2026 Volume: 02 Issue: 02 www.ijrpa.com ISSN 2456-9995 Research Article

International Journal Research Publication Analysis

Page: 01-17

NURTURING BRAND COMMITMENT: EXAMINATION OF THE CONSUMER BRAND LOYALTY IN THE ORGANIC FOOD PRODUCT MARKET IN TAMIL NADU

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Article Received: 06 January 2026
Article Revised: 26 January 2026
Published on: 14 February 2026

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DOI: https://doi-doi.org/101555/ijrpa.7700

ABSTRACT:

The consciousness over the quality is the part and parcel of any consumer. Hygiene, health and positive consumer lifestyle is no exception to any buyer. And, in recent times the eyes of such consumers are turning towards the market of Organic food products. The buying behaviour and consumer brand loyalty is at state for the unhygienic products. The study also intent to examine that the quality consciousness of organic food products is furthered by the influencers in social media platforms. This research work congregate data from the buyers of organic products in Tamil Nadu and measures the Brand Loyalty of the consumers.

KEYWORDS: *Organic Food Products, Consumers, Brand Loyalty, Buying Behaviour, Influencers.*

INTRODUCTION

The global and Indian organic food sectors have experienced a paradigm shift, pushed by sensitive consumer consciousness regarding personal health, food safety, and ecological preservation. Organic offerings are increasingly positioned as superior alternatives to conventional products, characterized by the absence of synthetic inputs and a commitment to sustainable production cycles. Consequently, understanding the psychological and behavioral drivers of organic consumption has become a focal point of scholarly investigation.

Within this domain, brand loyalty emerges as a critical factor of long-term market feasibility. Given the "credence" nature of organic goods where consumers must rely on trust and certification rather than personal verification loyalty serves as the primary tie between premium pricing and repeat purchase intent. This article examines to explore the intersection of consumer trust, perceived value, and enduring brand commitment within the organic landscape.

RESEARCH OBJECTIVES

General Objective: To evaluate the multidimensional factors that influence consumer brand loyalty toward organic products and assess how these drivers sustain market growth in a premium-priced environment.

Specific Objectives:

To analyze the impact of consumer trust and perceived health benefits on the development of brand preference and repeat purchase behavior.

To examine the moderating role of price sensitivity and certification transparency in transitioning occasional organic buyers into loyal brand advocates.

MATERIALS AND METHODS:

This research will exclusively employ Percentage Analysis. This statistical tool is chosen for its clarity and effectiveness in distilling complex raw data into easily understandable proportions.

This descriptive approach will allow the researcher to:

- Identify the dominant demographic segments consuming organic products.
- Categorize the frequency of purchases and levels of brand satisfaction.
- Visualize the distribution of consumer preferences through tables and charts, providing a clear snapshot of market trends.

REVIEW OF LITERATURE:

Organic products are produced using farming practices that avoid synthetic fertilizers, pesticides, genetically modified organisms, and artificial additives (Aertsens et al., 2009). Consumers often associate organic products with naturalness, safety, superior quality, and environmental protection (Magnusson et al., 2001). Organic consumption is also linked with ethical values, animal welfare, and sustainability concerns (Honkanen et al., 2006).

Hughner et al. (2007) categorized organic consumers as health-oriented, environmentally conscious, ethically motivated, and taste-driven. However, scholars have emphasized that organic consumption is not purely altruistic; self-interest motives such as health protection often dominate purchasing decisions (Padel & Foster, 2005).

Organic products fall under the category of credence goods, where consumers must rely on external signals such as certification, labels, and brand reputation (Meyer-Höfer et al., 2015). Trust becomes a central mechanism that reduces perceived risk and uncertainty (Watanabe et al., 2020).

Patel et al. (2022) found that organic certification and trust significantly influence purchase intention, with consumer attitude mediating this relationship. Lack of trust in certification bodies or retailers leads to skepticism and weakens loyalty (Schleenbecker & Hamm, 2013).

In organic markets, satisfaction is influenced by perceived quality, freshness, taste, health outcomes, and trust (Konuk, 2018).

Kamboj et al. (2023) identified health benefits, knowledge, and convenience as key satisfaction drivers among Indian organic consumers. Dissatisfaction arises when products fail to meet expectations or when premium prices are not justified by perceived value.

RESULTS AND DISCUSSION:

Table – 1: Gender of the Respondents.

Particulars	Respondents	Percentage
Male	29	58%
Female	21	42%
Total	**50**	**100%**

Source: Primary Data

From Table 1, it is observed that out of the total 50 respondents, 29 respondents (58%) are male and 21 respondents (42%) are female. The data indicates a moderate male dominance in the sample population. However, the female participation is also substantial, ensuring a balanced representation of both genders. This gender distribution is adequate for meaningful analysis and helps in minimizing gender bias in the study findings.

Table – 2: Age of the Respondents.

Particulars	Respondents	Percentage
Below 20	11	22%
21 to 30	31	62%
31 to 40	7	14%
Above 41	1	2%
Total	**50**	**100%**

Source: Primary Data

The Table – 2 explores the age-wise distribution of the respondents. Out of the total 50 respondents, the majority 31 respondents (62%) belong to the 21 to 30 years age group, indicating that young adults form the dominant segment of the study. This is followed by 11 respondents (22%) who are below 20 years, reflecting a notable participation of students and early youth. Further, 7 respondents (14%) fall under the 31 to 40 years category, while only 1 respondent (2%) belongs to the above 41 years age group. The results clearly indicate that the sample population is largely concentrated in the younger age group.

Table – 3: Occupation of the Respondents.

Particulars	Respondents	Percentage
Student	31	62%
Employee	8	16%
Businessman	6	12%
Above 41	1	2%
Total	**50**	**100%**

Source: Primary Data

Table – 3 depicts the occupation-wise distribution of the respondents. Out of the total 50 respondents, the majority 31 respondents (62%) are students, indicating that students form the dominant segment of the study population. This suggests that the study largely reflects the perceptions and behavior of the younger and academically active group. Further, 8 respondents (16%) are employees, showing moderate participation from the working population. 6 respondents (12%) are businessmen, representing individuals involved in entrepreneurial or business activities. Additionally, 5 respondents (10%) are homemakers, indicating participation from the non-working household segment. Overall, the data reveals that the sample is student-centric, with adequate representation from employees, businessmen, and homemakers, providing a diversified occupational background for meaningful analysis.

Table – 4: Primary Social Media App used by the Respondents.

Particulars	Respondents	Percentage
Instagram	37	74%
YouTube	9	18%
Facebook	2	4%
WhatsApp	2	4%
Total	**50**	**100%**

Source: Primary Data

Table – 4 denotes the primary social media platform used by the respondents. Out of 50 respondents, a significant majority of 37 respondents (74%) primarily use Instagram, indicating that Instagram is the most preferred platform among the sample population. YouTube is the second most used platform, with 9 respondents (18%), followed by Facebook and WhatsApp, each with 2 respondents (4%). This suggests that while multiple platforms are in use, Instagram dominates as the preferred platform, especially among the younger demographic and students, which form a large portion of the sample. The findings imply that for studies related to consumer behavior, influencer marketing, and digital engagement, Instagram is the most effective medium to reach the target audience in this population.

Table 5: A. Exposure Management

	SA	**A**	**N**	**D**	**SD**
Respondent's Agreement on Following Social Media Influencers Promoting "Healthy/Organic" Lifestyle	4 (8%)	16 (32%)	15 (30%)	10 (20%)	5 (10%)
	Instagram		**YouTube**		**Facebook**
Respondent's Most Frequently Used Platform to View Organic Product Content Platform	28 (56%)		19 (38%)		3 (6%)
	Daily	**Weekly**	**Monthly**	**Rarely**	
Frequency of Respondent Engagement with Influencer Posts Related to Organic Brands Engagement Frequency	9 (18%)	14 (28%)	7 (14%)	20 (40%)	
	Product Reviews	**Daily Vlogs**	**Tutorials**	**Scientific/ Educational**	
Type of Influencer Content That Attracts Respondents Most Content Type	18 (34%)	17 (38%)	10 (22%)	5 (6%)	

Source: Primary Data

Interpretations of Table – 5: It first, represents the respondents' level of agreement regarding whether they follow social media influencers who promote a "healthy" or "organic" lifestyle. Out of 50 respondents: 4 respondents (8%) strongly agree, and 16 respondents (32%) agree, totaling 20 respondents (40%) who follow influencers promoting healthy/organic lifestyles. 15 respondents (30%) remain neutral, indicating uncertainty or occasional engagement.10 respondents (20%) disagree, and 5 respondents (10%) strongly disagree, totaling 15 respondents (30%), who do not follow such influencers. The data indicates that a slightly higher proportion of respondents engage with influencers promoting healthy/organic lifestyles, showing moderate exposure and interest. However, the presence of neutral and disagree responses suggests that influencer promotion has limited influence on a significant portion of the audience. This insight highlights the potential but not universal impact of social media influencers in shaping awareness and behavior toward organic products.

The above Table also shows the respondents' preferred social media platforms for viewing organic product content: 28 respondents (56%) primarily use Instagram, making it the most popular platform for organic product content.19 respondents (38%) prefer YouTube, indicating that video content is also a significant medium for organic product awareness. Only 3 respondents (6%) use Facebook, showing that traditional social media platforms are less popular among the sample for organic content. The data clearly indicates that Instagram dominates as the primary platform for engaging with organic product content, reflecting its visual and influencer-driven appeal. YouTube also plays a notable role, likely due to in-depth reviews and tutorials. These insights are valuable for marketers and researchers aiming to target organic product consumers effectively through social media.

Table – 5 further represents the frequency at which respondents engage with influencer posts related to organic brands by liking, commenting, or saving posts: Daily engagement is observed in 9 respondents (18%), showing a small but consistent active audience. Weekly engagement occurs for 14 respondents (28%), indicating occasional but regular interaction. Monthly engagement is noted for 7 respondents (14%), reflecting minimal interaction. A majority of 20 respondents (40%) engage rarely, suggesting that while many follow influencers, active engagement remains limited. This data indicates that although influencers reach a large audience, active engagement with organic brand content is relatively low, with most respondents engaging only sporadically. It highlights a gap between awareness and active participation, which marketers may address through more interactive content or incentives to increase engagement.

Table – 5 also shows the types of influencer content that respondents find most attractive: Product Reviews are preferred by 18 respondents (34%), indicating that content which showcases and evaluates organic products is the most engaging. Daily Vlogs/Lifestyle content appeals to 17 respondents (38%), showing that personal experiences and lifestyle integration also influence consumer interest. Scientific/Educational Explanations attract 5 respondents (6%), highlighting a segment of the audience that values detailed and informative content. Tutorials are the least preferred, with 10 respondents (22%), suggesting that instructional content has limited appeal compared to reviews or lifestyle content. Overall, the data reveals that product-oriented and lifestyle content dominates audience interest, emphasizing the importance of practical demonstrations, reviews, and relatable lifestyle content in influencing consumer awareness and behavior toward organic products.

Table 6: B. Perception & Trust

Statements	SD	D	N	A	SA
I perceive influencers who promote organic products as more "authentic" than traditional celebrity endorsers.	5 (10%)	10 (20%)	19 (38%)	11 (22%)	5 (10%)
I trust an organic product more if the influencer explains the "health benefits" or "eco-friendly" certifications.	2 (4%)	11 (22%)	13 (26%)	15 (30%)	9 (18%)
I believe influencers genuinely use the organic products promote in their personal lives.	5 (10%)	9 (18%)	20 (40%)	13 (26%)	3 (6%)
I feel more confident buying an organic brand if I see multiple influencers recommending it.	3 (6%)	7 (14%)	18 (36%)	16 (32%)	6 (12%)
I am skeptical of an organic brand if the influencer does not clearly disclose it as a "Paid Partnership" or "#ad."	4 (8%)	8 (16%)	16 (32%)	14 (28%)	8 (16%)

Source: Primary Data

Table – 6 shows respondents' perception of influencers promoting organic products compared to traditional celebrity endorsers. Out of 50 respondents: 5 respondents (10%) strongly disagree and 10 respondents (20%) disagree, totaling 15 respondents (30%) who do not perceive influencers as more authentic.19 respondents (38%) remain neutral, showing uncertainty or ambivalence regarding influencer authenticity.11 respondents (22%) agree and 5 respondents (10%) strongly agree, totaling 16 respondents (32%) who perceive influencers as more authentic. The data indicates a slight majority leaning toward agreement, suggesting that many respondents view influencers as more relatable and trustworthy than traditional celebrity endorsers. However, the significant proportion of neutral and disagree responses highlights that influencer authenticity is not universally accepted, indicating a mixed perception among consumers.

Table – 6 also represents respondents' trust in organic products when influencers explain health benefits or eco-friendly certifications: 2 respondents (4%) strongly disagree and 11 respondents (22%) disagree, totaling 13 respondents (26%) who do not significantly trust products based on influencer explanations.13 respondents (26%) remain neutral, indicating indecision or partial influence.15 respondents (30%) agree and 9 respondents (18%) strongly agree, totaling 24 respondents (48%) who trust organic products more when influencers provide detailed explanations.The data indicates that a slight majority of respondents (48%) place trust in organic products when influencers highlight benefits or certifications, emphasizing the role of informative content in shaping consumer trust. However, the presence of neutral and disagree responses shows that influencer communication alone is not sufficient to convince all consumers, highlighting the importance of credibility, transparency, and authenticity in influencer marketing.

Table – 6 further shows respondents' belief regarding whether influencers genuinely use the organic products they promote:5 respondents (10%) strongly disagree and 9 respondents (18%) disagree, totaling 14 respondents (28%) who doubt the authenticity of influencers' product usage. 20 respondents (40%) remain neutral, indicating uncertainty or skepticism.13 respondents (26%) agree and 3 respondents (6%) strongly agree, totaling 16 respondents (32%) who believe influencers genuinely use the products.The data indicates a mixed perception among respondents regarding influencers' authenticity. While some respondents trust influencers, a significant portion is either neutral or skeptical, highlighting the challenge of perceived authenticity in influencer marketing. This suggests that simply promoting products is not enough; influencers must demonstrate genuine use and transparency to build consumer confidence.

Also, the Table – 6 denotes respondents' confidence in purchasing organic brands when multiple influencers recommend the same product: 3 respondents (6%) strongly disagree and 7 respondents (14%) disagree, totaling 10 respondents (20%) who are not influenced by multiple endorsements.18 respondents (36%) remain neutral, showing moderate indifference or uncertainty.16 respondents (32%) agree and 6 respondents (12%) strongly agree, totaling 22 respondents (44%) who feel more confident buying an organic brand based on multiple influencer recommendations. The data indicates that half of the respondents are positively influenced by multiple influencer endorsements, highlighting the role of social proof in building consumer trust. However, the presence of neutral and disagree responses suggests that while influencer recommendations are important, other factors like personal research, brand reputation, and product quality also significantly affect purchase decisions.

It was also observed from the Table – 6 that: 4 respondents (8%) strongly disagree and 8 respondents (16%) disagree, totaling 12 respondents (24%) who are not significantly influenced by disclosure issues. 16 respondents (32%) remain neutral, indicating indecision or moderate concern. 14 respondents (28%) agree and 8 respondents (16%) strongly agree, totaling 22 respondents (44%) who are skeptical of brands when influencer disclosures are missing. The data highlights that transparency in influencer marketing is critical. Nearly 44% of respondents express skepticism if the partnership is not clearly disclosed, emphasizing the importance of ethics, honesty, and compliance with advertising standards. This finding indicates that non-disclosure can negatively impact brand trust and credibility among potential consumers.

Table 7: C. Impact on Purchase Intention.

	Yes			**No**	
Have you ever discovered a new organic brand solely through a social media influencer?	28 (56%)			22 (44%)	
	None	**1-2 times**	**3-4 times**	**More than 5**	
How many times in the last 6 months have you purchased an organic product based on an influencer's recommendation?	15 (30%)	28 (56%)	6 (12%)	1 (2%)	
	Food & Beverages	**Skincare/ Cosmetics**	**Clothing**	**Household cleaners**	
Which organic category are you most likely to buy after seeing it on social media?	22 (44%)	13 (26%)	13 (26%)	2 (4%)	
	Yes		**No**		**May be**
Does an influencer's recommendation make you willing to pay a "premium price" for an organic product?	11 (22%)		27 (54%)		12(24%)
	Not at all	**Slightly**	**Moderately**	**Very much**	**Extremely**
How much does an influencer's "relatability" affect your decision to try an organic lifestyle?	10 (20%)	15 (30%)	18 (36%)	6 (12%)	1 (2%)

Source: Primary Data

Table – 7 shows whether respondents have discovered a new organic brand solely through a social media influencer: 28 respondents (56%) have discovered a new organic brand through influencers, indicating that social media influencers play a significant role in brand awareness. 22 respondents (44%) have not discovered new brands in this way, suggesting that traditional sources or prior knowledge still influence purchase decisions for a sizable portion of consumers. The data indicates that influencer marketing is moderately effective in creating brand discovery and awareness among consumers. While more than half of the respondents are influenced by social media in discovering organic brands, a substantial minority still relies on other channels, emphasizing the need for integrated marketing strategies combining social media and conventional methods.

Table – 7 represents how often respondents have purchased organic products based on influencer recommendations in the last six months: 28 respondents (56%) purchased 1–2 times, indicating occasional but consistent influence of social media recommendations on purchases. 6 respondents (12%) purchased 3–4 times, and 1 respondents (2%) purchased more than 5 times, showing a smaller segment of highly influenced consumers.15 respondents (30%) did not purchase any products based on influencer recommendations, reflecting a portion of the population less swayed by social media marketing .The data indicates that social media influencers moderately impact actual purchase behavior, with most respondents making occasional purchases rather than frequent ones. This highlights the effectiveness of influencer marketing in nudging consumers, while also suggesting that repeated purchases depend on additional factors such as product satisfaction, price, and personal preferences.

Table – 7 shows respondents' preferred organic product category to purchase after seeing it promoted on social media: Food & Beverages is the most popular category, with 22 respondents (44%), indicating that edible and consumable organic products are the primary influence of social media marketing. Skincare / Cosmetics is preferred by 13 respondents (26%), reflecting that beauty and personal care items also attract significant consumer interest. Clothing is selected by 13 respondents (26%), showing a moderate impact of influencer marketing on sustainable apparel purchases. Household Cleaners are the least chosen, with only 2 respondents (4%), suggesting lower engagement in this category. The data indicates that social media influencers have the strongest impact on the purchase of Food & Beverages, followed by Skincare/Cosmetics. This suggests that consumers are more influenced to buy daily-use, visible, or personal products through social media, while categories like household products require additional motivation or awareness campaigns.

Table – 7 represents respondents’ willingness to pay a premium price for organic products based on influencer recommendations: 11 respondents (22%) are willing to pay more, showing a positive influence of social media recommendations on price acceptance.27 respondents (54%) are unwilling to pay a premium, indicating that price sensitivity still plays a significant role in purchase decisions.12 respondents (24%) are uncertain (Maybe), suggesting that willingness to pay more depends on factors like product quality, perceived benefits, and influencer credibility. The data indicates that while influencer recommendations can encourage premium purchases, a majority of consumers remain price-conscious. Marketers should focus on value communication and trust-building to convert followers into willing premium buyers.

Table – 7 shows how influencer relatability affects respondents’ decision to try an organic lifestyle: 10 respondents (20%) are not influenced at all, while 15 respondents (30%) are influenced slightly, totaling 25 respondents (50%) with low influence.18 respondents (36%) are moderately influenced, showing that relatability has a noticeable impact for a significant portion.6 respondents (12%) are influenced very much, and 1 respondents (2%) are influenced extremely, totaling 7 respondents (14%) with strong influence. The data indicates that influencer relatability plays a moderate role in encouraging consumers to try an organic lifestyle. While a substantial portion is moderately to strongly influenced, almost half of the respondents are only slightly or not at all influenced, suggesting that relatability alone may not be sufficient. Marketers should combine relatability with trust, product information, and consistent messaging to maximize influence.

Table – 8: Section D: Brand Loyalty & Long-term Behavior

	Yes			**No**	
Do you continue using an organic brand even after the influencer stops promoting it?	39 (78%)			11 (22%)	
Does following "green" influencers make you feel more responsible toward the environment?	**SD**	**D**	**N**	**A**	**SA**
	1 (2%)	9 (18%)	17(34%)	14(28%)	9 (18%)
Do you fact-check the "organic" claims made by an influencer before making a purchase?	**Always**	**Often**	**Sometimes**	**Rarely**	**Never**
	7 (14%)	14 (28%)	24 (48%)	2 (4%)	3 (6%
	Not		**Mod**	**Very**	

Does an influencer’s negative review of a conventional (non-organic) brand push you toward organic alternatives?	**at all** 7(14%)	**Slightly** 5(10%)	**erately** 27(54%)	**much** 6(12%)	**Extremely** 5(10%)
Would you unfollow an influencer if you discovered they were promoting a "fake" organic brand (Greenwashing)?	**Yes**			**No**	
	34 (68%)			16 (32%)	
	Expertise	**Attractiveness**	**Relatability**	**Transparency**	
In your opinion, what is the most important trait for an organic lifestyle influencer?	7 (14%)	11 (22%)	13 (26%)	19 (38%)	

Source: Primary Data

Table – 8 reveals the respondents’ behavior regarding continuing to use an organic brand even after influencer promotion ends: 39 respondents (78%) continue using the brand, indicating a strong level of brand loyalty that persists beyond influencer endorsement.11 respondents (22%) do not continue, showing that for some consumers, influencer influence is a temporary factor in brand usage. The data suggests that while influencers are effective in initiating brand adoption, a significant proportion of consumers maintain loyalty independent of ongoing promotion. This highlights the importance of product quality, satisfaction, and perceived value in creating long-term consumer commitment beyond social media campaigns.

Table – 8 further shows respondents’ perception of feeling more environmentally responsible by following “green” influencers:1 respondent (2%) strongly disagrees and 9 respondents (18%) disagree, totaling 10 respondents (20%) who do not feel influenced.17 respondents (34%) remain neutral, suggesting a moderate level of awareness or indifference.14 respondents (28%) agree and 9 respondents (18%) strongly agree, totaling 23 respondents (46%) who feel more responsible toward the environment. The data indicates that following green influencers moderately enhances environmental consciousness among respondents. Nearly half of the sample perceives a positive impact, highlighting the role of social media influencers in promoting eco-friendly behaviors, while also suggesting that additional awareness campaigns may be needed to reach less influenced consumers.

Table – 8 also depicts the respondents' frequency of fact-checking organic claims made by influencers before making a purchase: 7 respondents (14%) always fact-check, and 14 respondents (28%) often fact-check, totaling 21 respondents (42%) who regularly verify claims. 24 respondents (48%) sometimes fact-check, reflecting occasional skepticism or selective verification. 2 respondents (4%) rarely and 3 respondents (6%) never fact-check, totaling 5 respondents (10%) who largely trust influencers without verification. The data indicates that a majority of consumers (90%) engage in at least some level of fact-checking, highlighting the importance of credibility and transparency in influencer marketing. Consumers tend to verify claims before purchase, demonstrating a cautious approach towards organic products promoted on social media.

Table – 8 again explains the extent to which an influencer's negative review of a conventional (non-organic) brand encourages respondents to shift toward organic alternatives: 27 respondents (54%) are moderately influenced, indicating that negative reviews play a noticeable but not overwhelming role in shaping preferences.6 respondents (12%) are influenced very much, and 5 respondents (10%) are influenced extremely, totaling 22% who show strong influence. On the lower end, 7 respondents (14%) are not influenced at all, and 5 respondents (10%) are influenced only slightly, totaling 24%. The data reveals that negative reviews of conventional brands moderately push consumers toward organic alternatives, suggesting that comparative criticism is an effective strategy in influencer marketing. However, since most respondents fall under the moderate category, it indicates that negative reviews alone are not sufficient, and consumers still rely on personal judgment, product benefits, and trustworthiness before switching to organic options.

Table – 8 explores in addition the respondents' likelihood of unfollowing an influencer if they discover the influencer is promoting a fake organic brand (greenwashing): 34 respondents (68%) indicated they would unfollow the influencer, showing strong intolerance toward misleading promotions.16 respondents (32%) would not unfollow, indicating that some followers may still maintain trust or prioritize other factors. The data highlights that transparency and authenticity are critical for influencer credibility. Greenwashing can negatively impact both influencer reputation and brand trust, emphasizing that ethical promotion is essential for maintaining a loyal and engaged audience in the organic products sector.

And finally the Table – 8 shows respondents' opinions on the most important trait of an organic lifestyle influencer: Transparency is considered the most important trait, with 19 respondents (38%), highlighting that audiences value honesty and ethical promotion above all. Relatability is the next most important, with 13 respondents (26%), indicating that followers prefer influencers they can connect with personally. Attractiveness is important to 11 respondents (22%), showing that physical appearance has a moderate influence on perception. Expertise is valued by 7 respondents (14%), suggesting that professional knowledge or credentials matter less than authenticity and relatability. The data indicates that audiences prioritize ethical and authentic behavior over aesthetics or technical expertise. Influencers who are transparent and relatable are more likely to gain trust and influence purchase decisions in the organic product market.

THE MAJOR FINDINGS OF THE STUDY:

1. **Primary Social Media Platform**: The majority of respondents (74%) primarily use Instagram**,** making it the most popular social media platform among the respondents.
2. **Following Influencers**: The majority of respondents (40%) agree that they follow social media influencers who promote a healthy or organic lifestyle.
3. **Preferred Platform for Organic Content**: The majority of respondents (56%) prefer Instagram for viewing organic product content.
4. **Engagement Frequency**: The majority of respondents (40%) rarely engage with influencer posts related to organic brands.
5. **Preferred Type of Influencer Content**: The majority of respondents prefer daily vlogs/lifestyle content (38%)**,** followed closely by product reviews.
6. **Perceived Authenticity of Influencers**: The majority of respondents slightly agree (32%) that social media influencers are more authentic than traditional celebrity endorsers.
7. **Trust in Organic Products Explained by Influencers** : The majority of respondents (48%) trust organic products more when influencers explain health benefits or eco-friendly certifications.
8. **Belief in Influencers' Personal Use of Products**: The majority of respondents (40%) remain neutral**,** indicating uncertainty about whether influencers genuinely use the organic products they promote.
9. **Influence of Multiple Influencer Recommendations**: The majority of respondents (44%) feel more confident purchasing organic brands when multiple influencers recommend the same product.

10. **Skepticism Due to Non-Disclosure**: **The** majority of respondents (44%) become skeptical of organic brands when influencers do not clearly disclose partnerships.
11. **Discovery of New Organic Brands**: The majority of respondents (56%) have discovered a new organic brand through social media influencers.
12. **Purchase Based on Influencer Recommendation**: The majority of respondents (56%) purchased organic products 1–2 times based on influencer recommendations in the last six months.
13. **Preferred Organic Product Category**: The majority of respondents (44%) prefer Food & Beverages after seeing them promoted by influencers on social media.
14. **Willingness to Pay Premium Price**: The majority of respondents (54%) are unwilling to pay a premium price for organic products despite influencer recommendations.
15. **Influencer Relatability**: The majority of respondents (50%) are slightly or not influenced by influencer relatability in trying an organic lifestyle.
16. **Continuation of Brand Usage**: The majority of respondents (78%) continue using organic brands even after influencer promotion ends.
17. **Environmental Responsibility**: The majority of respondents (46%) feel more environmentally responsible by following green influencers.
18. **Influence of Negative Reviews**: The majority of respondents (54%) are moderately influenced by influencers' negative reviews of conventional brands to shift toward organic alternatives.
19. **Reaction to Greenwashing**: The majority of respondents (68%) would unfollow an influencer if they promote a fake organic brand.
20. **Most Important Influencer Trait:** The majority of respondents (38%) consider transparency as the most important trait of an organic lifestyle influencer.

SUGGESTIONS:

1. **Focus on Instagram as the Primary Platform:** Since the majority of respondents actively use Instagram, marketers should prioritize Instagram-based influencer campaigns for organic products.
2. **Target Young Adults and Students:** As most respondents are aged 21–30 and are students, organic brands should design content that appeals to young, educated, and digitally active consumers.

3. **Use Lifestyle and Product Review Content:** Influencer content should focus more on daily lifestyle integration and honest product reviews, as these formats attract the majority of respondents.
4. **Increase Interactive Engagement:** Since most respondents engage rarely, brands should use interactive content such as polls, Q&A sessions, giveaways, and live demonstrations to improve engagement.
5. **Encourage Informative and Educational Content:** Influencers should explain health benefits, certifications, and eco-friendly aspects clearly, as this increases trust among the majority of respondents.
6. **Use Multiple Influencers Strategically:** Since many respondents feel more confident when multiple influencers recommend the same product, brands can collaborate with several credible influencers for the same campaign.
7. **Focus on Food & Beverage Organic Products:** As Food & Beverages are the most preferred category, brands in this segment should invest more in influencer marketing compared to less-engaged categories.
8. **Emphasize Value Rather Than Premium Pricing:** Since the majority are unwilling to pay a premium price, marketers should clearly communicate value, quality, and long-term benefits instead of only higher prices.
9. **Maintain Product Quality to Ensure Loyalty:** As most respondents continue using organic brands even after promotions end, brands should focus on quality and customer satisfaction to retain consumers.
10. **Avoid Greenwashing at All Costs:** Since a large majority would unfollow influencers promoting fake organic brands, ethical marketing and honest claims are essential for long-term credibility.

CONCLUSION:

The study concludes that social media influencers have a moderate influence on consumer awareness and purchase behavior toward organic food products. Most of the respondents are young and active on Instagram, making it the most effective platform for influencer marketing. However, the study shows that consumer trust depends largely on transparency, authenticity, and product quality rather than influencer promotion alone. Several respondents are price-conscious and prefer to verify claims before purchasing. Ethical practices and clear disclosure are therefore essential to maintain credibility.

Overall, influencer marketing is effective when used ethically and strategically**,** supported by genuine content, fair pricing, and quality products. It should be combined with other realm of marketing efforts to build long-term consumer trust and loyalty in the organic products market.

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