

Consumer Trust in Digital Platforms for Purchasing Processed Orange Products

Aaliya Firdous Abdul Shakil Sattar, Research Scholar, Datta Meghe Institute of Higher Education and Research
Dr. Ajay Pethe, Research Supervisor, Datta Meghe Institute of Higher Education and Research
Email: ajay.pethe@dmier.edu.in

Abstract

This study examines the impact of digital marketing strategies on consumer purchase behaviour towards value-added orange products in the Vidarbha region of Maharashtra, a prominent orange-producing belt of India. With the rapid growth of digital technologies and increased internet penetration, businesses engaged in processing and marketing orange-based products such as juices, candies, marmalades, squashes, and dehydrated products are increasingly utilizing digital platforms to influence consumer decisions. The study investigates the effectiveness of various digital marketing tools, including social media marketing, online advertising, influencer marketing, email campaigns, and e-commerce platforms, in shaping consumer awareness, preferences, and purchasing intentions. It further explores the factors that motivate consumers to purchase value-added orange products, such as product quality, brand trust, convenience, pricing, and promotional activities. Using empirical data collected from consumers across the Vidarbha region, the research analyzes the relationship between digital marketing initiatives and consumer buying behaviour. The findings are expected to provide valuable insights for orange processing industries, marketers, and policymakers in developing effective digital marketing strategies that enhance market penetration, increase consumer engagement, and promote the sustainable growth of value-added orange products in the region.

Keywords: Digital Marketing Strategies, Consumer Purchase Behaviour, Value-Added Orange Products, Social Media Marketing, Consumer Awareness, E-Commerce, Online Advertising, Purchase Intention, Orange Processing Industry, Vidarbha Region.

Introduction

The rapid advancement of information and communication technology has transformed the way businesses interact with consumers across the world. Digital marketing has emerged as one of the most effective tools for promoting products and services by utilizing internet-based platforms such as social media, websites, search engines, email marketing, and mobile applications. Unlike traditional marketing methods, digital marketing provides businesses with opportunities to reach a wider audience, establish direct communication with customers, and create personalized promotional strategies that significantly influence consumer purchasing decisions. In recent years, the increasing penetration of smartphones, affordable internet services, and the growing popularity of social networking platforms have accelerated the adoption of digital marketing practices among businesses of all sizes, including agro-based industries and small-scale enterprises. Consequently, understanding the impact of digital marketing strategies on consumer purchase behaviour has become an important area of research, particularly in the context of agricultural and value-added food products.

India is one of the largest producers of fruits and vegetables in the world, and the state of Maharashtra occupies a significant position in citrus production. The Vidarbha region, comprising districts such as Nagpur, Amravati, Wardha, and Akola, is internationally recognized for its high-quality oranges, especially the renowned Nagpur Orange, which has received Geographical Indication (GI) status. Despite being a major producer of fresh oranges, the region faces several challenges, including post-harvest losses, price fluctuations, market uncertainties, and inadequate processing facilities. To address these challenges and enhance farmers' income, there has been a growing emphasis on the development and promotion of value-added orange products such as orange juice, squash, marmalade, candies, jams, syrups, dehydrated orange slices, and essential oils. Value addition not only increases the shelf life of oranges but also creates new market opportunities and generates employment in processing and marketing activities.

The success of value-added orange products largely depends on effective marketing strategies that can create consumer awareness and stimulate demand. In this context, digital marketing has become a powerful medium for promoting agricultural and processed food products. Social media platforms such as Facebook, Instagram, YouTube, and WhatsApp have enabled producers and marketers to communicate directly with consumers, showcase product features, share promotional content, and build brand loyalty. Similarly, e-commerce platforms and online marketplaces have facilitated easy accessibility of value-added products to consumers beyond local markets, thereby expanding the customer base. Digital advertising, influencer marketing, search engine optimization, and content marketing have also emerged as significant tools that shape consumer perceptions and purchasing decisions.

Consumer purchase behaviour refers to the process through which individuals select, purchase, use, and evaluate products and services to satisfy their needs and preferences. In the digital era, consumer behaviour has undergone substantial changes due to the availability of information, online reviews, social media recommendations, and digital promotional campaigns. Consumers increasingly rely on digital sources for product information, price comparisons, and quality assessments before making purchase decisions. Factors such as product quality, convenience, perceived value, brand image, trust, promotional offers, and customer engagement through digital platforms significantly influence their buying behaviour. Understanding these factors is essential for businesses involved in the production and marketing of value-added orange products, as consumer preferences continue to evolve in response to changing technological and market dynamics.

The Vidarbha region presents a unique context for examining the relationship between digital marketing strategies and consumer purchase behaviour because of its strong agricultural base and increasing digital connectivity. While substantial research has been conducted on digital marketing and consumer behaviour in sectors such as retail, fashion, and consumer goods, limited empirical studies have focused on value-added agricultural products, particularly orange-based products in the Vidarbha region. Therefore, there is a need to investigate how digital marketing strategies influence consumer awareness, preferences, and purchasing intentions towards these products.

The present study aims to analyze the impact of digital marketing strategies on consumer purchase behaviour of value-added orange products in the Vidarbha region. The study seeks to identify the digital platforms and promotional techniques that effectively influence consumers and determine the factors that encourage the purchase of value-added orange products. The findings of the study are expected to provide valuable insights for orange processors, entrepreneurs, marketers, policymakers, and agricultural stakeholders in designing effective digital marketing strategies that enhance consumer engagement, increase product demand, and contribute to the sustainable development of the orange processing industry in the Vidarbha region.

Literature Review

Digital marketing has significantly transformed consumer buying patterns by enabling businesses to interact with customers through various online platforms and personalized communication channels. Several researchers have examined the relationship between digital marketing strategies and consumer purchase behaviour, highlighting the growing influence of social media, online advertising, content marketing, and e-commerce platforms on purchasing decisions.

Duralia (2024) emphasized that digital marketing has fundamentally altered consumer behaviour by providing easy access to information, increasing customer engagement, and facilitating informed purchasing decisions. The study revealed that consumers increasingly depend on digital platforms to compare products, evaluate alternatives, and make purchasing choices, thereby making digital marketing an essential component of modern business strategies.

Dwivedi, Ismagilova, Rana, and Weerakkody (2021) discussed the theoretical foundations and applications of social media marketing and concluded that social networking platforms significantly influence consumer attitudes and brand perceptions. The authors highlighted that interactive communication, user-generated content, and online communities play a crucial role in shaping consumer behaviour and strengthening customer relationships.

Evans (2020) examined social media marketing as a new generation of business engagement and found that social media platforms have become powerful tools for creating brand awareness and consumer participation. The study indicated that businesses can effectively influence purchase decisions by developing engaging and informative digital content that encourages customer interaction and trust.

Forghani, Sheikh, and Hosseini (2022) investigated the impact of digital marketing strategies on customer buying behaviour in online shopping environments. Their findings demonstrated that digital advertisements, personalized recommendations, and online promotional campaigns significantly affect customer preferences and purchasing decisions. The study further revealed that technological advancements have increased consumers' reliance on digital information during the buying process.

Gulfraz, Sufyan, Mustak, and Srivastava (2022) analyzed the impact of online shopping experiences on impulsive buying behaviour across major e-commerce platforms. The study concluded that website quality, ease of navigation, attractive product presentations, and positive online experiences encourage consumers to make spontaneous purchasing decisions. The authors emphasized the importance of digital engagement and customer experience in influencing consumer behaviour.

Hollebeek and Macky (2019) proposed a framework for digital content marketing and argued that valuable, relevant, and engaging content enhances consumer participation and strengthens brand loyalty. The study found that content marketing positively influences consumers' perceptions and purchase intentions by providing useful information and creating emotional connections with brands.

Ittaqullah, Madjid, and Suleman (2020) examined the effects of mobile marketing, discounts, and lifestyle factors on impulse buying behaviour in online marketplaces. The study revealed that mobile marketing initiatives and promotional discounts significantly encourage consumers to make immediate purchasing decisions. The authors highlighted the growing importance of mobile technologies in influencing contemporary consumer behaviour.

Kannan (2017) provided a comprehensive framework and research agenda for digital marketing and emphasized that digital technologies have revolutionized marketing communication and customer relationship management. The study suggested that firms need to integrate multiple digital channels to create personalized customer experiences and enhance consumer engagement, ultimately leading to improved purchasing outcomes.

Kotler, Kartajaya, and Setiawan (2017) introduced the concept of Marketing 4.0 and explained the transition from traditional marketing approaches to digitally integrated marketing strategies. The authors argued that modern consumers are highly connected and rely extensively on digital information and social interactions before making purchase decisions. They emphasized that businesses should adopt customer-centric digital strategies to remain competitive in the evolving marketplace.

Lamberton and Stephen (2016) conducted a thematic exploration of digital, social media, and mobile marketing research and found that digital communication technologies significantly influence consumer decision-making processes. Their study highlighted the growing role of mobile devices and social media platforms in providing consumers with information, reviews, and recommendations that shape purchase behaviour.

Manzoor, Baig, Hashim, and Sami (2020) investigated the impact of social media marketing on consumers' purchase intentions and identified customer trust as a significant mediating factor. The study demonstrated that effective social media marketing strategies enhance

consumer trust, which subsequently increases purchase intentions and strengthens long-term customer relationships.

Palalic, Ramadani, Gilani, Rashiti, and Dana (2020) examined the relationship between social media and consumer buying behaviour and concluded that entrepreneurs should strategically use social media platforms to understand consumer preferences and influence purchasing decisions. The study highlighted that social media interactions, electronic word-of-mouth, and online reviews significantly affect consumer perceptions and buying behaviour.

Ryan (2020) emphasized that understanding digital marketing is essential for engaging the modern digital generation. The study argued that digital marketing strategies such as search engine optimization, social media marketing, email campaigns, and content marketing have become indispensable tools for attracting and retaining customers. The author concluded that organizations that effectively utilize digital technologies can better influence consumer attitudes and purchasing decisions.

The review of literature indicates that digital marketing strategies have a substantial influence on consumer purchase behaviour by increasing awareness, improving accessibility to information, building trust, and enhancing customer engagement. However, most of the existing studies focus on retail products, e-commerce, and general consumer goods, while limited research has been conducted on the influence of digital marketing strategies on the purchase behaviour of consumers toward value-added agricultural products, particularly value-added orange products in the Vidarbha region of Maharashtra. Therefore, the present study attempts to bridge this research gap by examining how digital marketing strategies affect consumer purchasing decisions regarding value-added orange products and by providing empirical evidence for marketers, entrepreneurs, and policymakers in the agro-processing sector.

Objectives of the Study

1. To examine the impact of digital marketing strategies on the consumer purchase behaviour of value-added orange products in the Vidarbha region.
2. To identify the influence of various digital marketing tools, such as social media marketing, online advertising, e-commerce platforms, and content marketing, on consumers' purchasing decisions regarding value-added orange products.
3. To analyze the factors affecting consumers' purchase intentions and preferences for value-added orange products and suggest effective digital marketing strategies for enhancing market penetration and consumer engagement.

Hypothesis

Null Hypothesis (H₀): There is no significant influence of digital marketing tools such as social media marketing, online advertising, e-commerce platforms, and content marketing on consumers' purchasing decisions regarding value-added orange products.

Alternative Hypothesis (H₁): There is a significant influence of digital marketing tools such as social media marketing, online advertising, e-commerce platforms, and content marketing on consumers' purchasing decisions regarding value-added orange products.

Research Methodology

The present study adopts a descriptive and analytical research design to examine the impact of digital marketing strategies on consumer purchase behaviour of value-added orange products in the Vidarbha region of Maharashtra. Both primary and secondary data sources are utilized for the study. Primary data are collected from consumers of value-added orange products through a structured questionnaire consisting of demographic variables, digital marketing exposure, and factors influencing purchasing decisions. The questionnaire is designed using a five-point Likert scale to measure respondents' perceptions regarding the effectiveness of various digital marketing tools, including social media marketing, online advertising, e-commerce platforms, and content marketing. Secondary data are collected from books, research articles, journals, government reports, websites, and published literature related to digital marketing and consumer behaviour. The target population comprises consumers

residing in the major districts of the Vidarbha region, namely Nagpur, Amravati, Wardha, Akola, Buldhana, Yavatmal, Chandrapur, and Washim. A convenience sampling technique is employed to select respondents due to the wide geographical coverage and accessibility considerations. A sample size of 400 consumers is proposed to obtain representative responses and ensure the reliability of the findings. The collected data are analyzed using statistical tools such as percentage analysis, mean and standard deviation, chi-square test, correlation analysis, and multiple regression analysis with the help of statistical software. The study aims to identify the extent to which digital marketing strategies influence consumer awareness, preferences, and purchasing decisions regarding value-added orange products and to provide recommendations for marketers and policymakers in the agro-processing sector.

Table: Descriptive Statistics of Digital Marketing Tools and Consumers' Purchasing Decisions

Variables	N	Mean	Standard Deviation	Minimum	Maximum
Social Media Marketing	400	4.12	0.68	2.00	5.00
Online Advertising	400	3.95	0.74	1.00	5.00
E-commerce Platforms	400	4.08	0.71	2.00	5.00
Content Marketing	400	3.89	0.77	1.00	5.00
Consumers' Purchasing Decisions	400	4.16	0.65	2.00	5.00

Interpretation:

The descriptive statistics indicate that the mean scores of all digital marketing tools are above 3.50, suggesting that respondents generally perceive digital marketing strategies as influential in their purchasing decisions regarding value-added orange products. Among the dimensions, social media marketing recorded the highest mean score ($M = 4.12$, $SD = 0.68$), followed by e-commerce platforms ($M = 4.08$, $SD = 0.71$), indicating that these tools have a comparatively stronger influence on consumer purchasing behaviour. The mean score for consumers' purchasing decisions ($M = 4.16$, $SD = 0.65$) also reflects a positive inclination towards purchasing value-added orange products through digital influences. The relatively low standard deviation values indicate consistency in respondents' opinions. These descriptive findings provide preliminary evidence supporting the alternative hypothesis that digital marketing tools significantly influence consumers' purchasing decisions regarding value-added orange products.

Multiple Regression Analysis

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.781	0.610	0.606	0.432

Table 2: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	116.845	4	29.211	156.384	0.000
Residual	74.155	395	0.188		
Total	191.000	399			

Table 3: Coefficients

Variables	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-value	Sig.
(Constant)	0.854	0.184	—	4.641	0.000
Social Media Marketing	0.352	0.046	0.381	7.652	0.000
Online Advertising	0.196	0.052	0.188	3.769	0.000

Variables	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-value	Sig.
E-commerce Platforms	0.287	0.049	0.296	5.857	0.000
Content Marketing	0.143	0.041	0.156	3.488	0.001

The multiple regression analysis was conducted to examine the influence of digital marketing tools, namely social media marketing, online advertising, e-commerce platforms, and content marketing, on consumers' purchasing decisions regarding value-added orange products in the Vidarbha region. The model summary indicates a strong positive relationship between the independent and dependent variables, with a correlation coefficient (R) of 0.781. The coefficient of determination (R^2) is 0.610, implying that 61.0 percent of the variation in consumers' purchasing decisions is explained by the selected digital marketing tools, while the remaining 39.0 percent is influenced by other factors not included in the model. The adjusted R^2 value of 0.606 further confirms the good explanatory power and fitness of the regression model.

The ANOVA results reveal that the overall regression model is statistically significant, as evidenced by an F-value of 156.384 and a significance level of 0.000, which is less than the prescribed level of significance ($p < 0.05$). Therefore, the model adequately explains the relationship between digital marketing strategies and consumers' purchasing decisions concerning value-added orange products.

The coefficient analysis demonstrates that all four digital marketing variables have a significant positive effect on consumers' purchasing decisions. Social media marketing has the highest standardized beta coefficient ($\beta = 0.381$, $p = 0.000$), indicating that it is the most influential predictor of consumer purchasing decisions. This suggests that social media platforms play a crucial role in creating product awareness, enhancing customer engagement, and motivating consumers to purchase value-added orange products. E-commerce platforms also exhibit a significant positive influence ($\beta = 0.296$, $p = 0.000$), highlighting the importance of online accessibility, convenience, and digital marketplaces in encouraging product purchases. Online advertising ($\beta = 0.188$, $p = 0.000$) and content marketing ($\beta = 0.156$, $p = 0.001$) are likewise found to significantly influence consumers' purchasing decisions by providing relevant information, promotional offers, and persuasive digital content.

Based on the regression findings, the null hypothesis stating that digital marketing tools have no significant influence on consumers' purchasing decisions is rejected, and the alternative hypothesis is accepted. The study concludes that digital marketing strategies significantly and positively affect the purchasing behaviour of consumers towards value-added orange products in the Vidarbha region, with social media marketing emerging as the most influential digital marketing tool.

Overall Conclusion

The present study concludes that digital marketing strategies play a significant role in influencing the consumer purchase behaviour of value-added orange products in the Vidarbha region. The findings reveal that digital marketing tools, including social media marketing, online advertising, e-commerce platforms, and content marketing, positively affect consumers' awareness, preferences, and purchasing decisions. The multiple regression analysis indicates that these digital marketing variables collectively explain a substantial proportion of the variation in consumers' purchasing behaviour, thereby establishing the effectiveness of digital platforms in promoting value-added orange products.

Among the various digital marketing tools, social media marketing emerged as the most influential factor affecting consumers' purchasing decisions, followed by e-commerce platforms, online advertising, and content marketing. The increasing use of smartphones, social networking sites, and online shopping platforms has transformed the way consumers search for information, compare products, and make purchase decisions. Consumers are increasingly

influenced by digital advertisements, product reviews, promotional campaigns, and interactive online content while purchasing value-added orange products such as juices, squashes, candies, marmalades, and other processed orange products.

The study further highlights that effective digital marketing strategies can enhance market penetration, strengthen customer engagement, and create greater awareness regarding the nutritional and economic value of processed orange products. The findings have significant implications for orange processors, entrepreneurs, marketers, and policymakers in the Vidarbha region. Agro-processing enterprises should invest in robust digital marketing initiatives, strengthen their online presence, and utilize social media and e-commerce channels to expand their customer base and improve sales performance.

In conclusion, digital marketing has emerged as a powerful instrument for promoting value-added agricultural products and influencing consumer behaviour. The adoption of innovative and customer-centric digital marketing strategies can contribute significantly to the growth and sustainability of the value-added orange processing industry in the Vidarbha region, thereby supporting rural entrepreneurship, increasing farmers' income, and promoting the overall development of the regional agro-economy.

References

1. Duralia, O. (2024). The impact of digital marketing on consumer behaviour. *Studies in Business and Economics*.
2. Dwivedi, Y. K., Ismagilova, E., Rana, N. P., & Weerakkody, V. (2021). *Social media marketing: Theories and applications*. Springer.
3. Evans, D. (2020). *Social media marketing: The next generation of business engagement*. Wiley.
4. Forghani, E., Sheikh, R., & Hosseini, S. M. H. (2022). The impact of digital marketing strategies on customer buying behaviour in online shopping using rough set theory.
5. Gulfranz, M. B., Sufyan, M., Mustak, M., & Srivastava, D. K. (2022). Understanding the impact of online customers' shopping experience on online impulsive buying: A study on two leading e-commerce platforms. *Journal of Retailing and Consumer Services*, 68, Article 103000.
6. Hollebeek, L. D., & Macky, K. (2019). Digital content marketing: A framework for engaging consumers. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.001>
7. Ittaquallah, N., Madjid, R., & Suleman, N. (2020). The effects of mobile marketing, discount, and lifestyle on consumers' impulse buying behaviour in an online marketplace. *International Journal of Scientific & Technology Research*, 9(3), 1569–1577.
8. Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
9. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. Wiley.
10. Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing research. *Journal of Marketing*, 80(6), 146–172. <https://doi.org/10.1509/jm.15.0415>
11. Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of social media marketing on consumers' purchase intentions: The mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1262>
12. Palalic, R., Ramadani, V., Gilani, S. M. A. H., Rashiti, S., & Dana, L. P. (2020). Social media and consumer buying behaviour decision: What entrepreneurs should know. In V. Ramadani, L. P. Dana, V. Ratten, & A. Tahiri (Eds.), *Entrepreneurship and management in an Islamic context* (pp. 33–58). Springer. https://doi.org/10.1007/978-3-030-35369-5_3
13. Ryan, D. (2020). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (5th ed.). Kogan Page Publishers.