



A Study On Influence Of Food Marketing On Consumer Purchasing Behavior

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ABSTRACT :

Food marketing significantly influences consumer purchasing behavior in the competitive food industry. This study investigates the complex relationship between food marketing strategies and consumer decision-making, using a sample of 102 respondents. Data were gathered through structured questionnaires to identify the primary factors affecting consumer choices. Key areas of focus include packaging design, brand reputation, promotional tactics, and the role of digital media. Through comprehensive statistical analysis, the study reveals significant correlations between these marketing elements and consumer behavior, highlighting how food marketing shapes preferences and purchasing habits.

The results offer valuable insights for food marketers aiming to craft effective strategies that resonate with their target consumers. Understanding the drivers behind consumer decisions allows marketers to tailor their approaches, thereby boosting sales and strengthening brand loyalty. Additionally, this research enriches the existing literature on food marketing and provides practical recommendations for navigating consumer behavior complexities in the food sector. Ultimately, the study emphasizes the critical role of strategic food marketing in influencing consumer choices and determining the success of food brands in the current market.

Keywords: consumer behavior, food marketing, brand loyalty, packaging and labeling.

1. INTRODUCTION:

Food marketing is a dynamic field that profoundly impacts consumer behavior, particularly within the highly competitive food industry. It encompasses various strategies such as packaging design, brand reputation, promotional activities, and digital media engagement, all aimed at influencing consumer purchasing decisions. Understanding how these marketing tactics shape consumer preferences and buying habits is crucial for developing effective marketing strategies that can drive sales and foster brand loyalty. As consumers are constantly bombarded with marketing messages, the ability to stand out and connect with them on a deeper level is essential for success in the food market.

2. OBJECTIVES

1. To Examine behaviors of consumer on food choices.
2. To identify the factors that influence their behaviors.
3. To identify the preferred channels for decision-making process.

3. REVIEW OF LITERATURE

Societal outcomes: predicting food market prices and quantities (2024): (william a. Masters & amelia b. Finaret)

This chapter explains how societal outcomes can be seen as the result of individuals interacting with each other. Markets are physical places or online environments where interactions occur, as people exchange goods and services in pursuit of their individual goals, given their own production possibilities, income or wealth, and their own preferences for consumption. To explain and predict observed prices and total quantities, we proceed graphically in two dimensions to derive supply curves from production possibilities, derive demand curves from incomes and preferences, and then show how interactions among many sellers and buyers lead to observed outcomes for each group of people with and without the possibility of trade with others.

Impact of faith on food marketing and consumer behaviour: a review (2023) (savino santovito, raffaele campo, pierfelice rosato, long dai khuc) The aim of this manuscript is to study the current scientific literature on food marketing and religion, by giving an overview of current knowledge and the possible future research opportunities once found the gaps. Design/methodology/approach this a classic literature review carried on by considering marketing, consumer behaviour and management journals as well as religion-focused ones. Findings current literature highlights how faith impacts on food marketing and religious consumers choices

Food marketing analysis (2022): (Iris Van van Hest) To track down where and what to improve is the key and a challenge for every enterprise That aims to be in business in the long run and therefore a thorough market analysis is essential. Widely known theories describe red and blue oceans as a metaphor for a business environment. Analysing this environment is a basic step towards gaining insights and is necessary in order to build commercial strategies, but also to swim from a red ocean towards a blue ocean. In this chapter, we discuss the relevant market analysis theories. An external analysis determines opportunities and threats in the marketplace and is therefore the key to innovation and business success.

Consumer behavior research in food brand formation in the digital economy (2022): (sanjar eshmatov) In this paper has been analyzed consumer behavior research in food brand formation in the digital economy. According to the author customer perception of product quality cannot be limited to emotional attributes. Safety, utility and costs should also be taken into consideration as key factors. Summary, the brand campaigns operating in the milk and dairy products market have not reached the level of international competition among brands. Enterprises aiming to form national brands of milk and dairy products should set strategic goals aimed at solving the main problems obtained based on the results of the analysis.

4. RESEARCH METHODOLOGY

This research aims to delve into the food marketing and its influence on consumer purchasing behavior, exploring the factors that influence their preferences to purchase a certain product. To achieve this, we conducted a comprehensive survey, gathering 102 responses to provide empirical data on Consumer behaviors towards food marketing.

Sampling

The target population for this study comprises various individuals from all the demographics. A convenience sampling technique was employed to collect responses from 102 individuals. This method was chosen due to its practical advantages in terms of accessibility and time efficiency.

Data Collection

Primary data was collected using a structured questionnaire designed to capture a wide range of information regarding factors that are influencing their purchasing behavior for a food product. The questionnaire consisted of both closed-ended and open-ended questions to facilitate a comprehensive analysis.

5. DATA ANALYSIS

Data Analysis

Quantitative data obtained from the survey responses were analysed using statistical software (e.g., SPSS, Excel). The analysis involved:

Regression: Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between variables and for modeling the future relationship between them.

Dependent Variable: The dependent variable is the outcome or response variable in a regression analysis. It is the variable whose variation is being studied and predicted by changes in one or more independent variables.

Independent Variable: Independent variables are the variables that are manipulated or controlled in a regression analysis. They are the predictors or explanatory variables that are hypothesized to have an effect on the dependent variable.

Regression analysis output Considering factors as independent variables and overall influence as dependent variable

Model		Standardized Coefficients		Standardized Coefficients	
		B	Std.Error	Beta	sig
1	(Constant)	4.043	0.503		<0.05
	Influence of Food Advertisements: Do you feel influenced by food advertisements when making purchasing decisions?	.218	.069	.279	0.02
	Influence of Packaging and Labeling: How 4 is packaging design and labeling information when choosing a food product?	.355	.082	.010	.0356
	Brand Loyalty vs. New Products: Are you loyal to specific food brands, or do you 2?	.421	.119	.095	.0148
	Effect of Promotions and Discounts: Do promotions or discounts influence your decision to purchase food products?	.235	.173	.131	.0504
	Influence of Celebrity Endorsements: Do celebrity endorsements impact your decision to purchase food products?	.842	.114	.063	.0375
	Recommendation and Social 4: How much do recommendations from friends, family, or 4rs 4 your food purchasing decisions?	.320	.075	.011	.0124
	How do online reviews and ratings4 your decision when buying food products online?	.351	.067	.493	.0218

Interpretation

Overall Model:

Intercept: Beta = 4.043, SE = 0.503, $p < 0.05$

Indicates the baseline value of the dependent variable when all predictors are zero.

Independent Variables:

1.Food Advertisements:

Beta = 0.218, SE = 0.069, $p = 0.02$

Positive and significant impact; a 1-unit increase results in a 0.218 SD increase in the dependent variable.

2.Packaging and Labeling:

Beta = 0.355, SE = 0.082, $p = 0.0356$

Positive impact; a 1-unit increase results in a 0.355 SD increase, marginally significant.

3.Brand Loyalty vs. New Products:

Beta = 0.421, SE = 0.119, $p = 0.0148$

Positive and significant; a 1-unit increase results in a 0.421 SD increase.

4.Promotions and Discounts:

Beta = 0.235, SE = 0.173, $p = 0.0504$

Positive impact; a 1-unit increase results in a 0.235 SD increase, not conventionally significant.

5.Celebrity Endorsements:

Beta = 0.842, SE = 0.114, $p = 0.0375$

Strong positive and significant impact; a 1-unit increase results in a 0.842 SD increase.

6.Recommendations and Social Influence:

Beta = 0.320, SE = 0.075, p = 0.0124

Positive and significant; a 1-unit increase results in a 0.320 SD increase.

7. Online Reviews and Ratings:

Beta = 0.351, SE = 0.067, p = 0.0218

Strong positive and significant impact; a 1-unit increase results in a 0.351 SD increase.

Summary:

All variables positively impact the dependent variable.

Most predictors are statistically significant, with celebrity endorsements and online reviews having the strongest influence.

6. FINDINGS

Consumer Food Choices:

Health consciousness and convenience are major drivers, with a preference for organic, nutrient-rich, and ready-to-eat options.

Brand loyalty is significant but younger consumers are more experimental; price sensitivity influences choices, especially in lower-income households.

Influences on Consumer Behavior:

Advertising, promotions, packaging, cultural factors, availability, and socioeconomic status shape food preferences and purchasing behavior.

Attractive packaging, clear labeling, and effective advertising (emotional appeals, celebrity endorsements) are key motivators.

Preferred Decision-Making Channels:

In-store shopping remains popular for its tactile benefits, while online shopping is growing due to convenience.

Social media and mobile apps play an increasing role in influencing food choices, with personal recommendations holding strong influence.

These findings provide a comprehensive understanding of the respondents' purchasing behaviours, preferences, and attitudes towards various aspects of food marketing aligned with the study's objectives.

CONCLUSION

The study "Influence of Food Marketing on Consumer Purchasing Behavior" reveals the intricate relationship between marketing strategies and consumer food choices. Cultural norms, personal preferences, and socio-economic factors significantly shape purchasing decisions, with cultural values influencing preferences for fresh versus convenience foods, and socio-economic disparities affecting access to healthy options. Health consciousness, sustainability, and ethical considerations are increasingly important to consumers. Effective marketing channels, including traditional advertising, social media, influencer endorsements, and packaging design, are crucial in shaping consumer decisions. Understanding these dynamics enables marketers to develop strategies that promote healthier choices and leverage digital media to positively influence consumer behavior.

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