

The Effect of Social Media Engagement on Consumer Purchase Behaviour in the Food and Beverage Industry

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ABSTRACT

The increasing adoption of social media platforms was under-researched, with limited understanding of which specific engagement strategies have the most significant impact on purchasing behavior. Previous studies show the decreasing numbers of purchasing in social media particularly related to the food and beverage industry. The increasing adoption of social media platforms was under-researched, with limited understanding of which specific engagement strategies have the most significant impact on purchasing behavior. Previous studies show the decreasing numbers of purchasing in social media particularly related to the food and beverage industry. Pearson correlation results indicated strong, positive, and significant relationships between current engagement, valuable content, collaboration with influencer and partner, monitoring trends and news and consumer purchase behavior. Multiple regression analysis revealed that monitoring trends and news had the most substantial predictive influence, followed by valuable content, collaboration with influencers and partners, and current engagement. Practically, the results suggest that marketers in the food and beverage industry should focus on monitoring trends, creating valuable content, and collaborating with influencers to boost sales and enhance consumer engagement.

Keywords: Social media engagement, consumer purchase behaviour, food and beverage industry

INTRODUCTION

The rapid growth of the Internet has greatly changed consumer behavior, especially in the food and beverage (F&B) industry. Social media platforms have become key channels for consumers to find product information, with more than half of users (53.4%) considering them valuable sources (Md. Shawmoon Azad, 2022). Social media advertising is seen as more effective at grabbing attention than traditional advertising, with 47% of respondents agreeing it has a greater impact (Md. Shawmoon Azad, 2022).

Social media engagement impacts various phases of the purchase decision-making process. Consumers are more likely to seek additional information when promotional keywords, such as discounts, are present (49%), and more than half (50.3%) report buying products they first encountered through social media (Md. Shawmoon Azad, 2022). Social influence also plays a role, with family members influencing 41% of purchase decisions, and frequent exposure to product promotions raises the likelihood of purchase for 40% of consumers (Md. Shawmoon Azad, 2022). Earlier studies highlight that user-generated content, including reviews and ratings, along with interactive marketing strategies, greatly influence purchase intentions in the F&B industry (Amoah, Radder, & Van Eyk, 2021; Vishnu, 2024).

Despite the recognized importance of social media, the links between engagement and actual purchase behavior are still not well understood. Businesses in the F&B sector often invest heavily in social media marketing without clearly knowing which engagement strategies, such as influencer partnerships, creating valuable content, or trend

monitoring, generate the highest returns (Smith, 2020). Additionally, a lack of distinction in engagement strategies has resulted in uniform marketing approaches, which reduce consumer interest and lower campaign effectiveness (Jones & Brown, 2021).

This study fills these gaps by analyzing how different types of social media engagement, including current engagement, valuable content, influencer collaboration, and trend monitoring, affect consumer purchasing behavior in Malaysia's food and beverage (F&B) sector. By pinpointing the most impactful engagement areas, the results aim to enhance both digital marketing theory and practical strategies for improving social media initiatives.

LITERATURE REVIEW

Consumer Purchase Behaviour in the Food Beverage Industry

More than half (50.3%) report buying products they first encountered on social media (Md. Shawmoon Azad, 2022). Family members influence 41% of purchase decisions, and frequent exposure to product promotions increases the likelihood of purchase for 40% of consumers (Azad, 2022). Previous studies have shown that user-generated content, such as reviews and ratings, as well as interactive marketing strategies, greatly influence purchase intentions in the food and beverage (F&B) industry (Amoah, Radder, & Van Eyk, 2021; Vishnu, 2024).

By identifying the most impactful engagement areas, the study aims to enhance digital marketing theory and practical strategies for improving social media initiatives. In the food and beverage industry, this behavior encompasses what to eat or drink, where to shop, and the factors that influence these choices. According to Wang et al. (2020), purchasing decisions in this sector depend on several factors, including product quality, brand reputation, price, and promotions. Health and taste awareness are strong drivers of consumer choices (Luna-Nevarez & McGovern, 2021).

Cultural background and heritage also shape consumer preferences because different cultural groups tend to have distinct eating and drinking habits (Liu, Liu, & Lee, 2020). These findings emphasize the importance of F&B companies crafting targeted engagement strategies that reflect their customers' preferences, lifestyles, and behaviors to maximize marketing effectiveness in a competitive digital environment.

Stratification of Social Media Engagement

This classification provides a clearer picture of the quality and depth of online interactions between brands and consumers. Engagement behavior can range from passive consumption of content to active sharing, commenting, and creation of content. As de Vries, Gensler, and Leeftang (2021) point out, stratification is also important for describing the various levels of user participation and how they can influence consumer decisions and choice.

Conceptually, there are three levels of social media involvement: passive, medium, and high participation. Passive participation involves actions such as viewing and liking content, which indicate exposure but minimal interaction (Peters, Chen, Kaplan, Ognibeni, & Pauwels, 2021; Hudson, Huang, Roth, & Madden, 2021). Moderate involvement encompasses actions such as commenting and sharing, indicating greater interest and a willingness to engage in public discussions about a brand (Muntinga, Moorman, & Smit, 2019; Gvili & Levy, 2021).

High involvement is the most active type of participation, such as creating original brand-related content or participating in community-based brand discussions (Lim, Hwang, Kim, & Biocca, 2020; Goh, Heng, & Lin, 2020). Lim et al. (2020) argue that identifying these various levels allows marketers to create targeted approaches that align with specific engagement behaviors, thereby enhancing message relevance and effectiveness.

Effectiveness of Social Media Engagement

Social media interaction effectively measures how meaningful social media engagements lead to desired

business outcomes, such as increased brand awareness, loyalty, and sales. Its effectiveness depends not only on how often customers engage but also on the depth and impact of these interactions on consumer behavior (Hollebeek, Sprott, & Andreassen, 2019).

Current Engagement

Current engagement includes a wide range of social media user behaviors, from passive actions such as viewing and liking to active ones such as commenting, sharing, and creating content. High levels of such engagement are usually linked to better brand performance, stronger customer relationships, and more advocacy. For example, De Vries, Gensler, and Leeﬂang found that consistent, active engagement with an audience is associated with increased customer loyalty and brand advocacy, resulting in more favorable marketing results (2023).

H1: Current social media engagement metrics positively influence consumer purchase behaviour.

Valuable Content

Creating valuable content is crucial for increasing social media engagement. Content that is relevant, visually attractive, informative, or emotionally touching tends to generate stronger responses from users, such as likes, shares, and repeated visits. Ashley and Tuten (2015) emphasize that visually appealing and meaningful branded content greatly enhances consumer engagement and purchase intent.

H2: Creating valuable content on social media positively influences consumer purchase behaviour.

Collaboration with Influencers and Partners

Partnering with influencers and strategic allies boosts engagement by harnessing their authenticity, credibility, and reach. In the food and beverage (F&B) industry, influencer endorsements can heavily sway consumer preferences. Lou and Yuan (2019) highlight that successful influencer marketing depends on message value and credibility when these are high, influencer-driven content greatly boosts consumer trust and interaction with brands.

H3: Collaborating with influencers and partners on social media positively influences consumer purchase behaviour.

Monitoring Trends and News

It is essential for brands to stay informed about social media trends and current news to stay relevant and engaging. Aligning content with trending topics or viral narratives allows brands to attract consumer interest more effectively. While there is limited detailed academic evidence in the food and beverage (F&B) context, Wang, Yu, and Fesenmaier (2002) suggest that social media offers multifunctional benefits, including functional, hedonic, social, and psychological, that can boost engagement when used at the right moment..

H4: Monitoring trends and news on social media positively influences consumer purchase behaviour.

Based on the discussions above, a conceptual framework is developed, as shown in Figure 1.

Conceptual Framework

This study highlights Malaysia as an example of rapid technology adoption and innovation among SMEs. The country has demonstrated a strong commitment to becoming a developed nation by integrating AI into business operations. Significant investments have been made to modernize services, leading Malaysia to achieve a high ranking in AI adoption. This progress reflects not only technological advancements but also a competitive market environment supported by increasing digital literacy. This study proposed a conceptual framework that focuses on two technological factors: relative advantage and compatibility.

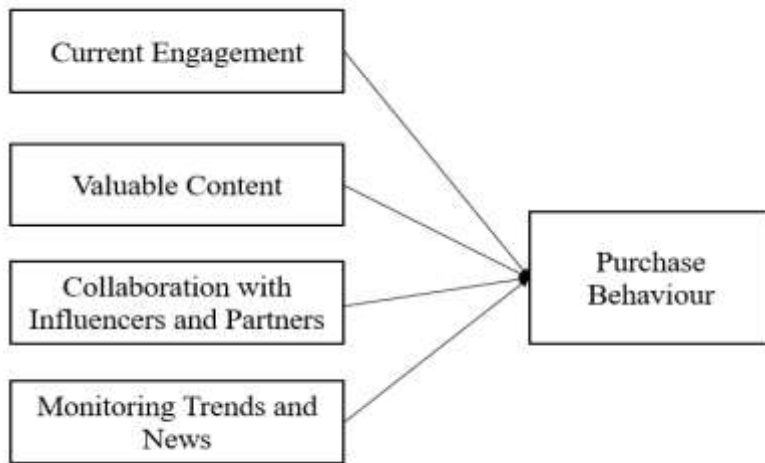


Fig. 1. Conceptual framework

RESEARCH METHODOLOGY

Methodology

This study uses the research onion model proposed by Saunders, Lewis, and Thornhill (2019) as the main framework, ensuring a structured and systematic approach to research design. An experimental research design is used to explore the causal link between social media engagement (independent variable) and consumer purchase behavior (dependent variable) in the food and beverage (F&B) industry. Taking a positivist philosophy, the study takes a deductive approach, deriving hypotheses from existing theory and testing them empirically with data. The study design entails a quantitative survey method, supported by secondary data in the form of academic articles, statistical reports, government records, and peer-reviewed journals. The time period is cross-sectional, in which data is gathered at a single point to analyze current engagement levels and their immediate effect on purchasing behavior.

A stratified random sampling method is used to obtain representativeness by segregating the target population into subgroups with similar traits. The respondents are Melaka residents in Malaysia, a state with an ethnically diverse population of approximately 1,027,500, comprising various age groups, educational backgrounds, and socio-economic statuses. Melaka's mix of urban and rural residents, along with its vibrant F&B sector, offers an ideal location for examining the effect of social media use on purchasing behavior. Based on the Krejcie and Morgan (1970) sample size determination table, 384 respondents were identified as the sample size to achieve a statistically acceptable degree of precision.

The main research tool is a formal questionnaire with three sections: Section A (demographic profile), Section B (social media engagement effectiveness), and Section C (consumer purchase behavior). The items are measured on a five-point Likert scale, ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"), with multiple-choice questions as an option to solicit additional information. This tool was selected based on its utility in collecting large amounts of quantitative data that can be subjected to statistical analysis (Creswell & Creswell, 2020). Data will be collected online and analyzed using regression analysis to establish the strength and significance of the relationship between social media engagement and consumer purchasing behavior.

TABLE I Construct of Stratification of Consumer Purchase Behaviour

Variable	Question	Reference
Monitor Trends and News	1.I am more inclined to purchase food and beverage products that are currently trending on social media.	Ferreira, C., & Silva, S. (2021).

	2. I am more interested in buying from a food or beverage brand when I see frequent news about them on social media.	Balakrishnan, J., & Boorstin, A. (2023).
	3. I am influenced by social media news and trends in perceiving which food and beverage brands are worth trying.	Xiao, M., Yang, S., & Iqbal, Q. (2021).
	4. I rely on social media to discover new food and beverage products that align with current lifestyle and dietary trends.	Azadi, Y., Ghaffari, M., & Sadeghi, H. (2022).
	5. I feel motivated to try food and beverage products that are recommended by popular social media trendsetters.	Liu, Y., & Lilien, G.L. (2023).
Valuable Content	1. I am more engaged with brands that create relatable and authentic content in the food and beverage industry.	Minton, E.A., & Liu, L. (2020).
	2. I am more inclined to try new food and beverage products from brands that post customer stories and experiences.	Chandler, D., & Munday, R. (2021).
	3. I am more likely to follow and purchase from brands that offer valuable tips and ideas related to food and beverages on social media.	Pentina, I., Zhang, L., & Bataineh, M.T. (2021).
	4. I am influenced to buy from a food and beverage brand when their content on social media is visually appealing.	Tien, D.H., Minh, N.N., & Luan, P.T. (2020).
	5. I am more interested in buying food and beverage products when social media content educates me about their ingredients and quality.	Rahman, M., & Yu, X. (2023).
Collaborating Influencers with Partners	1. I trust food and beverage brands more when they collaborate with influencers who provide honest reviews and recommendations.	Ki, C.W., Cuevas, L.M., Chong, S.M., & Lim, H. (2020).
	2. Seeing food and beverage brands collaborate with popular influencers increases my perception of those brands as trendy and desirable.	Jin, S.V., & Muqaddam, A. (2021).
	3. Seeing collaborations between food and beverage brands and influencers helps me discover new brands that I might like.	Boerman, S.C., & van Reijmersdal, E.A. (2020).

	4. Food and beverage brands that collaborate with influencers who frequently interact with followers feel more authentic to me.	Campbell, C., & Farrell, J.R. (2020).
	5. I feel more connected to food and beverage brands when influencers share stories of their personal experiences with the brand.	Chandler, D., & Munday, R. (2021).
Current Engagement	1. I am more likely to purchase from food and beverage brands that promptly respond to my questions on social media.	Cheng, Y., & Edwards, R. (2021).
	2. I feel valued by food and beverage brands that actively engage with me through likes, comments, or shares on social media.	Agnihotri, R., & Dingus, R. (2020).
	3. I am more inclined to buy from food and beverage brands that share customer feedback and reviews on their social media pages.	Garg, A., & Pandey, P. (2023).
	4. I prefer food and beverage brands that offer quick solutions to customer complaints on social media.	Ibrahim, R., & Ahmad, S. (2020).
	5. I am likely to trust food and beverage brands that frequently update their social media with customer-relevant information.	Lee, S., & Ho, J. (2021).
Stratification of Consumer Purchase Behaviour	1. I am more likely to purchase food and beverage products that I see frequently on social media.	Jin, S.V., & Muqaddam, A. (2021).
	2. I am more inclined to try new food and beverage brands recommended by social media influencers.	De Veirman, M., Hudders, L., & Nelson, M.R. (2020).
	3. I tend to buy food and beverage products that receive high engagement, such as likes and shares, on social media.	Erkan, I., & Evans, C. (2020).
	4. I am motivated to make a purchase when I see promotional posts by food and beverage brands on social media platforms.	Algharabat, R., Rana, N.P., Dwivedi, Y.K., & Alalwan, A.A. (2020).
	5. I feel more confident buying a food or beverage product when I see it endorsed by popular social media users.	Lou, C., & Yuan, S. (2021).
	6. I am more likely to purchase from food and beverage brands that share behind-the-scenes or story-based content on social media.	Tafesse, W., & Wien, A.H. (2021).

A total of 384 respondents took part in this study, with the sample size determined using the Krejcie and Morgan (1970) method for calculating the population size. Data were collected through online surveys targeting individuals in the food and beverage industry in Malaysia, resulting in a 100% response rate. The demographic analysis offers an overview of the respondents' characteristics, including gender, age, ethnicity, occupation, monthly income, and social media usage patterns.

Regarding gender distribution, female respondents made up a slightly higher percentage at 53.9%, compared to 46.1% for males. The age distribution showed the largest group was between 25 and 34 years old (42.7%), followed by those aged 35–44 years and 18–24 years. The smallest group consisted of respondents aged 45 and older (9.4%). Ethnically, the Chinese community represented the largest portion at 48.4%, with Malays, Indians, and other ethnicities following. The Bajau and Indonesian groups had the smallest representation, each making up only 0.3% of all respondents.

Regarding occupational status, most respondents were employed (58.9%), followed by unemployed individuals (14.8%) and students (14.1%). Self-employed respondents made up 10.4%, while smaller groups included housewives (1.3%), retirees (0.3%), and individuals who identified as both master's degree students and employed (0.3%). The monthly income distribution indicated that the largest portion of respondents earned between RM3,000 and RM4,999 (35.4%), followed by RM1,000 to RM2,999 (19.8%) and RM5,000 or more (19.3%). An additional 12.2% chose not to disclose their income, 12.0% earned less than RM1,000, and 1.3% reported having no income. Social media use was widespread among respondents, with 83.6% identifying as active users. Notably, 71.4% reported using social media to search for food and beverage products, 17.7% held a neutral stance, and 10.9% were non-users in this context.

RESULT

Reliability Analysis

The table above shows Cronbach's Alpha reliability analysis for independent and dependent variables. The purpose of this reliability test is to check whether the data obtained is reliable for the research or not. The results show a higher reliability collaboration with influencers and partners for this test, which is 0.928 (excellent in reliability). Followed by monitors trends and news and current engagement which is 0.926. For knowledge and belief obtained in a low reliability scale which is valuable content 0.925. For the dependent variable (stratification of consumer purchase behaviour), managed to obtain about 0.924 and on a very good scale as well. The overall results that have been used by SPSS, show that the overall Cronbach's Alpha is 0.940 and on a very good scale in the reliability test.

TABLE II Summary Of Reliability Analysis On Of Independent And Dependent Variables

Variables	Cronbach Alpha	Status
Monitor Trends and News	0.926	Excellent
Valuable Content	0.925	Excellent
Collaborating with Influencers and Partners	0.928	Excellent
Current Engagement	0.926	Excellent
Stratification of Consumer Purchase Behaviour	0.924	Excellent

Correlation Analysis

The table above shows the correlation and relationship between the independent variable (Monitor Trends and News, Valuable Content, Collaboration with Influencers and Partners and Current Engagement) and the dependent variable (Stratification of Consumer Purchase Behaviour). As a result, the significant value (2-tailed) for all variables is $p < 0.001$.

For monitoring trends and news, the value of Pearson's Correlation is 0.784, which is moderate and positively significant. For valuable content, the Pearson Correlation is 0.782 which is moderately significant and positive and for the collaboration with influencers and partners, the Pearson Correlation is 0.769 which is moderately significant and positively significant. While for current engagement, the Pearson Correlation is 0.766, which is moderate and positively significant. It shows that all the Pearson Correlation in this research is moderate and significantly positive 0.7 above (strong).

Table III Pearson Correlation Analysis

		Correlations				
		MonitorTrendNews	ValuableContent	CollabInfluencerPartner	CurrentEngagement	StratificationConsumerPurchaseBehaviour
MonitorTrendNews	Pearson Correlation	1	.760**	.744**	.743**	.784**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	384	384	384	384	384
ValuableContent	Pearson Correlation	.760**	1	.734**	.785**	.782**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	384	384	384	384	384
CollabInfluencerPartner	Pearson Correlation	.744**	.734**	1	.749**	.769**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	384	384	384	384	384
CurrentEngagement	Pearson Correlation	.743**	.785**	.749**	1	.766**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	384	384	384	384	384
StratificationConsumerPurchaseBehaviour	Pearson Correlation	.784**	.782**	.769**	.766**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	384	384	384	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

The table above shows the correlation and relationship between the independent variable (Monitor Trends and News, Valuable Content, Collaboration with Influencers and Partners and Current Engagement) and the dependent variable (Stratification of Consumer Purchase Behaviour). As a result, the significant value (2-tailed) for all variables is $p < 0.001$.

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Multiple Regression Analysis

Multiple regression analysis is known as a technique for estimating values based on two independent variables and a dependent variable. The effect of the independent variable on the dependent variable was analysed by multiple regression analysis in this study with four independent variables and using only one dependent variable. Using SPSS, the results show a multiple regression analysis with four independent variables (Monitor Trends and News, Valuable Content, Collaboration with Influencer and Partner and Current Engagement) and one dependent variable (Stratification of Consumer Purchase Behaviour).

Table IV

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.736	2.660

a. Predictors: (Constant), CurrentEngagement, MonitorTrendNews, CollabInfluencerPartner, ValuableContent

MODEL SUMMARY

Based on the table, the regression model explains that the value correlation coefficient (R- value) is 0.860, equal to 0.86, showing a moderate relationship between monitoring trends and news, valuable content, current engagement, and collaboration with influencers and partners on consumer purchase behaviour. The R-Square value is 0.739 and the results explain that 73.0% of the variance in all independent variables can influence consumer purchase behaviour. The standard error of the estimate is 2.660, indicating the average distance that the observed values fall from the regression line.

Table V ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7597.266	4	1899.317	268.411	<.001 ^b
	Residual	2681.856	379	7.076		
	Total	10279.122	383			

a. Dependent Variable: StartificationConsumerPurchaseBehaviour

b. Predictors: (Constant), CurrentEngagement, MonitorTrendNews, CollabInfluencerPartner, ValuableContent

The results of the study show the relationship between the independent variable (monitoring trends and news, valuable content, current engagement, collaboration with influencers and partners) and the dependent variable (stratification of consumer purchase behaviour). The regression model is significant with an F value of 268.411 and a p value of 0.001. The regression sum of squares (7597,266) accounts for the majority of the total variance (10279,122), while the residual sum of squares (2681,856) represents the unexplained variance. This shows that independent variables contribute significantly to the influence of purchase behaviour. The results show that the model has more systematic variation than unsystematic variation because the p-value is 0.01 which is less than 0.05.

Table VI Coefficients

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.354	.643		2.107	.036
	MonitorTrendNews	.333	.054	.281	6.131	<.001
	ValuableContent	.305	.059	.249	5.190	<.001
	CollabInfluencerPartner	.280	.052	.241	5.377	<.001
	CurrentEngagement	.206	.054	.182	3.821	<.001

a. Dependent Variable: StartificationConsumerPurchaseBehaviour

Based on the results, showing the effectiveness of monitoring trends and news, valuable content, current engagement, and collaboration with influencers and partners on consumer purchase behaviour. Monitor trends and news has the greatest positive influence on consumer purchase behaviour (B = 0.333, Beta = 0.333, p < 0.001), followed by valuable content (B = 0.305, Beta = 0.305, p < 0.001), next is a collaboration with influencer and partner (B = 0.280, Beta = 0.280, p < 0.001). Current engagement also has a positive effect on consumer purchase behaviour (B = 0.206, Beta = 0.206, p < 0.001), although the effect is relatively smaller. The constant term is not significant (p = 0.000), indicating that without the independent variable, brand loyalty cannot be adequately predicted.

Table VII Hypothesis

Hypothesis	Result
Monitoring trends and news on social media positively influences consumer purchase behaviour.	Accepted

Creating valuable content on social media positively influences consumer purchase behaviour.	Accepted
Collaborating with influencers and partners on social media positively influences consumer purchase behaviour.	Accepted
Current social media engagement metrics positively influence consumer purchase behaviour.	Accepted

DISCUSSION

The reliability test indicates that all constructs within this study exhibited high internal consistency, with Cronbach's alpha values greater than the recommended 0.90 (Nunnally & Bernstein, 1994). The most reliable of all the independent variables was working with partners and influencers ($\alpha = 0.928$), followed by monitoring news and trends, as well as current involvement (both $\alpha = 0.926$), and quality content ($\alpha = 0.925$). The dependent variable, consumer purchase behavior stratification, also yielded a high reliability value ($\alpha = 0.924$). Cronbach's alpha for the dataset was found to be 0.940, confirming that the measurement tool used in this research was reliable and acceptable for statistical analysis (Hair et al., 2019). The findings reveal that the scale items were well-written and consistently measured the targeted constructs with confidence, making the findings credible.

The analysis of correlation revealed positive and strong correlations between all independent variables and the dependent variable, with Pearson's correlation coefficients exceeding 0.70 ($p < 0.001$) in all cases. Monitor trends and news were most highly correlated with consumer buying behavior ($r = 0.784$), followed by highly valued content ($r = 0.782$), influencer and partner collaboration ($r = 0.769$), and real-time engagement ($r = 0.766$). According to Cohen's (1988) criteria, these correlation values indicate strong positive associations, suggesting that greater exposure to popular content, high-quality content, influencer collaborations, and social media activity are all strongly linked to increased consumer purchasing activity. They validate previous research showing that social media trend consciousness increases consumer buying intent and interest (Ferreira & Silva, 2021; Xiao et al., 2021), and that relevant, informative content fosters brand engagement and trust (Minton & Liu, 2020; Pentina et al., 2021). Similarly, influencer collaboration was also found to positively influence purchase intent and brand perception through social proof, as well as credibility (Ki et al., 2020; Lou & Yuan, 2021).

Multiple regression analysis also reinforced these associations by determining the predictive power of each of the independent variables. The model had an extremely high coefficient of determination ($R^2 = 0.739$), indicating that the four predictors accounted for 73.9% of the variance in consumer buying behavior. All the predictors were significant ($p < 0.001$), and news and trends on the screen were the strongest factor ($\beta = 0.333$), followed by helpful content ($\beta = 0.305$), influencer and partner cooperation ($\beta = 0.280$), and continuous interaction ($\beta = 0.206$). ANOVA results ($F = 268.411$, $p < 0.001$) confirmed the overall significance of the model, i.e., that the independent variable set provided a more reliable prediction of consumer purchase behavior than could be expected by chance (Hair et al., 2019). The relevance of monitoring trends and news is supported by evidence from Balakrishnan and Boorstin (2023), who claim that trending topics and live news create a sense of urgency and influence consumer decisions. Similarly, the relevance of high-quality content is supported by evidence from Rahman and Yu (2023), who claim that transparency and high-quality content create trust and influence purchase behavior.

Finally, all four hypotheses proved to be correct, validating the fact that following news and trends, creating helpful content, collaborating with influencers and partners, and measuring existing engagement metrics on social media have a significant and positive impact on food and beverage shopper purchasing behavior. These findings align with the Technology Acceptance Model (TAM) and social influence theory, which emphasize the importance of perceived relevance, trust, and social proof in shaping consumer choice in virtual environments (Davis, 1989; Venkatesh & Davis, 2000).

CONCLUSIONS

However, the cross-sectional design and small sample size impose limitations on the findings. Future research

with larger longitudinal samples is recommended to examine the changing social media landscape and its long-term effects on purchasing habits.

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