



Influence of Social Media Marketing in relationship building for Food Products

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Abstract

The primary goal of the researcher was to learn more about the impact of social media as a marketing platform for food products and food-related items. The objectives of the study were to examine the effects of social media marketing activities on brand awareness, image, and loyalty, to examine the efficiency of social media as a food-related product marketing platform, to draw conclusions from the findings of the study to help firms enhance their social media marketing strategies. The researchers used a sample size of 162 under graduate students from DAVV University Indore, M.P., during the academic year 2021-2022 to achieve this goal. The primary data collection tool for the study was a standardized questionnaire adapted from two research papers. The acquired data was examined and statistical tools were applied in order to reach the results. The findings demonstrated that customers prefer traditional marketing or advertising tactics over the social media marketing in case of food products. We may fairly infer that social media has no substantial impact on online food product promotion. According to the survey, businesses should be more active and engaging with their customers, be more imaginative and informative while selling their products while remaining non-repetitive, and listen to customer feedback.

Keywords Food Products, Social Media Marketing, Brand Loyalty, Relationship Building

Introduction

One of the most important aspects for marketers to better connect with their target client is to develop and manage brand equity. Marketers have generated brand equity in a variety of methods, but in recent years, effective use of social media in marketing activities has become increasingly important. On various social networking websites, social media provides many forms of engagement that allow users to participate, produce, and exchange ideas and content. The explosion of social media has drawn a lot of attention in today's competitive business environment. To take advantage of the significant marketing potential offered by these important networking platforms, brands should use social media methods to attract and interact with customers. According to H. Karamian, Because of the importance of digital media, social media has become a critical component of corporate success, since it plays a critical

role in brand recognition, brand image, and brand association, all of which serve as a basis for generating brand equity. The way people market has radically changed as a result of social media. Gone are the days when firms could only promote themselves through traditional methods. The younger generation is more social media savvy, and they expect their favourite businesses to communicate with them on a variety of platforms. The use of social media enhances the overall consumer experience. Social media, by virtue of its interactive and humanised aspect, is not only helpful for consumer engagement, but it also encourages customers to make regular purchases (Neti, 2011). Social media marketing makes use of a variety of social networking platforms and websites to promote products and services in order to increase brand awareness and client capacity. Social media marketing has become an important instrument for

improving an organization's competitiveness because it allows for a faster reaction from a focused audience. These interactive chances allow customers to communicate with the brand and feel as though they are in a relationship with it. Furthermore, both social media marketing and brand equity are necessary components for consumer acquisition. An important tool for the endorsement, exposure, and association of a new product is social media marketing. Top social networking sites like Facebook, Pinterest, Twitter, SnapChat, and YouTube assist businesses in developing an electronic word-of-mouth campaign for their products. Smart marketers maintain a tight eye on difficult social media opportunities while also launching new social initiatives to build strong brand equity. The goal of this research is to see how efficient social media marketing is at building brand equity in Indore's food industry. The biggest advantage of social media marketing is that it helps you establish your brand and reputation over time by fostering two-way conversation with customers.

Research Objectives

- To examine the effects of social media marketing activities on brand awareness, image, and loyalty
- To examine the efficiency of social media as a food-related product marketing platform
- To draw conclusions from the findings of the study to help firms enhance their social media marketing strategies.

Significance Of The Study

In the food industry of Indore, this study will highlight the importance of social media marketing in building brand equity and will assist in recognising the importance of social media channels in developing brand awareness, association, and building an endearing brand loyalty from customers. Social media marketing offers a wide range of benefits, and research on the effectiveness of social media platforms is still ongoing. Customers' interest in social media is growing, and the amount of time they spend on social networking websites is

growing as well. Food companies have begun to use social media into their marketing tactics as a result of these upheavals. Food companies strive to increase their brand equity by connecting and attracting customers through unique social media marketing strategies. The major goal of this research is to emphasise the importance of social media marketing in Indore's competitive food business. This study is unique in that it will show how social media marketing helps firms create long-term consumer relationships, which leads to increased company success.

Review Of Literature

Social media, according to Neti (2011), provides a platform for social interaction. Social networking websites make advantage of well-established web technology to quickly distribute and disseminate material and information to a large number of social media users. In today's world, social media marketing allows for effective two-way connection with consumers at a lower cost than previous marketing methods. On the one hand, social media allows businesses to share their knowledge and expertise, as well as customer contact with other customers, and the maintenance of standards and goodwill. Smart marketers, according to Asad, H. Abu Rumman (2014), use new social media marketing methods to interact with online communities and persuade consumers that certain services and products are helpful. They use a variety of useful features, including social bookmarking, related videos, micro sites, brusher goods, images, social blogging, consumer preference surveys, wikis, and web blogs. On the one hand, Kim & Ko (2012) claim that social media provides a platform for communicating with a large number of potential and present clients. In this case, a corporation could enhance brand awareness and customer base by reaching out to a large audience. Bruhn, Schoenmueller, and Schäfer (2012), on the other hand, suggested that social media enables a company to promote two-way contact with both new and existing customers. In this regard, organisations may be aware of their needs and how you

might assist them. Furthermore, Keller, Parameswaran, and Jacob (2011) countered that social media connects businesses with customers who are passionate about their products and helps them expand further. Marketers began to recognise the importance and potential of social media in their marketing efforts. Businesses should allocate a significant amount of money to social media marketing. Customers can use social media to provide feedback and comments on product performance that marketers create to meet their needs. As a result, we may conclude that social media marketing adds a new "P" to the conventional four pillars of marketing. H, Abu Rumman, Asad (2012).

Research Method

The procedures we used to achieve the research objectives are referred to as research methodology. After a complete verification from professionals and definite information about the sampling and data collection techniques, different measurement techniques are used to compute the results. The importance of social media marketing in developing brand equity in the Indore food business will be demonstrated using a deductive technique, and the study's outcomes will be determined using an inductive approach.

The Tools

a. **Data Collection- Convenience sampling** was used, questionnaire were distributed via internet. The scale from Nicolai et al. (2021). Influence of Social Media as a Marketing Platforms for Food-related Products in the New Normal. International Journal of Multidisciplinary Studies. 5. 106-111. was used.

b. **Data Analysis-** Frequency Analysis and t-test

As per the most important research problem and research objectives, the research question developed is as under: What is the impact of social media marketing in relationship building in food industry of Indore?

This study's research design is based on exploratory research. Exploratory research aids in the understanding of the study's structure and provides a platform

for simply investigating the overall subject. This study took a quantitative approach, with data obtained from the general public using a well-designed likert scale questionnaire. Primary data is collected from (162) respondents using likert scale questionnaire through random sampling, questions are arranged to investigate the influence of social media marketing in relationship building for food industry of Indore. Respondents filled out survey questionnaire on voluntary basis. The questionnaire has been divided into two parts. In first part the respondents were asked to answer about their demographic profiling. The second part consisted of sixteen (16) questions related to measure the effectiveness of social media marketing on relationship building in food industry. Statistical techniques such as T-Test, frequency analysis and percentage analysis were performed using SPSS V 20.

Research Findings

An independent-samples t-test was conducted to compare social media awareness among Males and Females towards food outlets.

There was no significant difference in the scores of males awareness ($M=4.16$, $SD=0.809$) and female awareness ($M=4.26$, $SD= 0.751$; $p = 0.521$).

These results suggest that there is no significant difference between awareness level in male and female consumers.

Conclusion

The main goal of this study was to determine the impact of social media marketing on creating relationship in the Indore food business. The study's main goal was to look into the importance of social media marketing in engaging and retaining customers in the food sector, as well as the role of social media in building brand equity, specifically in the Indore food industry. Social media marketing has a favourable impact on connection building and a considerable impact on engaging and maintaining customers in the Indore food industry, according to a t-test between two main critical variables. Social media marketing has been shown to be one of the most cost-effective ways to increase brand awareness through

constant exposure. Food companies can use social media marketing to uncover new ways of two-way connection. Food brands can use social media marketing to develop a warm relationship with their customers while also increasing positive perceptions of the company or brand. Food brands that do not use social media strategies in their business will not be able to reach beyond their normal clientele in today's digital business environment. According to the findings, social media marketing is one of the most effective tools for improving customer contact and eliciting favourable responses from customers by providing factual information. Social media has become a critical component of corporate success because it aids in the development of brand awareness, brand image, and brand association, all of which serve as a basis for establishing brand equity. Furthermore, social media marketing aids in the maintenance of a relationship after a transaction has been made. As a result, food brands seeking to boost brand equity must plan proficient social media distinguishing and loyal relationships between fast brands and their customers by utilising various social media marketing tactics.

- This study had given a clear indication that social media though not much popular in consumers of Indore for restaurant selection is now a strong driving force.
- Online visibility through social media marketing is gradually becoming a secret weapon of restaurant owners in having a strong customer base.
- Consumer buying behavior is changing very speedily & marketers have to change their strategies according to the scenario.
- Therefore now the restaurant marketers have to focus on their promotional strategies.
- They have to change it according to the preferences and behavioral pattern of new digitally active consumer base.

Discussion

- Social media marketing has a favourable impact on connection building and a considerable impact on

engaging and maintaining customers in the Indore food industry

- Social media marketing has been shown to be one of the most cost-effective ways to increase brand awareness through constant exposure.
- Food brands can use social media marketing to develop a warm relationship with their customers while also increasing positive perceptions of the company or brand. Food brands that do not use social media strategies in their business will not be able to reach beyond their normal clientele in today's digital business environment.

Limitations And Suggestions For Future Study

The purpose of the study was to see how effective social media marketing is at building brand equity for food brands in Indore. Because this subject is related to academia, students will not have enough time to complete it. Due to the time constraints, we were only able to collect a small sample size, which may not accurately reflect the sample population. Furthermore, just a food business was chosen to study the function of social media marketing in developing brand equity from a large restaurant industry, which will limit the outcomes. Besides from future recommendations, it is suggested that this research be conducted in a variety of industries, such as the FMCG, telecom, and textile industries. Because the sample size of this study is not particularly large, a larger sample size can be acquired in the future to give more authentic results. All study requirements were effectively and satisfactorily completed within the time frame specified.

Recommendations And Future Implications

In today's competitive environment of trade, the blast of social media has drawn a colossal consideration. It's ended up basic for quick nourishment brands to define successful social media showcasing procedures together with conventional promoting instruments to ensure effective communication with the focused on client. Nourishment brands ought to have to include a few imaginative highlights to

profit valuable showcasing potential bring by these important organizing forums. Food brands ought to donate high emphasize on high quality substance, electronic word of mouth, evaluations, limited time blogs and enticing photographs and recordings in conjunction with two way communication. It is vital to get it the dimension of division, focusing on and situating of social media by creation of web client bunch. It is proposed to create successful and competent social media accounts to ensure continuous client interaction as well as enhancement in organization competitiveness and demonstrative raise in income, benefit and advertise esteem of the trade.

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Appendix

T-Test

Group Statistics					
	Age	N	Mean	Std. Deviation	Std. Error Mean
Social Media Networking Sites creates Awareness	1	36	3.47	1.055	.176
	2	127	4.13	1.392	.123
Social Media Networking Sites helps in knowing about brands	1	36	1.06	.232	.039
	2	127	1.06	.229	.020
Customer Visits Advertisement for purchase	1	36	1.19	.401	.067
	2	127	1.13	.333	.030
Social Media advertisement affects purchase decisions	1	36	3.31	1.348	.225
	2	127	3.57	1.138	.101
Attracted to buy by Clicking on Advertisement	1	36	3.39	1.379	.230
	2	127	3.69	1.123	.100
Perceptions changes with	1	36	2.97	1.383	.231

Social Media marketing activities	2	127	3.43	1.218	.108
Content is available on Social Media	1	36	2.83	1.276	.213
	2	127	3.39	1.260	.112
Buy that is popular on Social Media	1	36	3.53	1.134	.189
	2	127	3.69	1.037	.092
Social Media engagement	1	36	2.89	1.389	.232
	2	127	3.13	1.371	.122
Social Media is trustworthy	1	36	2.83	1.254	.209
	2	127	3.17	1.235	.110
Awareness about Food trends on Social Media	1	36	3.17	1.207	.201
	2	127	3.50	1.090	.097
You Feel happy with food related content on Social Media	1	36	3.50	1.207	.201
	2	127	3.94	1.132	.100
Follow reviews ratings Social Media	1	36	3.47	1.276	.213
	2	127	3.98	1.094	.097
Social Media awareness	1	36	3.28	1.365	.228
	2	127	3.65	1.211	.107
Social Media Networking Sites are authentic	1	36	3.58	1.296	.216
	2	127	3.91	1.011	.090
Social Media Networking Sites are desirable ways of Promoting	1	36	3.14	1.376	.229
	2	127	3.52	1.104	.098
V24	1	36	3.56	1.275	.212
	2	127	4.17	.874	.078
V25	1	0 ^a	.	.	.
	2	0 ^a	.	.	.
a. t cannot be computed because at least one of the groups is empty.					

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Social Media Networking Sites create Awareness	Equal variances assumed	5.802	.017	2.612	161	.010	-.654	.250	-1.148	-.159
	Equal variances not assumed			3.042	73.079	.003	-.654	.215	-1.082	-.225

Social Media Networking Sites helps in knowing about brands	Equal variances assumed	.000	.984	.010	161	.992	.000	.043	-.085	.086
	Equal variances not assumed			.010	55.783	.992	.000	.044	-.087	.088
Visit Advertisement for purchase	Equal variances assumed	3.937	.049	1.039	161	.301	.068	.066	-.062	.199
	Equal variances not assumed			.936	49.480	.354	.068	.073	-.078	.215
Social Media Networking Sites advertisement helps in purchase decisions	Equal variances assumed	2.887	.091	1.202	161	.231	-.269	.224	-.712	.173
	Equal variances not assumed			1.093	49.980	.280	-.269	.246	-.764	.226
Clicking on Advertisement	Equal variances assumed	6.140	.014	1.360	161	.176	-.304	.223	-.745	.137
	Equal variances not assumed			1.214	48.927	.231	-.304	.251	-.807	.199
Perceptions Social Media Networking Sites marketing activities	Equal variances assumed	1.783	.184	1.910	161	.058	-.453	.237	-.921	.015
	Equal variances not assumed			1.779	51.395	.081	-.453	.255	-.964	.058
Content is available on Social Media Networking Sites	Equal variances assumed	.000	.989	2.316	161	.022	-.552	.239	-1.024	-.081
	Equal variances not assumed			2.299	55.838	.025	-.552	.240	-1.034	-.071
You buy what is popular on Social Media Networking Sites	Equal variances assumed	.626	.430	-.787	161	.433	-.157	.200	-.552	.237
	Equal variances not assumed			-.748	52.739	.458	-.157	.210	-.579	.264
Social Media engages you	Equal variances assumed	.000	.984	-.944	161	.347	-.245	.260	-.758	.268
	Equal variances not assumed			-.937	55.799	.353	-.245	.262	-.769	.279
Social Media Networking Sites are trustworthy	Equal variances assumed	.220	.640	1.453	161	.148	-.340	.234	-.802	.122
	Equal variances not assumed			1.441	55.738	.155	-.340	.236	-.813	.133
You follow Food trend as per Social	Equal variances assumed	.819	.367	1.562	161	.120	-.329	.211	-.746	.087

Media Networking Sites	Equal variances not assumed			1.476	52.279	.146	-.329	.223	-.777	.119
You feel Happy about food related content on Social Media Networking Sites	Equal variances assumed	.550	.459	2.015	161	.046	-.437	.217	-.865	-.009
	Equal variances not assumed			1.943	53.702	.057	-.437	.225	-.888	.014
You Follow reviews and ratings on Social Media Networking Sites	Equal variances assumed	4.001	.047	2.350	161	.020	-.504	.215	-.928	-.080
	Equal variances not assumed			2.157	50.514	.036	-.504	.234	-.974	-.035
Social Media Networking Sites create awareness	Equal variances assumed	3.448	.065	1.597	161	.112	-.376	.235	-.840	.089
	Equal variances not assumed			1.493	51.641	.141	-.376	.252	-.881	.129
Social Media Networking Sites are authentic	Equal variances assumed	7.017	.009	1.581	161	.116	-.322	.204	-.725	.080
	Equal variances not assumed			1.378	47.738	.175	-.322	.234	-.792	.148
Social Media Networking Sites are desirable way of Promoting	Equal variances assumed	3.701	.056	1.725	161	.086	-.381	.221	-.817	.055
	Equal variances not assumed			1.527	48.494	.133	-.381	.249	-.882	.121
V24	Equal variances assumed	12.784	.000	3.355	161	.001	-.618	.184	-.981	-.254
	Equal variances not assumed			2.731	44.720	.009	-.618	.226	-1.073	-.162