



IMPACT OF INFLUENCER'S MARKETING ON CONSUMERS IN PURCHASING SUSTAINABLE FOODS

¹Ms. Aparna Vats, ² Vatsalya Sharma

¹Assistant Professor, ² Assistant Professor

¹Tecnia Institute of Advanced Studies, New Delhi, India, ²MIET, Kumaon Haldwani, India

Abstract:

Purpose- The purpose of the study is to investigate Influencer's marketing on consumers in purchasing sustainable foods. Nowadays, consumer's consumption for sustainable products is changing drastically due to increase in the awareness of health and changing to green lifestyles through influencer marketing.

Methodology- This is the conceptual study based on the how consumer attitude and purchase intention of consumers is affecting them to purchase sustainable foods through influencer marketing. This study understands the conceptual framework on influencer marketing and consumers purchase intention on sustainable foods.

Findings- It is observed that there is a significant shift in consumer behaviour towards the consumption of sustainable foods have occurred in recent years because of growing social media interaction by influencers which makes consumers aware of their health. Considering the growing customer demand for sustainable products options, this study offers relevant practical information for the influencers involved in creating content and marketing for sustainable foods.

Originality- This study tries to fill the gap in the literature review by studying the purchase intention and attitude of the consumers towards sustainable foods through influencer marketing. Very few studies have been conducted on the impact of influencer marketing on consumers in purchasing sustainable foods irrespective of Indian consumers.

Keywords: Influencer marketing, Consumer attitude, Purchase intention, Sustainable foods

I. Introduction:

Nowadays, consumer's consumption for sustainable products is changing drastically due to increase in the awareness of health and changing to green lifestyles through influencer marketing. The purpose of the study is to investigate Influencer's marketing on consumers in purchasing sustainable foods. Choosing the appropriate influencer or influencers for such campaigns continues to be difficult, even with marketers' growing interest in influencer marketing. Any marketing strategy's capacity to accomplish intended goals is all that is needed to determine its success. Therefore, to provide guidance to companies, the current study looks at how influencer trustworthiness and influencer-brand congruence

affect the company's desire to spread electronic word-of-mouth and brand attitude—the two primary objectives of influencer marketing strategies on Instagram (Dangi,2022). Companies' marketing strategies mostly concentrate on bringing products to market with the primary goal of influencing buyers; since consumers have plenty of options, references, and knowledge before making a purchase, this has leads to intense competition. Environmental issues are becoming more prevalent these days because of individual eating habits, and this requires major focus. Customers begin to understand how their consumption habits affect the environment over time and want to act. It is an important aspect of raising awareness and encouraging ecologically friendly behaviour through social media, especially, Instagram. According to the proposed model, followers' intentions for green consumption and attitude are impacted by the green issues, sustainable content, and ecological word-of-mouth of Instagram influencers. The study improves knowledge by creating an innovative framework that facilitates the identification of factors that influence consumers' intentions to engage in green consumption (Khalid, 2021). This study discusses about the relation between social media influencers and purchase intention of consumers and understands the conceptual model on influencer marketing and consumers purchase intention on sustainable foods. This article examines how social media, digital influencers affect consumers' intentions to purchase sustainable foods. The model of elaboration likelihood and the theory of source credibility serve as the foundation for the research model. The result demonstrates that attitudes towards Instagram advertising are influenced by three constructs: participation with Instagram, healthy food, and advertising avoidance behaviour. The research contributes to the body of knowledge on influencer marketing, particularly as it relates to healthful eating, and offers helpful guidance to brand managers and social media marketers who want to use influencer marketing to increase their communications effectively (Edar, 2023).

1.1 Influencer marketing

A lot of people often fail to recognize the distinction among a celebrity and an influencer. But there is a distinction, particularly in this digital age. Most influencers are internet users or persons who are active online and have become well-known through the promotion of their own content. Due to buzz-marketing's increased effectiveness in the internet age, social media endorsers have also become increasingly important because they are a somewhat less expensive choice for businesses looking to market their products. The rise in awareness of social media ushered in a new marketing strategy known as influencer marketing.

1.2 Consumer Attitude and Purchases intention

A person's feelings, positive or negative evaluations, or behaviour preferences towards an item or piece of information are all considered to be attitude. A person's attitude can help observers understand their behavioral tendencies, and their preferences for and opposition to a certain item or subject. An individual's attitude may influence their decision-making, how they process information, and how they behave as a result. Purchase intentions refer to a customer's desire to purchase a good or a service from a certain brand. They are the customer's plans to acquire a good or a service. Purchase intentions are influenced by the degree of satisfaction consumers anticipate and experience. Purchase intention is defined as the attitude towards specific goods or services and is an element of consumer behaviour. The purchase decisions of the customer will be the most desired brand with other two factors i.e., purchase intentions and purchase decisions.

1.3 Sustainable Foods

Sustainable food is the food that should not harm the environment such as overfishing, deforestation, water scarcity, or biodiversity loss. It should also have a minimal carbon impact. Not only should it prevent illness, but it should also give you enough nutrition to live a long, healthy life. Although it may seem excessive, there are some foods that satisfy the need.

The current study intends to find out if customers' attitudes towards organic products are influenced by

environmental awareness, green self-identity, and subjective norms as they identify with environmental issues. This research is one of the first research to identify the individual factors impacting the environmental beliefs of millennials who desire to purchase organic, green products. It also offers a deeper comprehension of the ways in which eco-labelling and user-generated content can be paired with influencers and their alleged environmental concerns.

II. Objectives:

This paper will attempt to:

- Aims to investigate Influencer's marketing on consumers in purchasing sustainable foods.
- Discuss about the relation between social media influencers and purchase intention of consumers.
- Understand the conceptual model on influencer marketing and consumers purchase intention on sustainable foods.

III. Literature Review:

The current study intends to find out if customers' attitudes towards organic products are influenced by environmental awareness, green self-identity, and subjective norms as they identify with environmental issues. The study concluded that green self-identity and subjective standards are the individual factors impacting the environmental opinions of millennials who aim to purchase green natural products. This research is one of the first research to identify the individual factors impacting the environmental beliefs of millennials who desire to purchase organic, green products (Juan, 2024). This study investigates the mediating role of consumption value as it focuses at the effects of influencer's personal disclosure, concern for the environment, and discipline on consumers' decisions to purchase sustainable food. By introducing the concept of TCV into the SOR framework, this study improves our understanding of how consumers adopt social networking and motivates the consumption of sustainable foods. The study observed that influencer marketing is important for younger generations and it also reveals the importance of influencer's marketing and how its factors impact the consumption of sustainable products (Yang, 2023). This article examines how social media, digital influencers affect consumers' intentions to purchase sustainable foods. The model of elaboration likelihood and the theory of source credibility serve as the foundation for the research model. The result demonstrates that attitudes towards Instagram advertising are influenced by three constructs: participation with Instagram, healthy food, and advertising avoidance behaviour. The research contributes to the body of knowledge on influencer marketing, particularly as it relates to healthful eating, and offers helpful guidance to brand managers and social media marketers who want to use influencer marketing to increase their communications effectively (Edar, 2023). To reduce the effect of the environment on health concerns, consumers are becoming more conscious of green products. The current study uses a survey carried out in a developing nation that has experienced rapid economic growth to determine customers' purchase decisions for green products. This study suggests helpful suggestions to develop green marketing tools, such as green branding, eco-labels, and green advertising, to businesses and marketers to aware customers about sustainable and eco-friendly products. The study provides some managerial perspectives for green marketing and product promotion (Nekmahmud, 2023). This study proposes to examine at the main factors that influence followers' attitudes regarding HWIs and their intention to buy organic products. Gender's moderating influence is also discussed. It shows how followers' attitudes about HWIs have a positive effect on their attitudes towards the promoted products and their tendency to buy organic food brands. Gender serves as a moderator; for example, attitudes regarding influencers have a greater chance to be impacted by female followers' perceptions of consistency and physical appeal (Chetioui, 2022). Nowadays, Health experts are becoming more qualified who engage with the public on social media to encourage healthy lifestyles and offer detailed advice for various product categories. This study focuses into how customers' perceptions are affected when they view content generated by health professionals and shared on social

media that increases the collaboration of influencers with health professionals (Segovia, 2022). The goal of the study is to discover out how Generation Z's desire to make green purchases is influenced by eco-labelling, influencers, environmental concern, and user-generated content. The goal of this research is to provide a fresh perspective on environmental concerns for Generation Z using internet platform user-generated material and influencers. The study also seeks to improve the forecasting of green purchasing intention and outcomes for Generation Z, which may be applied to future marketing campaigns. This study offers essential and insightful information that will help us understand how Generation Z's environmentally conscious purchasing and use of influencer marketing can affect each other. It also offers a deeper comprehension of the ways in which eco-labelling and user-generated content can be paired with influencers and their alleged environmental concerns, as well as the consequent effects on Generation Z's desire to make green purchases (Panopoulos, 2022). Environmental issues are becoming more prevalent these days because of individual eating habits, and this requires major focus. Customers begin to understand how their consumption habits affect the environment over time and want to act. It is an important aspect of raising awareness and encouraging ecologically friendly behaviour through social media, especially Instagram. According to the proposed model, followers' intentions for green consumption and attitude are impacted by the green issues, sustainable content, and ecological word-of-mouth of Instagram influencers. The study improves knowledge by creating an innovative framework that facilitates the identification of factors that influence consumers' intentions to engage in green consumption (Khalid, 2021). This study examines at how sustainable food manufacturers use influencer endorsement on Instagram and how it affects their number of followers. To do this, we wanted to create a model that would allow users to maximize the value of influencer endorsements. The proposed model focuses at how brands, influencers, and followers are connected on Instagram. This gap presents an opportunity to develop a practical approach that companies can use to choose influencer endorsements (Ekeland, 2021). Almost every part of our lives is impacted by social media. Due to its ability to facilitate peer-to-peer interaction, technology can impact and promote the adoption of behaviours that may be in opposition to the opinions of our peer group. Most people in many developed nations adopt green lifestyle that encourages conservations and sustainable environment. This study investigates how social media sustainability influencers encourage their followers to adopt a green lifestyle, which is a minority perspective. This research provides many beneficial results for social media influencers who encourage environmentally friendly behaviour (Chwialkowska, 2020).

IV. Research Methodology:

This is the conceptual study based on comprehensive review of relevant literature on the impact of influencer marketing on consumers in purchasing sustainable foods. This is the conceptual study based on the how consumer attitude and purchase intention of consumers is affecting them to purchase sustainable foods through influencer marketing. This study understands the conceptual framework on influencer marketing and consumers purchase intention on sustainable foods.

The below figure1 explains the conceptual framework of impact of influencer marketing on consumers in purchasing sustainable foods. It is shown various influencer marketing strategies which can impact consumer's intention and attitude for purchasing sustainable foods. Influencer marketing strategies contributes to purchase of sustainable foods. Influencer's content, credibility, environmental concerns, and green concerns will impact the consumer's purchase intention and attitude towards sustainable foods.

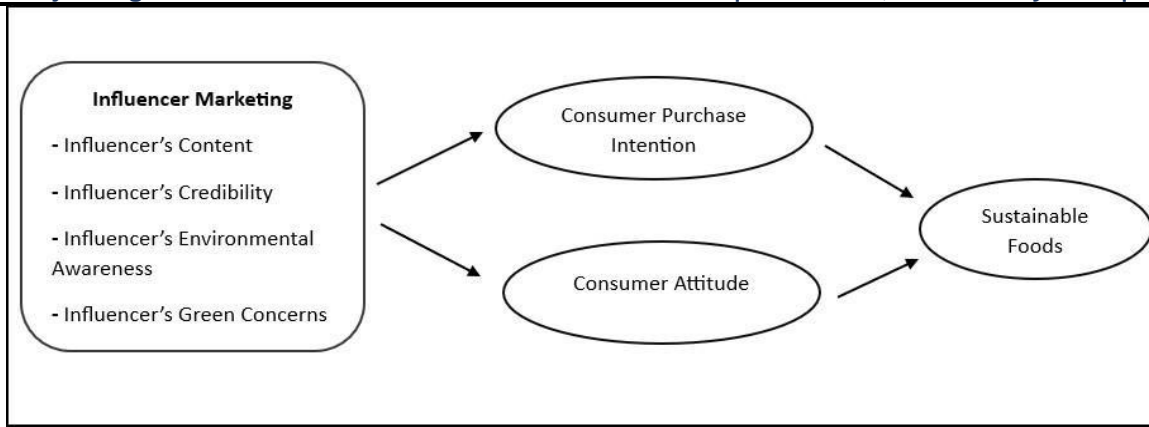


figure1: conceptual framework of influencer marketing and consumers purchase intention on sustainable foods.

The suggested framework stated in fig.1 is applied in research that provide the better understanding of the impact of impact of influencer marketing on consumers in purchasing sustainable foods.

V. Research Gap:

After reviewing some research papers, it is observed that this study tries to fill the gap in the literature review by studying the purchase intention and attitude of the consumers towards sustainable foods through influencer marketing. Very few studies have been conducted on the impact of influencer marketing on consumers in purchasing sustainable foods irrespective of Indian consumers.

VI. Conclusion:

This paper investigates the impact of influencer marketing on consumers in purchasing sustainable foods. Social media is an effective platform for raising awareness and encouraging eco-friendly behaviour, and influencers are a new breed of leaders that use social media to create and distribute material that changes the perspectives of their followers. Most of the people are on social media and they spend their spare time using and scrolling the social media platform for new trends and information, here understanding the concept of influencer marketing and its impact on consumers purchasing is become important to study as it affect the business which deals in manufacturing sustainable foods. Environmental issues are becoming more prevalent these days because of individual eating habits, and this requires major focus. Customers begin to understand how their consumption habits affect the environment over time and want to act. The research contributes to the body of knowledge on influencer marketing, particularly as it relates to healthful eating, and offers helpful guidance to brand managers and social media marketers who want to use influencer marketing to increase their communications effectively. It is an important aspect of raising awareness and encouraging ecologically friendly behaviour through social media, especially Instagram. It is observed that there is a significant shift in consumer behaviour towards the consumption of sustainable foods have occurred in recent years because of growing social media interaction by influencers which makes consumers aware of their health. Considering the growing customer demand for sustainable products options, this study offers relevant practical information for the influencers involved in creating content and marketing for sustainable foods. Additionally, this study provides social media managers, brand managers, and marketer's insightful information that will help businesses to make better decisions and better understand the effectiveness of digital influencer marketing. The study concluded that green self-identity and subjective standards are the individual factors impacting the environmental opinions of millennials who aim to purchase green natural products. This research is one of the first research to identify the individual factors impacting the environmental beliefs of millennials who desire to purchase organic, green products. The findings provide to insightful literature on influencers marketing and consumer purchase intention that adds valuable knowledge in the research areas. The results demonstrate that attitudes towards Instagram advertising are influenced by

three constructs: participation with Instagram, healthy food, and advertising avoidance behaviour. It also shows how followers' attitudes about HWIs have a positive effect on their attitudes towards the promoted products and their tendency to buy organic food brands.

VII. Limitation and Future Research:

There are several limitations that have been observed in this study. Firstly, the research is based on Indian consumers by which result may differ if this study is conducted on other countries. Secondly, the research is conceptual in nature PLS-SEM framework can be used to create conceptual model for future research. Thirdly, the study is not focusing on a particular age group but Gen Z as one of the age groups can be explored in future research.

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