

An Empirical Investigation in Understanding the Influence of Social Media Towards Consumer Behaviour of Organic Consumer Goods Through Meta-Analysis

Swarnika Singh

Research Scholar, Bundelkhand University, Jhansi,
swarnikasingh17@gmail.com

Dr. Simaranjeet Kaur Bagga

Assistant Professor, Management Education & Research Institute (MERI), New Delhi,
simranjeet.bagga@meri.edu.in

Abstract— The study highlights a consistent increase in consumer interest in organic food, primarily driven by health concerns. Despite extensive research on various aspects of organic food consumption, there has been a notable absence of comprehensive studies examining factors influencing consumer perspectives and purchases of organic goods. To address this gap, a meta-analysis was conducted using a sample of 124,353 customers from 150 studies published between 1991 and 2016. The findings indicate that while the search and experience aspects of organic foods are important, consumers place greater value on the credibility features of these products. This underscores the significance of consumer perceptions regarding the benefits of organic food compared to conventionally produced items. It's important to note that these results don't diminish the importance of search and experience characteristics; rather, they highlight the significant role credence attributes play in consumer choices. Understanding consumer opinions across search, experience, and credence attributes can provide organic producers and sellers with a unique marketing proposition and a competitive edge in the market.

Keywords — Organic foods, social media, meta-analysis, consumer behaviors

I. INTRODUCTION

Several studies on consumers' willingness to pay (WTP) for organic food have been carried out as a direct reaction to the widespread worry that exists within the market about the quality of the food supply. This anxiety is a direct result of the organic food movement. A meta-analysis will be conducted in this research to explore the variables that lead to heterogeneity as well as to establish whether or not it is possible to trust estimates that are inconsistent across several studies. This inquiry is being conducted to determine whether or not estimations that are consistent with several other studies may be believed. [1] Inaccuracies in the sampling, socioeconomic characteristics of the sample, research methodology, and the goals of the study are some of the factors that come into play here. The data make it evident that there is a big degree of variety in WTPs throughout the numerous organic food research studies. This was made clear by the fact that there was a significant level of difference. The lowest number went all the way down to 2.3%, while the greatest value went all the way up to 509.2%. An empirical survey has to have at least more than 200 participants for there to be sufficient data to conclude from the results. The structure of open-ended questions, the approach of picking homes at random, and the survey method of personal interviews are considerably more welcomed.[2]

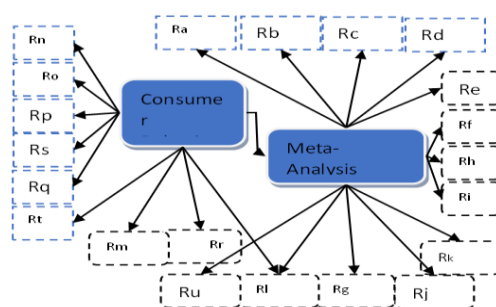


Figure 1. SEM Of An Empirical Investigation In Understanding The Influence Of Social Media Towards Consumer Behaviors Of Organic Consumer Goods Through Meta-Analysis

II. OBJECTIVE

The research aimed to fulfill the following objectives:

- To study concept of social media and consumer behaviors
- To explain the characteristics of consumer behavior
- To study revealing a meta-analysis of changes in buyer behavior
- To study social media & consumer behaviors: challenges & development
- To study factors related to social media that have an impact on the buying behavior of consumers

III. METHODOLOGY

Secondary research is an approach to conducting research that focuses on utilizing previously gathered data. Secondary research is also known as desk research. By combining and summarizing existing information in the world, the research's overall use can be enhanced. Secondary research refers to investigations that have already been conducted and documented in research papers or similar materials. The public has access to the information included in these resources through a variety of channels, including public libraries, websites, previously obtained survey data, and other sorts of resources. In addition to commercial enterprises and charitable organizations, public agencies also archive information. These organizations provide access to this information, which may be requested for research purposes in the future. Additionally, certain government institutions and organizations store data. Unlike primary research, secondary research utilizes previously collected data. Businesses and organizations must collect data themselves or engage a third party to do so in order to conduct primary research. Consequently, secondary research utilizes available resources far more effectively than primary research, rendering primary research considerably less effective. The Influence Of Social Media Towards Consumer Behaviour Of Organic Consumer Goods Through Meta-Analysis data is getehred through Secondary Data from a variety of published and unpublished sources, such as Journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers, and Websites.

Process of Research- The initial step of every data analytics project is to define the objective. This is true regardless of the data you are analyzing or the type of analysis you want to conduct. Typically, in data analytics terminology, this requires defining:

- **A statement of intent**
- **Research plan**

Defining a research strategy and a statement of aim are key building elements for each study. In secondary data analysis, however, the procedure for defining these terms alters slightly. Determine the method.

An objective statement is beneficial for both primary and secondary data analysis. However, it is particularly useful for secondary data analysis. This is due to the availability of enormous quantities of secondary data. Having a clear direction helps prevent you from being overwhelmed by keeping you focused on the task at hand. Selecting your data sources carefully is crucial. In contrast, for secondary data analysis, your research approach will most likely consist of a step-by-step guide defining the categories of data you seek and a list of possible sources for acquiring them. It may also incorporate (reasonable) predictions for the final analysis's results. This should be based on an initial evaluation of the data sources' quality. Once you have both a statement of goal and a research design, it will be much easier to filter down prospective secondary data sources. Then, you can move on to the next phase of the procedure: data collecting. Collecting primary data requires the development and execution of a sophisticated, time-consuming plan. However, the data you collect will be highly pertinent to your research issue.

In contrast, secondary data collecting avoids the complication of designing a research approach. However, it presents extra obstacles. One of these is determining where the data can be located. This is not a simple task because there are so many secondary data archives available. Thus, it is your responsibility to narrow down prospective sources. As previously said, it is vital to use discretion or you risk becoming overwhelmed.

Some popular secondary data sources include:

- Statistics collected by government agencies/departments, such as demographic data, censuses, or surveys (like the US Bureau of Labor Statistics).
- Technical summaries of completed or continuing research from academic and government entities (colleges or government).
- Experts in the sciences, medicine, etc., publish research methodology and data analysis in scientific journals.
- Reviews of research articles, books, and reports for a certain topic of study (once again, carried out by experts in the field).
- Trade/industry publications, such as articles and data published in trade periodicals, that address specific industry sectors, such as technology or manufacturing.
- Online resources: Repositories, databases, and other reference libraries containing secondary data sources with free or paid access.

Secondary data is typically well-structured, so you might imagine that, once you have a dataset in hand, you are prepared to conduct a thorough analysis. Sadly, that is not the situation!

We must first do a thorough review of the data. Why? To guarantee that they meet your requirements. This requires two primary tasks:

- Relevance evaluation of the secondary dataset
- Evaluating its wider credibility

These tasks both demand critical thinking abilities. They are not, however, highly technical. This means that anyone can learn to execute them.

INNOVATION OF RESEARCH

This research aimed to investigate the influence of social media on the consumption of organic goods. Understanding the psychological traits of retail shoppers is crucial in discerning the correlation between novel ideas and existing concepts. The essence of originality lies in introducing a fresh perspective or employing a superior idea, thereby reshaping conventional thinking on the subject matter. The distinctiveness of a research paper stems from its innovative approach and creative exploration of ideas.

CONCEPT OF SOCIAL MEDIA

The roots of social media can be traced back to the 1970s, and while its style has evolved significantly since then, its fundamental purpose of communication has endured. Similar to the early days of radio, social media enables individuals to disseminate information to a wide audience, but with added interactivity and longevity due to technological advancements. The strategy involves leveraging these platforms to attract more viewers, focusing on creating content that resonates with users and encourages sharing within their networks. This approach has led to the emergence of numerous social networking sites, each offering innovative tools for user interaction. Facebook, launched in 2004, quickly became the most popular social networking website, playing a pivotal role in popularizing the concept of social media. Twitter, introduced in 2006 as a micro-blogging platform, expanded the scope of social media by enabling users to share multimedia content such as photos and videos. As social networking sites gained momentum, they prioritized the development of tools to facilitate the creation, sharing, and streaming of multimedia files. The debut of YouTube in 2005 further revolutionized global communication by introducing a platform dedicated to video-sharing and hosting.[4]

Numerous experts in the field of social media have offered their own meanings of the phrase "social media," each emphasizing a different aspect of the phenomenon.

- Online platforms are driven by the internet for social interaction.

- These are websites like Twitter, Facebook, Instagram, YouTube, social gaming, blogs, social bookmarking, etc. that facilitate two-way contact, the development and dissemination of original content, and the use of a variety of web-based services.

Considering the popularity of social media, people pay attention to advertisements shown in table no 1: -

The impact of social media marketing	Response Quantity
Yes	50
No	90
Perhaps	150

CONSUMER BEHAVIOUR

In the realm of studying consumer purchasing behavior, the exploration of how both individuals and organizations make decisions regarding the acquisition and utilization of goods and services is fundamental to the discipline. This investigation delves into psychological aspects such as motives and behaviors, including the decision-making process between different brands, the methods individuals employ to research and shop for products, and how companies can optimize their marketing strategies to leave a positive impact on consumers. Consumer actions are influenced by a myriad of factors, ranging from personal circumstances to psychological and social influences. Personal circumstances, shaped by demographic factors, play a role in molding individual interests and perspectives. Psychological aspects encompass the ability of individuals to process information and evaluate the adequacy of their own needs, both of which are influenced by their perceptions and feelings towards their environment. Social variables, such as peer groups, socioeconomic status, and the impact of social media, further shape consumer behavior. While social media is just one among many social factors, its influence on consumer decisions cannot be underestimated, making it a significant aspect of the social environment. Despite being the final social factor discussed here, its importance remains paramount.

CHARACTERISTICS OF CONSUMER BEHAVIOR

- ♦ Consumers' behaviors may be impacted by a broad range of things, including the goods and services they purchase, the activities they participate in, and the ideas that they have. Not only do services (like traveling on an aircraft) and actions (like having children inoculated against polio) have a place in the world of consumer behaviors, but so do ideas. An example of an action would be getting children immunized against polio (like the idea of a "clean" bathroom). This suggests that customer behaviors are influenced by the products and services that are made accessible to them.[6]
- ♦ The actions of consumers extend beyond the simple act of purchasing a product or service. Buying, utilizing and selling an offering all fall under this category. A wide range of meanings may be ascribed to a given user. As with the user, other people's actions may be influenced by the medium's use. As a corollary, it may also affect different kinds of conduct. If they aren't happy with the goods or service, they may grumble or even stage a demonstration. Lastly, a key evaluation of consumer behaviors is how customers dispose of a product or service after having purchased it.[7]
- ♦ The views, attitudes, and behaviors of consumers, as well as those of particular demographics and the general public, are continually developing, which is why consumer behaviors are a dynamic process. This also applies to the beliefs, attitudes, and behaviors of the general public. Throughout the course of time, a shift in the sequence of acquisition, use, and disposal are not out of the question.[8]

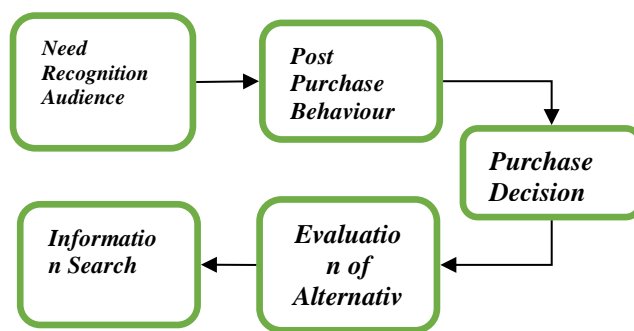


FIGURE 2. STAGES IN THE CONSUMER BUYING PROCESS

REVEALING A META-ANALYSIS OF CHANGES IN BUYER BEHAVIOR

The study of consumer behaviors holds paramount importance in marketing as it encompasses various factors crucial to the continuous decision-making process throughout a product or service's lifecycle. By utilizing predictive models and analyzing consumer insights derived from historical purchase patterns, marketers can anticipate and understand consumer behaviors. These behaviors are influenced by both individual factors and broader social contexts, such as age groups exhibiting distinct decision-making processes. This underscores the significance of consumer behavior research in marketing. Consequently, scholars are currently focusing on addressing the gap in the literature regarding shifts in consumer behaviors during the Covid-19 pandemic, utilizing quantitative and qualitative analyses of bibliometric data to advance social sciences rapidly. Bibliometric research serves as a vital tool for scholarly progress, aiding in conceptual advancements, identifying research gaps, and monitoring shifts in the field. By pinpointing specific areas of study and highlighting influential journals, bibliometrics provides academics with deeper insights into prevailing issues. The objective of this meta-analysis is to comprehensively examine and synthesize previous research on consumer behaviors, contributing to a deeper understanding of this critical aspect of marketing.

SOCIAL MEDIA & CONSUMER BEHAVIOUR: CHALLENGES & DEVELOPMENT

In the decision-making process regarding purchases, the influence of various social media platforms plays a pivotal role. As a prospective buyer prepares to make a transaction, they often compile a list of available options to choose the one that best meets their needs. While e-commerce websites offer numerous tools for browsing, searching, and presenting product information, the process can still be daunting for consumers. They seek evaluations, recommendations, and rankings not only from fellow customers but also from trusted sources such as employees of businesses, family members, and friends. Accessing posts and comments on social networking sites provides a more comfortable avenue for consumers to gather information, facilitating quicker connections with reliable individuals online. Through this approach, consumers can familiarize themselves with product information shared on social media by other users of the platform, enabling them to gain deeper insights into the product before making a purchase decision.

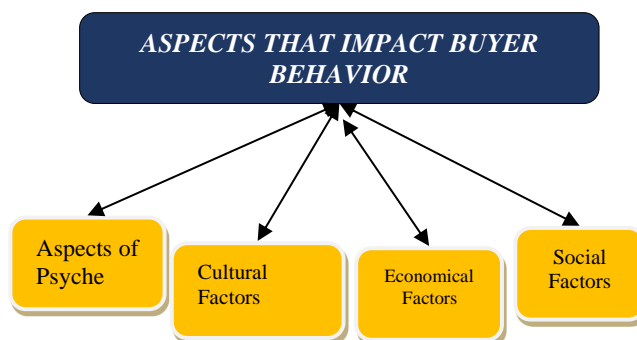


FIGURE 3. ASPECTS THAT IMPACT BUYER BEHAVIOR

FACTORS RELATED TO SOCIAL MEDIA THAT HAVE AN IMPACT ON THE BUYING BEHAVIOR OF CONSUMERS

The term "social influencer" refers to individuals on one or more social media platforms who have amassed a significant following. Due to their familiarity with social media and their practice of mentioning the products or brands they use, influencers provide specific companies with a broad reach across various demographics. They often showcase the products they use, whether or not their content is sponsored by a third party, making their followers susceptible to influence regarding purchasing decisions.

Originally, social media was designed to facilitate communication and interaction among users, enabling them to share information more easily and connect with others. Now, social media serves as a powerful tool for users to express their opinions about products or brands on a broader and more immediate scale. Given that a significant number of consumers are influenced by the recommendations of their friends and family, word-of-mouth marketing remains highly impactful within target markets.

• BRANDS' PRESENCE IN SOCIAL MEDIA ENGINEERING

Merely listing goods and services for sale online is insufficient. In the vast sea of social media content, a brand must distinguish itself and become easily identifiable. By maintaining a consistent and distinctive voice on the chosen social media platform and regularly updating content, a brand can enhance its image and credibility among existing followers and potential customers. This approach increases the likelihood of converting followers into customers and driving purchases.

• ADVERTISING ON SOCIAL MEDIA PLATFORMS

Recent advancements in social media advertising have enabled marketers to target and retarget consumers with unprecedented precision. This enhanced targeting allows for repeated exposure to specific individuals, thanks to the rapid expansion of social media user bases. As a result, promoting a brand on social media platforms has been linked to an increase in brand awareness and customer loyalty.

• TRENDING & POPULAR ALGORITHMS

The chronological order in which postings were shown on social media platforms like Facebook, Twitter, and Instagram has been replaced with an algorithm that prioritizes content with the highest number of interactions. Businesses are capitalizing on the benefits of this algorithm by promoting interactions with their content in the form of likes, comments, and shares. This decision has the potential to affect both the overall brand image as well as the interactions that take place between firms and their customers.[15]

The table represents distinctive motivations in retail customers in table no.2: -

DISTINCTIVE MOTIVATIONS IN RETAIL CUSTOMERS	
Complicated consumer shopping behaviors	This happens when customers purchase priced, infrequently-bought products. They're engaged in customers' research and buying decisions.
Buy-in dissonance	The buyer can't compare brands. A consumer may experience "dissonance" if they regret their purchase. Buy a mower. You'll choose based on price and convenience, then confirm.

Purchase patterns	The customer has limited input in habitual product or brand categories. Imagine shopping: You purchase your favorite bread. You have a routine, not brand loyalty.
Change-seeking	In this instance, a buyer buys a different product because they want variety. Like when testing different shower gels.

CONCLUSION

The study findings highlight the substantial impact of customer preferences and habits on the organic food market. Marketers in this sector must demonstrate creativity and agility to adapt to the ever-evolving purchasing patterns observed on social media platforms. This adaptability is crucial to meet the increasing demand for organic food products. Addressing the dynamic needs of customers is a key strategy to achieve this objective and enhance the likelihood of success.

A significant proportion of non-consumers of organic foods associate these products with natural ingredients, while organic food consumers typically believe that these products are produced without the use of pesticides, reflecting health and well-being concerns. However, there exists a lack of confidence in the reliability of organic food items within the research area, contributing to limited market demand. Despite the perceived health benefits of organic foods, consumer confidence is hindered by the absence of the USDA organic seal. Therefore, companies involved in the production and distribution of organic food goods should develop social media marketing strategies to bolster consumer confidence and increase sales. This can be achieved by aligning product promotion with consumer morals and values, appealing to their ethical considerations.

Moreover, the study reveals that psychological factors such as perception, attitude, and purchase intent exert a significant influence on the acquisition of organic food items. Analysis of organic food purchases highlights the impact of these factors, distinguishing organic food consumers from non-consumers and underscoring the importance of psychological aspects in consumer behavior within this market segment.

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