

Exploring The Influence of Digital Marketing on Consumer Preferences for Organic Products

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Abstract—The purpose of this Project is to investigate how consumers' preferences for organic products are influenced by digital marketing. Nowadays, a lot of individuals use social media, mobile apps, and the internet to research things. The dissemination of knowledge about organic products, including fruits, vegetables, skincare products, and other environmentally friendly goods, is greatly aided by digital marketing via sites like Instagram, Facebook, YouTube, and Google. The goal of the research is to determine if consumers are genuinely influenced to prefer organic products by this internet campaign. It also examines how digital messaging and ads influence awareness, trust, and individual values. Data is gathered by surveying people and analyzing their purchasing patterns. The study also examines if responses to digital marketing of organic products are influenced by factors such as age, income, or education. The results will assist companies in determining the most effective online marketing strategies for organic goods. Additionally, it can assist customers make better decisions by educating them. All things considered, this study demonstrates the value of digital marketing in raising consumer awareness and swaying their choices toward greener and healthier products. The goal of this study is to help consumers and advertisers make better choices for a sustainable future.

Index Terms—Digital Marketing, Consumer Preference, Organic Products, social media, Consumer, Awareness

I. INTRODUCTION

Social media sites have become effective instruments for swaying customer preferences. Brands may provide aesthetically appealing material that draws in potential customers by using platforms like Instagram, Facebook, and Pinterest. Influencer marketing, in which companies partner with

people who have a sizable fan base, has shown itself to be a successful tactic for advertising organic goods. Influencers frequently talk about their own experiences with organic products, offering sincere endorsements that have the power to change followers' minds and inspire others to do similar actions.

Digital marketing's impact on customer preferences for organic products is a complex phenomenon that mirrors larger cultural shifts toward ethical, sustainable, and health-conscious consumerism. In order to effectively engage and educate their target audiences, organizations must modify their marketing strategies as customers increasingly rely on digital platforms for information and purchase. In addition to increasing their visibility, organic product brands can develop a closer relationship with customers by utilizing digital marketing, which will ultimately influence their preferences and propel the organic market's expansion. This study will examine the precise digital marketing tactics used by organic firms in greater detail, examine consumer feedback, and consider the implications for organic product marketing going forward in the digital era.

II. RESEARCH METHODOLOGY

A descriptive research design was adopted to understand how digital marketing influences consumer behavior toward organic products. Both primary and secondary data sources were used: primary data were collected from 173 consumers of organic products through a structured questionnaire, while secondary data were obtained from company reports, digital marketing case studies, websites, research papers, and marketing analytics reports related to organic brands. The sample of 173 respondents provided valuable insights into their opinions and experiences, helping to assess the impact of digital marketing on their purchasing preferences for organic products. A structured questionnaire served as the primary tool for data collection, and the collected data were analyzed using MS Excel for basic data cleaning, frequency analysis, and averages, along with the Chi-square test to examine relationships between variables.

III. REVIEW OF LITERATURE

Ramesh and Iyer (2018), in their study "Digital Advertising and Organic Product Branding in India," aimed to explore how digital ads influence brand recognition. With a sample of 220 participants from Hyderabad, they conducted online surveys using a Likert-scale questionnaire. The study found that visual appeal and ad frequency were major drivers of recall. Around 75% of respondents remembered brands that frequently appeared in their YouTube or Instagram feed. Findings suggest that strategic ad placement can significantly boost brand identity in the organic sector.

Kumar and Rao (2019) in their work "Digital Marketing Strategies for Promoting Organic Foods in India" explored the effectiveness of digital marketing in boosting awareness and sales of organic products among millennials. The objective was to assess the role of social media, SEO, and email marketing. With a sample size of 200 respondents between the ages of 20 and 40, they employed a

descriptive survey using Google Forms. Findings revealed that 72% of participants preferred brands with active social media presence, and 65% claimed they were influenced by online reviews. The study underlined the need for constant digital engagement to maintain consumer loyalty.

Dasgupta (2019) in "E-Commerce and Digital Promotions for Organic Products in India" focused on analyzing how e-commerce platforms and digital deals affect consumer purchase behavior. The researcher surveyed 200 online shoppers via Amazon and BigBasket. The objective was to determine the effectiveness of discounts, loyalty points, and email campaigns. The study revealed that over 55% of purchases were influenced by promotional emails and flash sales, highlighting the critical role of digital discount strategies in driving sales.

Singh and Verma (2020), in their study titled "Impact of Digital Marketing on Consumer Awareness and Sales of Organic Products," aimed to evaluate how digital platforms influence consumer awareness and purchasing decisions regarding organic goods. The researchers conducted a quantitative survey with a sample size of 250 urban consumers from Delhi and Mumbai. Using structured questionnaires distributed online, they found that digital campaigns—especially those run via Instagram and YouTube—significantly improved brand visibility and purchase frequency. The study concluded that informative content and influencer marketing enhanced consumer trust and perception, thereby boosting sales.

Sharma and Kapoor (2020) in their study "Effectiveness of Digital Media in Driving Sales of Organic Products in Tier-II Cities" sought to examine whether digital outreach was equally successful beyond metro cities. Surveying 150 respondents from Jaipur and Lucknow, the researchers used structured online questionnaires. The findings showed that although awareness was high (82%), actual purchase conversion was limited (only 40%), mainly due to price sensitivity. However, targeted Facebook ads improved engagement by 35%, suggesting potential for growth with refined strategy.

Katt, F., & Meixner, O. (2020). In their systematic literature review "Systematic Literature Review on the Antecedents and Consequences of Purchase Intention of Organic Food Products," the authors analyzed various factors influencing consumers' purchase intentions. The review highlighted that price fairness, satisfaction, trust, and consumer desire are significant antecedents, while actual purchase behavior is a key consequence, emphasizing the complex interplay of factors in organic food purchasing decisions.

Chatterjee and Das (2021) published a study titled "Consumer Perception Towards Organic Products and the Role of Digital Marketing" focusing on understanding how digital marketing affects trust and perception. With 180 participants from Kolkata, the researchers employed a mixed-method approach that included surveys and interviews. The objective was to assess whether digital branding and storytelling affected consumer confidence in organic labeling. The results indicated

that 68% of consumers developed trust after watching behind-the-scenes videos of organic farming. Thus, digital storytelling was found to enhance perceived product authenticity.

Nair and Thomas (2021), in the paper "Social Media Engagement and Purchase Intent of Organic Products," explored the relationship between engagement metrics (likes, shares, comments) and consumer buying decisions. The sample size was 270 respondents across Kerala. The objective was to evaluate how interactive content influences intent. Using regression analysis on survey data, they found a positive correlation ($r = 0.72$) between engagement and purchase behavior. The study recommended brands to use polls, quizzes, and feedback to boost involvement and trust.

Patel (2022) conducted research titled "Influence of Influencer Marketing on Organic Food Consumption," with the objective of measuring how influencer endorsements impact consumer behavior. A total of 300 participants were surveyed through an online platform across Bangalore and Pune. Results indicated that micro influencers created a stronger impact compared to celebrity influencers, with 60% of users making purchases based on influencer recommendations. This study concluded that credibility and reliability of influencers played a crucial role in increasing organic product sales.

Mehta and Shah (2022), through their paper "Trust Factors in Digital Marketing of Organic Products," aimed to assess how trust and transparency influence digital marketing effectiveness. With a survey of 190 customers from Ahmedabad, they used a structured questionnaire. The findings revealed that 80% of consumers were more inclined to purchase if product traceability and farmer details were included online. The study emphasized the need for clear labeling and digital transparency to foster consumer confidence.

Charmaine du Plessis (2022), in her scoping review "A Scoping Review of the Effect of Content Marketing on Online Consumer Behavior," synthesized findings from various studies to understand the impact of digital brand content on consumer behavior. Analyzing 26 quantitative and several qualitative studies, the review found that content marketing significantly influences online consumer behavior, including purchase intentions and brand loyalty. The study underscores the importance of strategic content creation in digital marketing efforts.

Kumar (2025) In "The Role of Digital Marketing in Promoting Organic Products: Trends, Challenges, and Consumer Insights," Kumar (2025) explored how digital marketing has transformed the organic product industry. The study delved into trends, challenges, and evolving consumer behavior dynamics, emphasizing those digital marketing bridges gaps in education, accessibility, and trust. By leveraging technological advancements, businesses can enhance engagement and promote organic products more effectively.

IV. OBJECTIVES OF THE STUDY

The major objectives of the study are as follows, 1. To evaluate consumer exposure to digital marketing for organic products. 2. To analyze the factors that digitally influences the purchase of organic products. 3. To understand consumer trust and perception regarding digital promotion of organic products. 4. To evaluate to overall effectiveness of digital marketing in promoting organic products.

V. ANALYSIS AND INFERENCES

- Consumer exposure to digital marketing for organic products:
 - Most people first learned about organic products through friends and family (61%), followed by social media (19.65%).
 - The main platform where people saw ads for organic products was Instagram (59%), followed by YouTube and Facebook.
 - A very high number of respondents (96%) said they clicked on digital ads, and 98% said they bought organic products online.
 - A statistical test (Chi-square) showed that younger age groups see more ad's online, proving age has a link to digital exposure.

S. NO	First learn about organic Products	No.of.Respondents
1.	Social Media	34
2.	Friends/Family	106
3.	News/TV	14
4.	Online Search	11
5.	In – store advertising	8
Total		173



S. NO	Clicked on digital ads related to organic products	No.of.respondents
1.	Yes	166
2.	NO	7
Total		173



S. NO	Most frequently see promotions for organic products	No.of.Respondents
1.	Facebook	20
2.	Instagram	102
3.	You tube	31
4.	Google Ads	8
5.	Influencer Blog	12
Total		173



Analysis of Variables Using Chi – Square

Null Hypothesis:

There is no significant association between age group and purchase intention creation due to online marketing.

Alternate Hypothesis:

There is a significant association between age group and purchase intention creation due to online marketing.

S.NO	Demographic Factors	Asymptotic Significance	Null Hypothesis	Interpretation
1	Age	0.046	Rejected	There is a significant association between age group and purchase intention creation due to online marketing.

Cross Tab Table:

Age Group	High Degree of purchase intention creation	Nominal Level of purchase intention	No purchase intention creation	Negative impact on purchase intention	Total
a) 18 – 25 Years	28	19	6	6	59
b) 26 – 35 Years	37	26	11	11	85
c) 36 – 45 Years	4	10	5	3	22
d) Above 45 Years	10	4	0	4	21
Total	55	66	22	44	173

Inference:

Since the significance value is 0.046, which is less than 0.05, the null hypothesis is rejected. This means there is a significant relationship between a person's age and how often they come across ads for organic products online. As stated above we can identify that the two age groups 18-25 years and 26-35 years belong to the Generation Z and Millennial respectively, these age group of people

are tech-based people and they are highly influenced by social media and thus their purchase is also influenced by the same platforms and social media influencers.

- Factors that digitally influence the purchase of organic products:
 - The survey shows that people are influenced by Instagram promotions, online reviews, and influencer content.
 - Most people agree or strongly agree (94%) that digital marketing encourages them to buy more organic products.
 - People trust promotions when they are visual, honest, and easy to understand.
- Understanding consumer trust and perception regarding digital promotion of organic products:
 - 93% of respondents trust digital promotions and believe that they show the true quality of organic products.
 - Consumers find digital promotions clear and helpful, which builds confidence in product quality.
- Overall effectiveness of digital marketing in promoting organic products:
 - In general, 90% of those surveyed concur or strongly concur that digital marketing is a useful instrument.
 - Online promotions have not only increased consumer purchases, but they have also prompted 92% of respondents to suggest organic products to others.

VI. CONCLUSION

This project helped understand how digital marketing affects people's choices when it comes to buying organic products. Through the questionnaire responses, it became clear that many people are now aware of what organic products are, and most of them found out about them through digital platforms like social media, YouTube, and Google ads. The study showed that digital marketing plays a strong role in shaping consumer interest and purchase decisions. A large number of people said they see online promotions often, and many admitted they have clicked on ads related to organic items. This means digital marketing is not only reaching the audience but also encouraging them to explore these products more. It also found that things like influencer recommendations, customer reviews, and website experiences make a big difference in how people view organic products. People seem to trust brands more when they have official certifications and when the online ads look honest and informative. Another key finding was that mostly millennials and gen z people are more likely to purchase the products that are marketed towards them in digital media, digital marketing makes people more likely to buy organic products and even recommend them to others. This shows that digital promotions don't just increase awareness they also influence actual buying behavior and word-of-mouth support. In conclusion, digital marketing is a very useful tool for increasing the popularity and sales of organic products. It helps customers learn

more, trust the products, and feel encouraged to make healthier choices. For businesses, this shows how important it is to use digital channels wisely to connect with today's eco-conscious and health-focused buyers. As digital platforms continue to grow, their impact on consumer habits—especially in the organic market—is only going to get stronger.

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