



## Social Media Influence on Consumer Awareness of Sustainable Dairy Products in India

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DOI - 10.5281/zenodo.20489308

### Abstract:

The increasing use of social media has significantly transformed how consumers receive information and make purchasing decisions. In the food and dairy sectors, digital platforms have become important sources for spreading awareness about health, sustainability, and ethical consumption practices. The Indian dairy sector is one of the largest in the world and plays a vital role in the country's economy and in nutritional security. However, changing consumer preferences and growing environmental concerns are encouraging a shift toward sustainable dairy products.

This study aimed to examine the influence of social media on consumer awareness of sustainable dairy products in India. This study focuses on understanding how information shared through social media platforms contributes to shaping consumer perceptions of environmentally friendly and ethically produced dairy products. This study adopts a descriptive research design and utilizes both primary and secondary data sources. Primary data were collected using a structured questionnaire distributed among social media users. Secondary data were gathered from academic journals, research articles, and reports related to sustainable consumption and digital marketing.

The findings indicate that social media platforms play an important role in educating consumers about sustainable dairy practices, such as organic dairy farming, environmentally friendly packaging, and responsible production methods. The study also revealed that younger consumers were more influenced by sustainability-related content shared on digital platforms. This study highlights the importance of digital communication strategies in promoting sustainable consumption behavior in the Indian dairy sector.

**Keywords:** Social Media, Consumer Awareness, Sustainable Dairy Products, Consumer Behavior, Digital Marketing.

### Introduction:

The dairy sector in India plays a crucial role in the agricultural economy and contributes significantly to food security and nutrition. India is the largest producer of milk globally, and dairy products are an essential part of the daily diet of millions of people. Traditionally, consumer purchasing decisions in the dairy market are primarily influenced by factors such as price,

taste, and product availability. However, increasing environmental concerns, health awareness, and ethical considerations have gradually influenced consumer preferences.

In recent years, social media platforms such as Facebook, Instagram, YouTube, and Twitter have become powerful tools for communication and information-sharing. These platforms allow individuals to access information

quickly and interact with brands, influencers, and consumers. Consequently, social media has become an important source of knowledge related to health awareness, sustainable food consumption, and responsible purchasing behavior.

Sustainable dairy production refers to farming and manufacturing practices that focus on environmental protection, efficient resource utilization and animal welfare. These practices include organic dairy farming, sustainable packaging, reduced carbon emissions, and responsible management of natural resources. With growing awareness of environmental sustainability, consumers are becoming increasingly interested in understanding the impact of their food choices on the environment.

Social media plays a significant role in spreading information on such issues. Through digital campaigns, influencer marketing, and educational content, social media platforms can shape consumer perceptions and influence purchasing decisions. Consumers increasingly rely on digital platforms to learn about sustainable products and ethical production practices.

Despite the increasing influence of social media on shaping consumer behavior, limited research has focused specifically on the role of social media in promoting awareness of sustainable dairy products in India. Therefore, this study aimed to analyze how social media influences consumer awareness and perceptions of sustainable dairy products.

### **Objectives of the Study:**

The major objectives of this study are as follows:

1. To examine the role of social media in creating awareness about sustainable dairy products.
2. To analyze consumer perceptions of sustainability in dairy production.

3. To evaluate the influence of social media on consumer purchasing decisions related to dairy products.

### **Review of Literature:**

Social media has emerged as an important communication platform that influences consumer behavior and decision-making. Several researchers have highlighted the growing impact of digital platforms on marketing and consumer education.

Kaplan and Haenlein (2010) defined social media as Internet-based platforms that allow users to create and exchange user-generated content. According to their study, social media provides opportunities for organizations to interact directly with consumers and influence their attitudes and perceptions of the brand.

Mangold and Faulds (2009) suggested that social media is a key component of modern marketing communication. Unlike traditional advertising, social media allows consumers to share their experiences, opinions, and product information with a large audience, significantly influencing their purchasing behavior.

Vermeir and Verbeke (2006) examined the relationship between environmental awareness and consumer food choice. Their findings indicate that consumers who are more aware of environmental sustainability are more likely to prefer sustainable food products.

Kumar and Singh (2020) analyzed the role of digital marketing in increasing consumer awareness regarding health-related food products. Their study found that social media platforms help consumers gain information about nutritional benefits, sustainability, and ethical production methods.

Although previous studies have explored the impact of social media on consumer behavior, limited research has specifically focused on the dairy sector in India. Considering the growing

importance of sustainability and digital communication, it is important to examine how social media contributes to increasing consumer awareness of sustainable dairy products.

### Research Methodology:

This study adopted a descriptive research design to examine the influence of social media on consumer awareness of sustainable dairy products.

### Data Sources:

This research is based on both primary and secondary data.

**Primary Data:** Primary data were collected through a structured questionnaire distributed among consumers who actively used social media platforms.

**Secondary Data:** Secondary data were collected from academic journals, research articles, books, and industry reports related to consumer behavior, digital marketing, and sustainable food consumption.

### Sample Size:

This study considered 100 respondents selected using convenience sampling.

### Data Collection Method:

The questionnaire included questions related to the following:

- Social media usage
- Awareness of sustainable dairy products
- Consumer perception of environmentally friendly dairy practices
- Influence of digital content on purchasing decisions

### Data Analysis:

The collected data were analyzed using percentage analysis and descriptive interpretation.

### Findings:

This study identified several important findings.

- Social media plays an important role in spreading awareness of sustainable dairy practices.
- Most respondents reported learning about organic dairy products and sustainable farming practices through digital platforms.
- Instagram and YouTube were identified as the most influential platforms for sustainability-related information dissemination.
- Younger consumers are more likely to be influenced by sustainability messages on social media.

### Conclusion:

This study highlights the growing influence of social media in shaping consumer awareness of sustainable dairy products in India. Digital platforms have become important sources of information on health, sustainability, and ethical consumption practices. As consumers become more environmentally conscious, they are increasingly interested in understanding how their food choices impact the environment.

The findings suggest that social media can be effectively used as a communication tool to promote sustainable dairy practices and encourage responsible consumption. Businesses and policymakers should utilize digital platforms to create awareness campaigns and provide accurate information on sustainable dairy production.

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