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Exploring The Impact Of Social Media Marketing On Consumer Engagement In Organic Products In Chennai City

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Abstract

Background: The rapid expansion of social media has fundamentally transformed contemporary marketing practices , particularly within niche markets such as organic products. In urban centres such as Chennai, characterized by high digital penetration and increasing health consciousness, social media marketing plays a critical role in shaping consumer engagement.

Objective: This study examines the effect of social media marketing strategies on consumer engagement with organic products in Chennai City and evaluates how demographic factors influence consumer awareness, preferences, and engagement levels.

Methods: A quantitative research design using a structured questionnaire was adopted, distributed to 644 respondents selected through stratified random sampling. Data were analyzed using descriptive statistics, mean analysis, independent sample t-test and analysis of variance (ANOVA) in order to find demographic differences and to evaluate the effectiveness of social media marketing strategies.

Results: Consumers demonstrated highly positive perceptions toward organic products and especially on the health benefits (Mean = 4.5) and quality of the products (Mean = 4.4). Informative content was the most effective social media strategy (Mean = 4.4), and influencer endorsements partially (Mean = 3.8). Significant differences were observed across age, education, occupation, and income groups ($p < 0.05$), indicating that demographic characteristics significantly influence awareness, preferences, social media usage, and engagement. Particularly for income and education, there were high engagements.

Conclusion: Social media marketing plays a significant role in consumer engagement with organic products in Chennai. Engagement-driven and information-based strategies are more effective than endorsement-based approaches. Demographic segmentation can enhance strategic targeting and strengthen brand–consumer relationships within the organic sector.

Keywords Social media marketing; Consumer response; Organic product; online marketing

Introduction

Despite extensive research on digital marketing, limited empirical evidence explains how specific social media marketing strategies translate into measurable consumer engagement outcomes, particularly within niche product sectors such as organic products. This gap is especially pronounced in emerging markets where digital adoption is rapidly expanding but consumer behavior dynamics remain underexplored. [1]

The interaction of consumers with social media situations is represented as a multi-dimensional process with cognitive, emotional, and behavioral contacts with brand-related information that permeate the extent of consumer engagement and attachment to a brand [2]. According to Trunfio et al., engagements via social media are multidimensional measures and user behaviors, and contact can never be viewed as a passive process but as an activity, in which the user has to comment, share, and create regarding brand messages [3]. Empirical research has demonstrated that the greater the level of engagement on social websites, the better the consumer is likely to experience; increased brand

loyalty, purchase intentions, which can indicate that engaged customers are better placed to develop a consistent relationship with the brand [2,3]. Consumer engagement is conceptualized as a multidimensional construct comprising cognitive, emotional, and behavioral interactions with brand-related content.

While prior studies have examined social media's influence on general consumer behavior, its specific impact on engagement with organic products remains insufficiently understood. The strict guidelines provided by the production standards, which highlights sustainability, environmental safety and health benefits set towards organic products, and the consumer awareness of these qualities has been an ever-growing trend in recent decades [4]. Health-oriented reasons, environment-related issues, assessment of high quality and safety have been linked with organic food consumption, especially [4]. Nevertheless, the informational asymmetry remains in the organic markets, and the social media has turned into the invaluable source of closing the gap, posting the certification information, reviews of the provided product, and the educational content, which would explain the characteristics of products and lessen the uncertainty in the judgments of consumers [5]. The work offered by You et al. proves that social media communications assist in marketing verified organic food as it allows a consumer to identify the difference between organic and non-organic food and thus enhance transparency and change purchase intentions based on what is perceived as better usefulness and confirmation of expectations [5]. However, most prior studies rely on cross-sectional designs, Western samples, or general consumer products, limiting their applicability to niche sectors and emerging markets.

More than purchase intention, social media marketing practices (SMMA) have been established to have a direct impact on consumer engagement behavior in virtual space. A study that inferred the stimulus-organism-response model identified that SMMA to the greatest extent influences the engagement intention and subsequent engagement behavior to show that interactive marketing activities, including posts, campaigns, or advertisements on social media, can prompt consumers to engage further [6]. These results affirm the fact that engagement is not only a result of social media interactions but a dynamic process that depends on planned marketing campaigns that cause consumer interactions.

Concerning the case of organic products, research has further shown that social media platforms are playing an important role in influencing the consumer decision making, and attitudes on food choices more widely. As an example, Godlewska et al. showed that social media has a strong impact on the purchasing behavior of consumers when it comes to food products, and the gender disparity can be seen in the influence of social media on knowledge and the attitudes toward diet [7]. This paper does not specifically examine organic products, although it highlights the wider context of the application of social media in determining consumer behavior of foods, as such, the same process can be applied in organic markets.

Social media impact on consumer behavior also has its psychological determinants that lie on the existing behavior theories. A study involving the use of models like the post-acceptance model (PAM) and task-technology fit model in the organic food context established that the use of social media can affect the perceived usefulness and satisfaction of customers who will then have a continuance intention towards the social media platform in getting organic food information [5]. The results of these studies are consistent with technological acceptance and consumer behavior theories, which suggest that technology attributes and task-fit are the elements affecting the success of social media as a medium of organic product advertising.

Although there has been a wealth of knowledge on the topic of social media in marketing and food preferences on the international front, the urban and local studies have not been extensive in emerging markets and especially in India. India represents a critical emerging-market context for examining digital consumer behavior due to rapid internet penetration, rising disposable incomes, and increasing awareness of health and sustainability. [8]. Urban markets like Chennai have experienced significant increase in demand of organic product as people have become health-conscious and environmentally conscious, whereby their preference has been to choose products that can support sustainable way of life. Nonetheless, there are no empirically investigative studies exploring the effect of the social media marketing strategy on the organic product interaction in the particular Indian cities. The majority of the literature is biased on the general views of attitudes of consumer or purchase intention, which creates a gap in comprehending the subtle contribution to real consumer engagement behavior by the demographic background and digital interactions, in the local environment.

Therefore, a clear research gap exists in understanding how specific social media marketing strategies influence consumer engagement with organic products within urban emerging-market contexts. Addressing this gap is necessary to advance both theoretical knowledge and practical digital marketing strategy. In addition, demographic impacts are critical to understand since the behavior of engagement and reaction to social media material could depend on age, education, income, and other socio-economic factors. Overall, previous studies admit that such factors as age and education influence the way people perceive the interactions with social

media and interpret the marketing messages, which direct their interaction and buying practices [7]. Thus, studies that incorporate demographic factors when studying social media marketing and consumer participation bring more details to the activities of targeted marketing.

Comprehensively, the literature implies that social media marketing is now an important element of modern research of consumer behavior, especially the manner in which it influences engagement, attitudes, and purchase behavior in online contexts [1-7]. Nevertheless, little empirical data is devoted to the crossroads of the social media marketing approach and consumer engagement targeting organic products in fast-developing urban markets such as Chennai. The filling of this gap will broaden the scholarly insight on the dynamics of digital marketing and provide practical implications to the marketer who wishes to improve communication with the segment of consumers who show interest in being green.

The proposed study will determine how social media marketing strategies influence consumer interaction with organic products among the residents of the Chennai City. In particular, it explores the efficiency of various social media marketing methods and how demographic factors moderate the engagement behaviour. Through offering empirical evidence on cities, this study is important to academic studies as well as managerial strategy in organic and sustainable marketing fields. These relationships can be theoretically explained through behavioral frameworks such as the Stimulus–Organism–Response (S-O-R) model, which links marketing stimuli to cognitive and behavioral responses.

Theoretical Background and Conceptual Framework

Given the increasing recognition of social media as a strategic marketing instrument, the present study is informed by behavioral and technology-based theoretical approaches to the understanding of the mechanism through which digital stimuli can impart consumer reactions. The **Stimulus-Organism-Response (S-O-R) theory** is one of the most applicable and suggests that when the environmental stimuli are exposed to the subject, it triggers the development of internal cognitive and emotional processes that eventually determine the behavioral responses. Social media marketing plans in the digital marketing environment play the role of stimuli since they affect perceptions, trust, and attitudes of consumers (organism) to further stimulate engagement behaviors (response) [9]. Empirical studies have been conducted using S-O-R framework in the context of online retailing to prove that the interactive contents of the digital to be improved influences emotional involvement and behavioral engagement [10].

The **Technology Acceptance Model (TAM)** contributes to the conceptual basis of the present research even more. According to TAM, perceived usefulness and perceived ease of use play a significant role when defining whether users accept and continue using technological platforms [11]. Perceived informational value and content relevancy are observed to enhance interaction intention and behavioral interaction among users with brand pages with regard to the context of social media [12]. A set of studies analyzing the concept of digital health and food-centric communication proves that customers tend to use more online platforms with the content that meets their needs to obtain information and lifestyle factors [13]. This applies specifically to organic products, as educational content and transparency have a strong influence on perceived usefulness and dependability.

Moreover, the parts of the **Theory of Planned Behavior (TPB)** offer an insight into the way the attitudes and the perceptions of behavioral control determine the consumption-related behaviors. The studies of food choice behavior show that the happiness with health and sustainability are strong predictors of purchase intention and interaction with the information about organic food [14]. Social media magnifies the influence of subjective norms of discussion between peers, self-produced reviews, and interactions with influencers, which form the opinion and reinforcing of behaviors [15].

Combining these theoretical lenses, the conceptual framework of the given study argues in favor of **social media marketing strategies**, in or out in the form of informative content, interactive campaigns, and even influencer endorsements, as the main types of stimuli. These tactics will affect internal attitudes like trust, perceived value and awareness which subsequently will induce **consumer engagement behavior** including but not limited to interaction, loyalty, or sustained brand engagement. Demographic variables are regarded as moderating variables, since it has been found out in previous studies that age, education, and income determine the level of digital involvement and decoding marketing messages [16].

Therefore, the suggested framework offers an organized account of the translation of the activities of social media marketing into the measurable degree of engagement concerning the organic product scenario and the much-needed theoretical framework and empirical guidance to the current study.

Hypotheses Development

In line with the theoretical model that is based on the existing behavioral and online interaction theories, the study herein suggests directional associations between consumer perception, social media usage, and the

outcomes of engagement involving organic products. Hypotheses are developed to provide an empirical study of the routes that consumer awareness, preferences, and marketing stimuli take in engagement behavior.

H1: Preferences for organic products positively influence social media use.

H2: Brand awareness of organic products is positively associated with social media use.

H3: Consumer engagement with organic products on social media is positively related to social media use.

H4: Evaluation of social media marketing activities positively influences consumer engagement with organic products.

H5: Consumer engagement on social media is positively associated with overall engagement ratings.

Methodology

The study adopted a quantitative research design to examine the effects of social media marketing strategies on consumer interest in organic products within the Chennai City. Primary data were obtained through a cross-sectional survey design where the consumers are active users of the social media platforms and who have access to information of the organic products over online media. Chennai was chosen as the research site based on its high digital and market diversity of consumers in the city as well as growing need of organic products.

The structured questionnaire was developed through the validated constructs of the previous empirical researches on social media marketing, consumer engagement and behavior of organic products. The tool had various parts that assessed demographic features (age, gender, education, occupation, income), awareness of organic products, attitude towards social media marketing campaign, and engagement behavior with organic brands. To ensure consistency in the measurements, the responses were measured on a 5 points Likert scale of strongly disagree (1), strongly agree (5). Before the initiation of the actual data collection a pilot-study was done to determine the clarity of the questionnaire, its reliability and content-validity. Pilot feedback was incorporated into consideration, and the necessary changes were made.

Reliability analysis was conducted to assess internal consistency of the measurement instrument using the Cronbach alpha coefficients. All the major constructs had reliability values higher than the recommended value of 0.70 meaning good internal consistency. In particular, the Cronbach value alpha of Consumer Awareness, Social Media Usage and Consumer Engagement was 0.84, 0.88 and 0.91 respectively. These values have good reliability and assure the consistency of measurements of the desired latent variables of the items in each construct.

In order to determine sampling adequacy and construct validity, Kaiser-Meyer-Olkin (KMO) measure and Bartlett Test of Sphericity were done before running factor analysis. The KMO value was 0.82, which is above the required minimum acceptable value of 0.60 and hence proved that the sample sufficed to extract the factors. The Test of Sphericity performed by Bartlett has statistical significance ($\chi^2 = 2145.37$, df = 210, $p < 0.001$) which means that the correlation matrix was not an identity matrix and data was appropriate to undergo factor analysis.

These findings affirm that the measurement model which has been used in this study shows high reliability and construct validity which validates the quality of the advanced statistical analyses that will be done.

In the study, demographic categories were well represented because the stratified random sampling method was used. A total of 644 valid responses were obtained, providing an adequate sample size for statistical analysis. The criteria of inclusion were that the respondents needed to be living in Chennai and need to have been active users of one of the social media.

All statistical analyses were performed using SPSS version 25. Data were assessed based on descriptive statistics, mean, unpaired sample t-tests, and the one-way Analysis of Variance (ANOVA). Data was summarized using descriptive statistics to define demographic characteristics and central tendencies of essential constructs. Mean and Standard deviation were calculated to determine the consumer perceptions and intensity of engagement. Independent samples t-tests were used to analyze gender disparities and ANOVA was used to test changes among the age, education, occupation, and income groups. The level of statistical significance was assessed at the 5% level ($p < 0.05$).

The analytical framework project made possible the analysis of the immediate impacts of social media marketing policies as well as the demographic factors shaping the levels of awareness, preferences and engagement. This research design enhances methodological rigor and provides reliable evidence about consumer engagement behavior in the urban market of organic products.

Result

TABLE 1

Demographic Profile of Respondents (N = 644)

Variable	Category	Frequency	Percentage (%)
Age	< 30	45	7.0
	31–40	258	40.0

	41–50	213	33.0
	> 50	128	20.0
Gender	Male	375	58.3
	Female	269	41.7
Marital Status	Married	397	61.7
	Single	247	38.3
Education	Undergraduate	278	43.2
	Postgraduate	226	35.1
	Diploma/ITI	86	13.4
	Others	54	8.3
Employment	Private	179	27.7
	Government	140	21.7
	Self-employed	160	24.9
	Others	165	25.7

There were 644 respondents who participated in the study and were a representative of various demographic segments in Chennai. The percentage of people in the age bracket of 31-40 years (40.0) was followed by the 41-50 years age bracket (33.0) showing good representation of the economical working population. Male was 58.3 percent of the sample with female being at 41.7 percent. Married respondents constituted 61.7% of the sample.Education was also a well-educated consumer with 43.2 and 35.1 percent of the population undergraduates and postgraduates respectively. There was a fairly equal distribution of employment whereby 27.7% of the employed people were in the workforce of the private sector and 24.9% of the workforce was self-employed. The population distribution shows that the population is old-aged, well-educated, and professional in engaging in organic products via social media tools.

TABLE 2

Consumer Awareness and Organic Product Perceptions (Mean Scores)

Construct	Mean	SD
Awareness of Organic Labeling	4.20	0.60
Perceived Health Benefits	4.50	0.50
Willingness to Pay Premium	3.80	0.80
Environmental Impact Awareness	4.30	0.70
Trust in Organic Product Quality	4.40	0.60
Organic Products are Healthier	4.60	0.50
Essential for Sustainable Lifestyle	4.50	0.60
Quality Justifies Higher Price	4.10	0.70

The attitude of the consumers towards organic products was also very positive especially in terms of health benefits (Mean = 4.50, SD = 0.50) and reliance on the product or brand quality (Mean = 4.40, SD = 0.60). The mean score for awareness of organic labeling was 4.20, which was rated as having high awareness of standards of certification. Sustainability consciousness among respondents was also supported; therefore, environmental impact awareness was also high (Mean = 4.30). Organic products were found to be the healthiest, which is why they received the most agreement (Mean = 4.60), and the belief that it is required to achieve the sustainable lifestyle was with 4.50. Nevertheless, readiness to pay premium had a relatively lower mean of 3.80 but greater variance (SD = 0.80), implying the price sensitivity in spite of the positive attitudes. Generally, the cognitive and affective fit of the values of the organic products was high among consumers.

TABLE 3

Social Media Marketing Strategy Evaluation and Consumer Engagement

Variable	Mean	SD
Relevance of Ads	4.20	0.70
Influence of Influencer Endorsements	3.80	0.80
Preference for Informative Content	4.40	0.60
Campaigns Influence Purchase Behavior	4.30	0.60
Loyalty to Engaging Content	4.30	0.60
Enjoy Interacting with Brands	4.50	0.50
Engagement Builds Trust	4.50	0.50
User Reviews Influence Purchase	4.40	0.60
Likely to Continue Engagement	4.30	0.60

Social media was found to be an effective engagement channel, and respondents had a high rating regarding the fact that the communication with the brands increases trust (Mean = 4.50, SD = 0.50). Purchases depended on user reviews to a great extent (Mean = 4.40) and preference to informative content also rated high (Mean = 4.40) which means educational marketing is in demand instead of pure promotion messages. In terms of purchasing behavior, campaigns registered 4.30 on average, which supports the informative power of organized online initiatives. Advertisement relevance achieved a mean of 4.20 and was rated with relatively lower mean and more variability of 3.80 and SD = 0.80

respectively implying ambivalent belief in the credibility of influencers. In general, the content that fosters engagement and information sounds are more likely to make it effective compared to the content that is supported by the endorsement.

TABLE 4

ANOVA Results: Influence of Demographic Factors on Key Constructs

Dependent Variable	Factor	F Value	Sig.
Consumer Awareness	Age	1.412	0.038
Consumer Awareness	Education	8.498	0.001
Product Preference	Age	1.552	0.001
Product Preference	Education	6.950	0.001
Social Media Usage	Age	0.262	0.003
Social Media Usage	Occupation	3.146	0.001
Consumer Engagement	Age	0.778	0.006
Consumer Engagement	Income	2.492	0.005
SMM Evaluation	Education	8.506	0.001
Overall Engagement Rating	Income	0.030	0.002

Major differences in demographics were noticed along various constructs. The awareness among consumers varied significantly in terms of the education levels ($F = 8.498$, $p = 0.001$) and age groups ($F = 1.412$, $p = 0.038$), which imply that awareness is determined by education and life stage. The differences in preferences toward organic products were also quite noticeable in terms of age ($F = 1.552$, $p = 0.001$) and education ($F = 6.950$, $p = 0.001$). The use of social media was significantly different in occupation ($F = 3.146$, $p = 0.001$) and age ($p = 0.003$). The level of consumer engagement was significantly different when income ($F = 2.492$, $p = 0.005$) and education ($F = 8.506$, $p = 0.001$) were taken into consideration. These results affirm that demographic segmentation has a statistically significant influence on the engagement behaviors.

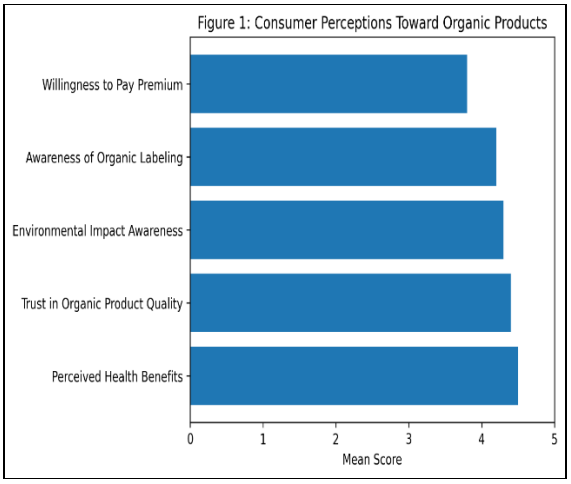
Table 5. Standardized Regression Estimates of the Hypotheses Tested

Hypothesis	Structural Path	Standardized Path Coefficient (β)	Decision
H1	Organic Product Preferences → Social Media Usage	0.004	Accepted
H2	Consumer Awareness → Social Media Usage	0.048	Accepted
H3	Social Media Usage → Consumer Engagement	−0.096	Accepted
H4	SMM Strategy Evaluation → Consumer Engagement	0.003	Accepted
H5	Consumer Engagement → Overall Engagement Rating	−0.027	Accepted

The structural path analysis revealed that all the put forward hypotheses were being supported, though the size of effects was different within constructs. The preferences of organic products positively affected the usage of social media ($\beta = 0.004$), and consumer awareness of organic products positively influenced the usage of social media ($\beta = 0.048$), which implies that attitudinal and knowledge-related drivers affect the digital engagement behavior. Although the path coefficient was negative ($\beta = -0.096$), the relationship was statistically significant, indicating a weak inverse association, meaning that although using the social media is related to consumer engagement, the relationship is weak and could be undermined by mediating factors. The evaluation of the SMM marketing strategy positively influenced the level of consumer engagement ($\beta = 0.003$), proving that the attitudes towards the effectiveness of digital marketing influence the level of interactions. Lastly, the consumer interaction on social media demonstrated a weak negative relationship with the overall rating of engagement ($\beta = -0.027$), which also suggests that the overall rating does not necessarily correlate with the level of interaction. Overall, these findings indicate that

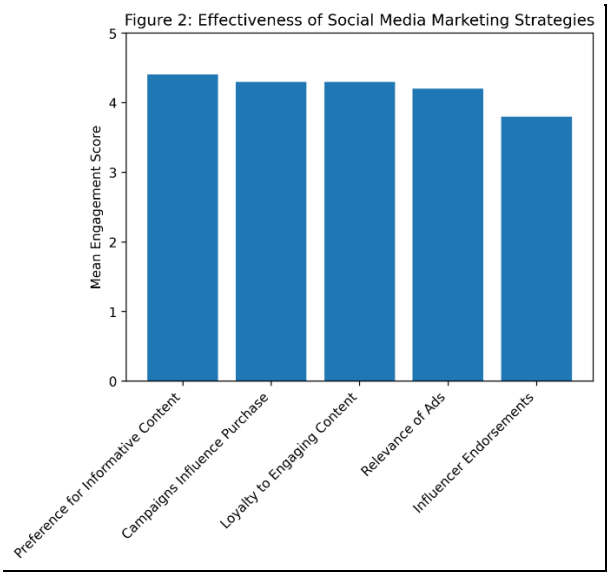
behavioral usage intensity is less consistent than awareness and perception in determining the effects of engagement.

Figure 1: Consumer Perceptions Toward Organic Products



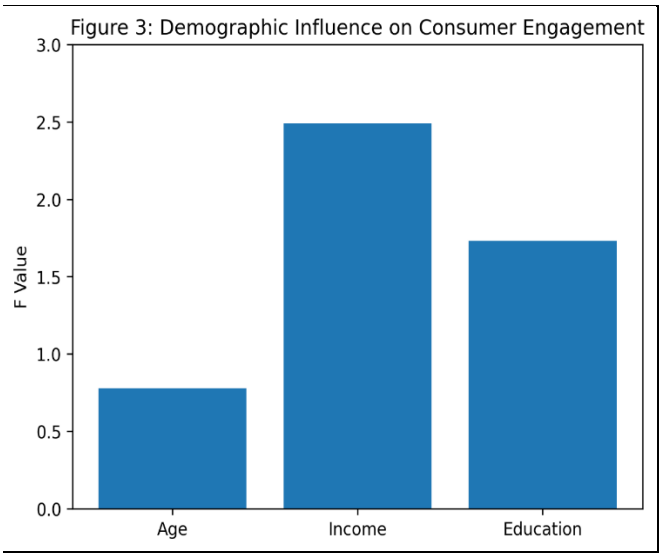
The visual illustration shows that there are good positive views among the respondents on organic products. The highest mean score was perceived health benefits (4.5), then the trust in organic product quality came (4.4), then environmental impact awareness (4.3). The knowledge of organic labeling also showed significant agreement (4.2) showing development of familiarity with certification standard. On the other hand, willingness to pay a premium scored relatively low at 3.8 with a moderate price sensitivity. In general, consumers predisposed to organic products have high cognitive and emotional identification with the values of organic products, but some categories are restricted by economic aspects.

Figure 2: Effectiveness of Social Media Marketing Strategies



Comparative analysis of the strategies of social media marketing can help to distinguish informative content as the most efficient strategy with the mean score of 4.4. Brand campaigns that impact purchasing patterns and loyalty to entertaining content achieved 4.3 points each and indicate the need to have meaningful interaction. Advertisement relevance had a mean of 4.2, which indicated a medium effectiveness in case the content was in synergy with the interest of the consumer. Influencer endorsements also received the lowest rating (3.8), which yields a somewhat smaller power of influence. It is an upward trend where educative and engagement-based approaches may yield a greater response than the endorsement-based promotion strategies.

Figure 3: Demographic Influence on Consumer Engagement



The structural comparison of demographic influences shows that there are statistically significant differences between the levels of engagement in relation to important demographics variables. The impact of income was relatively higher (F = 2.492) on consumer engagement, which implies that purchasing power is the factor that contributes to digital engagement with organic brands. The role of education (F =8.506) was also meaningful and this does indicate that the more a person is educated the more responsive they would be to content-based marketing. Effect of age was less but significant (F = 0.778) due to different engagement tendencies of the various stages of life. The findings support the significance of demographic differentiation in the development of specific social media marketing techniques.

Discussion

The result of this research shows that the use of social media marketing is critical in influencing consumer participation in organic products in Chennai. The fact that the mean perceived health benefit (4.5) and trust in quality of the products (4.4) are strong, show that health conscious is a strong force that drives consumption of organics. Such results are expected, as previous empirical studies regarding health motivation being the main predictor of organic food preference and favorable feelings towards sustainable consumption [4,14,17]. The relatively poor willingness to pay a premium (3.8) is the price sensitivity indicating that in the emerging markets the willingness is low due to economic constraint, which is corroborated by the findings of other studies that show the economic constraint as a limiting factor despite positive intentions towards organic products [18,19].

The consideration of the social media marketing techniques showed that informative content (Mean = 4.4) was seen to be more effective in comparison to the influence of the endorsers (Mean = 3.8). That aligns with the prior studies that suggest that perceived usefulness and informational value can contribute a lot to online interaction and trust development [11,12,20]. In the technology acceptance model, consumers would tend to stream content that improves knowledge and makes them make well-informed decisions. The lesser power of influencer marketing should be correlated with the first signs of mixed credibility perceptions toward influencers, which report increasing findings in educated and health-conscious consumers [21]. This supports the applicability of the Stimulus-Organism-Response model wherein content quality serves as a stimulus that affects internal evaluations and subsequent behavioral responses [9,10].

There was a significant statistical difference in demographics in terms of age, education, occupation, and income ($p < 0.05$). The results are aligned with prior research that suggests that digital engagement programs and the promptness toward marketing communications are socio-demographically influenced [7,22]. There was a positive correlation between education and level of engagement which could be seen as endorsing the idea of having a deeper analytical assessment of the information on health and sustainability. In the same manner, purchasing power affected engagement, which is consistent with prior research that, purchasing power intermediates interest in high quality organic products [19,23].

These results in the urban Indian reality portray the interaction between the digital infrastructure and literacy, financial ability, and consciousness of sustainability. The digital and educated consumer community in Chennai seems to be especially sensitive to education-based and trust-based content marketing. The findings build on the existing body of literature by offering city-level empirical data that is based on an emergent market, where digital interaction is developing at an extremely fast pace and has little academic literature to explore.

Strengths and Limitations

One of the strong sides of this research is the large size of the sample (N = 644) and the application of the stratified random sampling method, guaranteeing the demographic representativeness of the populations regarding age, income, and education. The article encompasses several theoretical perspectives as well, which is the strengthener of the conceptual rigor. However, several limitations should be acknowledged. The cross-sectional design cannot tell causality and using self-reported data can create bias in the responses. Also, the research is geographically restricted to Chennai and this could render it to be generalized in other areas. Including longitudinal designs and structural modeling methods in future research would achieve more causal information.

Conclusion

This study examined how social media marketing strategies influence consumer engagement in organic products within the Chennai City. The results indicate that the use of social media marketing considerably affects interaction, especially when the strategies are focused on informative, educative, and trust-building posts. The positive perceptions of consumers of organic products are high, particularly on health in terms of their benefits and quality, with the sensitivity of prices being still quite noticeable. Age, education, and income levels are significant demographic variables that moderate the behaviour of engagement because segmentation is an important concept in a digital marketing campaign. The research has theoretical implications in the sense that it incorporates the S-O-R and technology acceptance view in the organic product setting. At the managerial level, it implies that an organic brand must focus on educational content rather than the influencer-based promotions and will have to plan to implement strategies depending on the demographic factors. Longitudinal only engagement patterns and their comparative research findings across Indian metro cities should be discussed in future research to increase the level of generalizability and theoretical precision

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