

The Influence of Social Media on Customer Awareness and Purchase Decisions towards Organic Food Products

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Abstract

The rising demand for organic food products has led to a recent evolution in social media's understanding of consumer behavior. This research article focuses mainly on the influence of social media on customer awareness and purchasing decisions towards organic food products. Social media is a major influencing pathway for sharing knowledge, building trust, and fostering loyalty among consumers of organic food products through advertisements and promotions. Primary data were collected through a structured questionnaire format, and statistical analysis was used to examine the relationship between social media influence, awareness, and purchase decisions of organic food products. The study was conducted with a sample of 60 respondents by using chi-square and ANOVA. The analysis of the test revealed that there is a significant association between social media usage and customer awareness of organic food products. Hence, the article focuses on the influence of social media on consumer awareness and purchase decisions towards organic food products.

Keywords: Social Media, Consumer Awareness, Purchase Decisions, Organic Food Products, Consumer Behavior

Introduction

Globally, the food industry has drastically witnessed a major transformation in customer tastes in healthier and more sustainable choices. So, the dynamic preferences drive people to go for the consumption of organic food products. Here, the most influential factor is the social media platforms that influence the customers to raise awareness about the health benefits of organic food products. Consumers who are concerned about their health have become more interested in organic food products, which are grown without the use of artificial chemicals, pesticides, or genetically modified organisms. The organic food industry in India has grown quickly due to changes in lifestyle, increased awareness of health advantages, and environmental sustainability.

Social media's rapid rise as a powerful marketing and communication tool occurs at the same time as this trend. In the process of helping corporations access a larger audience, social media platforms like Facebook, YouTube, and Instagram also promote interactive interaction through user-generated content, influencer partnerships, and ads. Social media is an excellent instrument for raising awareness and influencing decisions to buy organic food products, which frequently need more consumer education and trust-building.

With a rise in digital platforms, research has been done on the specific manner in which social media marketing influences consumer awareness and purchasing decisions towards organic food products. For a better understanding of marketers of organic food products, to develop a strategy that enhances their productivity level. In light of this, the current study aims to examine how social media influences consumer awareness and decisions to buy organic food products, with a specific focus on consumers.

Review of Literature

(Yeo, 2022) States that consumers today recognise organic foods as high-quality products which can benefit them in various aspects. The tendency to switch consumption behaviours from conventional to ecological food products or organic food has largely been due to the claims that organic crops are grown in eco-friendly and sustainable environments. Thus, the study highlighted unique results on young consumers' purchasing intentions from a new perspective.

(Gayathri, 2021) Point out that, use of Social websites by consumers has mainly increased and usages of Social Networking Websites have wide effect on these consumers in various ways. There are many online networking sites that affect consumer behavior. Social websites like Facebook, Twitter, Instagram, YouTube etc. is having many features which affect and attract many numbers of people. In today's life Social Media become a very strong useful tool using by the consumer in buying decisions.

Objectives

- To test the influence of social media on consumer awareness towards organic food products.
- To analyze social media engagement on purchase decisions of organic food products.

Methodology

Sampling Design

Primary data will be gathered, and respondents will receive a self-administered questionnaire using Google Forms. The simplicity and cost-effectiveness of this sampling technique in gathering responses led to its selection.

Data Collection

Based on the study, a self-structured questionnaire was created to conduct the primary data collection. Websites, magazines, reviews, journals, and other publications were used to gather secondary data needed for the study.

Sample Size

The data is collected using a questionnaire method for 60 respondents. Since the study period is very short.

Tools for Analysis

- Chi-Square Test
- Anova

Data Analysis

H₀: There is no significant association between Social media use and customer awareness of organic food products.

H₁: There is a significant association between Social media use and customer awareness of organic food products.

Table 1: Table showing a significant association between social media use and customer awareness of organic food products

Time Spent on		Customer Awareness		Total	Chi-Square Tests			
		Aware	Not Aware		Pearson chi-square	Value	Df	Sig
Low	Aware	8	12	20	12.34	12.34	2	0.002
	Medium	15	5					

Social Media	High	18	2	20				
	Total	41	19	60				

Interpretation: The above table shows that $p = 0.002 < 0.05$, there is a significant association between social media usage and customer awareness towards organic food products.

Chi-square test of independence was performed to examine the relationship between time spent on social media and customer awareness of organic food products. The association was significant, $\chi^2 (2, N = 60) = 12.34$, $p = .002$. Respondents who spent more time on social media were significantly more likely to be aware of organic food products compared to those who spent less time.

Hypothesis Testing

Ho: There is no significant difference between social media engagement (Low, Medium, and High) and the purchase decision of organic food products

H1: There is a significant difference between social media engagement and the purchase decision of organic food products.

Table 2: ANOVA

		N	Mean Purchase Decision	Std. Deviation	Source of variation	Sum of Squares	df	Mean Square	F	Sig
Social Media Engagement	Low	20	2.90	0.65	Between Groups	22.88	2	14.35	18.55	.001
	Medium	20	3.60	0.75	Within Groups	34.90	58	0.94		
	High	20	4.30	0.70						

Interpretation: Table 2 states that the descriptive statistics of low social media engagement with a mean score of 2.90, which is the lowest purchase decision; medium engagement with a mean score of

3.60, moderate purchase decision, and high engagement with a mean score of 4.30 highest purchase decision. This clearly shows that the social media engagement increases with the purchase decisions for organic food products, also increases.

The findings of the ANOVA ($F (2, 58) = 18.55, p = .001$) show that social media use significantly influences consumers' decisions to buy organic food items. In particular, purchase decision scores rose steadily for groups with low, medium, and high levels of engagement. Purchase decisions for organic food products are substantially stronger among consumers who are more active on social media.

Suggestions

- Customers who use social media more frequently make better choices when buying organic food items. To take advantage of this, organic food marketers ought to work with lifestyle coaches, food bloggers, influencers, and health specialists who are already well-known to audiences who are concerned about their health.
- Different levels of engagement (low, medium, and high) reveal distinct buying patterns of organic food products. Businesses can increase awareness, engagement, and conversion rates by customizing promotions, influencer content, and advertisements for each segment.
- Make use of reels, personal stories, and short films to highlight the advantages, certifications, and genuineness of organic products. Live sessions, interactive polls, and quizzes may boost consumer awareness and foster greater trust.
- Customers may be motivated to post reviews, comments, and personal stories on social media. This user-generated content will influence unwilling buyers and improve trust.

Conclusion

The study suggests that social media significantly influences consumers' awareness and decisions to buy organic food products. Greater awareness of organic food is significantly correlated with more time spent on social media, according to the Chi-square analysis. According to the results of an ANOVA, customers who were more active on social media made significantly better purchasing choices than those who were not. Thus, it can be concluded that social media is not only an informative platform but also a persuasive medium that builds trust, encourages awareness, and drives buying behavior for organic food products.

This study has shed light on the marketers of organic food products, that significant implications because concentrating on social media-driven strategies will help them better connect with health-conscious consumers, build brand loyalty, and grow the organic food market in India.

References

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