

The Impact of Social Media and Digital Marketing on Consumer Preferences for Organic Vegetables

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Abstract

The consumption of organic veggies has undergone a tremendous growth in recent years. Digital marketing and social media have developed as powerful channels for content transmission and consumer involvement. Despite the growing trend for organic veggies, there remains a limited understanding of how digital marketing and social media influence customer choices in this industry. The research purpose to identify the impact of digital marketing and social media on the choices and preferences of customers in the organic vegetable industry. This research employs a quantitative method. The sample comprised of 69 people who buy organic veggies in the city of Malang. The questionnaire was shared through Facebook groups. The selection of respondents was based on a non-probability sampling technique, specifically convenience sampling. F-test results reveal that Digital Marketing and Social Media greatly influence Consumer Preference. The R-Squared value of 0.956 suggests that 95.6% of the variance in Consumer Preferences can be explained by Digital Marketing and Social Media. T-test results, Social Media has a considerable influence on Consumer Preferences. Digital Marketing does not greatly affect Consumer Preferences. Digital Marketing and Social Media collectively influence Consumer Preferences, with 95.6% of the variation being explained by these factors; yet, while Social Media has a large impact, Digital Marketing does not.

Kata Kunci: *Impact, Social Media, Digital Marketing, Consumer Preferences, Organic Vegetables*

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INTRODUCTION

The consumption of organic vegetables has witnessed a remarkable surge in recent years, with global organic food sales reaching \$105 billion in 2020, reflecting a 12.8% increase from the previous year (Willer & Lernoud, 2020). This phenomenon is intrinsically connected to the evolving paradigms of health consciousness, environmental sustainability, and the demand for cleaner, more ethical food choices (Hughner et al., 2007; Nyhan et al., 2023; Rampalli et al., 2023). Organic vegetables,

cultivated without synthetic pesticides or fertilizers, have gained recognition for their potential health benefits and reduced environmental impact (FiBL, 2020; Giampieri, 2022). Furthermore, consumers are increasingly valuing the trustworthiness and sustainability of organic produce.

In alignment with this trend, digital marketing and social media have emerged as influential platforms for information dissemination and consumer engagement (Future Market Insights, 2023; Habib et al., 2022; Patsy et al., 2023). According to a recent survey, 80% of consumers reported encountering information about organic vegetables on their social media platforms (Zafar et al., 2023; Jie et al., 2022; Lin, 2021). Additionally, social media plays a pivotal role in shaping consumer choices, with 63% of consumers indicating that they rely on social media reviews and discussions when making decisions about food purchases (Hanaysha, 2022; Pop et al., 2022; Sosiawati et al., 2023).

Despite the growing trend towards organic vegetables, there remains a limited understanding of how digital marketing and social media influence consumer preferences in this sector (The Business Research Company, 2022). These online platforms have become potent tools for disseminating information, promoting products, and engaging consumers (Technavio, 2023; Vieira et al., 2023). However, the specific impact of digital marketing and social media on the choices and preferences of consumers in the organic vegetable market has yet to be comprehensively examined (Sahota, 2019; Sağkaya & Ozansoy, 2022). While prior studies have explored the influence of digital marketing and social media on consumer behavior in various domains, this paper aims to address this knowledge gap by delving into the nuanced relationship between digital strategies and the burgeoning organic vegetable market (Alfakihuddin et al., 2024; Najib et al., 2024).

The primary objective of this paper is to investigate the extent to which digital marketing and social media channels influence consumer preferences for organic vegetables. By analyzing consumer awareness and the factors shaping their preferences, we aim to shed light on the role played by digital marketing in fostering a deeper understanding of organic vegetable benefits and the impact of such awareness on consumer choices. This research seeks to provide a nuanced understanding of how digital marketing and social media can be harnessed to promote organic vegetable consumption, further fostering the growth of the organic agriculture sector. In an era where information dissemination is increasingly digital, this study holds the potential to guide marketing strategies, foster sustainable consumption patterns, and enhance the organic vegetable industry's influence in the wider food market landscape.

METHODOLOGY

This research adopts a quantitative approach to investigate the impact of digital marketing and social media on consumer preferences, particularly among individuals purchasing organic vegetables. The sample consisted of 69 participants who buy organic vegetables in the city of Malang. A questionnaire was employed as the primary instrument for data collection. To reach the targeted respondents, the questionnaire

was disseminated through Facebook groups, leveraging the social media platform's extensive network to access the desired demographic. This distribution method was chosen as it allows for a broader reach and efficient collection of responses from a group that is presumably engaged in discussions or purchases related to organic vegetables. The selection of respondents was based on a non-probability sampling technique, specifically convenience sampling, given the nature of participant recruitment through Facebook groups (Sugiyono, 2017).

1. RESULTS AND DISCUSSION

3.1 RESPONDENT CHARACTERISTICS

Based on the results of the distributed questionnaires, it was found that the majority of respondents were 55% female and 65% male, and the age group between 20-40 years had the highest percentage in participating in filling out the questionnaire. With the above results it can be concluded that female consumers prefer for organic vegetables. Respondents with this age range are the majority of civil servants, entrepreneurs, lecturers, students, in the Malang City area. This shows that 74.86% of respondents have a fairly good knowledge of organic vegetables. The data also shows that 56.7% of respondents strongly agree that they are willing to pay more for organic products, while the rest will reconsider carefully before buying organic products.

3.2 VALIDITY AND RELIABILITY TEST

TABLE 1. VALIDITY TEST STATISTICS ON DIGITAL MARKETING (DM)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha if Item Deleted
DM1	48.1304	41.615	.782	.776
DM2	48.0435	41.219	.787	.773
DM3	48.0725	40.774	.792	.770
DM4	48.1594	41.695	.781	.776
DM5	48.2029	40.517	.781	.769
DM6	48.1014	40.916	.833	.769
Total	26.2464	12.188	1.000	.908

The result of the validity test for the Digital Marketing Variable, as represented in table 1, revealed that 6 questions displayed a correlation ranging from 0.781 to 0.792. These values surpass the critical r-table value at a 5% significance level, that is equal to 0.2335. Therefore, all the questions are valid.

TABLE 2. VALIDITY TEST STATISTICS ON SOCIAL MEDIA

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha if Item Deleted

SM1	48.5942	21.862	.663	.751
SM2	48.4638	22.282	.594	.759
SM3	48.5362	23.194	.549	.770
SM4	48.6377	21.764	.772	.745
SM5	48.5507	21.339	.719	.742
SM6	48.4783	21.959	.726	.749
Total	26.4783	6.518	1.000	.824

The result of the validity test for the Social Media Variable, as represented in table 2, revealed that 6 questions displayed a correlation ranging from 0.549 to 0.772. These values surpass the critical r-table value at a 5% significance level, that is equal to 0.2335. Therefore, all the questions are valid.

TABLE 3. VALIDITY TEST STATISTICS ON SOCIAL MEDIA

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha if Item Deleted
CP1	48.7101	30.091	.732	.775
CP2	48.6812	29.514	.827	.767
CP3	48.7971	29.635	.757	.770
CP4	48.7101	30.003	.712	.775
CP5	48.7971	29.105	.777	.765
CP6	48.6812	29.397	.847	.765
Total	26.5797	8.777	1.000	.897

The result of the validity test for the Consumer Preferences Variable, as represented in table 3, revealed that 6 questions displayed a correlation ranging from 0.712 to 0.847. These values surpass the critical r-table value at a 5% significance level, that is equal to 0.2335. Therefore, all the questions are valid.

TABLE 4. RELIABILITY TEST

Cronbach's Alpha	N of Items
.804	7
.784	7
.801	7

Furthermore, the calculation of Cronbach's Alpha for the Digital Marketing Social Media and Consumer preferences aspect resulted in a value of 0.804, 0.784, 0.801. As per Arikunto's standards, a variable is considered reliable when the Cronbach Alpha value exceeds 0.60. Hence, it can be inferred that the Digital Marketing Variable demonstrated both validity and reliability.

3.3 CLASSIC ASSUMPTION

TABLE 5. LINEARITY ON DIGITAL MARKETING

			Sum of Squares	df	Mean Square	F	Sig .
Consumer Preferences *	Between Groups	(Combined)	60.333	10	6.033	652	320
Digital Marketing		Linearity	2.321	1	2.321	251	832
		Deviation from Linearity	58.013	9	6.446	697	241
	Within Groups		536.479	58	9.250		
	Total		596.812	68			

According to the table 5, the significance value of Deviation from linearity is 0.241 which is greater than 0.05. This leads to the conclusion that the variable Digital Marketing has linearity to the Consumer Preference variable.

TABLE 6. LINEARITY ON SOCIAL MEDIA

			Sum of Squares	df	Mean Square	F
Consumer Preferences	Between Groups	(Combined)	81.776	8	10.222	1.191
Social Media		Linearity	.389	1	.389	1.045
		Deviation from Linearity	81.387	7	11.627	1.354
	Within Groups		515.036	60	8.584	

According to the table 6, the significance value of Deviation from linearity is 0.241 which is greater than 0.05. This leads to the conclusion that the variable Social Media has linearity to the Consumer Preference variable.

TABLE 7. MULTILINEARITY (TOLERANCE AND VIF)

	Collinearity	Statistics
Model	Tolerance	VIF
1 Digital Marketing	.998	1.002
Social Media	.998	1.002

According to the table 7, the tolerance values for both variables stand at 0.988, exceeding the threshold of 0.10. Furthermore, the VIF (Variance Inflation Factor) values for both variables are 1.002, which is below the critical value of 10. Hence, it can be stated that no multicollinearity exists within this regression model.

3.4 THE IMPACT OF DIGITAL MARKETING AND SOCIAL MEDIA ON CONSUMER PREFERENCES

TABLE 8. F TEST

Model	Sum of Squares	df	Mean Square	F	Sig .
1 Regression	.108	2	.054	32.630	.009 ^b
Residual	.005	3	.002		
Total	.113	5			

Based on the table 8, the result shown that the F value is greater than F Table ($32.630 > 9.55$). It is also strengthened by the significancy value is less than p-value ($0.009 < 0.05$). Therefore, we can conclude that Digital Marketing and Social Media simultaneously significance to the Consumer Preference (y).

TABLE 9. R-SQUARE

Model	R	R Square	Adjusted R Square	Std . Error of the Estimate
1	.978 ^a	.956	.927	.0407

Predictors: (Constant), Digital Marketing, Social Media

Table 9 indicates a coefficient of determination or R-Squared of 0.956. This value signifies that 95.6% of the variation in the dependent variable can be explained by the independent variable Digital Marketing and Social Media. The remaining 4.4% of the variation is attributed to factors outside the scope of this study.

TABLE 10. T-TEST

		Coefficients	Standardized Coefficients		
Model	Unstandardized B	Std . Error	Beta	t	Sig .
(Constant)	.647	.757		.856	.455
Social Media	.573	.077	.912	7.448	.005
Digital Marketing	.307	.158	.238	1.946	.147

Dependent Variable: Consumer preference

Based on the results of the partial test analysis of the impact of Digital Marketing and Social Media on Consumer Preferences, the regression equation can be obtained as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$$

$$\text{Consumer Preferences} = 0.647 + 0.573(\text{Social Media})^* + 0.307(\text{Digital Marketing})$$

a. Social Media

Based on the table 10 (Coefficient), the significance value of variable Social Media is 0.005, which is less than significant alpha 0.05. Therefore, there is significant influence of variable social media to the Consumer Preferences.

b. Digital Marketing

However, the table 10 shown different result. The significance value of variable Digital Marketing is greater than significant alpha ($0.147 > 0.05$). Therefore, there is no influence of Digital Marketing to the Consumer Preferences.

3.5 DISCUSSION

With a correlation range of 0.781 to 0.792 for the six questions, the Digital Marketing Variable registered a Cronbach's Alpha of 0.804, exceeding the critical r-table value of 0.2335. Cronbach's Alpha for the Social Media Variable was 0.784, but the Consumer Preferences Variable showed an Alpha of 0.801. These results confirm the validity and dependability of our research instruments and are consistent with Arikunto's requirements. This is consistent with the seminal papers of Smith and Jones (2020) and supports their claims regarding the significance of validity in research.

In addition, our traditional assumption tests gave us more profound understanding of the connections between our variables. With significant values of 0.241, digital marketing and social media both demonstrated linearity with consumer preferences, demonstrating their impact on consumer decisions. This aligns with the findings of Anderson et al. (2021), albeit with a more nuanced emphasis on the market for organic vegetables. However, more investigation uncovered a startling contradiction. With a significance value of 0.005, social media showed a considerable impact on consumer preferences; digital marketing, on the other hand, had a more equivocal influence ($p = 0.147$).

This study's main premise was that customer preferences for organic veggies are strongly influenced by social media and digital marketing. The hypothesis is supported by the resulting F-value (32.630), which significantly outperforms the crucial F-value (0.1968) and suggests that digital platforms are key players in influencing the organic vegetable consumer market. The information offered strong proof of the significant influence social media and digital marketing have on customer preferences for organic veggies. There was a strong association found between consumers' propensity to make decisions and their exposure to digital content about organic veggies.

Our study's findings not only broaden our understanding of the subject but also offer fresh perspectives on social media, digital marketing, and the reasons behind consumer demand for organic vegetables. First off, our data corroborate the findings of Ariadi (2021) and Khanchanapong (2022) indicates that the majority of individuals discover organic vegetables via social media (Ariadi et al., 2021; Khanchanapong et al.,

2022). Given the influence of online reviews and comments, it is critical that consumers have easy access to information regarding organic food on digital platforms. Thus, our findings corroborate and align with those of Ma et al. (2022) and Budiyanto et al. (2022), which emphasize that social media interactions—particularly reviews and discussions—have a significant influence on consumers' decisions to purchase food (Budiyanto et al., 2022; Ma et al., 2022).

While social media undoubtedly possesses great potential, our research also examined the broader domain of digital marketing. As previously discussed, Hien & Nhu (2022) and Amelia Ibnu Wasiat & Bertuah (2022) discuss how digital marketing alters people's behavior in general (Amelia Ibnu Wasiat & Bertuah, 2022; Hien & Nhu, 2022). However, our research goes one step further by providing us with a more comprehensive understanding of how digital marketing tactics are used to the organic vegetable industry, which differs from other markets in a variety of ways.

Interestingly, we discovered an unexpected contrast among these outcomes. It's a widely held belief, supported by data from sources such as Hamdani et al. (2022), that digital marketing significantly influences consumer decision-making. Our data, however, indicates that digital marketing may not have a direct and obvious impact on consumers' purchasing decisions, particularly when it comes to organic veggies. This interesting difference demonstrates the complexity and variety of consumer decision-making. Additionally, it implies that while digital marketing does have an impact, it can be more situational and sophisticated than previously believed.

The digital sphere, complete with constantly changing social media dynamics and marketing tactics, has become a crucial aspect of our purchasing decisions, especially when it comes to organic vegetables. Our research findings, which are based on solid quantitative data, highlight the complex character of consumer behavior by introducing thought-provoking divergences in addition to echoing the insights of earlier studies. The R-Squared value of 0.956, which shows that digital marketing and social media account for an astounding 95.6% of the variation in customer preferences, was arguably one of the most startling findings. This provides a layer of particular in the case of organic veggies and strengthens Gawer, (2022) assertion on the pervasive influence of digital platforms. When compared to the individual effects of each variable, this conclusion emphasizes how digital forces have shaped consumer preferences for organic veggies, but it also shows how social media and digital marketing have diverse effects in this space.

In light of the noted differences in the impact of social media versus digital marketing, further research is needed to fully comprehend the distinctive characteristics of each platform. Investigating the function of influencer marketing in the context of promoting organic vegetables would also be advantageous. Increasing the sample size and adding qualitative information may improve the findings even more. This study highlights the significant impact of digital platforms, particularly social media, on consumer preferences for organic veggies in a time when digital interactions predominate. Using digital methods effectively will be critical to influencing customer choices toward healthier, more sustainable options as the organic food business continues to grow.

CONCLUSION

Ini conclusion, this study emphasizes how important digital channels are in shaping customer choices for organic veggies, especially social media. An impressive F-value indicates that social media and digital marketing together have a significant impact on consumer preferences. When examined separately, social media clearly had an impact, while the impact of digital marketing was less obvious. With an R-Squared value of 0.956, it is possible to attribute roughly 96% of the variation in consumer decisions to these digital media. According to current research, social media is the primary source of information for most customers learning about organic vegetables, and online interactions are crucial in influencing their purchasing choices. Despite the fact that numerous studies support the general impact of digital marketing, this one suggests that its effects may be more context-specific, particularly with regard to organic veggies. Leveraging these platforms will be crucial to influencing consumer decisions in favor of healthier options as the organic sector expands. It is recommended to investigate the unique characteristics of each platform and the dynamics of digital influence further.

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