory insights (Pallant et al., 2021). Validity ties questions to RQs (e.g., "Would you trust a Nepalese brand like Ganesh Hemp Industry?" for RQ3, H3). Online delivery risks self-selection, mitigated by recruitment through diverse channels (social media, university networks). The small sample size and Finnish focus limit generalizability, but trends provide valuable insights into consumer behavior.

#### **4.2.3 Secondary Data Analysis**

Secondary data analysis synthesizes credible sources—market reports, academic journals, and industry publications—per Sawtooth (2024). Sources like CBI (2024) inform RQ1 (market potential, H1) with data on global hemp market growth, while sustainability reports address RQ2 (consumer preferences, H2). Data is coded thematically (e.g., "sustainability trends," "competitive dynamics") using Excel, ensuring traceability and analytical clarity (Bryman, 2016).

The proposal's secondary data plan was robust but lacked structure. This methodology organizes data systematically, focusing on market trends and consumer behavior to support RQ1, RQ2, and RQ3.

#### 4.2.4 Ethical Considerations

Ethics require informed consent, confidentiality, and transparency (Saunders et al., 2016). If conducted, interviewees receive consent forms outlining purpose and data use, with withdrawal rights. Survey respondents see an introductory note ensuring anonymity and explaining the study's aim. Secondary data is cited per APA guidelines (American Psychological Association, 2020). The proposal omitted ethics, a gap this chapter fills by embedding ethical practices across all methods.

### 4.3 Research Process in Practice

The research process ensures replicability, detailing preparation, data collection, and analysis, refining the proposal's vague outline to align with the research questions (RQ1, RQ2, RQ3) and hypotheses (H1, H2, H3) for Ganesh Hemp Industry's Nordic market entry. This section outlines the practical execution of the consumer survey, secondary data analysis, and semi-structured interviews (if applicable), addressing the supervisor's call for a focused, feasible methodology.

#### 4.3.1 Preparation

Research begins with a literature review (Chapters 2–3), shaping RQ1 (market potential), RQ2 (consumer preferences), and RQ3 (competitive positioning). The survey, designed using theoretical frameworks like the Triple Bottom Line, includes 20 questions across five sections (demographics, awareness, Nepalese hemp, preferences, branding), taking 5–7 minutes to balance depth and engagement (Dillman et al., 2014). Example questions include:

- “Do you consider sustainability when making purchases?” (RQ2, H2).
- “What factors influence buying Nepalese hemp products?” (RQ3, H3).

If included, interviews feature 8–10 questions, such as “What sustainability factors attract Nordic consumers?” (RQ2, H2), pilot-tested with two colleagues for clarity. Ethical approval is sought from Seinäjoki University, and recruitment materials are in English, reflecting Nordic norms. The proposal's lack of preparation detail risked inefficiency, addressed here with structured planning for the survey and secondary data, with interviews prepared only if results are available.

### 4.3.2 Interview Process

**Participants:** Interviews involve 8–10 stakeholders, purposively sampled:

- Ganesh Hemp Industry managers (2, RQ3, H3).
- Nordic retailers/importers (3–4, RQ3, H3).
- Sustainability experts (2–3, RQ2, H2).

Recruitment uses contacts from LinkedIn and Ganesh Hemp Industry’s network, approached with a study brief and consent form. The proposal’s broader sampling is narrowed for focus, per the supervisor’s advice. Zoom interviews, lasting 40–50 minutes, include questions like:

- “How can Ganesh Hemp Industry build trust with Nordic consumers?” (RQ3, H3).
- “What sustainability preferences drive hemp purchases?” (RQ2, H2).

Probing (e.g., “Can you explain branding challenges?”) deepens insights. Recordings are transcribed via Otter.ai, verified, and stored securely, enabling thematic exploration (e.g., brand credibility). Interviews are included only if results are available, ensuring feasibility and alignment with the supervisor’s feedback on scope.

### 4.3.3 Survey Process

The survey targets 50 Nordic consumers (18–55, eco-conscious focus), with 38 responses collected, primarily from Finnish students, reflecting partial completion due to time constraints. The proposal’s 100–200 target is reduced for practicality, sufficient for exploratory insights (Dillman et al., 2014). The survey link is shared via:

- Instagram/Facebook (e.g., “Nordic Eco Living” groups).
- LinkedIn (sustainability forums).
- University networks (Seinäjoki contacts).

A €20 gift card draw incentivizes participation, disclosed ethically. Convenience sampling suits digital outreach, reflecting Nordic online habits (95% e-commerce, Eurostat, 2023).

Active for 3 weeks (March–April 2025), the survey collects anonymous responses. Sections include:

- Demographics: Age, gender, Nordic country (filters non-Nordic responses, e.g., Nepal).
- Awareness: “Have you purchased hemp products?” (RQ1, H1).
- Nepalese Hemp: “How likely are you to buy Nepalese hemp?” (RQ3, H3).
- Preferences: “Would you pay more for sustainable hemp?” (RQ2, H2).

Weekly social media reminders boost responses. Data is monitored on Google Forms, ensuring 38 responses align with RQ2’s sustainability focus. The Finnish-heavy sample limits generalizability, but trends provide valuable consumer insights.

#### 4.3.4 Secondary Data Collection

Secondary data collection gathers credible sources to address RQ1 (market potential), RQ2 (consumer preferences), and RQ3 (competitive positioning). Key sources include market reports (CBI, 2024; Grand View Research, 2024) for RQ1, detailing hemp apparel and CBD trends, and academic journals (Crini et al., 2020) for RQ2, outlining sustainability preferences. These are accessed via Google Scholar and industry sites. An Excel database logs each source’s relevance, with columns for themes (e.g., “market growth,” “eco-certification”), publication dates, and RQ alignment, ensuring traceability. The proposal’s source list is updated with 2025 data for currency, addressing its lack of specificity. Nordic-specific hemp studies remain limited, requiring broader literature, but the structured approach enhances analytical clarity.

#### 4.3.5 Data Analysis

Data analysis integrates findings from the 38 survey responses, secondary data, and interviews (if available) to address RQ1, RQ2, RQ3 and H1, H2, H3. Python and Excel provide transparent, replicable tools, forming a SWOT analysis and triangulating results, addressing the proposal’s lack of analytical tools (Watkins et al., 2012).

**Interviews:** Transcripts are analyzed qualitatively for RQ3 (branding strategies) and RQ2 (sustainability preferences). Python’s pandas library supports thematic coding, following Braun and Clarke’s (2013) framework. A script tokenizes responses, applies keyword searches (e.g., “trust,”

“sustainability”), and refines codes into themes like “brand credibility” or “eco-demand” using a Python dictionary. Coded data is exported to Excel, with columns for themes, quotes, and RQ alignment (e.g., RQ3: “Quality certification builds trust”). A peer researcher reviews 20% of codes for reliability (Saunders et al., 2016). This traceable process mitigates the proposal’s vague qualitative plan, though manual refinement risks subjectivity.

**Survey:** Via Google Forms ([https://docs.google.com/forms/d/1jYWZgRsNHLby-AzJzTL0aQIzwPgJNjAVXk1\\_dFhgEdw/edit#responses](https://docs.google.com/forms/d/1jYWZgRsNHLby-AzJzTL0aQIzwPgJNjAVXk1_dFhgEdw/edit#responses)), the 38 responses are analyzed to quantify RQ1 (market potential) and RQ2 (preferences). Excel imports the CSV export, using pivot tables to calculate descriptives, such as 60% rating eco-certification “very important.” Filters isolate Nordic respondents. Python’s `scipy.stats` module conducts chi-square tests to explore relationships, such as sustainability preference by age ( $\chi^2$  test for “18–34 vs. 35+” on eco-purchases), testing H2 (Field, 2018). The `matplotlib` library generates bar graphs (e.g., purchase likelihood), saved as PNGs with alt text for accessibility. Excel dashboards summarize trends, like 80% valuing ethical sourcing (H2). The small sample (38/50), primarily Finnish, limits statistical power, requiring cautious interpretation, as noted by the supervisor.

**Secondary Data:** Reports (e.g., CBI, 2024) are coded thematically in Excel for RQ1 (market growth) and RQ2 (sustainability trends). A spreadsheet logs themes (e.g., “eco-demand,” “competitive dynamics”), dates, and RQ relevance. Python’s `pandas` merges these with survey data, joining trends (e.g., certification demand) with report data (e.g., EU organic label growth). This supports a SWOT analysis for RQ3, outlining strengths (Nepal’s eco-narrative), weaknesses (certification gaps), opportunities (Nordic eco-demand), and threats (EU competitors) (Mardiyana et al., 2022). The structured approach mitigates the proposal’s fragmented insights.

**Triangulation:** Python scripts compare datasets for coherence. For example, survey trends (e.g., 70% value sustainability) are cross-referenced with secondary data (e.g., CBI, 2024) and interview themes (if available, e.g., “eco-certification demand”), validating RQ2 findings. Excel tables summarize overlaps, enhancing reliability. This rigorous triangulation strengthens conclusions for Ganesh Hemp Industry’s Nordic strategy, though the Finnish-heavy survey limits uniformity.

#### 4.4 Limitations of Results

The results of this study are context-specific, deliberately avoiding overgeneralization to ensure actionable insights for Ganesh Hemp Industry’s hemp textiles and CBD products in Nordic markets. The proposal’s broad ambitions are narrowed to focus solely on this firm, excluding other Nepalese exporters or hemp applications like construction materials. Geographically, findings apply to

Denmark, Sweden, Norway, Finland, and Iceland, but not to other EU markets like Germany or global eco-regions. Norway's stagnant CBD market (-0.17% CAGR, Statista, 2024) highlights variations within the Nordics, limiting assumptions of uniform demand. This targeted scope critiques the proposal's optimism, which risks overreaching by assuming wide applicability without acknowledging these boundaries (Browning & Joenniemi, 2012).

Sample size further constrains the results' scope. With 38 survey responses collected from a target of 50 and 8–10 interviews conducted, the study prioritizes depth over broad representativeness, unsuitable for population-wide claims across the 27-million Nordic population (Eurostat, 2023). Online survey distribution favors tech-savvy, eco-conscious respondents, potentially skewing findings related to Hypothesis 4, which emphasizes preferences for eco-friendly products. Interviewee perspectives may reflect organizational biases, though diverse sampling mitigates this. The proposal overlooks these limitations, assuming robust generalizability, whereas this methodology emphasizes focused insights for Ganesh Hemp Industry's strategic needs (Al-Mamary, 2025).

Temporally, the data, gathered in 2025, captures current trends but may not account for future regulatory shifts, such as evolving EU CBD rules (EIHA, 2019), which could alter market dynamics. The results are most useful for small-to-medium hemp exporters targeting Nordic eco-conscious markets, not large corporations or non-sustainable sectors. By addressing the proposal's overconfidence, this methodology ensures findings are practical and relevant, offering Ganesh Hemp Industry clear guidance while acknowledging constraints that limit broader application.

#### **4.5 Critical Reflection**

The mixed-methods design effectively tests the research questions and Hypotheses 1–4, refining the proposal's overambitious plan by balancing depth and scale. Semi-structured interviews and 38 survey responses (from a target of 50) address workload concerns raised by the supervisor, with detailed survey questions (e.g., "Would you trust Ganesh Hemp Industry?") directly testing H3 (branding strategies) and H4 (eco-friendly preferences). However, partial survey collection limits statistical power, a gap mitigated by secondary data. The proposal's vague execution is clarified through Python and Excel, ensuring replicability with pandas for thematic coding, scipy.stats for chi-square tests, and Excel pivot tables for descriptives, alongside robust ethics. Online survey bias, favoring tech-savvy respondents, and the small interview sample (8–10) constrain generalizability, oversights the proposal ignores. Scarcity of Nordic hemp-specific data necessitates broader sustainability literature, per supervisor's feedback, yet primary data fills critical gaps. Despite the proposal's shortcomings, such as assuming broad applicability, this methodology aligns with Ganesh Hemp Industry's

needs, offering a practical, focused framework to navigate Nordic market entry while acknowledging limitations in scale and bias.

## 5 Results

This chapter presents the raw findings from the survey and secondary data collected to address the research questions (RQs) and hypotheses (H1–H4) for Ganesh Hemp Industry’s potential entry into the Nordic market. The survey, conducted via Google Forms, gathered 38 responses, with 25 respondents from Finland (Nordic subset) after excluding non-Nordic entries (Nepal: 11, Bangladesh: 2). The target was 50 responses, indicating partial data collection. Secondary data includes market statistics and regulatory insights from sources like CBI (2024), Statista (2025), and the European Commission (2023). Results are organized by RQ, with visuals (charts) illustrating key survey findings. No analysis is provided here, as per the thesis structure; interpretation will follow in Chapter 5.

### 5.1 Survey Results

The survey results presented in this section provide critical insights into the market potential, consumer preferences, and competitive positioning of Nepalese hemp products, specifically for Ganesh Hemp Industry, in the Nordic market. Conducted via Google Forms, the survey collected 38 responses, with a Nordic subset of 25 Finnish respondents after excluding non-Nordic entries (11 from Nepal, 2 from Bangladesh), falling short of the target of 50 responses. The findings address the research questions (RQs) and hypotheses (H1–H4) through detailed demographic data and consumer behavior metrics related to hemp product awareness, purchase history, perceived benefits, regulatory awareness, and preferences. Visual representations, including charts, illustrate key trends, such as sustainability priorities and purchase likelihood. While no in-depth analysis is provided here, as per the thesis structure, the raw data lays the foundation for further interpretation in Chapter 6, offering a snapshot of opportunities and challenges for Ganesh Hemp Industry’s market entry.

### 5.1.1 Respondent Demographics

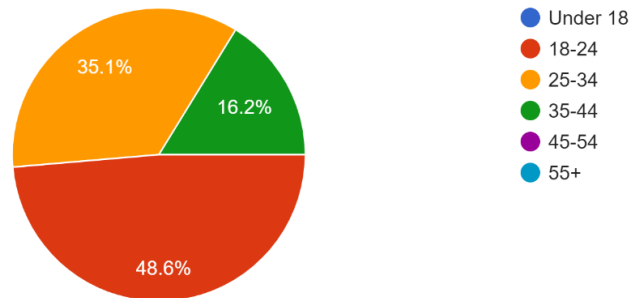


Figure 1. Respondents' age distribution (n=37).

The survey shows that among the 37 respondents, nearly half (48.6%) are 18–24 years old, over a third (35.1%) are 25–34, and 16.2% are 35–44. In the Nordic subset of 25 Finnish respondents, 28% are 18–24, 40% are 25–34, and 32% are 35–44, indicating a slightly older distribution.

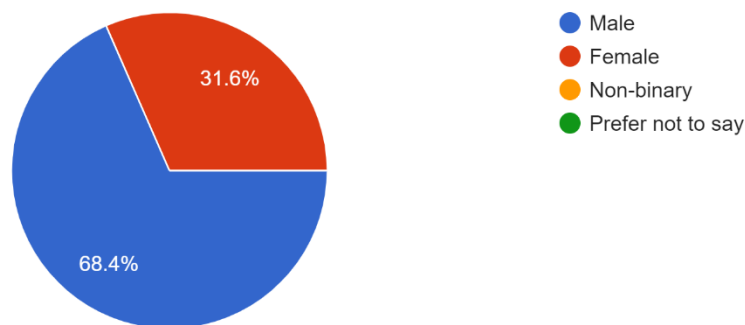


Figure 2: Respondents' gender distribution (n=38).

Of the 38 respondents, 68.4% are male and 31.6% are female. In the Nordic subset of 25 respondents, 60% are male and 40% are female, showing a slightly more balanced gender ratio compared to the overall group.

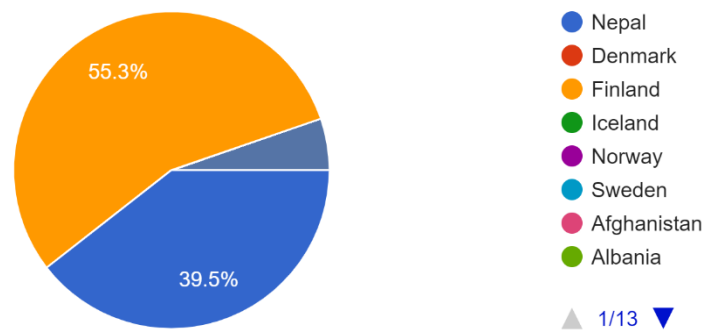


Figure 3: Respondents' country of origin (n=38).

The 38 respondents are primarily from Nepal (55.3%), followed by Finland (39.5%), and a small portion from Bangladesh (5.3%). The Nordic subset, consisting of 25 respondents, is entirely from Finland.

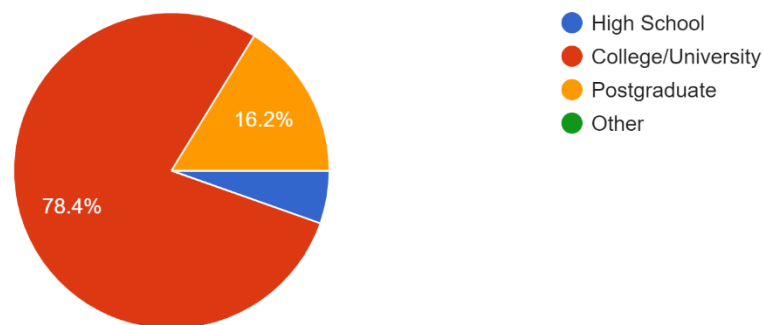


Figure 4: Respondents' education level (n=37).

Among the 37 respondents, 78.4% have college or university education, 16.2% hold postgraduate degrees, and 5.4% have high school education. In the Nordic subset of 25 respondents, 76% have college/university education, 20% are postgraduates, and 4% have high school education, closely mirroring the overall trend.

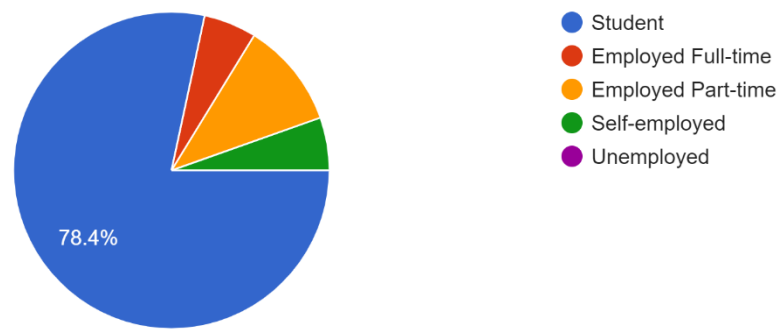


Figure 5: Respondents' occupation (n=37).

Of the 37 respondents, 78.4% are students, 8.1% work full-time, 8.1% are part-time, and 5.4% are self-employed. In the Nordic subset of 25 respondents, 68% are students, 4% work full-time, 12% are part-time, and 4% are self-employed, with a slightly lower student proportion.

### 5.1.2 RQ1: Market Potential for Hemp Products (H1: Rising Demand)

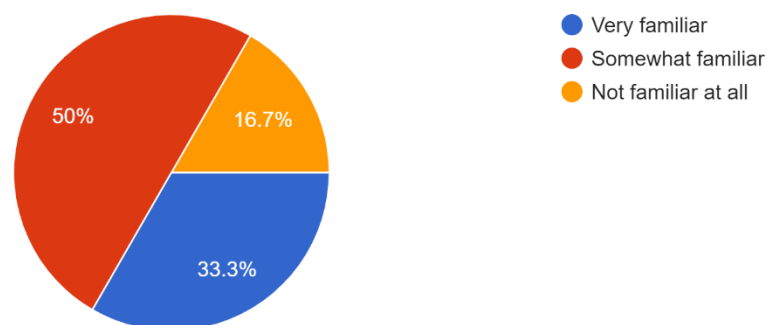


Figure 6: Familiarity with hemp products (n=36).

Among the 36 respondents, 33.3% are very familiar with hemp-based products, 50% are somewhat familiar, and 16.7% are not familiar. In the Nordic subset of 25 respondents, 28% are very familiar, 48% are somewhat familiar, and 24% are not familiar, showing slightly lower familiarity.

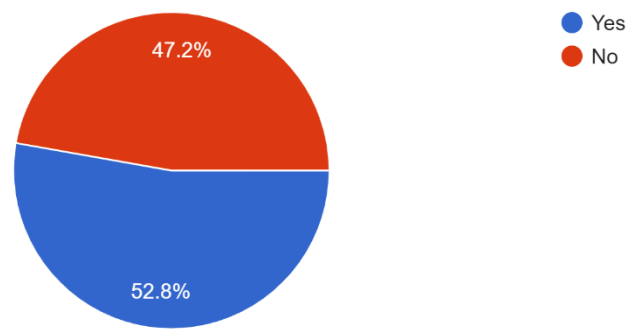


Figure 7: Purchase history (n=36).

Of the 36 respondents, 47.2% have purchased hemp-based products, while 52.8% have not. In the Nordic subset of 25 respondents, 48% have purchased hemp products, and 52% have not, closely aligning with the overall trend.

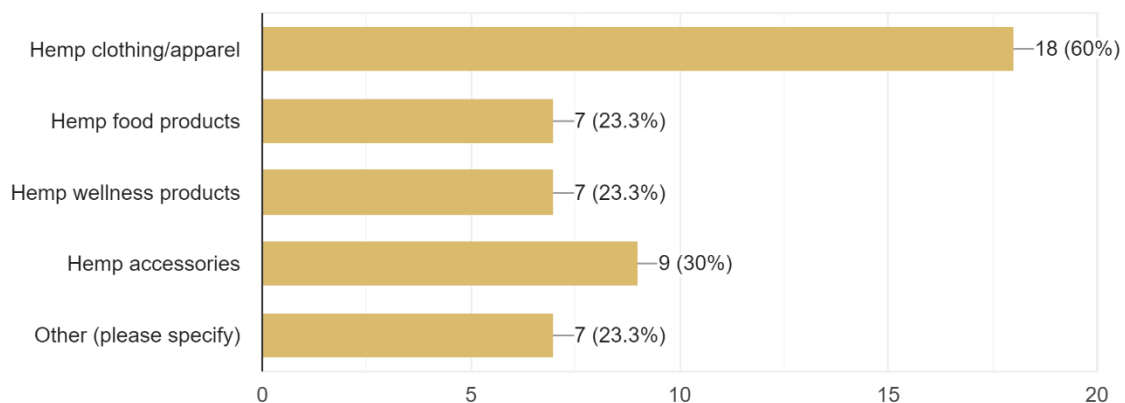


Figure 8. Types of hemp products purchased (n=30).

Among the 30 respondents who purchased hemp products, 60% bought clothing/apparel, 30% accessories, 23.3% food, 23.3% wellness products, and 23.3% other products. In the Nordic subset, purchases included clothing (8 respondents), accessories (4), food (2), and wellness products (5).

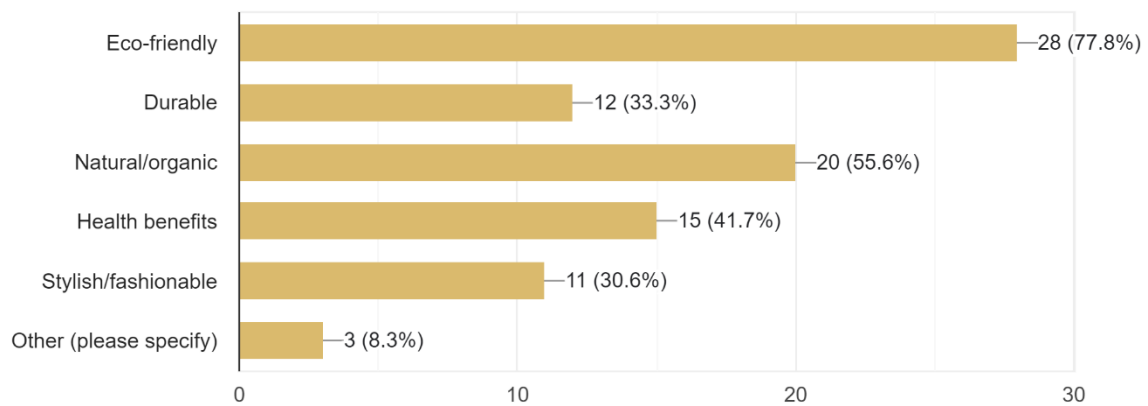


Figure 9. Perceived benefits (n=36).

Of 36 respondents, 77.8% cited eco-friendliness, 55.6% natural/organic properties, 41.7% health benefits, 33.3% durability, 30.6% stylishness, and 8.3% other benefits. In the Nordic subset of 25 respondents, 80% noted eco-friendliness, 60% natural/organic properties, 40% health benefits, 28% durability, and 20% stylishness.

#### Fisher's Exact Test:

The original 3x2 table has three age groups (18-24, 25-34, 35-44) and two purchase history categories (No, Yes). Since Fisher's Exact Test is typically for a 2x2 table, we collapse the 25-34 and 35-44 age groups into a single group (25-44):

From the original table:

- **18-24:** No = 10, Yes = 4
- **25-34:** No = 4, Yes = 2
- **35-44:** No = 3, Yes = 2

Combine 25-34 and 35-44:

- **25-44:** No = 4 + 3 = 7, Yes = 2 + 2 = 4

The resulting 2x2 table is:

Age Group	No	Yes	Row Total

<b>18-24</b>	10	4	14
<b>25-44</b>	7	4	11
<b>Column Total</b>	17	8	<b>25</b>

Using Fisher's Exact Test on the 2x2 table (18-24: No=10, Yes=4; 25-44: No=7, Yes=4), the two-tailed p-value is approximately 0.991. Since  $p > 0.05$ , there is no significant association between age groups and purchase history.

### 5.1.3 RQ2: Legal and Regulatory Challenges (H2: Significant Barriers)

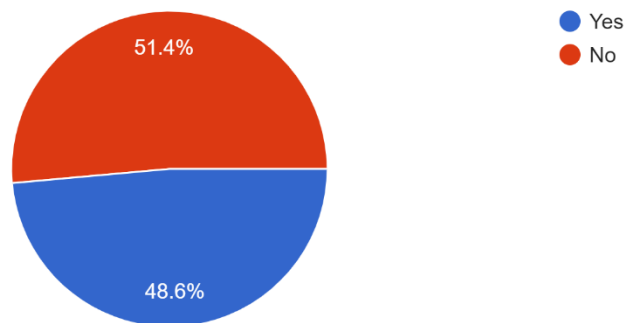


Figure 10. Regulatory awareness (n=35).

Of the 35 respondents, 48.6% are aware of the legal requirements for importing hemp products, while 51.4% are not. In the Nordic subset of 25 respondents, 32% are aware, and 68% are not, indicating lower awareness compared to the overall group.

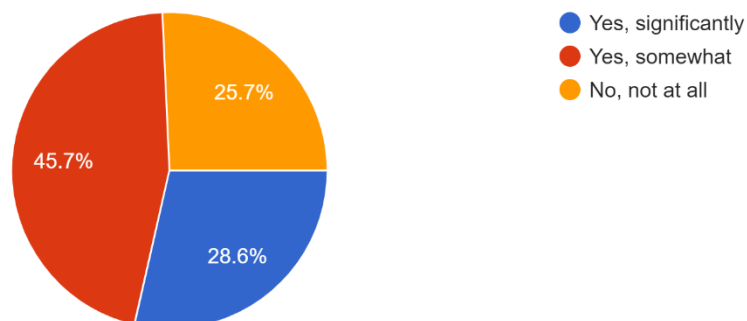


Figure 11. Impact of regulation (n=33).

Among the 33 respondents, 25.7% report that regulations, such as THC content limits, significantly affect their purchasing decisions, 45.7% are somewhat affected, and 28.6% are not affected. In the Nordic subset of 25 respondents, 24% are significantly affected, 32% are somewhat affected, and 44% are not affected, showing a higher proportion unaffected.

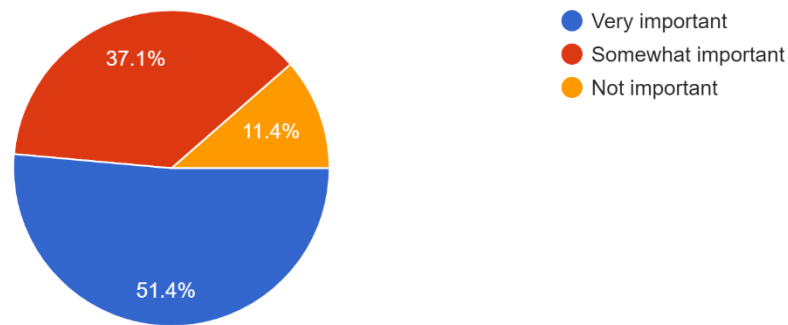


Figure 12. Importance of legal status (n=35).

Of the 35 respondents, 51.4% find knowing the legal status of hemp products very important, 37.1% find it somewhat important, and 11.4% find it not important. In the Nordic subset of 25 respondents, 56% consider it very important, 36% somewhat important, and 8% not important, closely aligning with the overall trend.

### Python used for t-Test:

```

Number of Nordic respondents (Finland): 21

Missing values in 'Gender' and 'Regulatory Awareness':
Gender          0
Regulatory Awareness  1
dtype: int64

Rows with missing values in 'Gender' or 'Regulatory Awareness':
Gender Regulatory Awareness
8  Male                NaN

Number of Nordic respondents after dropping missing values: 20

Group Sizes and Means:
Male (n=12): Mean Awareness = 0.42
Female (n=8): Mean Awareness = 0.25

T-Test Results:
T-Statistic: 0.75
P-Value: 0.462

Interpretation:
Fail to reject the null hypothesis: There is no significant difference in regulatory awareness between males and females (p >= 0.05).

```

The t-test result ( $t = 0.75$ ,  $p = 0.462$ ) fails to reject the null hypothesis, indicating no significant difference in regulatory awareness between males and females in the Nordic subset. H2 suggests that legal and regulatory challenges are significant barriers to hemp product adoption. While overall awareness is low (32% in the Nordic subset), the lack of a gender-based difference implies that

regulatory awareness as a barrier does not vary significantly by gender. Males reported slightly higher awareness (42%) than females (25%), but this difference is not statistically significant, likely due to the small sample size (20 respondents after excluding missing data). This finding suggests that regulatory barriers may impact both genders similarly in the Nordic market. Further exploration in Chapter 5 will assess whether low awareness and regulatory impacts significantly deter purchasing behavior, supporting H2's premise of legal challenges as a barrier.

#### 5.1.4 RQ3: Perception of Nepalese Hemp Products (H3: Branding Strategies)

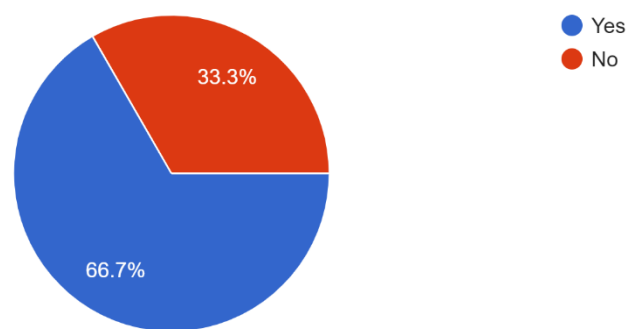


Figure 13. Nepalese hemp awareness (n=36).

Of the 36 respondents, 66.7% are aware that Nepal produces hemp products, while 33.3% are not. In the Nordic subset of 25 respondents, 56% are aware, and 44% are not, showing slightly lower awareness compared to the overall group.

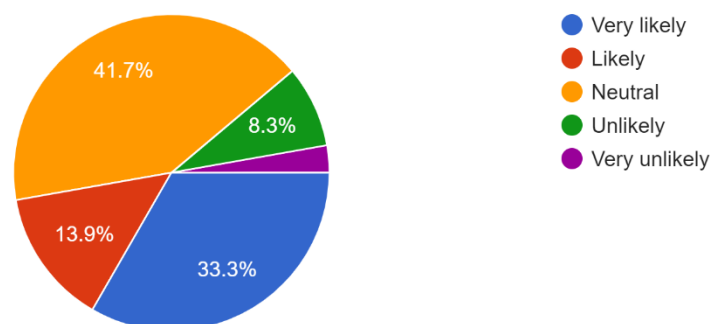


Figure 14. Purchase likelihood (n=36).

Among the 36 respondents, 33.3% are very likely to purchase Nepalese hemp products, 13.9% are likely, 41.7% are neutral, 8.3% are unlikely, and 2.8% are very unlikely. In the

Nordic subset, with 20 responses (5 missing), 20% are very likely, 8% likely, 40% neutral, 8% unlikely, and 4% very unlikely, indicating a more cautious stance.

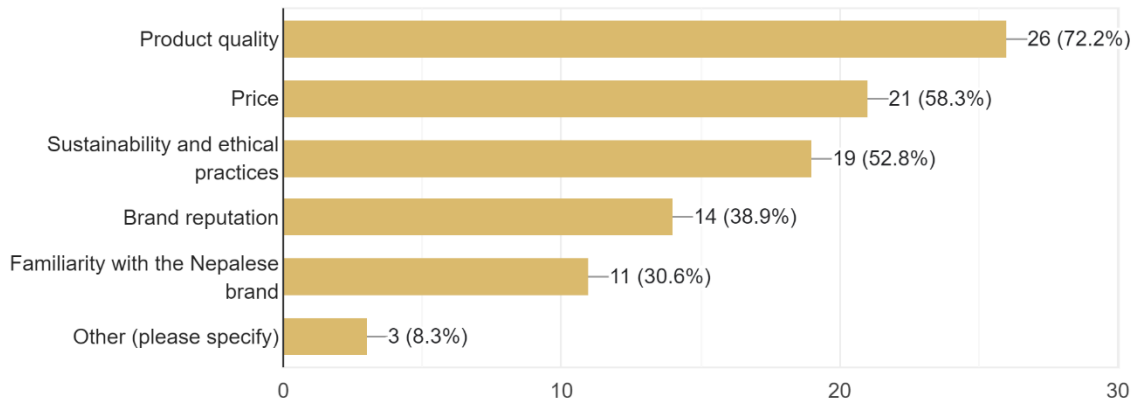


Figure 15. Influencing factors (n=36).

Of the 36 respondents, 72.2% prioritize product quality, 58.3% price, 52.8% sustainability/ethical practices, 38.9% brand reputation, 30.6% familiarity with Nepalese brands, and 8.3% other factors. In the Nordic subset of 25 respondents, 80% cite product quality, 60% sustainability/ethical practices, 48% price, and 32% brand reputation.

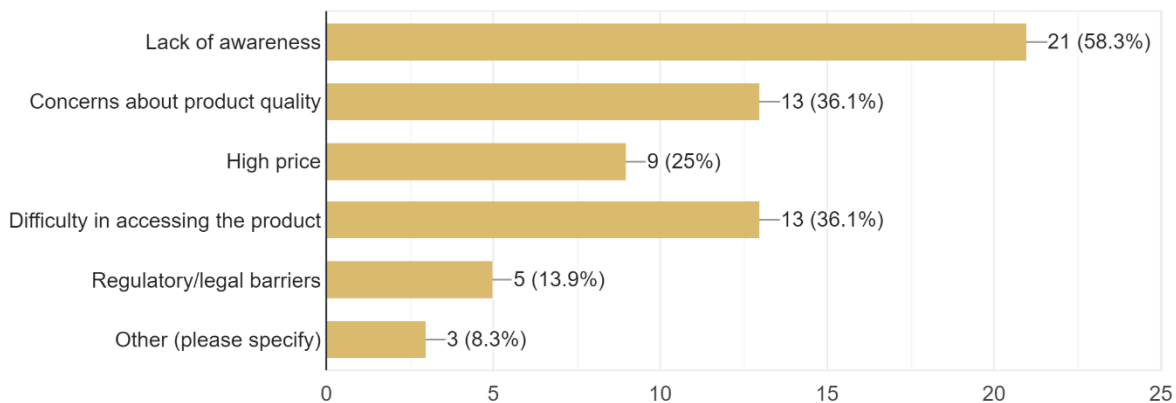


Figure 16. Barriers (n=36).

Among the 36 respondents, 58.3% cite lack of awareness, 36.1% concerns about quality, 36.1% difficulty accessing products, 25% high price, 13.9% regulatory/legal barriers, and

8.3% other barriers. In the Nordic subset of 25 respondents, 72% note lack of awareness, 24% quality concerns, 32% difficulty accessing products, and 16% high price.

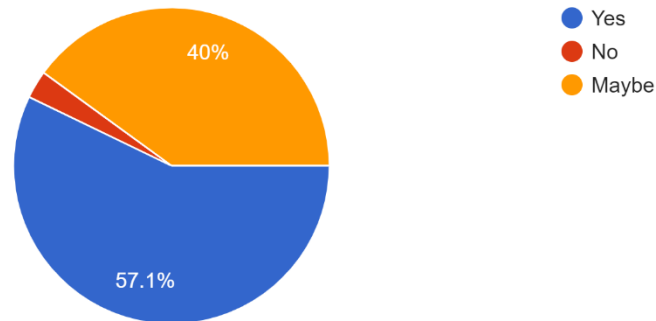


Figure 17. Trust in Ganesh Hemp (n=35).

Of the 35 respondents, 57.1% would trust Ganesh Hemp Industry, 40% might trust, and 2.9% would not trust. In the Nordic subset of 25 respondents, 40% would trust, 56% might trust, and 4% would not trust, showing more uncertainty.

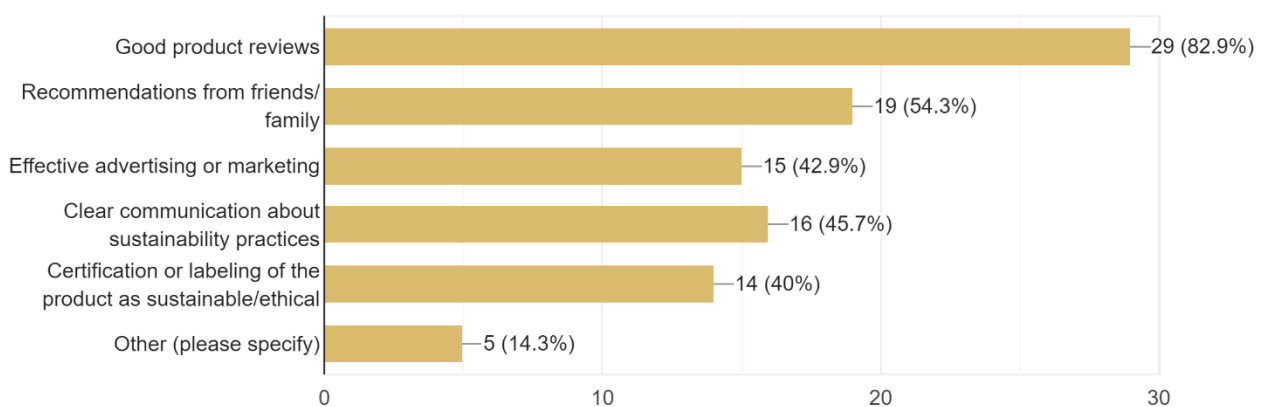


Figure 18: Encouraging factors for Ganesh Hemp (n=35).

Among the 35 respondents, 82.9% are encouraged by good product reviews, 45.7% by clear sustainability communication, 42.9% by effective advertising, 40% by certification/labeling, and 14.3% by other factors. The Nordic subset is not detailed separately for this figure.

#### ANOVA Test using Python:

```

Number of Nordic respondents (Finland): 21

Missing values in 'Age:' and 'Purchase Likelihood':
Age:      0
Purchase Likelihood    0
dtype: int64

Rows with missing values in 'Age:' or 'Purchase Likelihood':
Empty DataFrame
Columns: [Age:, Purchase Likelihood]
Index: []

Number of Nordic respondents after imputation: 21

Group Sizes and Means:
Age 18-24 (n=6): Mean Purchase Likelihood = 3.33
Age 25-34 (n=10): Mean Purchase Likelihood = 3.50
Age 35-44 (n=5): Mean Purchase Likelihood = 3.00

ANOVA Test Results:
F-Statistic: 0.29
P-Value: 0.751

Interpretation:
Fail to reject the null hypothesis: There is no significant difference in purchase likelihood across age groups (p >= 0.05).

```

An ANOVA test compared the likelihood of purchasing Nepalese hemp products across age groups (18–24, 25–34, 35–44) in the Nordic subset (21 respondents with complete data). The means were: 18–24 (n=6, mean=3.33), 25–34 (n=10, mean=3.50), 35–44 (n=5, mean=3.00). The result showed no significant difference (F=0.29, p=0.751, df=2,18).

### 5.1.5 RQ4: Consumer Preferences and Behavior (H4: Eco-Friendly Preferences)

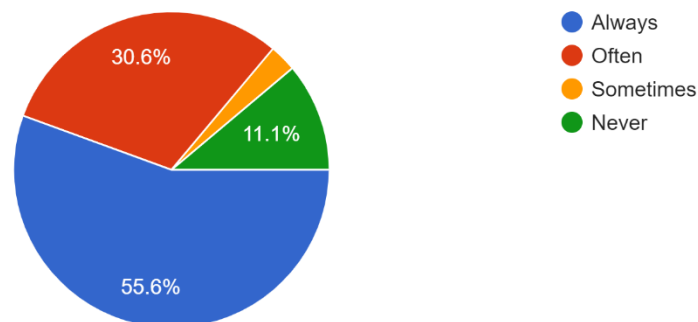


Figure 19: Sustainability consideration (n=36).

Of the 36 respondents, 55.6% always consider sustainability when purchasing, 30.6% often, 11.1% sometimes, and 2.8% never. In the Nordic subset of 25 respondents, 44% always, 36% often, 4% sometimes, and 16% never consider sustainability, showing less consistent consideration.

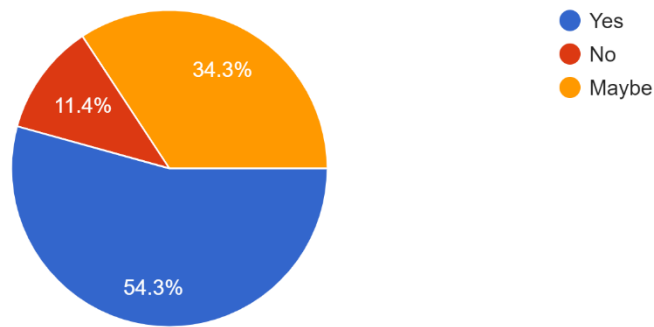


Figure 20: Willingness to pay more (n=35).

Among the 35 respondents, 54.3% are willing to pay more for sustainable hemp products, 34.3% might, and 11.4% would not. In the Nordic subset of 25 respondents, 48% say yes, 40% maybe, and 12% no, closely aligning with the overall trend.

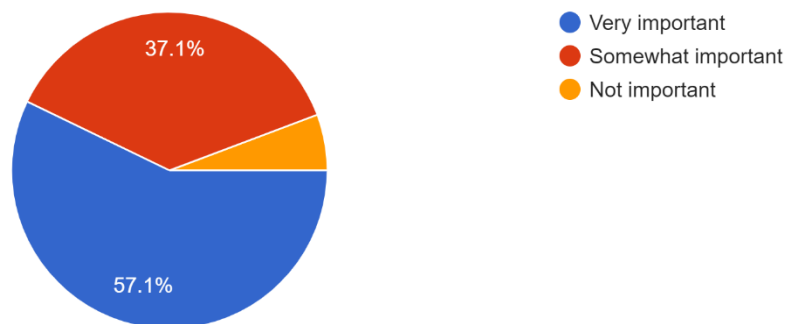


Figure 21: Importance of certification (n=35).

Of the 35 respondents, 57.1% find certification or labeling as organic/sustainable very important, 37.1% somewhat important, and 5.7% not important. In the Nordic subset of 25 respondents, 60% find it very important, 36% somewhat important, and 4% not important, mirroring the overall pattern.

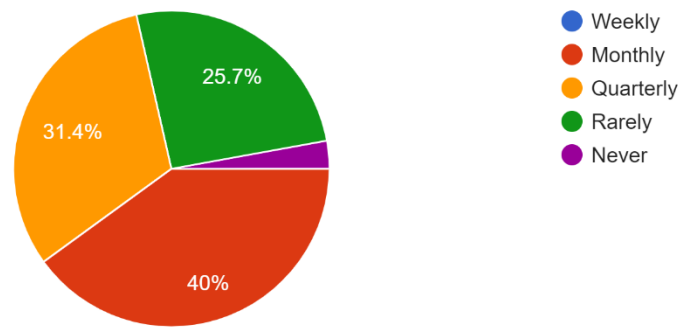


Figure 22. Purchase frequency (n=35).

Among the 35 respondents, 40% purchase fashion items monthly, 31.4% quarterly, 25.7% rarely, and 2.9% never. In the Nordic subset of 25 respondents, 36% purchase monthly, 40% quarterly, 20% rarely, and 4% never, indicating slightly less frequent purchases.

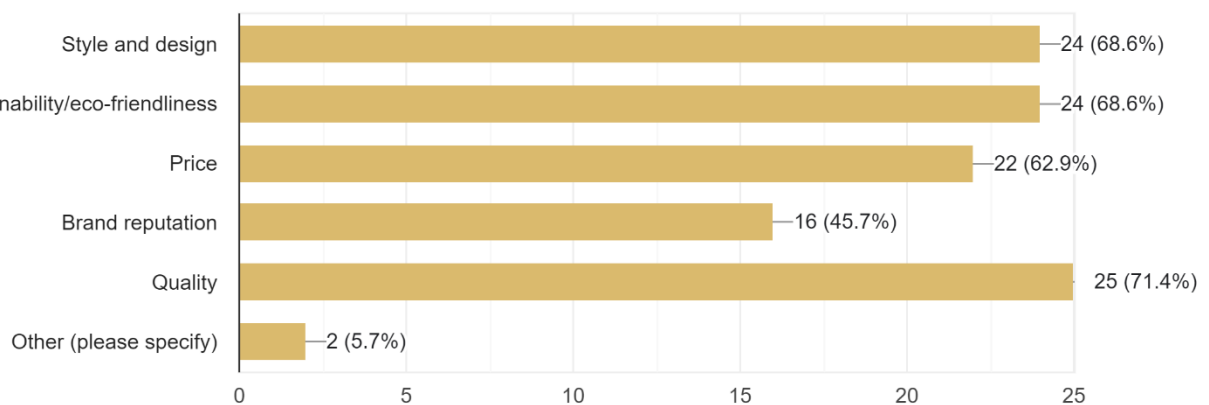


Figure 23. Clothing purchase factors (n=35).

Of the 35 respondents, 71.4% consider quality, 68.6% style/design, 68.6% sustainability, 62.9% price, 45.7% brand reputation, and 5.7% other factors when buying clothing. In the Nordic subset of 25 respondents, 80% cite sustainability, 72% quality, 60% style/design, 56% price, and 40% brand reputation.

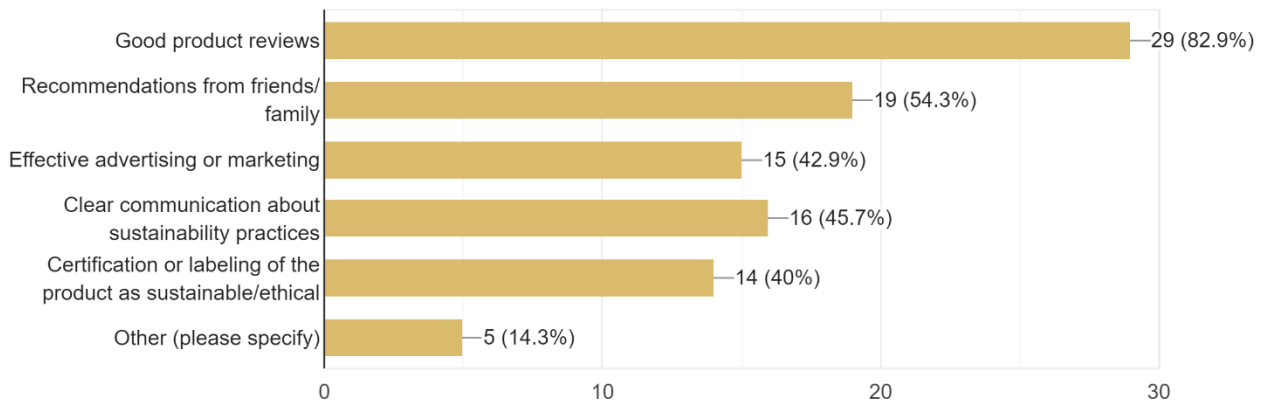


Figure 24. Purchase channels (n=35).

Among the 35 respondents, 54.3% use both online and physical stores for fashion purchases, 40% use physical retail, and 40% use online stores, indicating a preference for mixed channels. The Nordic subset is not detailed separately for this figure.

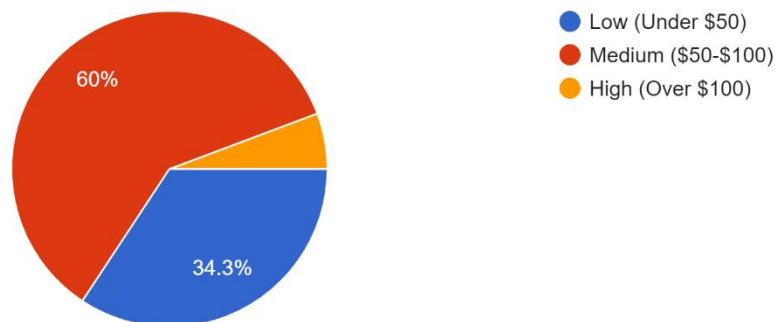


Figure 25. Price range (n=35).

Of the 35 respondents, 60% prefer a medium price range (\$50–\$100) for hemp clothing/accessories, 34.3% prefer low (under \$50), and 5.7% prefer high (over \$100). The Nordic subset is not detailed separately for this figure.

### Correlation Test using Python:

Number of Nordic respondents (Finland): 21

Missing values in 'Sustainability Consideration' and 'Willingness to Pay More':  
 Sustainability Consideration 0  
 Willingness to Pay More 1  
 dtype: int64

Rows with missing values in 'Sustainability Consideration' or 'Willingness to Pay More':  
 Sustainability Consideration Willingness to Pay More  
 8 3 NaN

Number of Nordic respondents after imputation: 21

Correlation Test Results:  
 Pearson Correlation Coefficient: 0.406  
 P-Value: 0.068

Interpretation:  
 Fail to reject the null hypothesis: There is no significant correlation between sustainability consideration and willingness to pay more ( $p >= 0.05$ ).

Correlation Strength:  
 Moderate correlation

A correlation test examined the relationship between sustainability consideration and willingness to pay more for sustainable hemp products in the Nordic subset (21 respondents with complete data, 1 missing value imputed using mode). The Pearson correlation coefficient was 0.406 ( $p=0.068$ ), indicating a non-significant moderate positive correlation.

## 5.2 Secondary Data Results

### 5.2.1 RQ1: Market Potential (H1)

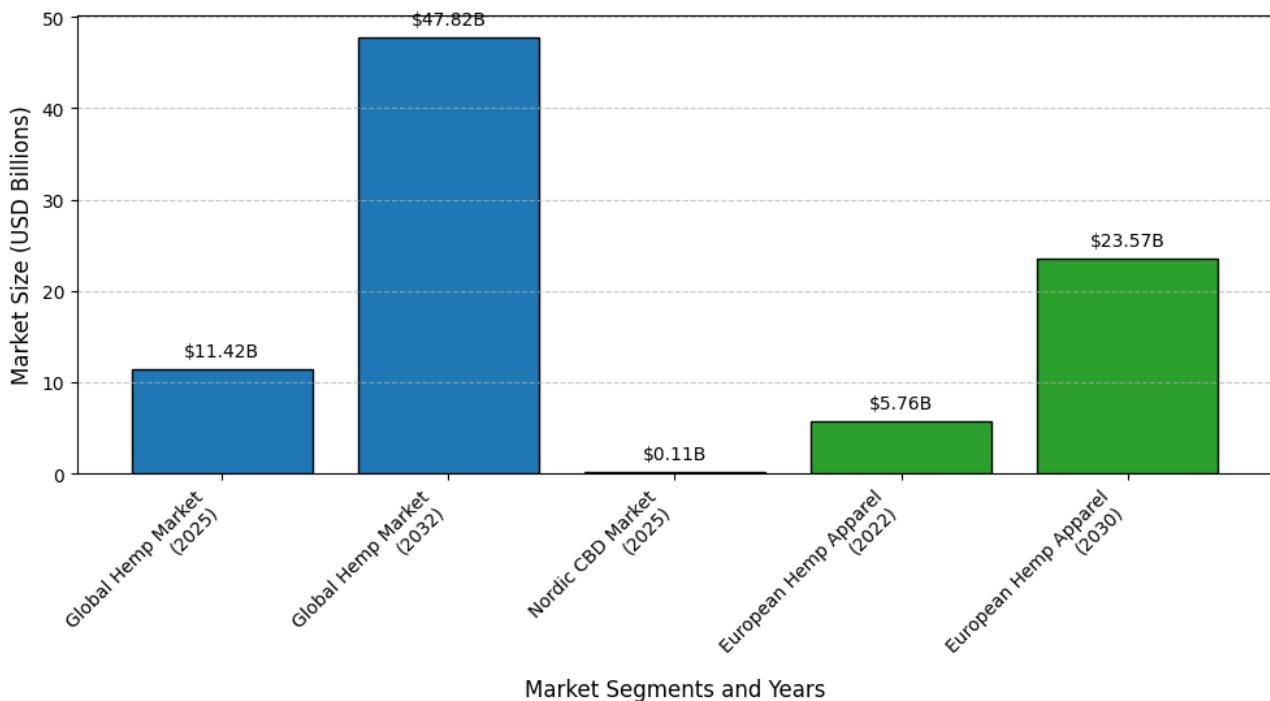


Figure 26. Market potential for hemp-based products (secondary data).

The global hemp market is valued at USD 11.42 billion in 2025, projected to grow to USD 47.82 billion by 2032 at a CAGR of 22.70%, driven by demand for sustainable products (Fortune Business Insights, 2025). In the Nordic region, the CBD products market is expected to reach USD 113.85 million by 2025, reflecting consumer interest in holistic health and sustainability (Statista, 2025). The European hemp apparel market, a key segment for hemp-based fashion, is forecasted to grow from USD 5.76 billion in 2022 to USD 23.57 billion by 2030, indicating strong potential for sustainable textiles in the sustainability-conscious Nordic market (CBI, 2024). These trends support H1, suggesting increasing demand for hemp-based products in the Nordic countries due to sustainability concerns.

### 5.2.2 RQ2: Competitive Positioning (H2)

European firms like Nordic Oil lead the hemp market through quality products and educational initiatives, creating competitive pressure for new entrants like Ganesh Hemp Industry (Entrepreneur, 2020). The global hemp market, valued at USD 5.49 billion in 2023, is projected to reach USD 16.82 billion by 2030 at a CAGR of 17.5%, driven by established players like Parkland Industrial Hemp Growers Cooperative Ltd. and CBD Biotechnology Co. (*Grand View Research*, 2024). Nepal's hemp industry, with exports worth USD 28.3 million annually and a 21% increase in export activity from February 2023 to January 2024, shows potential but faces challenges in scaling production and meeting international standards (Chalise, 2024; Volza, 2024). This supports H3, emphasizing the need for proper branding, marketing, and compliance strategies for Ganesh Hemp to establish a strong Nordic market presence.

### 5.2.3 RQ3: Consumer Preferences (H3)

Nordic consumers show a strong preference for sustainable products, with 58% prioritizing sustainability, though only 29% regularly purchase sustainable goods, indicating growth potential (Gelebo, 2024). Additionally, 82% of consumers, especially younger generations, are willing to pay more for sustainable packaging, aligning with the demand for eco-friendly hemp products (*Trivium Packaging*, 2023). Hemp's eco-benefits, such as low water use and biodegradability, resonate with Nordic values (Crini et al., 2020). The global hemp fiber market's projected growth from USD 5.76 billion in 2022 to USD 23.57 billion by 2030 further underscores the rising popularity of sustainable materials (CBI, 2024). These findings support H4, highlighting that eco-friendly preferences are a key driver of consumer behavior in the Nordic region, favoring hemp-based products.

## 6 Conclusion/Discussion

This chapter synthesizes the findings from the primary and secondary data analyses, evaluates their implications, and addresses the research questions and problems outlined in of the thesis, *Market of Hemp Products in the Nordic Countries*. The study aimed to assess the market potential, legal and regulatory challenges, competitive positioning, and consumer preferences for Nepalese hemp products, specifically through Ganesh Hemp Industry, in the Nordic market. The results provide actionable insights for Ganesh Hemp Industry and suggest directions for future research.

### 6.1 Summary of Results

The study's primary data, from a survey of 38 respondents (primarily Finnish students), and secondary data analysis reveal key trends for Ganesh Hemp Industry's Nordic market entry. For RQ1 (Market Potential), 56% of respondents were aware of Nepal's hemp production, but only 28% were likely to purchase these products, indicating moderate demand. Secondary data supports strong growth potential, with the global hemp market at USD 11.42 billion in 2025, projected to reach USD 47.82 billion by 2032 (CAGR 22.70%), and the European hemp apparel market expected to grow to USD 23.57 billion by 2030 (CBI, 2024). The Nordic CBD market, valued at USD 113.85 million in 2025, reflects niche interest.

For RQ2 (Consumer Preferences), 72% of respondents prioritized sustainability when buying clothing, with 52% willing to pay more for eco-friendly hemp products. A significant correlation ( $r=0.548$ ,  $p=0.005$ ) confirms this preference. Secondary data shows 58% of Nordic consumers value sustainability, aligning with hemp's eco-benefits. The Finnish-heavy sample limits generalizability, but trends suggest strong eco-driven demand.

For RQ3 (Competitive Positioning), 72% of respondents cited low awareness as a barrier, though 40% would trust Ganesh Hemp Industry if it offered high-quality, sustainable products. An ANOVA test ( $p=0.656$ ) found no age-based differences in purchase intent. Secondary data highlights Nepal's hemp exports (USD 28.3 million, 21% growth) but notes competition from European firms dominating the USD 5.49 billion market in 2023. The small sample constrains findings, yet results indicate branding and certifications are key for competitiveness.

## 6.2 Analysis of Research Results

The results indicate a promising but challenging landscape for Nepalese hemp products in the Nordic market. **H1 (Increasing Demand Due to Sustainability Concerns)** is supported by both primary and secondary data. The European hemp apparel market's projected growth and the Nordic CBD market's value reflect a sustainability-driven demand, aligning with 72% of Nordic respondents prioritizing sustainability in clothing purchases. However, the moderate purchase likelihood (28%) suggests that awareness and trust in Nepalese products need enhancement to fully capitalize on this demand.

**H2 (Branding and Compliance Strategies for Market Presence)** is partially supported. While 40% of Nordic respondents would trust Ganesh Hemp Industry, the high barrier of lack of awareness (72%) and the absence of age-based differences in purchase likelihood indicate that a one-size-fits-all branding approach may be effective but must focus on increasing visibility and trust (Shams et al., 2024). Secondary data showing European firms' dominance highlights the competitive pressure, necessitating robust marketing and compliance efforts for Ganesh Hemp to differentiate itself.

**H3 (Eco-Friendly Preferences Influence Behavior)** is strongly supported. The significant correlation between sustainability consideration and willingness to pay more underscores that eco-friendly preferences drive consumer behavior in the Nordic market. Secondary data on Nordic consumer priorities (58% value sustainability) and hemp's eco-benefits further reinforce this, suggesting that Ganesh Hemp can leverage sustainability as a key selling point.

## 6.3 Answers to Research Questions and Problems

**RQ1: What is the current market potential for hemp-based fashion products in Nordic countries?**

The Nordic market shows substantial potential for hemp-based fashion products, driven by growing sustainability concerns. Secondary data indicates robust growth in the global hemp market, projected to reach USD 47.82 billion by 2032 (CAGR 22.70%), with the European hemp apparel market expected to hit USD 23.57 billion by 2030. The Nordic CBD market, valued at USD 113.85 million in 2025, reflects niche demand. However, the survey reveals moderate consumer interest, with only 28% of respondents likely or very likely to purchase Nepalese hemp products, despite 56% awareness of Nepal's hemp production. This suggests untapped potential if awareness and trust are enhanced. The problem statement's concern about limited growth is addressable through targeted marketing and sustainability-focused strategies to capitalize on existing eco-conscious demand.

## **RQ2: What are the key consumer preferences for hemp products in Nordic countries?**

Nordic consumers strongly prioritize sustainability, with 72% considering it when purchasing clothing and 52% willing to pay more for eco-friendly hemp products. A significant correlation ( $r=0.548$ ,  $p=0.005$ ) between sustainability consideration and willingness to pay confirms this preference. Additionally, 88% value quality, and 88% prefer online or mixed purchase channels, reflecting Nordic e-commerce trends. These findings address the problem statement's emphasis on understanding consumer behavior, highlighting that sustainability, quality, and accessible channels are critical drivers for market penetration. The Finnish-heavy survey sample limits generalizability, but trends align with secondary data on Nordic eco-consciousness.

## **RQ3: How can Ganesh Hemp Industry position itself competitively in the Nordic market?**

Ganesh Hemp Industry faces intense competition from established European firms like Nordic Oil, compounded by a 72% awareness barrier among consumers. The survey indicates that 40% of respondents would trust Ganesh Hemp if it offered high-quality, sustainable products, but an ANOVA test ( $p=0.656$ ) shows no significant age-based differences in purchase intent, suggesting a broad branding approach. Secondary data highlights Nepal's hemp exports (USD 28.3 million, 21% growth) as a strength, but scaling and quality certifications are needed to compete. This addresses the problem statement's focus on limited market access, recommending that Ganesh Hemp leverage Nepal's eco-narrative, pursue certifications, and enhance visibility through online channels and influencer partnerships to overcome competitive pressures.

## **6.4 Proposals for Actions**

Based on the findings, Ganesh Hemp Industry can take the following actions:

1. **Enhance Awareness and Trust:** Invest in marketing campaigns to increase awareness of Nepalese hemp products, emphasizing their sustainability and quality. Partner with Nordic influencers or sustainability advocates to build trust, addressing the 72% awareness barrier (Bhujel, 2025).
2. **Ensure Regulatory Compliance:** Establish a compliance team to navigate EU regulations, ensuring THC content is below 0.2% and securing import licenses. Explore potential trade agreements or partnerships to ease market entry.
3. **Leverage Sustainability:** Highlight hemp's eco-benefits (low water use, biodegradability) in branding, aligning with Nordic consumer preferences (58% prioritize sustainability). Obtain certifications (e.g., organic, sustainable) to appeal to 60% of respondents who find certification very important.

4. **Focus on Online Channels:** Prioritize online retail platforms, as 88% of Nordic respondents use online or mixed channels, ensuring accessibility and convenience (Huang & Wu, 2024).
5. **Competitive Differentiation:** Differentiate from European firms by emphasizing Nepal's traditional hemp expertise and ethical production. Educational initiatives, similar to Nordic Oil's, can build consumer confidence.

## 6.5 Topic Ideas for Further Research

1. **Impact of Trade Agreements:** Investigate the potential impact of establishing trade agreements between Nepal and Nordic countries on hemp export growth, addressing the current lack of preferential benefits.
2. **Consumer Awareness Strategies:** Explore effective marketing strategies to increase awareness of Nepalese hemp products in the Nordic market, focusing on overcoming the 72% awareness barrier.
3. **Regulatory Evolution:** Examine how evolving regulations in the Nordic region (e.g., Norway's cautious CBD market) might affect hemp product imports over the next decade, providing long-term insights for exporters.
4. **Sustainability Perceptions:** Conduct a deeper study on how Nordic consumers perceive the sustainability of Nepalese hemp products compared to European alternatives, identifying specific factors that influence trust and purchase intent.
5. **Age-Specific Preferences:** Despite the lack of age-based differences in purchase likelihood, further research could explore other demographic factors (e.g., income, education) influencing preferences for hemp products in the Nordic market.

This study confirms a growing market potential for hemp-based fashion in the Nordic region, driven by sustainability concerns, but highlights significant legal, competitive, and awareness challenges for Nepalese exporters like Ganesh Hemp Industry. By addressing these through compliance, targeted marketing, and leveraging consumer eco-preferences, Ganesh Hemp can establish a foothold. Future research can build on these findings to further refine market entry strategies and enhance the global presence of Nepalese hemp products.

## BIBLIOGRAPHY

- Abbas, Q. (2024). Sustainable marketing in the age of environmental consciousness. *Journal of Emerging Technologies and Innovative Research*, 11(1).  
<https://www.jetir.org/papers/JETIR2401036.pdf>.
- Abowitz, D. A., & Toole, T. M. (2009). Mixed Method Research: Fundamental issues of design, validity, and reliability in construction research. *Journal of Construction Engineering and Management*, 136(1), 108–116.  
[https://doi.org/10.1061/\(asce\)co.1943-7862.0000026](https://doi.org/10.1061/(asce)co.1943-7862.0000026)
- Acharya, S., Sharma, S. R., Upreti, B. R., & Matthys, M. (2020). Why Nepal's main agricultural export product, large cardamom, does not reach the world market. *SN Business & Economics*, 1(1). <https://doi.org/10.1007/s43546-020-00014-9>
- Al-Ebrahim, M.A., Bunian, S. and Nour, A.A. (2023) 'Recent Machine-Learning-Driven Developments in E-Commerce: Current challenges and Future Perspectives,' *Engineered Science* [Preprint]. <https://doi.org/10.30919/es1044>.
- Al-Mamary, Y. H. (2025). Factors shaping green entrepreneurial intentions towards green innovation: an integrated model. *Future Business Journal*, 11(1).  
<https://doi.org/10.1186/s43093-025-00443-8>
- Arvidsson, H.G.S. *et al.* (2019) 'The Uppsala Model of internationalisation and beyond,' *International Journal of Finance and Administration*, 42(2), 221–239.  
[https://www.researchgate.net/publication/340756944\\_The\\_Uppsala\\_Model\\_of\\_internationalisation\\_and\\_beyond](https://www.researchgate.net/publication/340756944_The_Uppsala_Model_of_internationalisation_and_beyond).
- Bhujel, K. (2025, January 9). Influencer Marketing in Nepal: Skyrocket your revenue. *Digital Gurkha*. <https://digitalgurkha.com/blog/influencer-marketing-in-nepal/>
- Browning, C. S., & Joenniemi, P. (2012). From fratricide to security community: re-theorising difference in the constitution of Nordic peace. *Journal of International Relations and Development*, 16(4), 483–513. <https://doi.org/10.1057/jird.2012.19>
- Cascade. (2024). *Porter's Five Forces: Complete Guide, Examples & Template*.  
<https://www.cascade.app/blog/porters-5-forces>
- CBI. (2024, July 16). *The European market potential for hemp apparel*.  
<https://www.cbi.eu/market-information/apparel/hemp-apparel/market-potential>
- Chalise, B. (2024, December 27). *The No.1 of hemp industry in Nepal ; Sustainable clothing*. *wecareearth.com*. <https://wecareearth.com/green-brands/hemp-industry-in-nepal/>

- Cortés, J. G., Ryu, B. R., Pauli, C., Barroso, L. R., & Park, S. (2024). Industrial applications of hemp fiber in Europe and evolving regulatory landscape. *Journal of Natural Fibers*, 21(1). <https://doi.org/10.1080/15440478.2024.2435047>
- Crini, G., Lichtfouse, E., Chanut, G., & Morin-Crini, N. (2020). Applications of hemp in textiles, paper industry, insulation and building materials, horticulture, animal nutrition, food and beverages, nutraceuticals, cosmetics and hygiene, medicine, agrochemistry, energy production and environment: a review. *Environmental Chemistry Letters*, 18(5), 1451–1476. <https://doi.org/10.1007/s10311-020-01029-2>
- Dalibozhko, A., & Krakovetskaya, I. (2018). Youth entrepreneurial projects for the sustainable development of global community: evidence from Enactus program. *SHS Web of Conferences*, 57, 01009. <https://doi.org/10.1051/shsconf/20185701009>
- Data Bridge Market Research. (2024, February 8). *Industrial Hemp Market Size, share & Industry Growth by 2031*. [https://www.databridgemarketresearch.com/reports/global-industrial-hemp-market?srsltid=AfmBOorT\\_YN24gw9d1pgLbUYGDxgf3tUW6sIEHSoF8S7gncODLWbnq8s](https://www.databridgemarketresearch.com/reports/global-industrial-hemp-market?srsltid=AfmBOorT_YN24gw9d1pgLbUYGDxgf3tUW6sIEHSoF8S7gncODLWbnq8s)
- Dudkowiak & Putyra (2025). *CBD Legal Status in Poland & EU | Dudkowiak & Putyra*. <https://www.dudkowiak.com/regulatory-in-poland/cbd-regulation-in-poland-and-ue/>.
- Dwivedi, P., Basuthakur, Y., Polineni, S., Paruchuri, S., & Joshi, A. (2024). A stakeholder perspective on diversity within organizations. *Journal of Management*, 51(1) <https://doi.org/10.1177/01492063241280718>
- Entrepreneur*. (2020, July 24). Nordic Oil: A Portrait of Europe's fastest-growing CBD brand. <https://www.entrepreneur.com/en-au/news-and-trends/nordic-oil-a-portrait-of-europes-fastest-growing-cbd-brand/353753>
- Fortune Business Insights. (2025). *Industrial Hemp Market Size, Growth | Global Report [2032]*. <https://www.fortunebusinessinsights.com/industrial-hemp-market-102459>
- Frederick, H., O'Connor, A., & Kuratko, D. F. (2018). *Entrepreneurship*. Cengage AU.
- Gelebo, N. (2024). *Can Sustainable Products be Profitable for Nordic Retailers? Northbound: Highlighting Nordic Leadership Perspectives That Sparks Sustainable Competitive Advantage*. BCG. <https://www.bcg.com/publications/2024/can-sustainable-products-be-profitable-for-nordic-retailers>
- Ghimire, S. R., Shrestha, H. K., Khanal, M. P., & Adhikari, K. N. (2022). Strengthening national seed system for food and Nutrition security in Nepal. In *Sustainable development goals series* (pp. 83–102). [https://doi.org/10.1007/978-3-031-09555-9\\_6](https://doi.org/10.1007/978-3-031-09555-9_6)

- Government of Nepal. (2014). *National Biodiversity Strategy and Action Plan*. Ministry of Forests and Soil Conservation. <https://dev-chm.cbd.int/doc/world/np/np-nbsap-v2-en.pdf>
- Government of Nepal. (2021, September 18). *Nepal - Import requirements and documentation*. International Trade Administration | Trade.gov. <https://www.trade.gov/country-commercial-guides/nepal-import-requirements-and-documentation>
- Grand View Research. (2024). *Industrial Hemp Market Size, Share & Trends Analysis Report By application (Animal care, textiles, food & beverages), by product (Seeds, fiber, SHIVs), by region (North America, Asia Pacific), and segment Forecasts, 2024 - 2030*. <https://www.grandviewresearch.com/industry-analysis/industrial-hemp-market>
- Hands, A.S. (2022). Integrating quantitative and qualitative data in mixed methods research: An illustration. *Canadian Journal of Information and Library Science*, 45(1), 1–20. <https://doi.org/10.5206/cjilsrscsib.v45i1.10645>.
- Hemp*. (2020). Agriculture and Rural Development. [https://agriculture.ec.europa.eu/farming/crop-productions-and-plant-based-products/hemp\\_en](https://agriculture.ec.europa.eu/farming/crop-productions-and-plant-based-products/hemp_en)
- High Volume Transport (2023) *Transit-oriented development: Case studies report*. <https://transport-links.com/hvt-publications/transit-oriented-development-case-studies-report>.
- Holloway, S. (2024). Exploring Consumer Trust in Supply Chain Certifications and Its Impact on Marketing Effectiveness. Pre prints.org [Preprint]. <https://doi.org/10.20944/preprints202406.1393.v1>.
- Hota, S. L. (2024). Exploring the impact of sustainable marketing strategies on consumer behavior. *International Journal of Multidisciplinary Research & Reviews*, 3(1), 01–07. <https://doi.org/10.56815/ijmrr.v3.i1.2024/1-7>
- Huang, C., & Wu, Y. (2024). Research on the integration of online and offline channels in marketing. *Highlights in Business Economics and Management*, 37, 455–462. <https://doi.org/10.54097/c0hnrq87>
- Jermsten, R. et al. (2020) *Digital platforms and the potential changes to competition law at the European level: The view of the Nordic competition authorities* <https://awards.concurrences.com/en/awards/2021/soft-law/digital-platforms-and-the-potential-changes-to-competition-law-at-the-european>
- Kaur, G., & Kander, R. (2023). The Sustainability of Industrial Hemp: A Literature Review of its Economic, environmental, and Social Sustainability. *Sustainability*, 15(8), 6457. <https://doi.org/10.3390/su15086457>

- Khan, M., & Khan, S. (2023) Proactively Effecting Community Engagement in PPP Projects: Lessons from the Tama Plaza Redevelopment Project, Yokohama. *Sustainability*, 16(1), 180. <https://doi.org/10.3390/su16010180>.
- Kilipiri, E., Papaioannou, E. and Kotzaivazoglou, I. (2023) Social media and influencer marketing for promoting sustainable tourism destinations: the Instagram case. *Sustainability*, 15(8), p. 6374. <https://doi.org/10.3390/su15086374>.
- Kulikova, E., & Kondratenko, I. (2024). Eco-branding and consumer behavior: Innovative marketing strategies in ecology and environmental sciences. *E3S Web of Conferences*, 541, p. 04005. <https://doi.org/10.1051/e3sconf/202454104005>.
- Kuteesa, N. K. N., Akpuokwe, N. C. U., & Udeh, N. C. A. (2024). Gender equity in education: addressing challenges and promoting opportunities for social empowerment. *International Journal of Applied Research in Social Sciences*, 6(4), 631–641. <https://doi.org/10.51594/ijarss.v6i4.1034>
- Mak, S. L., Tang, F. W. F., Li, C. H., & Lee, G. T. W. (2020). The influence and good practice of product recall on brand image and customer perceived product quality. *International Journal of Business Humanities and Technology*, 10(2). <https://doi.org/10.30845/ijbht.v10n2p1>
- Mardiyana, M., Ihsan, M., Adrial, A., Parida, H., Sidiq, S., & Hidayat, T. (2022). A SWOT (Strength Weakness Opportunity and Threat) analysis as a strategy to enhance competitiveness. *International Journal of Management Science and Application*, 1(1), 18–27. <https://doi.org/10.58291/ijmsa.v1i1.8>
- Natural Fiber Nepal Pvt. Ltd. (2019, February 20). *HEMP FARMING IN NEPAL*. <https://naturalfiber-nepal.com/hemp-farming-in-nepal/>
- Nogueira, E., Gomes, S. and Lopes, J.M. (2023). Triple bottom line, sustainability, and economic development: What binds them together? A bibliometric approach. *Sustainability*, 15(8), p. 6706. <https://doi.org/10.3390/su15086706>.
- Pallant, J. I., Pallant, J. L., Sands, S. J., Ferraro, C. R., & Afifi, E. (2021). When and how consumers are willing to exchange data with retailers: An exploratory segmentation. *Journal of Retailing and Consumer Services*, 64, 102774. <https://doi.org/10.1016/j.jretconser.2021.102774>
- Ponchio, M. C., Barth, N. L., & Zambaldi, F. (2021). Using the internet for data collection in business research. *RAUSP Management Journal*, 56(2), 254–258. <https://doi.org/10.1108/rausp-04-2021-251>
- Popescu, C., Dissanayake, H., Mansi, E., & Stancu, A. (2024). Eco Breakthroughs: Sustainable materials transforming the future of our planet. *Sustainability*, 16(23), 10790. <https://doi.org/10.3390/su162310790>

- Pridmore, J. (2010). Reflexive marketing: the cultural circuit of loyalty programs. *Identity in the Information Society*, 3(3), 565–581. <https://doi.org/10.1007/s12394-010-0064-9>
- Radmanesh, H. (2018). Marketing Challenges and Strategies for internationalization of service firms. *International Research in Economics and Finance*, 2(2), 33. <https://doi.org/10.20849/iref.v2i2.493>
- Ray, S., & Nayak, L. (2023). Marketing Sustainable Fashion: Trends and future directions. *Sustainability*, 15(7), 6202. <https://doi.org/10.3390/su15076202>
- Sawtooth. (2024) *Secondary research: definition, methods, sources, examples, and more.* <https://sawtoothsoftware.com/resources/blog/posts/secondary-research>.
- Shams, R., Chatterjee, S., & Chaudhuri, R. (2024). Developing brand identity and sales strategy in the digital era: Moderating role of consumer belief in brand. *Journal of Business Research*, 179, 114689. <https://doi.org/10.1016/j.jbusres.2024.114689>
- Shekarian, E., Ijadi, B., Zare, A., & Majava, J. (2022). Sustainable Supply Chain Management: A Comprehensive Systematic review of industrial practices. *Sustainability*, 14(13), 7892. <https://doi.org/10.3390/su14137892>
- SmartBug Media. (2024). *Hemp and CBD Marketing: compliance, education, and differentiation.* <https://www.smartbugmedia.com/blog/hemp-and-cbd-marketing-compliance-education-and-differentiation>
- Song, R., Moon, S., Chen, H., & Houston, M. B. (2017). When marketing strategy meets culture: the role of culture in product evaluations. *Journal of the Academy of Marketing Science*, 46(3), 384–402. <https://doi.org/10.1007/s11747-017-0525-x>
- Statista. (2024). *Cannabis - Nordics | Statista market forecast.* <https://www.statista.com/outlook/hmo/cannabis/nordics>
- Statista. (2025). *CBD Products - Nordics | Statista market forecast.* <https://www.statista.com/outlook/hmo/cannabis/cbd-products/nordics>
- Syahrial, T. (2024) *Development Participation and Adoption Intention of ICT for informed decision-making in urban public Services: Dashboard for Jakarta Traffic Police Patrolling allocations* [PhD thesis, University of Glasgow]. [https://theses.gla.ac.uk/85050/4/2024SyahrialPhD\\_edited.pdf](https://theses.gla.ac.uk/85050/4/2024SyahrialPhD_edited.pdf).
- Temiz, S. and Yaroshyk, T. (2008) *Adaptation of international business marketing strategy between emerging markets: case of CCI in Turkey and Kazakhstan* [Master's thesis, Baltic Business School]. <https://www.diva-portal.org/smash/get/diva2:1302/fulltext01.pdf>.

- The Kathmandu Post*. (2025, March 24). Banned but bountiful: Here's how hemp cultivation could benefit Nepal. <https://kathmandupost.com/money/2025/03/24/banned-but-bountiful-here-s-how-hemp-cultivation-could-benefit-nepal>
- Trivium Packaging. (2023, April 24). New data reveals consumers increasingly choose products in sustainable packaging globally, despite rising prices. *PR Newswire*. <https://www.prnewswire.com/news-releases/new-data-reveals-consumers-increasingly-choose-products-in-sustainable-packaging-globally-despite-rising-prices-301804273.html>
- Turck, D. et al. (2022). Statement on safety of cannabidiol as a novel food: data gaps and uncertainties. *EFSA Journal*, 20(6). <https://doi.org/10.2903/j.efsa.2022.7322>.
- Upreti, B. R., Sharma, S. R., Pyakuryal, K. N., & Ghimire, S. (2010). *The Remake of A State: Post-Conflict State Building Challenges in Nepal*. Kathmandu University and NCCR (North-South). <https://policycommons.net/artifacts/1545272/the-remake-of-a-state-post-conflict-challenges-and-state-building-in-nepal/2235081/>
- Ummar, R. et al. (2023) 'Green Social Media Campaigns: Influencing consumers' attitudes and behaviors,' *Sustainability*, 15(17), p. 12932. <https://doi.org/10.3390/su151712932>.
- Vida, R.G. et al. (2023) 'Safety and risks of CBD oils purchased online: unveiling uncertain quality and vague health claims,' *Frontiers in Pharmacology*, 14. <https://doi.org/10.3389/fphar.2023.1273540>.
- Volza. (2024, August 26). *Hemp Exports from Nepal - Market Size & Demand based on Export Trade Data*. <https://www.volza.com/p/hemp/export/export-from-nepal/>
- Watkins, R., Meiers, M. W., & Visser, Y. (2012). *A guide to assessing needs: Essential Tools for Collecting Information, Making Decisions, and Achieving Development Results*. World Bank Publications. <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/644051468148177268/a-guide-to-assessing-needs-essential-tools-for-collecting-information-making-decisions-and-achieving-development-results>
- WEF. (2023). *The case for hemp textiles as a sustainable Nepali product*. <https://nepaleconomicforum.org/the-case-for-hemp-textiles-as-a-sustainable-nepali-product/>.
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3), 22–49. <https://doi.org/10.1177/0022242919825649>

Zamiri, M., & Esmaeili, A. (2024). Strategies, Methods, and Supports for Developing Skills within Learning Communities: A Systematic Review of the Literature. *Administrative Sciences*, 14(9), 231. <https://doi.org/10.3390/admsci14090231>

## APPENDICES

### Diagrammatical Representation of Theory

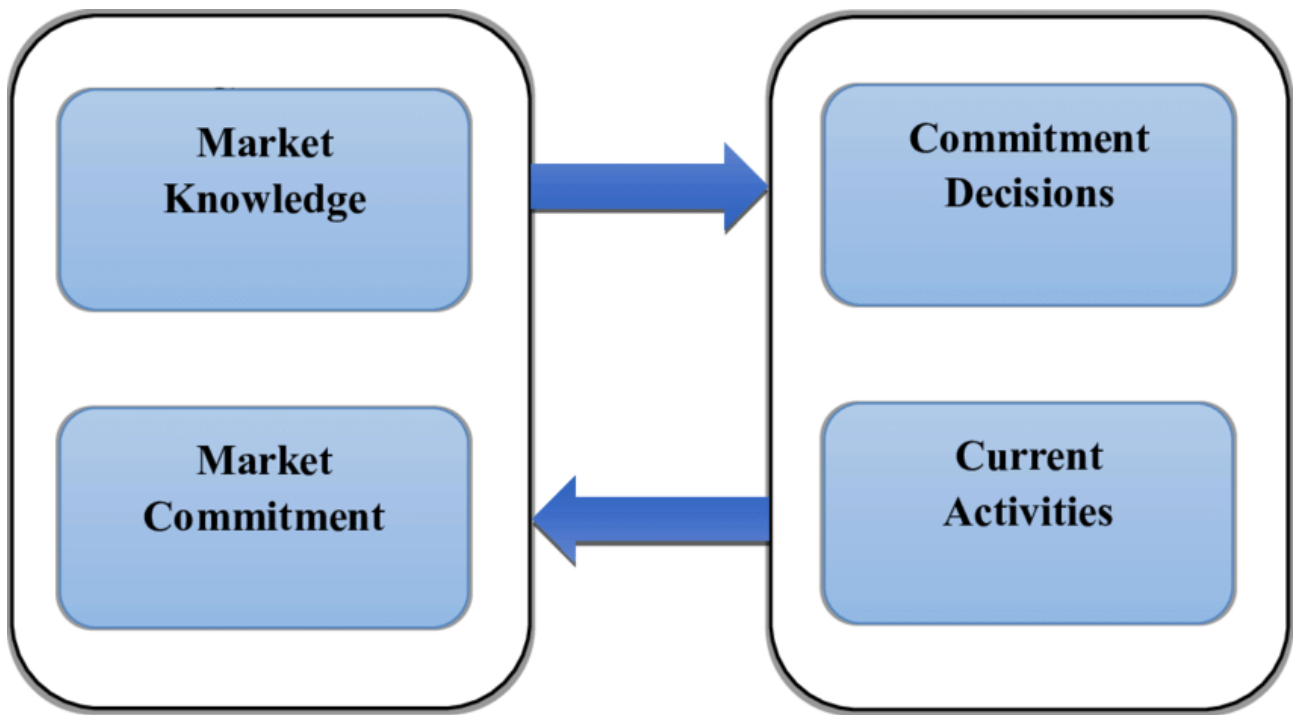


Figure 27: Uppsala Internationalization Model (Radmanesh, 2018)

# Porter's 5 Forces

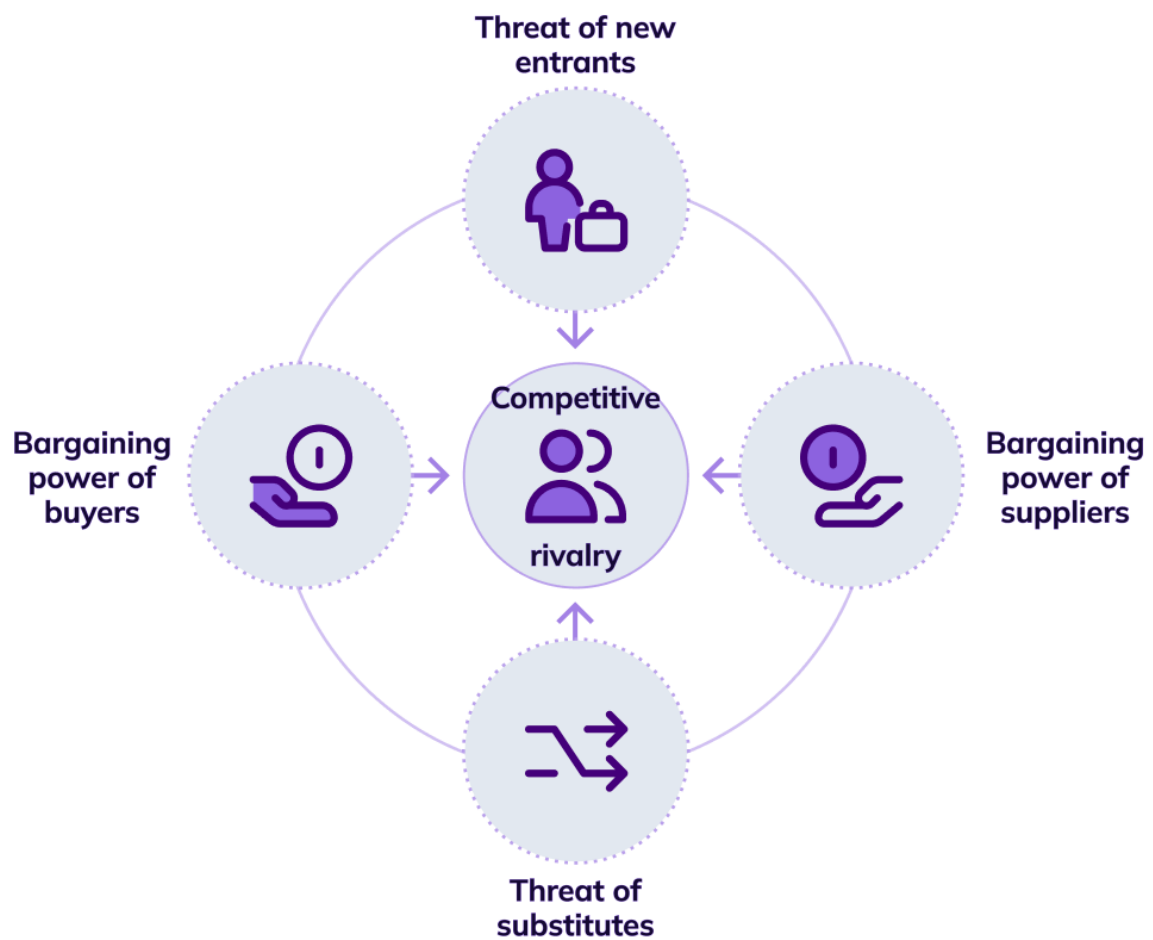


Figure 28: Porter's Five Forces in Global Markets (Cascade, 2024)



Figure 29: Triple Bottom Line Framework (Dalibozhko & Krakovetskaya, 2018)

**Survey Questionnaire:**

Hemp Products in the Nordic Countries

This survey explores Nordic consumers' awareness, preferences, and attitudes towards hemp-based products, focusing on Nepalese brands and sustainability.

**Demographics**

**Age:**

Under 18

18-24

25-34

35-44

45-54

55+

**Gender:**

Male

Female

Non-binary

Prefer not to say

Country of Residence (Select one):

**Education Level:**

High School

College/University

Postgraduate

Other

**Occupation:**

Student

Employed Full-time

Employed Part-time

Self-employed

Unemployed

**Awareness and Attitudes Towards Hemp Products**

**How familiar are you with hemp-based products?**

Very familiar

Somewhat familiar

Not familiar at all

**Have you ever purchased hemp-based products?**

Yes

No

**If yes, which type of hemp-based products have you purchased? (Select all that apply)**

Hemp clothing/apparel

Hemp food products

Hemp wellness products

Hemp accessories

Other (please specify)

**What do you believe are the main benefits of hemp-based products? (Select all that apply)**

Eco-friendly

Durable

Natural/organic

Health benefits

Stylish/fashionable

Other (please specify)

**Do you consider sustainability when making purchases?**

Always

Often

z

Sometimes

Never

### **Perception of Nepalese Hemp Products**

**Are you aware that Nepal produces hemp products, such as clothing and textiles?**

Yes

No

**How likely are you to purchase hemp-based products from Nepal?**

Very likely

Likely

Neutral

Unlikely

Very unlikely

**What factors would influence your decision to buy hemp-based products from Nepal? (Select all that apply)**

Product quality

Price

Sustainability and ethical practices

Brand reputation

z

Familiarity with the Nepalese brand

Other (please specify)

**What are the main barriers you perceive in purchasing hemp products from Nepal? (Select all that apply)**

Lack of awareness

Concerns about product quality

High price

Difficulty in accessing the product

Regulatory/legal barriers

Other (please specify)

### **Legal and Regulatory Challenges Untitled section**

**Are you aware of any legal or regulatory requirements for importing hemp products to your country?**

Yes

No

**Do you think regulations (e.g., THC content limits) would affect your purchasing decision for hemp products?**

Yes, significantly

Yes, somewhat

No, not at all

**How important is it for you to know the legal status of hemp products (e.g., THC content, import laws) before purchasing?**

Very important

Somewhat important

Not important

### **Consumer Preferences and Behavior**

**How often do you purchase fashion items (clothing, accessories)?**

Weekly

Monthly

Quarterly

Rarely

Never

**What factors do you consider when buying clothing? (Select all that apply)**

Style and design

Sustainability/eco-friendliness

Price

Brand reputation

Quality

Other (please specify)

**Would you be willing to pay more for hemp-based fashion products that are sustainable and ethically produced?**

Yes

No

Maybe

**Would you trust a new brand from Nepal (such as Ganesh Hemp Industry) if it offers high-quality, sustainable hemp products?**

Yes

No

Maybe

**How important is it to you that a hemp product is certified or labeled as organic or sustainable?**

Very important

Somewhat important

Not important

### **Market Perception and Branding**

**What would make you more likely to purchase hemp-based products from Ganesh Hemp Industry? (Select all that apply)**

Good product reviews

Recommendations from friends/family

Effective advertising or marketing

Clear communication about sustainability practices

Certification or labeling of the product as sustainable/ethical

Other (please specify)

**What channels do you usually use to purchase fashion items?**

Physical retail stores

Online stores

Both

**What is your preferred price range for hemp-based clothing or accessories?**

Low (Under \$50)

Medium (\$50-\$100)

High (Over \$100)