

## Chapter 2

# Impact of Social Media on Consumer Decisiveness in the Food and Grocery Sector

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### **ABSTRACT**

*Consumers are currently inclined to acknowledge online information but purchase food and grocery products offline. Also, the buyer's decision is coherent with the factors like income, age, social media influences, cost of products, etc. The chapter studies the Influence of Social Media on Consumer Decision-making in the food and Grocery Sector. As per the findings, the effectiveness of marketing tools and techniques has a homogeneous effect on all GenX, GenY, GenZ. Contrary to expectation, Gen X was most influenced by offers. Social media equally influenced all generations to make purchases, irrespective of their incomes. Post Covid there is a shift in consumption habits disregarding generations and income brackets of all the participants.*

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## **INTRODUCTION**

### **Food and Grocery Industries**

Food and Groceries are necessities that are required every day. With rapid industrialization and Urbanization, there is a visibly increased demand for groceries. (*Food and Grocery Retail Market Size, Share, Opportunities & Forecast, 2022*) The result of the improved standard of living led to the requirement for higher-food quality. The main factors that influence the purchase are the price of the products and the convenience of purchase. Apart from these, the factors like promotional activities, offers, ads, attractive packaging, supply chains, consumer's lifestyle and marketing strategies influence a product to be purchased.

### **Future of Grocery Shopping**

The words Supermarkets and Grocery stores are used interchangeably (Momin, 2023). However, in reality, supermarkets are enormous and provide a wide variety of products. The grocery stores are customized according to the destined/situated area, and small retail stores specifically hold goods that are locally needed and bought. Retail shops are basically the goods sold to the public. They are able to gain experience by looking at and using samples of the products. This makes the products more appealing. This tempts consumers to understand more about the product and purchase more. The elevated usage led to an increase in the number of grocery stores and foods. We do find Food and Grocery Industry Analysis to help the shopkeeper in track the product sold and that to be replenished. Consumer awareness through social media promotions has become a significant source in achieving high sales.

## **DIGITAL GROCERY SHOPPING**

The lifestyle of adapting to the use of digital applications to buy groceries and food are being accepted. There is a need for prior knowledge of technologies to have a smooth shopping experience.

Some people emphasize the advantages of multichannel purchasing, ie. both online and in-store purchases.

Mrs.A can check out the product in person in a nearby local shop and buy it online after using the samples.

Price parity is always one of the deciding factors to determine sales and purchases.

The Smart Retail technology models are customized as per the needs of the local people. It brings out the easy flow of the shopping experience. Digital shopping

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