



CONSUMER'S OPINION ABOUT SOCIAL MEDIA CAMPAIGNS OF DAIRY PRODUCTS

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Abstract

This study looks at consumer's opinion about social media campaigns in the dairy products. The study utilizes a sample of 182 respondents to stare at demographic responses, marketing features, and purchasing decision. According to percentage research, the most important campaign elements are loyalty, influencer credibility, and require for video content. Considerations about the environment, credible verification, and a willingness to pay higher prices all have an important influence on consumption. The outcomes show how important, genuine, interesting, and engaging social media campaigns can influence customers' purchasing decision of dairy products.

Keywords: *Social Media, Social Media Campaigns, Consumer Perception, Dairy Products, Purchasing Decision.*

1. Introduction

The global dairy product has recently noticed a significant in consumer buying behaviour and marketing strategies. Performance oriented dairy products that encourage brand loyalty and offer customer interesting features have foster in fame as consumers get experience and develop preferences for what they purchase. Businesses are finding that social media platforms like Facebook, YouTube, and Instagram are essential tools for engaging with consumers, sharing brand values, and impacting consumer decisions. Consumer opinions have been successfully affected by social media campaigns, particularly those that use influencers, interesting content, and clear language. However, the efficiency of such advertisements is determined by multiple criteria, such as content attractiveness, source accuracy, and alignment with consumer preferences and convictions.

Social media marketing is becoming increasingly popular in the dairy products; the study has looked at how consumers focus these campaigns and how that perception influences their actual purchasing decision. It investigates the connection between advertising strategies and customer buying behaviour, the factors including content preferences, status of influencers, trust, and willingness to pay higher costs. The study indicates insights into how social media marketing strategies might be improved to more successfully in consumer decisions.

2. Review of Literature

Khan, S., et al. (2025) this study examined how Indian consumers of organic food are influenced by social media. Decisive the influence of social media on the intention to buy organic food is the purpose. The outcomes show that, with exclusion of trust, significant factors that have main impact on purchase intentions are food safety, environmental concerns, health benefits, electronic word-of-mouth (e-WOM), and fulfilment. The findings of the study marketers might incorporate social media into easy to use websites to foster the purchase of organic food.

Soodan, V., et al. (2026) this study investigated sustainable food and beverage products and digital marketing. The customers react to businesses that reduce their environmental effect as become more aware of environmental degeneration. This study shows new lines of investigation and calls attention to

the shades of SDM in food and beverage brands that are often neglected. Besides, the assessment offers tactical insights for businesses that actively utilize digital media to interact with customers.

Garcia-Leon, R. A., & Teichert, T. (2023) in order to determined of the study utilized bibliometric techniques to analyze 1356 journal articles using factor and social network analysis. By the identifying connections between the main research addresses and recommending new research topics for the future, the study includes to the prominent research areas in the social sciences.

Basu, A., & Mandal, P. C. (2021) this paper aimed to debate how social media marketing can be utilized to expand consumer awareness of sustainable food and moral eating in India, through the application of established marketing and a suggestion of a conceptual framework after the theoretical conversation. The study on moral eating in India has been very minimal in the past, and there are still indecisions concerning how to progress with digital marketing campaigns.

3. Objectives of the Study

1. To know the demographic factors of consumers purchasing dairy products.
2. To analyze consumers' opinion about social media campaigns and consumer's purchasing decision related to dairy products.

4. Scope of the Study

The study aims to investigate how consumers feel about social media campaigns in the dairy products. This study examines the demographics characteristics of respondents who purchase dairy products. Trust, engagement, genuineness, influencer credibility, and content priority are important social media campaign features. Social media campaigns' influence on consumer's buying behaviour, such as willingness to pay higher costs, certification verification, and aspiration to attract more purchases.

5. Limitations of the Study

1. The sample size is limited to 182 respondents,
2. The study relies on self-reported data, which may be influenced by respondent bias or social desirability effects.
3. The analysis is based solely on percentage analysis, confining the depth of statistical inference.
4. The study concentrates only on social media campaigns and does not compare their effectiveness with other digital or traditional marketing channels.

6. Research Methodology

The study utilizes a descriptive and analytical research method to view at how consumers perceive about social media marketing for dairy products. Respondents of the study are social media user's bases who have come through advertising campaigns for dairy products. The survey included 182 respondents in total. Those who engage with social media and have previously been revealed to dairy products campaigns were chosen utilizing a non-probability purposive sample technique. The main statistical technique for exploring the demographic factors, social media campaign characteristics, and sustainable purchasing behaviour was percentage analysis.

7. Data Analysis and Interpretation

Table No.1:Percentage Analysis of Demographic factor of the respondents

Factors	Classifications	Frequency	Percentage (%)
Gender	Male	92	50.5
	Female	90	49.5
	Total	182	100.0
Age	18–25	65	35.7
	26–35	58	31.9
	36–45	40	22.0
	46+	19	10.4
	Total	182	100.0
Education	Undergraduate	78	42.9
	Postgraduate	64	35.2
	Others	40	22.0
	Total	182	100.0
Occupation	Student	54	29.7
	Employee	68	37.4
	Self-employed	32	17.6
	Others	28	15.3
	Total	182	100.0
Monthly Income	Less than Rs.20000	46	25.3
	Rs.20,001–Rs.40,000	58	31.9
	Rs.40,001–Rs.50,000	42	23.1
	More than Rs.50,000	36	19.8
	Total	182	100.0

Source: Primary data

Table No.1 Shows That The Demographic Factors of The Gender, Age, Education, Occupation And Monthly Income Respondents.

1. Gender: Among 182 respondents of the study 50.5% of them were Male respondents and remaining 49.5% of them were Female respondent. Therefore Majority of the respondents are Male.
2. Age: Indicating that younger customers are more interested in sustainable initiatives, the 67.6% majority are between the ages of 18 and 35.
3. Education: The sample is well-educated; with 42.9% majority of respondents are having a degree of undergraduate.
4. Occupation: Majority of the Employee respondents 37.4% indicating active use of social media.
5. Income: The majority 31.9% fall between ₹20,001 and ₹40,000, indicating that customers are important players.

Table No.2: Percentage Analysis of Social Media Campaigns

Factors (Campaign Attributes)	Classifications	Frequency	Percentage (%)
Awareness of campaigns	Low	28	15.4
	Moderate	54	29.7
	High	100	54.9
Trust in sustainability claims	Low	22	12.1
	Moderate	60	33.0
	High	100	54.9
Engagement with posts	Rarely	30	16.5
	Sometimes	70	38.5
	Often	82	45.0
Influencer credibility	Low	25	13.7
	Moderate	65	35.7
	High	92	50.6
Content preference	Text	40	22.0
	Image	60	33.0
	Video	82	45.0
Authenticity perception	Low	20	11.0
	Moderate	70	38.5
	High	92	50.5
Recommendation	Yes	120	66.0
	No	62	34.0
Frequency of exposure	Rarely	25	13.7
	Sometimes	70	38.5
	Often	87	47.8
Participation in campaigns	Yes	110	60.4
	No	72	39.6
Preference over traditional ads	Yes	130	71.4
	No	52	28.6

Source: Primary data

1. Awareness: Majority 54.9% of the responders indicating a wide-ranging campaign.
2. Trust: According to 54.9% of respondents, statements are highly credible, emphasizing the significance of trustworthiness
3. Engagement: 45% of frequently interact with posts, recommending that they are actively involved.
4. Influencer Credibility: 50.6% of respondents look at influencers to be very credible, which supports their influence over public opinion.
5. Preference for Content: The most 45% of the popular content is videos, which are followed by 33% photos.
6. Authenticity: 50.5% feel that campaigns are very genuine.
7. Recommendation: 66% of respondents suggest campaigns to others, indicating the impact of word-of-mouth.
8. Frequently exposed: 47.8% of frequently revealed to campaigns, showing visibility.
9. Involvement: 60.4% of take part campaigns, indicating interactive participation.
10. Preference over traditional Ads: 71.4% of peoples favour in social media advertisement, illustrating the impact of digital media.

Table No. 3:Percentage Analysis of Consumer’s Purchasing Decision

Factors (Purchasing Behaviour)	Classifications	Frequency	Percentage (%)
Purchase frequency	Rarely	30	16.5
	Sometimes	70	38.5
	Often	82	45.0
Willingness to pay higher prices	Low	40	22.0
	Moderate	60	33.0
	High	82	45.0
Certification checking	Yes	120	66.0
	No	62	34.0
Motivation: Health benefits	Yes	128	70.3
	No	54	29.7
Peer influence	Yes	115	63.2
	No	67	36.8
Brand reputation	Important	132	72.5
	Not important	50	27.5
Price sensitivity	High	60	33.0
	Moderate	70	38.5
	Low	52	28.5
Continued purchase	Yes	125	68.7
	No	57	31.3
Sharing purchases online	Yes	95	52.2
	No	87	47.8
Campaign influence on purchase	Strong	85	46.7
	Moderate	70	38.5
	Weak	27	14.8

Source: Primary data

1. Frequency of Purchases: 45% of consumer’s frequently buy eco-friendly goods.
2. Willingness to pay higher prices: 45% of respondents demonstrate a high level of willingness, considering a feeling of value.
3. Certification checking: 66% of verify certifications, which strengthens trust-building standards.
4. Health-related Motivation: The 70.3% of people are motivated by health benefits.
5. Peer Influence: peers had a 63.2% of respondents are influence.
6. Brand reputation: Brand reputation is vital, according to 72.5% of respondents.
7. Price Sensitivity: 33% high, 38.5% moderate, indicating a range of affordability price.
8. Continued Purchase: The 68.7% of consumers still purchase sustainable goods of dairy products.
9. Online Sharing: 52.2% of products purchases are shared online, exploring the reach of campaigns.
10. Campaign Influence: 46.7% campaigns had a significant effect, indicating effectiveness.

Conclusion

In the dairy products, social media ads have a significant impact on consumer perception and purchase behaviour, according to the report. Consumer purchasing decision-making is strongly impacted by campaigns that highlight uniqueness, authenticity, and the participation of reliable influencers. The results show that customers are becoming more and more driven by wellness issues, and a sizeable



portion of them say they are willing to pay more for goods that reflect these ideals. The findings indicate that in order to improve customer trust, brand loyalty, and foster market competitiveness, dairy products should give priority to transparent, captivating, and influencer-driven social media strategies.

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