

An Empirical Study Using Meta-Analysis to Learn How Social Media Affects Organic Consumer Goods Purchase Behaviour

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The research indicates a steady increase in the population interested in consuming organic food. This interest has primarily been motivated by health concerns. Despite extensive research on many aspects of organic food consumption, no study has comprehensively examined the factors influencing consumers' perceptions of organic products or their purchasing behaviours regarding organic commodities. This is despite the extensive study conducted on organic food consumption. We utilise a sample of 124,353 customers interviewed for one of the 150 research published between 1991 and 2016 to conduct a meta-analysis examining the variables influencing consumers' preferences for purchasing organic food. The articles were disseminated from 1991 to 2016. From 1991 to 2016, these studies were disseminated in scholarly journals. The findings indicate that the search and experience attributes of organic foods are not regarded as highly as their credibility aspects. This illustrates that consumer beliefs regarding the benefits of organic food versus conventionally produced food are the primary impetus for the industry. The results indicate that search and experience characteristics are not less relevant than credence attributes; instead, they reveal that credence attributes substantially influence customers' decisions regarding organic food purchases. The ability to understand consumer perceptions regarding search, experience, and credibility factors can offer organic producers and sellers a distinctive marketing advantage and a unique selling proposition for their products.

Keywords: organic foods, social media, meta-analysis, consumer behaviors

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1. Introduction

In response to the market's general concern about food safety, multiple studies have examined customers' willingness to pay (WTP) for organic food. The organic food movement is directly responsible for this worry. In this study, we will perform a meta-analysis to find out what factors cause heterogeneity and whether we can trust estimates that differ from study to study. The reason for this investigation is to find out if the estimates that are in line with other studies can be trusted. [1] Several factors are at play here, including sampling errors, sample socioeconomic status, research methods, and study objectives. According to the results, there is a wide range of WTPs throughout the many studies on organic food. The fact that there was a noticeable disparity proved this. From a low of 2.3% to a high of 509.2%, the range of possible values was quite wide. More than 200 people need to take part in an empirical survey for the results to be considered valid. We much prefer the format of open-ended questions, the strategy of randomly selecting residences, and the technique of conducting surveys through in-person interviews. [2]

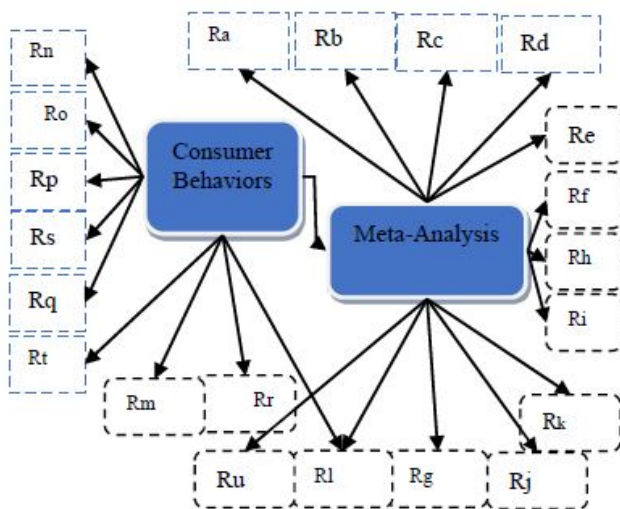


Figure 1: SEM of an Empirical Investigation in Understanding the Influence of Social Media towards Consumer Behaviors of Organic Consumer Goods through Meta-Analysis

2. 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

3. Methodology

Using data that has already been collected is the main emphasis of secondary research. Desk research is another name for secondary sources. The research can be used more effectively as a whole if it is combined and summarised from current global information. When studies have been done and published in academic journals or other comparable sources, this type of study is known as secondary research. Public libraries, websites, and previously collected survey data are just a few of the many ways that members of the public can access the information included in these resources. Public entities also serve as repositories for records, alongside private businesses and nonprofits. Any researcher in the future may request access to this data, which these organisations make available. Furthermore, data is kept by specific government agencies and organisations. Secondary research makes use of data that has already been acquired, as opposed to primary research. To carry out primary research, businesses and organisations must either gather data themselves or hire someone else to do so. Therefore, primary research is significantly less effective than secondary research because secondary research makes far better use of existing resources. A Look At How Social Media Affects How People Buy Organic Products Secondary data is gathered for meta-analyses from a wide range of published and unpublished sources, including books, journals, magazines, websites, reports, books, dailies, periodicals, articles, and research papers.

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.

4. Innovation of Research

An Empirical Investigation Using Meta-Analysis to Gain a Clearer Picture of Social Media's Impact on Organic Consumer Goods The purpose of this study was to explore the impact of social media on organic consumer goods. The Psychological Characteristics of Retail Shoppers The uniqueness of the correlation between the new idea and the current concept is the development of something distinct from the existing concept or the application of a superior idea, so establishing a new or distinct way of thinking about the subject matter. The research paper's uniqueness is directly tied to the concept of creation.

5. Concept of Social Media

One may trace the origins of social media back to the 1970s. While the style has changed much since its infancy, the underlying principle of communication has remained the same. Social media, like radio in its early days, still enables individuals to communicate to the masses, but with more interactivity and longevity because of advances in technology. It's a strategy that makes use of these networks to attract more viewers.

These initiatives center on creating material that will interest social media users enough to encourage them to share it with their networks. As a result, a plethora of new social networking sites emerged, each including a slew of innovative tools for users to organize their buddy lists and engage with one another. The world's most widely used social networking website, Facebook, was launched in the same year (2004).[3] The site today boasts millions of daily users and played a crucial role in popularizing the concept of social media. Twitter, a micro-blogging platform, went live in 2006. Sending photographs, videos, and other forms of media-rich text messages is all part of the social media experience. As the popularity of social networking sites continued to rise, these platforms prioritized research and development of tools that would facilitate the uploading, downloading, and streaming of multimedia files. When the video-sharing and hosting website YouTube debuted in 2005, it ushered in a brand-new medium for global communication.[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

6. Consumer Behaviour

Within the context of the study of consumer purchasing habits, "researching how people and companies determine what sorts of things and services to buy and how they put those purchases to use" is considered part of the discipline. This focuses mostly on psychology, motives, and behaviors, such as how individuals decide between

companies, how they do research and shop for things, and how organizations may enhance their marketing efforts to have a more favorable impression on consumers. Customers' actions may be influenced by a wide variety of elements, some of which are personal, some of which are psychological, and some of which are social. Personal circumstances, which are influenced by the demography of a population, in turn, affect the demography of a person, which in turn molds the individual's unique interests and points of view. [5] The capacity of an individual to digest information and the manner in which they judge the sufficiency of their own requirements are both examples of things that may be called psychological aspects. These characteristics are dependent on how a person thinks and feels about the environment that surrounds them and how they perceive it. Peer group, financial class, and even the effect of social media are all examples of aspects of an individual's social environment that might be considered social variables. This is the last of the social factors that will be covered, despite the fact that it is by no means the least important.

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]

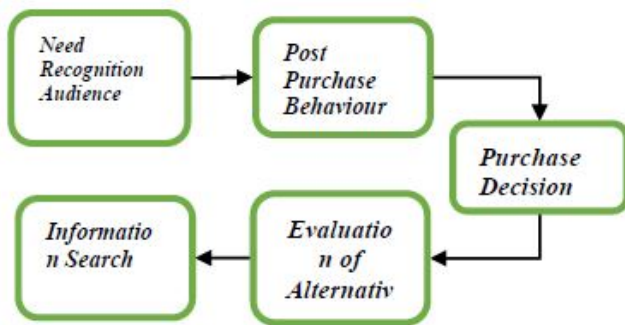


Figure 2: Stages in the Consumer Buying Process

Revealing a Meta-Analysis of Changes in Buyer Behavior

The study of consumer behaviors is regarded as fundamental in marketing because it reflects several factors relevant to the crucial and ongoing choice-making process that occurs throughout the lifecycle of a product or service. It is possible to anticipate customer behaviors with the use of several prediction models and useful consumer insights derived from individuals' historical patterns of repeat purchases. But consumer behaviors may also be seen as a study of neighborhood social circumstances and individual elements. Ones of various ages, for example, may have distinct decision-making processes than those of younger consumers.[9] This demonstrates the significance of consumer behavior research in the field of marketing. Therefore, academics are looking for a theoretical and practical vacuum in the literature about changes in consumer behaviors during the Covid-19 epidemic. Quantitative and qualitative interpretations of bibliometric data may be produced to aid in the rapid progress of the social sciences. This is why bibliometric research is crucial for advancing knowledge. Its importance is shown by the fact that it plays a part in developing conceptual advancements for each scientific issue, refreshing themes, locating research gaps, and monitoring for shifts in the study.

Bibliometrics is a useful tool for scholars since it may help them zero in on a particular area of study. However, bibliometrics provides academics with a deeper understanding of the issues at hand. In addition, the bibliometric function's selection of journals that have a larger influence on the scientific community is an important factor to take into account.[10] The purpose of this meta-analysis is to examine and synthesize previous research published on the topic of consumer behaviors.

7. Social Media & Consumer Behaviour: Challenges & Development

When it comes to the process of deciding whether or not to make a purchase, the impact of various social media platforms is an essential component of the decision-making process that is involved. When a prospective purchaser is prepared to carry out a transaction, he will build a list of the many options that are open to him to choose the thing that most successfully satisfies his needs to make a purchase. Even while websites that support e-commerce include many tools for browsing, searching for items, and presenting product data, the process is still difficult for the customer to complete. Individuals are seeking evaluations, recommendations, and rankings not just from other customers but also from people they can put their faith in, such as workers of businesses, members of their families, other relatives, and friends of the people who are looking for the information. This allows the customer to read and access the posts and comments on social networking websites in a way that is more comfortable for them, which in turn promotes a speedier connection with friends, family, and other dependable individuals via the use of the internet. With the help of this tactic, the client will have the opportunity to get familiar with information about the product that has been published on social media and shared by other users of the platform. In other words, the consumer will be able to learn more about the product. [11]



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 users of one or more social media platforms who have amassed a large number of followers themselves. Because influencers are conversant with social media and often name the merchant or maker of the products they are using, they give specific firms a large reach over certain demographics. This is because influencers are often able to identify the things they are using. Regardless of whether or not the material that they publish is sponsored by a third party, their followers are vulnerable to being persuaded either toward making a purchase or refraining from making a purchase in either direction. [12]

The primary objective of social media was to facilitate communication and interaction between users by bringing people together and making it simpler for them to share information. Users now have access to a powerful tool that can be used to voice their opinion about a product or brand in a way that is both broader and more immediate[16]. This tool is social media. Users now have access to social media. There is no denying the influence that word-of-mouth marketing has on customers in your target market, especially considering that the vast majority of shoppers say they are influenced to make purchases based on the suggestions of their close friends and relatives[17].

Brands' Presence in Social Media Engineering

Simply offering goods and services for sale on the internet is not enough. Amidst the deluge of information that users of social media have access to, the brand has to be able to stand out and be easily recognized. It is possible to improve a brand's image and trustworthiness among current followers and prospects by maintaining a consistent and unique voice on the social media platform that has been selected and by constantly updating the feed.

This will make it more likely that customers will make a purchase.[13]

Advertising on Social Media Platforms

It is now feasible to target and retarget consumers with a better degree of precision thanks to recent improvements in social media advertising. This makes it possible to target certain individuals many times. These advancements are thanks to the rapidly expanding user base of social media, which made them feasible[18]. There is a connection between the promotion of a brand on social media platforms and an increase in both the amount of people who are aware of the brand and the number of people who are loyal to the brand.[14]

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.

8. Conclusion

The study results indicate that customer preferences and habits have a substantial impact on the market for organic food goods. Organic food marketers must be imaginative and agile to keep up with the constantly shifting social media purchasing patterns

for organic food items. This step is necessary to satisfy the growing demand for organic food products. Paying close attention to the ever-changing needs of customers is one strategy to achieve the desired outcome and raise the probability of achieving this goal. The vast majority of those who did not consume organic foods assumed that products linked with organic foods were natural. In contrast, the vast majority of organic food consumers believed that no pesticides were used in their production. This belief was popular among purchasers of organic foods. The purchasing of organic alternatives to conventionally produced foods was motivated by health and well-being concerns. In the research area, there was a lack of confidence in the dependability of organic food items, which is one of the reasons why organic foods are not purchased there. As a result, the market demand for organic food products is limited. Customers lacked faith in the authenticity of organic food products, despite their conviction that they are healthier than their conventional counterparts. This is due to the fact that organic food products lack the USDA organic seal. Therefore, the company that creates and distributes organic food goods must build a social media marketing strategy to increase consumer confidence and the likelihood of a sale. This can be accomplished by promoting these products in accordance with consumers' morals and values. Find a manner to advertise these items that appeals to the buyers' sense of ethics and values, and you will achieve your goal with relative ease. Find a way to sell these items that appeals to the buyers' sense of ethics and values, and reaching this goal will not be difficult at all. In addition, it was discovered that organic food consumers exerted a significant influence on the acquisition of organic food items through psychological factors such as perception, attitude, and purchase intent. This was demonstrated by analyzing the purchase of organic foods. This was determined by comparing the results of this experiment to those of other food-consuming individuals.

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