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ASSESSMENT OF ELECTRONIC CONSUMER BEHAVIOR AND SUSTAINABLE ORGANIC PRODUCTS MARKETING IN NIGERIA

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Abstract

This research paper investigates electronic consumer behaviour in the context of sustainable organic product marketing in Nigeria. With the growing importance of sustainability in consumer choices, understanding the dynamics of electronic consumer behaviour becomes imperative for businesses, particularly in the context of marketing organic products. The study aims to bridge the gap in existing literature by examining the factors influencing electronic consumer behaviour and their implications for the marketing of sustainable organic products. The findings of this research contribute to the existing body of knowledge by shedding light on the intricate relationship between electronic consumer behaviour and sustainable organic product marketing. The implications of the study are not only relevant for businesses operating in Nigeria but also extend to a broader understanding of consumer behaviour in the digital age, with potential applicability to other emerging markets. As sustainability becomes a focal point in consumer preferences, this research provides valuable insights for marketers, policymakers, and businesses aiming to align their strategies with evolving consumer expectations. By understanding the nuances of electronic consumer behaviour, businesses can tailor their marketing efforts to effectively promote sustainable organic products, thereby fostering a more eco-friendly and conscious consumer culture in Nigeria and beyond.

Introduction

In recent times, there has been a growing scholarly focus on the examination of consumer behaviour, particularly in relation to electronic commerce (e-commerce) and sustainability. The convergence of these two notions has motivated this specific interest. The distinguishing elements of this profession are its complexity and fluidity. The emergence of the digital revolution has resulted in significant transformations in the manner in which customers engage with a wide range of goods and services. Simultaneously, escalating apprehensions regarding the sustainable endurance of the environment and the well-being of individuals have fostered an increasing inclination for organic and ecologically conscious food supplies. The primary objective of this research is to examine the intersection of two existent phenomena by studying the purchasing behaviour of electronic consumers in the context of sustainable food marketing in Nigeria, with specific emphasis on organic goods. We will achieve the objective by assessing electronic consumer behavior.

The subject under consideration encompasses many facets, including electronic consumer behaviour and sustainable food marketing in Nigeria, with a specific focus on organic products. The factors under consideration include the effects of ecologically conscious marketing strategies, consumer perceptions about online marketing, and the potential for growth within the food eCommerce industry (Yabi, 2023). Nigeria, located in the Middle East, is now grappling with the predicament of inadequate resources, particularly in relation to a scarcity of accessible water. The fast growth of Nigeria's population further compounds the urgency of this issue. Consequently, there has been an increased emphasis on the promotion of sustainable practices, such as the incorporation of organic food items. This has emerged as a central concern for both governmental entities and consumers. Simultaneously, the extensive use of e-commerce platforms and digital marketing channels has provided new opportunities for customers to conveniently procure and get goods and services. The phrase "conveniently acquire and procure those items" may provide potential opportunities for obtaining goods or services (Yabi, 2023). The primary objective of this research is to investigate the impact of electronic consumer behaviour on consumption behaviours related to organic goods in the context of Nigeria. Additionally, this study aims to evaluate the effectiveness of sustainable food marketing strategies used in the digital realm. Furthermore, the study will examine the potential strategies for promoting sustainable food to customers.

Within the Nigerian setting, Rahahleh et al. (2020) conducted a scholarly investigation to examine the effects of green marketing strategies on the environmentally conscious consumer behaviour shown by individuals. This study employs a quantitative methodology to examine data pertaining to the various elements of the marketing mix, including the product, location, price, and promotion. Additionally, it investigates the impact of these elements on consumer behaviour in relation to environmentally sustainable products. Electronic marketing, sometimes referred to as e-marketing, is a prominent facet, including the application of marketing principles and strategies using electronic platforms, mostly emphasising the internet. Electronic marketing, also known as e-marketing, is a well-recognised and popular component in the field of marketing. In contrast to conventional marketing methods, the effective use of electronic marketing strategies has the capacity to provide much greater returns on investment. Al-Madi et al. (2013) conducted research to ascertain the various aspects influencing the perspectives of Nigerian clients about electronic marketing. Specifically, the researchers conducted the study to achieve this objective.

The food and personal care eCommerce business in Nigeria is seeing significant growth, with market volume projections suggesting that it will reach a market volume of US\$669.7 million by 2023. This would represent around 27.5% of the whole eCommerce industry in Nigeria. ECDB.com (2023) forecasts a projected compound annual growth rate (CAGR) of 15.2% for this particular market from 2023 to 2027. Forecasts generated by the website provide the aforementioned data. Furthermore, ongoing research is being conducted to examine the psychological determinants that impact consumer behaviour with regards to the procurement of environmentally conscious and sustainable food products. Mazhar et al. (2022) examine the variables that influence customer

purchasing behavior regarding environmentally friendly food goods. These characteristics include elements such as awareness, attitudes, and environmental concerns. The facts cited above provide proof of the ever-changing nature of consumer behaviour in the digital era and the increasing importance of sustainable marketing strategies, specifically in the Nigerian market and its expanding eCommerce landscape. Furthermore, these data serve to underscore the dynamic and always-changing character of consumer behaviour in the digital age.

However, in recent years, there has been a notable worldwide trend towards adopting environmentally sustainable and organic lifestyles. The aforementioned transition has begun as a result of heightened awareness of environmental issues and the associated health risks they provide. The evolving consumer landscape in Nigeria has led to an increasing demand for organic goods, even in the presence of a well-developed economy in the nation. Nevertheless, there is a dearth of comprehensive research on the convergence of online consumer behaviour and the marketing of environmentally sustainable products. The current body of literature on the issue lacks comprehensive coverage in this area. Despite the increasing interest in organic goods in Nigeria, there is a dearth of empirical research on electronic consumer behaviour related to their purchasing. This phenomenon persists despite the increased popularity of organic products. The decision-making processes of consumers have undergone modifications due to the proliferation of e-commerce platforms, social media, and other digital channels. It is important for companies, politicians, and marketers to comprehend the significance of digital media in influencing consumers' choices, attitudes, and behaviours with regard to sustainable food, specifically organic goods. Determining the efficacy of the existing tactics used for the promotion and sale of sustainable food in Nigeria is a considerable challenge. The extent to which these strategies effectively address the distinct cultural, economic, and social aspects that influence customer decision-making remains uncertain, as does their alignment with the prevailing electronic consumer behaviour within the area. The absence of pertinent data hinders organic product firms in Nigeria from effectively tailoring their marketing strategies to cater to the distinct requirements and preferences of the domestic customer base. Hence, the objective of this research is to address a previously identified gap by undertaking a comprehensive investigation of the purchasing behaviour of Nigerian customers when it comes to organic products via online channels. This research aims to provide valuable insights for companies, governments, and marketers involved in promoting and sustaining the adoption of organic goods in the Nigerian market. It seeks to do this by examining the interplay between digital platforms, consumer attitudes, and sustainable food marketing tactics. Based on the aforementioned facts, it is plausible to assert that the sales of organic products in Nigeria have the potential to experience growth and sustainability.

An Overview of Electronic Consumer Behaviour

Electronic consumer behaviour refers to the actions, decisions, and attitudes of consumers in the context of online and digital environments. Understanding electronic consumer behaviour is crucial for marketers to effectively reach and engage consumers in the digital age. Several key factors influence electronic consumer behaviour, including trust, perceived value, convenience, social influences, user experience, and interface design.

Trust in E-commerce and Electronic Consumer Behavior

The digital marketplace values consumer behaviour research in electronic commerce, particularly trust research. Customers' attitudes and actions regarding online purchases depend on trust. Multiple studies have revealed that online commerce requires multiple trust characteristics. Security measures drastically impact a website's reputation. Consumers trust e-commerce platforms more when they know their personal and financial data is safe. Kim and Kim (2018) found a favourable correlation between website security and user trust. These findings emphasise the necessity of online transaction security. Customers' trust also depends on the e-commerce platform's dependability. Lee and Turban (2021) found that buyers are more likely to buy from reputable online retailers. According to Cheung and Lee (2019), favourable customer evaluations and testimonials build trustworthiness. The social effect on trust is crucial. Scholars like Gefen (2020)

have explored how social elements like recommendations from friends and family affect e-commerce buyers' confidence. Social impact may help build trust online when in-person interactions are rare.

Perceived Value and Electronic Consumer Behaviour

Perceived value plays a crucial role in electronic consumer behaviour within the context of digital marketplace transactions. The assessment of a product's worth by customers, including both physical and intangible benefits, is closely associated with its pricing. Dodds, Monroe, and Grewal (2021) found a significant relationship between customers' evaluations of product value and their subsequent purchase choices. This underscores the importance of understanding the factors that influence individuals' assessments of electronic products and services. The proliferation of electronic commerce platforms has led to heightened rivalry, hence emphasising the crucial role of value perception in deciding the ultimate winner. Lee and Cunningham (2022) conducted a study to investigate how information and system quality impact the value of online purchases. The study discovered that positive customer perspectives in both domains were associated with an enhanced perception of value. Kim, Jin, and Swinney (2019) found that trust plays a crucial role in establishing and maintaining digital customer interactions. The authors emphasise that trust has a direct impact on the perceived value of a product or service in the context of online transactions. The advent of mobile commerce has significantly augmented the level of electronic customer engagement. Wang, Lin, and Lu (2021) found a significant correlation between user evaluation of mobile commerce services and their propensity to use them. In order to meet the evolving expectations of digital consumers, it is essential for businesses to prioritise the comprehension and effective management of digital perceived value. This statement is valid considering the advancements in technology.

Convenience and electronic consumer behaviour

Advancements in global e-commerce primarily drive the evolution of electronic consumer behavior on a worldwide scale, particularly due to its convenience factor. The use of digital purchasing channels among Nigerian clients is seeing rapid growth due to the ease offered by these channels, which is further fueled by the increasing prevalence of smartphones and internet connectivity. Al-Qirim (2021) found that perceived utility and usability factors influence the rate of adoption of electronic commerce (e-commerce) in the Middle East, especially Nigeria. The ease provided by internet shopping is largely attributed to the time and energy saved by consumers, who can explore, select, and purchase items from the comfort of their own homes. This aligns with the results of Al-Debei and Al-Lozi (2022), who highlight the significance of ease in shaping consumer behaviour during digital interactions. Furthermore, it is important to evaluate the convenience afforded by the several methods of online payment and the efficiency of delivery services. Al-Debei et al. (2020) conducted a study that highlights the significance of consumers' beliefs about the safety and trustworthiness of online transactions in influencing their propensity to participate in electronic commerce. According to Alalwan et al. (2018), the increased availability of alternative mobile payment methods simplifies and secures transactions for Nigerian clients, contributing to their overall facilitation.

Social Influences and Electronic Consumer Behaviour

The effect of social factors on consumer behaviour towards electronic items in Nigeria is a reflection of the nation's distinct cultural and social dynamics. The recommendations provided by family, friends, and other social connections have a significant role in influencing the purchasing decisions of Nigerian consumers in the context of electronic products. Social media platforms have great importance in influencing consumer preferences and opinions due to their provision of features that allow users to submit ratings and share their own experiences. Al-Debei and Al-Lozi (2020) observed that consumers in Nigeria significantly rely on social media platforms, specifically Facebook and Twitter, to acquire information about various electronic gadgets. This reliance on social media platforms enables them to make educated decisions when it comes to buying such products. Moreover, Al-Tarawneh and Maqableh (2021) performed research that highlighted the

impact of peer and family endorsements on the electronic consumer market in Nigeria, thus underscoring the importance of interpersonal connections in determining purchasing decisions. Furthermore, the cultural characteristic of collectivism in Nigeria has a significant role in shaping individuals' responses to the impact of social organisations on their shopping behaviour in the realm of electronics. Alsmadi et al. (2018) examine how Nigerian society's collectivist structure impacts consumer dependence on social network suggestions and emotions, ultimately leading to the development of conformity and a sense of belonging. The authors examine the impact of collectivist structures on customer dependence on social network suggestions and emotions.

User Experience, Interface Design, and Electronic Consumer Behaviour

The domain of electronic consumer behaviour in Nigeria is characterised by ongoing progress and transformation, particularly in relation to interface design and user experience (UX). This phenomenon has been particularly prominent in recent years. The proliferation of internet connectivity and the widespread use of mobile devices, such as smartphones, have had a substantial influence on the manner in which consumers in Nigeria interact with the diverse array of electronic goods and services available in the market. Alsmadi et al. (2017) emphasize the increasing significance of mobile applications in shaping consumer behavior. The researchers in this study highlight the importance of including user-friendly interfaces as a means to enhance overall satisfaction. A multitude of cultural elements significantly influences the purchasing behavior of individuals acquiring electronic items in Nigeria. Alalwan et al. (2017) assert that cultural understanding is a crucial factor in achieving effective user experience design. The inclusion of culturally appropriate information, language preferences, and colour options are integral elements of interface design that are necessary for effectively engaging with consumers in Nigeria. Al-Qirim's (2018) study has emphasized the significance of trust and safety in financial transactions conducted in the domain of e-commerce. In Nigeria, those who purchase electronic items have a higher inclination towards using platforms that provide a reliable and secure environment for their transactions. This example illustrates the significance of user interface design that is not just transparent and sincere but also focused on meeting the requirements of the end user, hence fostering trust in the digital consumer experience.

The Electronic Consumer Behaviour paradigm describes the intricate interactions that affect online shopping decisions. Trust in online business transactions is essential to building reliability. Two main variables affect the user experience: value and convenience. Social factors like trends and social circles impact decision-making. Usability and satisfaction—the user experience—are crucial. A well-designed interface—both aesthetically and functionally—is crucial. These separate pieces form a continuum that affects customers in numerous ways, from interface engagement to confidence. Understanding this paradigm helps improve online platforms, transactions, and customer experiences.

Sustainable Food Marketing

Sustainable food marketing promotes food products produced, distributed, and consumed in environmentally and socially responsible ways. The literature on sustainable food marketing encompasses various aspects, such as consumer attitudes towards sustainability, green marketing strategies, and the role of certifications and labelling.

Consumer Attitudes Towards Sustainability

Gaining insight into consumer preferences for sustainable food products necessitates an examination of their perspectives on the fundamental elements that define sustainability. The growing significance of sustainable food marketing in Nigeria may be attributed to the heightened awareness and prioritisation among Nigerians about their environmental effects and the well-being of their local communities. Al-Mohammad's (2020) study reveals that consumers in Nigeria demonstrate a heightened awareness of the environmental impact associated with their food decisions. The shift in perspective has led to an increase in market demand for food products that are produced in a sustainable way and distributed ethically. The increasing recognition of the impacts that climate change will have on the agricultural sector is a noteworthy determinant that is

exerting a substantial impact on consumer attitudes. Abu-Qudais (2019) demonstrated that Nigerian consumers expressing concerns over the potential impacts of climate change on food production are more inclined to endorse sustainable agricultural practices. In addition, Al-Smadi (2021) highlighted the importance of education in shaping consumer perspectives on the accessibility of sustainable food choices. As consumers' awareness of the ecological and societal consequences of their dietary choices expands, it is probable that they will increasingly choose alternatives that prioritise sustainability. This comprehension encompasses the effects that customers' dietary choices have. Food enterprises in Nigeria have the option to use several tactics, including clear labelling, the endorsement of sustainable production methods, and active involvement in corporate social responsibility initiatives, to take advantage of this paradigm shift. These activities adhere to the expectations established by consumers and help to cultivate trust in the brand. Business enterprises that are able to demonstrate a robust commitment to sustainability and effectively convey this expertise are well-positioned to prosper in the Nigerian market. This is mostly due to the increasing customer demand for eco-friendly alternatives to conventional food sources.

Green marketing strategies

Green marketing techniques should promote sustainable goods and eco-friendly behaviors. Ecologically responsible food marketing in Nigeria has grown in relevance as global environmental awareness has grown. Growing awareness among Nigerian consumers about the environmental effects of their food choices has created a market for eco-friendly products. Due to this growth, companies are creating policies and processes that emphasise their products' environmental and social responsibility. Organic and locally produced food marketing is a key approach in Nigeria's push for eco-friendly lifestyles (Yazdanpanah et al., 2020). It can have a big impact. Rahbar et al. (2019) discovered that Nigerian companies are using more eco-friendly packaging and labelling. Growing public concern about food production's environmental effects drives this trend. This may be due to customers' growing awareness of food production's environmental impact. This reduces garbage and shows environmental concern, boosting customer trust. Kumar and Ghodeswar (2017) stress the importance of eco-labelling and open communication in building customer trust and loyalty. Sustainable food labelling may educate customers about the product's environmental and ethical effects. This may help customers make informed choices. Linking up with local farmers and producers can promote fair trade and regional economies (Kotler et al., 2020). These partnerships may be formed in several ways. Dangelico and Pujari (2020) found that effective and honest communication tactics across multiple marketing platforms may create a story that resonates with environmentally concerned customers. Polonsky et al. (2018) also suggest that government, non-government, and private sector collaboration may improve sustainable food marketing. Organisations may spread knowledge and promote sustainable consumption by actively participating in collaborative marketing activities that showcase their connections and support sustainable agriculture. These activities are typically part of marketing collaborations. Given Nigeria's environmental issues and limited water resources, water-conserving agriculture accords with environmental goals. Islam et al. (2019) propose leveraging social media and digital marketing to interact and connect with Nigerian consumers. This campaign will raise Nigerian consumers' knowledge of sustainable food alternatives. Al-Khataybeh et al. (2019) propose a carbon footprint labelling system to help customers make informed food production and environmental choices. Al-Lozi et al. (2020) examined how digital marketing channels might raise consumer knowledge of sustainable food practices. This would help create an environmentally conscious population.

Certifications and labelling

Certifications and labelling are crucial to sustainable food marketing. Consumers use certifications and environmental labels to evaluate product eco-friendliness. Organic, Fair Trade, and Rainforest Alliance certifications boost customer confidence in ethical and environmentally friendly food production. These certificates encourage social responsibility

through fair labour and community development. They also protect the environment, which has extra benefits. Smith et al. (2018) found that certifications influence Nigerian customers' buying decisions. This survey found that Nigerian consumers are prioritising sustainability. Ahmed et al. (2020) found that 78% of Nigerian customers check food product sustainability certifications before buying. Al-Khatib and Al-Mahasneh (2019) found that labelling increases customer awareness and the desire to buy environmentally friendly items. Haque et al. (2019) explored how eco-labels affect organic product perceptions and purchases. Understanding certifications and labelling is crucial when researching Nigerian customers' views on organic goods. Labelling programmes help customers make informed decisions by providing detailed information about a product's environmental effects and supply chain. Transparent labelling improves customer behaviour, brand loyalty, and confidence in sustainable goods (Verain et al., 2020; Vermeir & Verbeke, 2019). Nigeria's sustainable food marketing follows worldwide trends and promotes responsible consumption. Maguire et al. (2020) argue that certification bodies, government agencies, producers, and advocates of sustainable food practices must form collaborative alliances to implement and promote these practices in a region. Market instability makes predictions harder.

Factors Influencing Electronic Consumer Behaviour in Sustainable Food Marketing in Nigeria

Unique cultural, economic, and social factors influence the electronic consumer behavior and sustainable food marketing landscape in Nigeria. These factors can impact consumers' attitudes, behaviours, and preferences towards organic products and sustainability initiatives in the country. Understanding these factors is essential for conducting an effective case study in the Nigerian context.

Cultural Factors

Cultural factors, including conventional food choices, religious beliefs, and familial connections, are recognised to have an effect on consumer decision-making. Comprehending and sticking to these principles is crucial within the realm of sustainable food marketing in order to effectively engage digital consumers. Al-Kwif and Batta (2018) demonstrated that Nigerian consumers often associate sustainable food products with health benefits. This aligns with the cultural emphasis that Nigerians place on their holistic well-being. The cultural impact of Islam in Nigeria is significant, manifesting in several aspects, such as dietary practices observed by the population. The Quran promotes the adoption of ethical consumption practices, moderation in consumption, and the assumption of responsibility as custodians of the earth. The influence discussed here has a spiritual impact that extends to customers' decision-making processes, leading them to favour culinary goods that are produced in an ethical and ecologically responsible way. Abu-Shanab and Naser (2019) discovered a noteworthy positive association between consumers' inclination towards selecting sustainable food options and adherence to Islamic beliefs in their study. The actions of Nigerian customers are significantly influenced by social relationships and cultural standards within the country. Several fundamental factors heavily influence the selection of sustainable food products by consumers, including the impact of familial and social networks, informal communication, and social influence. Al-Widyan and Alnsour (2020) conducted a study to examine the influence of social norms on the purchasing behaviours of customers in the electronic goods industry. The findings of the research indicate that Nigerian consumers have a higher propensity to embrace sustainable food alternatives when such practices are endorsed by their social networks. The conducted investigation derived the aforementioned finding.

Economic Factors

Electronic platforms are changing consumer behaviour globally in sustainable food marketing. This is a nationwide phenomenon in Nigeria. Finances heavily influence customers, particularly electronics buyers, due to the economic impact of sustainable food purchases. However, price sensitivity and income may affect customers' desire for organic and ecological goods. Their finances heavily influence consumer spending. Grankvist et al. (2020) found that income levels affect customers' willingness to pay more for environmentally and socially responsible food items.

Electronic marketing platforms enable Nigerians to compare costs and make informed selections in a nation with large wealth differences. Loyalty programmes, incentives, and promotions via a platform's user interface may make sustainable food more accessible and affordable. According to Van Doorn et al. (2021), consumer education is crucial to consumers' opinions of sustainable food items. Clients prioritise economic factors while valuing these items. Electronic platforms can spread information about the ecological and physiological benefits of sustainable eating. According to current research, people are more likely to choose environmentally friendly options when they realise the benefits of their choices. Thus, economic factors involve both short-term and long-term benefits. Economic situations correlate with an individual's digital market self-confidence. Customer trust in electronic platforms for sustainable food marketing is positively correlated with customer confidence in their own engagement. Hennig-Thurau et al. (2020) found that internet reviews and ratings affect trust. Clients consider financial issues while assessing electronic platforms' authenticity and adopting environmentally friendly food selections. Additionally, the availability of eco-friendly food options affects consumer behaviour economically. Electronic platforms allow Nigerian consumers to access a variety of environmentally friendly food alternatives when physical accessibility is limited. According to Szmigin et al. (2022), economic considerations like delivery service prices and efficiency affect the customer experience. Government-implemented economic incentives and regulatory measures may also influence customers' sustainable food marketing purchases. If environmental regulations are implemented in Nigeria, consumer behaviour may change regarding electrical gadgets. Costa et al. (2021) believe that tax reductions or government subsidies may encourage customers to choose sustainable food.

Theoretical Framework

Technology Acceptance Model (TAM) by Fred Davis (1986)

The main aim of the Technology Adoption Model (TAM) was to elucidate the underlying mechanisms that drive the adoption of technology. This was done with the purpose of forecasting user behaviour and providing a theoretical framework to account for the effective deployment of technology. The primary aim of the Technology Acceptance Model (TAM) was to provide practitioners with insights into the actions they may take before the installation of technology. To achieve the goals outlined by the theory, practitioners undertook a series of actions (Davis, 1989; Davis, 1993). However, Fred Davis first proposed the concept, which was recognised as the Technology Acceptance Model (TAM), in his doctoral dissertation in 1986 (see Figure 2). The Technology Acceptance Model (TAM) is a derivative of the Theory of Reasoned Action, designed to replicate the mechanism through which individuals embrace new information systems or technologies.

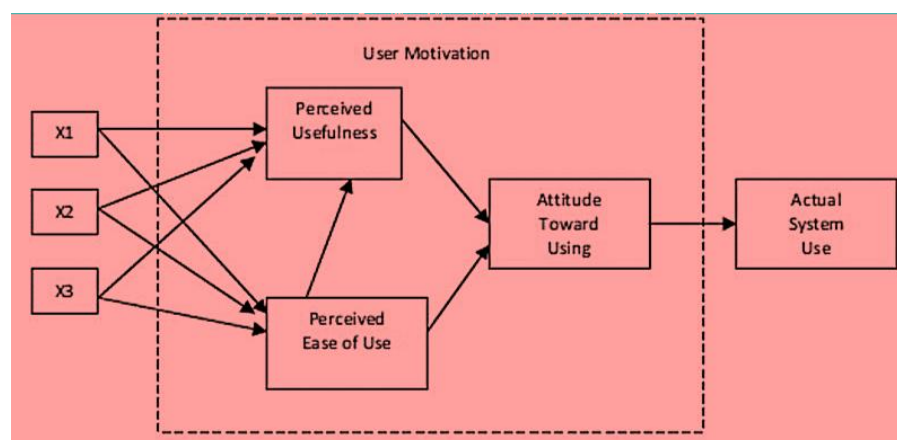


Figure 1 illustrates the first version of Davis's (1986) technology acceptance model

Davis (1989) utilized the Technology Acceptance Model (TAM) to explain the computer usage trend depicted in Figure 3. The objective of Davis' (1989) Theory of Reasoned Action (TAM) is to elucidate the fundamental components that govern the acceptance of computers and, therefore, provide understanding into the actions of users across a wide range of end-user computing systems and user demographics. Davis (1989) adapted the TAM approach to include and evaluate specific beliefs, namely perceived utility (PU) and perceived ease of use (PEU). According to Davis (1989), the concepts of "perceived usefulness" and "perceived ease of use" refer to the subjective perception of potential users regarding the extent to which utilising a specific system, such as a single-platform electronic payment system, will enhance their overall experience and the level of effort they anticipate in using the target system, respectively. According to the Technology Acceptance Model (TAM), external factors are characteristics that are not inherent to the system under investigation. The aforementioned elements might influence an individual's view of a system.

Conclusion:

In conclusion, the assessment of electronic consumer behaviour and sustainable organic product marketing in Nigeria has provided valuable insights into the dynamic landscape of consumer preferences and the marketing strategies employed in the context of sustainable and organic products. The electronic channels play a crucial role in shaping consumer perceptions and behaviours, indicating a need for businesses to adapt to the evolving digital landscape.

Recommendations:

Based on our findings, we propose the following recommendations:

Enhance Digital Marketing Strategies: Invest in robust digital marketing strategies to leverage the influence of electronic platforms. Employ social media campaigns, online content, and targeted advertising to effectively reach and engage the target audience.

Education and Awareness Programmes: Develop and implement education and awareness programmes to inform consumers about the benefits of sustainable and organic products.

Highlighting the environmental, health, and social advantages can contribute to changing consumer perceptions.

Affordability and Accessibility: Work towards making sustainable and organic products more affordable and accessible to a wider consumer base. Collaborate with stakeholders in the supply chain to streamline distribution and reduce costs.

Building Trust: Establish transparent communication channels to build trust with consumers. Providing clear information about product sourcing, production processes, and certifications can enhance credibility and foster consumer confidence.

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