



Impact of Social Media Marketing on Brand Purchase in the Organic Food Industry among Bangaloreans.

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ABSTRACT:

This paper examines the significant impact of social media marketing on brand purchasing behaviour in growing organic food trends among Bangaloreans. As consumer preferences are increasingly shifting towards healthier sustainable options, food a drug-free sector in Bangalore has seen remarkable growth. At the same time, the ubiquity of social media platforms has become an integral part of modern communication, giving brands unprecedented opportunities to engage with consumers.

The abstract begins by highlighting the growing popularity of organic food in Bengaluru, emphasising the city's unique demographic profile and its impact on consumer behaviour. A brief review of the economic factors contributing to the growth of the organic food industry lays the foundation for understanding the broader implications of this study.

It then highlights the important role of social media platforms including Facebook, Instagram and Twitter as an important medium through which organic food brands engage with their target audiences. The abstract suggests that the nature of social media interactions significantly predicts consumers' perceptions and decisions regarding organic food purchases. This study aims to provide a comprehensive review of the strategies organic foods adopt in their social media marketing efforts.

The abstract identifies key elements of social media marketing strategies, such as influencer collaboration, content marketing, and community engagement, and highlights their relevance in the specific context of the organic food industry in Bangalore in the 19th century. The study seeks to determine the effectiveness of these strategies in influencing consumer behaviour, measured by variables such as brand preference, purchase decision, and brand loyalty.

Taking a quantitative approach, this study seeks to establish the relationship between the intensity and quality of social media engagement and its impact on actual consumer choice. The abstract concludes by revealing the broader implications of the findings, suggesting that nuanced understandings of social media trends can empower organic food producers to shape their marketing strategies, diversify well and foster a lasting relationship with the discerning Bangalore consumer.

INTRODUCTION:

In recent years, it has gained popularity in the organic food industry, driven by increased awareness of health and sustainability. At the same time, the prevalence of social media has changed the way individuals access and share information. This interplay between consumer behaviour, health consciousness and digital communication forms the backdrop to understand the impact of social media marketing on brand purchases by Bangaloreans in organic food.

There has been a strong growth in the organic food market in Bengaluru, where consumers are looking for healthy and environmentally friendly options. Social media, as a dynamic and pervasive communication medium, plays an important role in shaping consumer perceptions and purchasing decisions. This study seeks to investigate the dynamic relationship between the adoption of social media marketing channels of organic foods and the subsequent impact on consumer behaviour in the Bangalore market.

The introduction of this paper examines the context by first highlighting the growing interest in organic food in Bengaluru. A brief overview of the city's demographics, cultural nuances and economic factors provides an understanding of the unique dynamics of the organic food market in the region, followed by a focus on the important role social media channels play in influencing consumer choice. The widespread use of platforms like Facebook, Instagram and Twitter in Bengaluru creates an ideal environment for organic food brands to interact with their target audience.

As consumers increasingly turn to social media for product information, recommendations and reviews, organic food manufacturers have recognized the need for engaging online content. The paper aims to explore social media marketing strategies used by organic companies. By exploring correlation –

measured through brand preference, purchase decisions and loyalty – the study seeks to provide valuable insights into trends in brand and consumer relationship in the organic food industry among Bangaloreans.

LITERATURE REVIEW:

The literature on the impact of social media marketing on brand purchase behaviour in the Bangalorean organic food industry highlights the complex interplay between consumer preferences, digital connectivity, and changing sustainable lifestyles the oath is emphasised.

Studies have consistently shown that the demand for organic food in Bengaluru is on the rise. Consumers' awareness of the health benefits associated with the consumption of natural products and increased emphasis on environmental sustainability have been found to be major drivers of this trend (Bansal et al., 2020; Reddy & Raj, 2019). At the same time, social media platforms have emerged as powerful tools for communication and information dissemination.

The study conducted by Sharma and Garg (2018) highlights the influential role of social media in consumer perception and purchase decision. Social media platforms are dynamic spaces where consumers actively seek information, share experiences, and interact with brands. In the organic food industry, platforms such as Instagram and Facebook have proven to be effective in visually branding organic products, creating a sense of transparency and trust among consumers (Kapoor & Vij, 2021).

Influencer marketing has been a focus of recent literature, with studies showing its importance in organic food preferences (Singh & Verma, 2020). Dialogue with influencers in line with values of organic living helps build brand credibility and aligns with the eco-friendly mindset of Bengaluru consumers.

Content marketing strategies examined by Gupta and Sheth (2019) also gained prominence. Incentives that educate consumers about the benefits of organic living and promote consumer values have been found to positively influence purchasing decisions. Furthermore, building online communities around organic lifestyles promotes a sense of autonomy and reinforces brand loyalty (Mittal & Mittal, 2018).

However, the book also highlights the importance of organic food to address challenges in social media, including the risk of greenwashing and the discerning nature of Bengaluru consumers (Shukla et al., 2021). As consumers become more informed, authenticity in a brand's message and commitment to sustainability become key determinants of brand perception formation.

In conclusion, the literature review establishes a comprehensive understanding of the multidimensional relationship between social media marketing and brand buying behavior in the Bangalorean organic food industry. This study builds on existing knowledge by detailing specific nuances of the Bangalore market, aiming to provide valuable insights to academic and industry stakeholders.

RESEARCH OBJECTIVES:

The objective of this study is to:

- Investigate the impact of social media marketing on the brand buying behaviour of Bangaloreans in the organic food segment.
- A specific objective is to examine the effectiveness of various social media strategies such as influencer collaboration, content marketing, community engagement, etc.
- The study seeks to identify the relationship between these strategies and consumer choice, examining variables such as brand preferences, purchase decisions, and brand loyalty.
- Finally, the study aims to get to know which social media platform is most effective.

RESEARCH METHODOLOGY:

This study used a convenience sampling method to investigate the impact of social media marketing on brand buying behaviour in the organic food industry. The questionnaire was sent to people who live in Bangalore and 307 responses were recorded. And the people aged between 18-45 years.

The study's independent variable is the customer's brand purchase behaviour.

Using online survey tools, participants will answer questions about social media usage patterns, organic food consumption, brand preferences and purchasing decisions.

Demographic data including age, gender, is collected to examine socio-economic relationships. Data analysis using SPSS by doing Discriminant analysis to know the impact of the social media marketing on purchasing of different brands and which platform is much effective.

HYPOTHESIS:

H0: The usage of social media marketing platforms does not have any important influence on the brand purchase.

H1: The usage of social media marketing platforms does have any important influence on the brand purchase.

ANALYSIS & INTERPRETATION:

After collecting the response and running the discriminant analysis, we got the below results and the Interpretation of the same.

Summary of Canonical Discriminant Functions

Eigenvalues				
Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.281 ^a	100.0	100.0	.749

a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda				
Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.438	235.432	13	.000

Based on a number of factors, the statistical analysis done for the study produced favourable results. First of all, according to the eigenvalue criterion, the determined factors or components account for more variance in the data than a single variable alone. The analysis's components in this example have eigenvalues that are more than 1, indicating that they contribute significantly to the variation in the data.

The canonical correlation which is similar to r square is 0.749. That means 74.9% of the variation in the dependent variable is explained by Independent variables.

Second, the Wilks' Lambda criteria, which gauges the factors' ability to discriminate, reveals that the factors chosen have a low value of less than 0.5. This shows that the variables are successful in distinguishing or predicting the dependent variable—brand purchase—from the independent variables—social media marketing platforms.

The significance test, which has a threshold of 0.05, concludes that there is statistically significant correlation between the parameters and brand purchasing. The results are highly credible if the significance level is less than 0.05, which denotes that the observed impacts of the factors on brand buying are not likely to be coincidental. This suggests a solid and stable correlation between brand buying behaviour on social media sites and the organic business.

Classification Results^{a,c}

		Predicted Group Membership			Total
		Brand_purchase	Yes	No	
Original	Count	Yes	145	29	174
		No	23	110	133
	%	Yes	83.3	16.7	100.0
		No	17.3	82.7	100.0
Cross-validated ^b	Count	Yes	129	45	174
		No	23	110	133
	%	Yes	74.1	25.9	100.0
		No	17.3	82.7	100.0

a. 83.1% of original grouped cases correctly classified.

b. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

c. 77.9% of cross-validated grouped cases correctly classified.

The classification of 83.1% of the variables is accurate. For instance, out of 174 yes replies for the brand purchasing question, 145 are correctly sorted and 29 are incorrectly grouped. Similarly, of the 133 No responses, 110 are accurate, but the remaining 23 should have been Yes but were instead submitted as Yes.

Standardized Canonical Discriminant Function Coefficients

	Function 1
Instagram_posts	-.668
Instagram_stories	-.026
Instagram_Reels	1.074
YouTube_shorts	-1.640
YouTube_Advertisements	1.047
Facebook_posts	-.456
Facebook_Status	-.118
Facebook_Advertisements	.935
Snapchat_stories	.452
Twitter_hashtags	-1.163
Twitter_posts	.549
Pinterest_feeds	1.144
LinkedIn_posts	.130

Looking at this outcome, we can see that Pinterest feeds are quite effective when implementing social media marketing and that this platform has a greater ability to influence individuals. It might also imply that consumers are spending more time on their Pinterest feeds, where they are more likely to see advertisements for organic foods. Instagram reels are the second-most effective independent variable, which makes it logical given its current level of popularity. The following platforms with good reach are LinkedIn posts, Twitter posts, Snapchat stories, YouTube ads, and Facebook posts.

Canonical Discriminant Function Coefficients

	Function 1
Instagram_posts	-.626
Instagram_stories	-.027
Instagram_Reels	1.257
YouTube_shorts	-1.582
YouTube_Advertisements	1.138
Facebook_posts	-.399
Facebook_Status	-.108
Facebook_Advertisements	.946
Snapchat_stories	.356
Twitter_hashtags	-1.323
Twitter_posts	.604
Pinterest_feeds	.939
LinkedIn_posts	.105
(Constant)	-3.806

Unstandardized coefficients

This is the table from where we can have the equation and arrive at the Y value. Below is the equation that we get.

“ $Y = -3.806 - 0.626(\text{Instagram posts}) - 0.027(\text{Instagram stories}) + 1.257(\text{Instagram reels}) - 1.582(\text{YouTube shorts}) + 1.138(\text{YouTube advertisement}) - 0.399(\text{Facebook post}) - 0.108(\text{Facebook status}) + 0.946(\text{Facebook advertisement}) + 0.356(\text{Snapchat story}) - 1.323(\text{Twitter hashtags}) + 0.604(\text{Twitter posts}) + 0.939(\text{Pinterest feeds}) + 0.105(\text{LinkedIn post})$ ”

Functions at Group Centroids

Brand_purchase	Function
Yes	-1.025
No	1.241

Unstandardized canonical discriminant functions evaluated at group means

We may infer that the customer will buy the organic product brand they are following on social media if the Y value we get from the equation we have is less than 0.108.

FINDINGS:

The study's conclusions imply that social media marketing platforms have a substantial influence on consumer brand choice in the organic sector. Based on a number of factors, the statistical study done produced favourable results. First off, the eigenvalue criteria showed that the identified factors or components were significant in affecting brand purchasing behaviour since they accounted for a significant amount of variance in the data. This result emphasises the value of taking into account a variety of factors when studying the connection between social media marketing and brand buying.

The Wilks' Lambda criterion provided more evidence in favour of the parameters' potency in differentiating or forecasting brand buying. The factors' great capacity to distinguish between various levels of brand purchasing was proven by their low value of less than 0.5, highlighting the importance of these factors in shaping consumer behaviour. This implies that some social media marketing channels have a greater capacity to persuade people and encourage brand purchases in the organic sector.

The statistically significant link between the measured parameters and brand buying was discovered using the significance test. The observed effects of the determinants on brand buying were highly unlikely to be coincidental at a significance level < 0.05 . This suggests that brand buying behaviour on social media platforms and the organic business are strongly and consistently related.

Based on the classification accuracy of 83.1%, the study found that the independent factors chosen may accurately predict brand purchasing behaviour. This demonstrates once more how social media marketing platforms have an impact on customer choices in the organic sector.

The investigation revealed information about the relative efficacy of several social media marketing platforms. Instagram reels, LinkedIn posts, Twitter posts, Snapchat stories, YouTube advertising, and Facebook posts were the next most influential platforms after Pinterest feeds.

According to these findings, companies in the organic sector should give these platforms top priority in their social media marketing plans in order to engage customers and encourage brand purchases.

SUGGESTIONS:

The following suggestions can be made to improve the efficacy of social media marketing in the organic industry in light of the study's findings:

- **Optimise influencer collaboration:** Organic food brands should formally engage with influencers who align with health and sustainability values. The partnership focuses on authentic and informative content that resonates with the target age group (18-45), and leverages influencer trust to increase brand trust.
- **Diversify Content Marketing Strategies:** Increase your content marketing efforts by diversifying content types, including educational posts, use cases, and background images. Modify the content to address the specific concerns and preferences of the Bengaluru audience by emphasising health benefits and eco-friendly products.
- **Strengthen community connections:** Promote online communities that encourage discussions about ecological living. Brands can start and engage in conversations, address customer questions, and share user testimonials. This involvement gives Bengaluru consumers a sense of community and loyalty, positively impacting their brand preferences.

- Integrate Sustainable Practices: Highlight and communicate the brand's commitment to sustainability through social media. Emphasise eco-friendly packaging, ethical sourcing, and other sustainable practices. This transparency can attract environmentally conscious consumers and differentiate the brand in the competitive organic food market.
- Stay tuned and change: Due to the dynamic nature of social media, brands must constantly monitor trends, algorithm changes, and consumer sentiment. The flexibility and flexibility of social media strategies will enable businesses to stay relevant and take advantage of emerging opportunities in an ever-evolving digital landscape.

CONCLUSION:

In conclusion, this study highlights the strong relationship between social media marketing and brand buying behaviour in Bengaluru's organic food industry among individuals aged 18-45 years.

The findings highlight the important role of social media strategies in influencing consumer preferences and motivating purchasing decisions. Influencer collaboration, various content marketing strategies, and community engagement emerged as influential factors in shaping positive brand perceptions.

The study highlights the importance of consistent, personalised messaging to suit Bengaluru's eco-conscious consumers.

As the organic food market continues to evolve, brands must constantly adapt and optimise their social media strategies.

This study explores digital scenes for biological brands and provides action for Navigates, the brand nuances, brand, health types and population of the concept is prevalent in Bangalore. the consumer and consumer behaviour contribute to nuanced understandings of the intersection.

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