



KAPITEL 4 / CHAPTER 4⁴

THE INFLUENCE OF SOCIAL MEDIA ON AGRARIAN CONSUMER BEHAVIOR: KEY FINDINGS AND SMM STRATEGIES

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Introduction

One of the key findings from recent research is the significant role of content quality and relevance in driving consumer engagement. High-quality content that addresses the specific needs and interests of agrarian consumers, such as farming techniques, product reviews, and market trends, tends to generate higher levels of engagement. Visual content, including videos and infographics, is particularly effective in capturing the attention of this audience, as it provides clear and concise information in an easily digestible format.

Another important discovery is the influence of user-generated content (UGC) on consumer trust and decision-making. Agrarian consumers often rely on reviews, testimonials, and recommendations from fellow farmers and agricultural experts. UGC is perceived as more authentic and trustworthy compared to traditional advertising, making it a powerful tool for influencing purchasing decisions. Encouraging satisfied customers to share their experiences on social media can significantly enhance a brand's credibility and reach within the agrarian community[1].

Social proof, in the form of likes, shares, and positive comments, is another crucial factor impacting consumer behavior. Agrarian consumers are more likely to trust and purchase products that have been endorsed by their peers. Social proof serves as a validation of quality and reliability, making it an essential component of successful SMM strategies in the agricultural sector.

Main results

Research indicates that high-quality and relevant content significantly increases audience engagement. Visual materials, such as videos and infographics, capture more attention compared to text-based posts. Visual content is particularly effective because it is more engaging and easier to process. Videos can convey complex information in

⁴*Authors: Kvasova Luidmyla Sergijvna, Bahorka Mariia Oleksandrovna, Tymofiejev Yehor Igorevich*



a concise and appealing manner, while infographics present data and key points visually, making it easier for the audience to understand and retain the information. This visual appeal leads to higher interaction rates, such as likes, shares, and comments, which in turn boost overall engagement.

Furthermore, quality content tailored to the audience's interests and needs resonates more deeply, fostering a stronger connection between the content creator and the audience. By addressing specific topics relevant to the audience, content creators can spark meaningful interactions and discussions, further enhancing engagement levels. Prioritizing the creation of high-quality, relevant visual content can greatly enhance audience engagement, making it a crucial strategy for effective social media marketing.

Engagement is also influenced by the consistency and frequency of content updates. Regularly posting high-quality content keeps the audience engaged and encourages them to return for more. Consistency in posting schedules builds anticipation and habit among followers, contributing to sustained engagement over time.

Interactive content, such as polls, quizzes, and live Q&A sessions, also plays a crucial role in boosting engagement. These formats invite direct participation from the audience, making them feel more involved and connected. For instance, a live video session where an agricultural expert answers questions from the audience can generate a high level of engagement and provide valuable real-time interaction.

Personalization is another key factor. Content that speaks directly to the individual preferences and behaviors of the audience can significantly increase engagement. Utilizing data analytics to understand audience demographics, preferences, and online behavior allows content creators to craft personalized content that resonates on a deeper level. For example, personalized recommendations for crop management practices based on a farmer's location and crop type can drive higher engagement.

User-Generated Content (UGC) further amplifies engagement. Encouraging satisfied customers to share their experiences and showcasing this content can create a sense of community and trust. UGC is perceived as more authentic and trustworthy



compared to traditional advertising, making it a powerful tool for influencing purchasing decisions and boosting engagement [2].

In summary, prioritizing the creation of high-quality, relevant visual content can greatly enhance audience engagement. Additionally, maintaining consistency, leveraging interactive formats, personalizing content, and incorporating user-generated content are all critical strategies for effective social media marketing. By understanding and applying these principles, brands can foster a more engaged and loyal audience, ultimately driving better marketing outcomes.

To maximize the effectiveness of SMM in influencing agrarian consumer behavior, several strategies are recommended. Firstly, creating and consistently sharing high-quality, relevant content is essential. This content should address the specific needs and interests of agrarian consumers, providing them with valuable information and insights. Secondly, actively engaging with the audience through comments, direct messages, and interactive posts can foster a sense of community and loyalty. Thirdly, leveraging the power of UGC and collaborating with micro-influencers can enhance credibility and expand reach. Lastly, regularly analyzing and optimizing SMM efforts based on performance data can help refine strategies and achieve better results.

User reviews and recommendations play a crucial role in purchase decision-making. User-generated content (UGC) is perceived as more credible and trustworthy compared to traditional advertising.

The primary reason for this trust is authenticity. UGC comes directly from consumers who have experienced the product or service, offering genuine insights and opinions. This authenticity resonates with potential customers who are seeking honest evaluations rather than polished marketing messages. For instance, a farmer considering a new piece of equipment is more likely to trust reviews and feedback from fellow farmers who have used the equipment, rather than relying solely on promotional material from the manufacturer [3].

Additionally, UGC provides social proof, a psychological phenomenon where people conform to the actions of others under the assumption that those actions reflect



the correct behavior. When potential customers see positive reviews, testimonials, and endorsements from others, they are more likely to feel confident in their decision to make a purchase. This effect is amplified when the content is created by individuals perceived as peers or influencers within a specific community or industry.

Another significant aspect of UGC is its ability to foster a sense of community. When users share their experiences and feedback, it creates a dialogue between the brand and its customers, as well as among customers themselves. This interaction helps build a loyal community around the brand, where members feel valued and heard. For example, an agricultural brand that encourages farmers to share their success stories or challenges can create a supportive community where members learn from each other and feel a sense of belonging.

UGC also extends the reach of a brand's marketing efforts. Content shared by users often gets distributed to their networks, exposing the brand to a wider audience without additional cost. This organic spread of information is invaluable for increasing brand awareness and attracting new customers. For instance, a farmer who shares a positive experience with a particular fertilizer on social media can influence not only their immediate circle but also a broader audience who may be seeking similar solutions.

From a content strategy perspective, UGC provides a wealth of material that can be repurposed across various marketing channels. Brands can feature user reviews and testimonials on their websites, incorporate them into email campaigns, or highlight them on social media platforms. This not only enhances the credibility of the brand but also ensures a steady stream of diverse and engaging content [4].

Encouraging UGC involves several strategies. Brands can create campaigns that incentivize users to share their experiences, such as contests, hashtag campaigns, or reward programs. Providing platforms where users can easily share their content, such as dedicated sections on websites or branded social media pages, also facilitates the creation and dissemination of UGC. Additionally, responding to user-generated content with appreciation and engagement can further motivate customers to share their experiences. Strategies for effective use of SMM are shown in Table 1.



Table 1-Strategies for effective use of SMM

Strategies	Detailed description
Creating Valuable and Relevant Content	Regularly publishing content that is interesting and useful to your target audience is crucial for the success of Social Media Marketing (SMM). Utilizing analytical tools to track user preferences and tailoring your content to their interests can significantly enhance engagement and brand loyalty.
Understanding Your Audience	To create valuable and relevant content, it is essential to have a deep understanding of your audience. This involves identifying their demographics, preferences, pain points, and behaviors. Analytical tools such as Google Analytics, social media insights, and customer feedback can provide valuable data to help you understand what type of content resonates most with your audience.
Consistency and Frequency	Maintaining a consistent posting schedule is key to keeping your audience engaged. Regular updates build anticipation and establish a habit among your followers to check your content frequently. Whether it's daily, weekly, or bi-weekly, the key is to stay consistent to retain your audience's interest.
Content Variety	Diversifying your content formats can also drive engagement. Mixing up text posts with videos, infographics, polls, and interactive content keeps your feed dynamic and appealing. Videos and infographics are particularly effective as they are visually engaging and easier to digest, while polls and quizzes invite direct participation from your audience.
Utilizing Analytical Tools	Leveraging analytical tools is crucial for understanding what content works best. Tools like Google Analytics, Facebook Insights, and Twitter Analytics provide data on which posts generate the most engagement, what times your audience is most active, and which demographics are interacting with



	<p>your content. This information allows you to adjust your content strategy to better meet the interests and needs of your audience.</p>
<p>Personalization</p>	<p>Personalized content can significantly increase relevance and engagement. By using data analytics to segment your audience based on their preferences and behaviors, you can create tailored content that speaks directly to different groups within your audience. For example, a brand targeting farmers might segment content based on crop types, geographic locations, or farming techniques.</p>
<p>Engagement and Interaction</p>	<p>Actively engaging with your audience is essential for building a loyal community. Responding to comments, messages, and mentions shows that you value your audience’s input and fosters a sense of connection. Hosting live Q&A sessions, webinars, and interactive events can also enhance engagement by providing real-time interaction.</p>
<p>User-Generated Content (UGC)</p>	<p>Encouraging your audience to create and share their own content related to your brand can amplify your reach and credibility. User-generated content, such as reviews, testimonials, and photos, is perceived as more authentic and trustworthy. Highlighting UGC on your social media platforms can also foster a sense of community and encourage more users to share their experiences</p>
<p>Collaboration with Influencers</p>	<p>Partnering with influencers who align with your brand can extend your reach and enhance credibility. Influencers, particularly micro-influencers, have dedicated followings and can effectively promote your products or services to their audience. Collaborating on content such as reviews, tutorials, and giveaways can generate significant engagement.</p>



<p>Monitoring and Optimization</p>	<p>Continuous monitoring and optimization of your SMM strategy are essential for sustained success. Regularly reviewing the performance of your content and campaigns allows you to identify what is working and what needs improvement. A/B testing different types of content and posting times can provide insights into the most effective strategies.</p>
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Authoring

Creating valuable and relevant content is a cornerstone of effective SMM. By understanding your audience, maintaining consistency, diversifying content formats, leveraging analytics, personalizing content, engaging with your audience, utilizing user-generated content, collaborating with influencers, and continuously optimizing your strategy, you can significantly enhance your social media presence and achieve your marketing goals [5,6].

Summary and conclusions

User-generated content plays a vital role in influencing purchase decisions due to its authenticity and trustworthiness. By leveraging UGC, brands can build stronger connections with their audience, foster a sense of community, extend their reach, and enrich their content strategy. Recognizing and capitalizing on the power of user-generated content can lead to more effective and impactful marketing efforts.

Social media plays a pivotal role in shaping agrarian consumer behavior. By understanding the unique characteristics and preferences of this audience, agricultural brands can develop effective SMM strategies that drive engagement, build trust, and influence purchasing decisions. This study provides valuable insights and practical recommendations for leveraging social media to connect with and influence agrarian consumers.