

A Study of Effectiveness of Digital Marketing of Healthy Food, with Reference to GBJ Buzz Pvt Ltd

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Abstract: *This project aims to investigate the effectiveness of digital marketing strategies for promoting healthy food products. The project is motivated by the growing trend of healthy eating and the demand for food products that provide health benefits. While the food industry has been slow to adapt to this trend, businesses are increasingly recognizing the importance of promoting healthy food products to meet consumer demand. However, marketing healthy food products can be challenging, as many consumers perceive healthy foods as bland or unappetizing, and unhealthy foods often dominate the marketing landscape.*

Digital marketing has emerged as a promising tool for promoting healthy food products, offering businesses a cost-effective way to reach consumers and increase awareness of their products.

Digital marketing encompasses a wide range of strategies and channels, including social media, search engine optimization (SEO), email marketing, content marketing, and mobile advertising. Each of these channels has unique advantages and disadvantages when it comes to promoting healthy food products.

Keywords: Digital marketing

I. INTRODUCTION

Digital Marketing has become an essential part of any business marketing strategy and the food industry is no exception. With the rise in awareness about the importance of healthy eating, many companies are using digital marketing to promote their healthy food products. However, the effectiveness of digital marketing for healthy food is still a relatively unexplored area of research. Therefore, the study aims to evaluate the effectiveness of digital marketing for healthy food in increasing brand awareness generating leads, and improving customer engagement. The food industry is constantly evolving, and in recent years there has been an increasing emphasis on healthy eating and nutrition. Consumers are becoming more health-conscious and are seeking out food products that are not only tasty but also good for them. At the same time, advances in technology have transformed the way that businesses market their products, with digital marketing becoming an increasingly popular and effective way to reach consumers.

Digital Marketing can provide a competitive advantage to companies that effectively utilize it. Therefore, this study will explore the various digital marketing tools, strategies used by companies to promote healthy food products. The study will examine the impact of digital marketing on consumer behavior towards healthy food products. With the increasing number of consumers using digital channels to search for purchase food products.

Obesity, diabetes, and other diet-related health problems are on the rise globally, and as a result, consumers are increasingly aware of the importance of healthy eating. They are seeking out food products that are not only delicious but also provide health benefits, such as high nutritional value and low calories. The demand for healthy food products has created a lucrative market for businesses in the food industry. However, marketing healthy food products can be challenging. Many consumers perceive healthy foods as bland or unappetizing, and unhealthy foods often dominate the marketing landscape. Digital marketing has emerged as a promising tool for promoting healthy food products, offering businesses a cost-effective way to reach consumers and increase awareness of their products.

II. LITERATURE REVIEW

Digital marketing has become an essential part of marketing strategies in recent years, as businesses seek to reach and engage with their target audience more effectively.

Previous research has examined the use of digital marketing in various industries, including the healthy food industry. Digital marketing has become an increasingly popular strategy for promoting products and services in the food industry. According to a study by Statista (2020), digital advertising spending in the food industry in India is expected to reach 11.7 billion Indian rupees by 2024. The study also found that digital advertising spending in the food industry in India has grown by 33.4% in 2020.

According to a study by Global Industry Analysts, the global healthy food market is expected to reach \$1 trillion by 2027, driven by factors such as increasing health awareness, rising disposable income, and a growing aging population. As a result, businesses in the healthy food industry are increasingly relying on digital marketing strategies to promote their products and reach their target audience.

Several studies have investigated the effectiveness of digital marketing strategies in promoting healthy food products. According to a study by Grunert et al. (2011), digital marketing can be an effective way to promote healthy food products, especially among young people. The study found that digital marketing strategies such as social media advertising and influencer marketing can increase awareness and interest in healthy food products.

2.1 OBJECTIVES OF THE STUDY

- 1) To analyze the various digital marketing strategies used by companies to promote healthy food products.
- 2) To examine the impact of digital marketing on consumer behavior towards healthy food products.
- 3) To analyze the effectiveness of different digital marketing channels such as social media, email marketing, and SEO) in promoting healthy food products and services.

2.2 HYPOTHESIS

- 1) Digital Marketing can increase awareness and knowledge of healthy food products among consumers.
- 2) Digital marketing campaigns with high engagement rates (such as likes, shares, comments, and click-throughs) are more effective in promoting healthy food products or services than campaigns with low engagement rates.

III. RESEARCH METHODOLOGY

The study of conducting research is Research Methodology. Research: The word research is composed of two syllables “Re” and “Search”. “Re” is the prefix meaning ‘Again or over again or a new’ and “Search” is the latter meaning ‘ to examine closely and carefully’ or ‘to test and try’. Together they form a careful, systematic, patient study and investigation in some field of knowledge undertaken to establish principles/policies.

3.1 Research Design

The research design for this study will be a quantitative research approach, which involves collecting and analyzing numerical data. The study will use a survey research method to gather data from a sample of participants. The survey questionnaire will be designed to measure the effectiveness of digital marketing strategies in promoting healthy food products.

3.2 Population and Sample:

The population for this study will be determined based on the power analysis, which will calculate the minimum number of participants needed to achieve a statistically significant result. A sample size of at least 100 participants is expected.

3.3 Control Variables:

The control variables for this study will include demographic variables such as age, gender, education, and income. These variables will be controlled for in the data analysis to ensure that any observed effects are not due to differences in these variables among the participants.

IV. COLLECTION OF DATA

There are two types of collecting data

1. Primary data
2. Secondary data

PRIMARY DATA

1. Consumer survey, field survey, questionnaire, e- questionnaire has been used in their project.
2. The survey will be distributed to a sample of participants through online platforms such as social media, email, and online communities.

2. SECONDARY DATA

Books, report, company website has been used these project.

Sample size

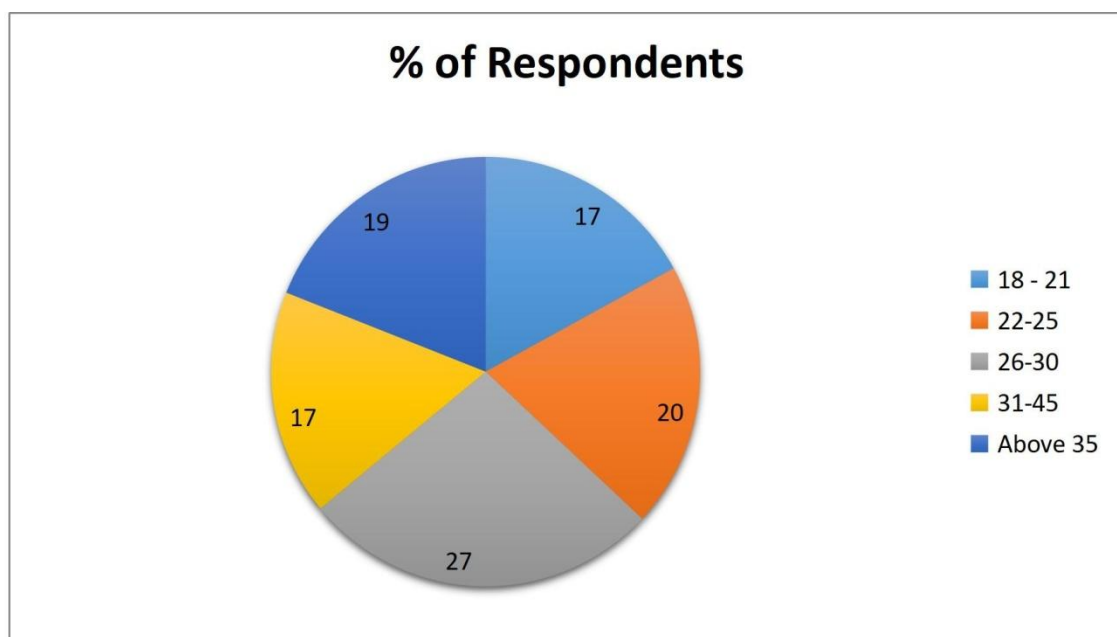
- The Sample size is 30 Respondents
- The Sample Area is Nagpur City.
- This study covering marketing mix and strategies.

V. DATA ANALYSIS AND INTERPRETATION

Strategy used & group, chart statistical tool and excel has been used in these project.

Classification of respondents based on age

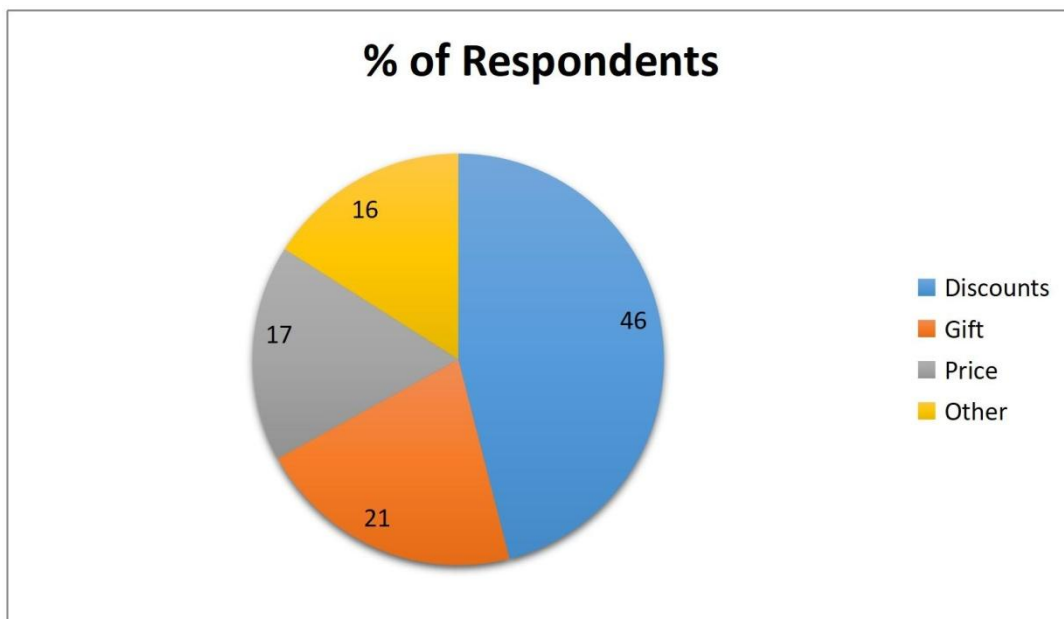
Particulars	No. of Respondents	% of respondents
18 – 21	9	17
22 – 25	10	20
26 – 30	14	27
31 – 45	9	17
Above 35	8	19
Total	50	100



INTERPRETATION :- Majority (27%) of the respondents are in age of 26 – 30, 20% of the respondents are in the age of 22 – 25, 19% of the respondents are in the age of above 35, 17% of the respondents are in the age of 21-25 & 18-21.

Digital Marketing Sale promotional activity attracts customer more

Particulars	No. of Respondents	% of respondents
Discounts	23	46
Gift	10	21
Price	9	17
Other	8	16
total	50	100

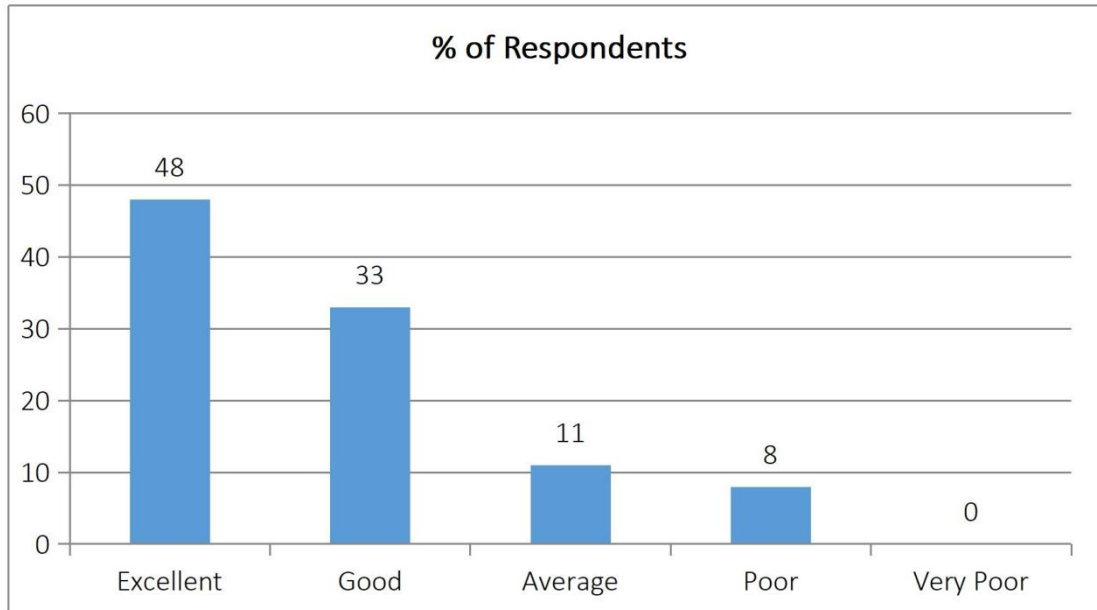


INTERPRETATION :-

From the survey it is evident that 42% are attracted by offer, 36% are attracted by Discounts, 10% are attracted by Gift, 9% are attracted by price and 03% are attracted by other promotional activities in GBJ BUZZ Company.

The approach of sales representative in GBJ BUZZ Company.

Particulars	No. of Respondents	% of respondents
Excellent	24	48
Good	16	33
Average	6	11
Poor	4	8
Very Poor	0	0
Total	50	100



INTERPRETATION :-

From the survey it is evident that 48% of the respondents are Excellent, 33% of respondents good, 11% are average and 08% of respondents are poor regarding the approach of Digital Marketing sales representative in GBJ BUZZ Company

VI. CONCLUSION

Based on our findings, we conclude that digital marketing strategies can be an effective tool for businesses in the healthy food industry to promote their products and reach their target audience. However, businesses need to understand the factors that influence consumers' decision-making when purchasing healthy food products online and tailor their digital marketing strategies accordingly.

We recommend that businesses prioritize providing nutritional information and building trust and credibility with their target audience when designing their digital marketing campaigns. Social media platforms such as Facebook and Instagram can be particularly effective channels for promoting healthy food products, as they allow businesses to reach a wider audience and engage with consumers in a more interactive and personalized way.

Overall, our study provides valuable insights into the effectiveness of digital marketing strategies in promoting healthy food products and can inform businesses' marketing strategies in the healthy food industry

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