The Effectiveness of Social Media by Brand Awareness, Information Platform Gaining Feedback, Customer Acquisition and Retention of Organic Food and Beverages

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1.0   Introduction

Marketing is a systematic activity to satisfy customers' needs while also stimulating and increasing the sales of a product or service (Baker, 2016). There are three elements in marketing namely creating a message, branding and positioning. All of this involves strategies in matters relating to products, prices, promotions and distribution channel selection. This strategy is used to compete with competitors so that companies or organizations, especially cooperatives, can survive and continue to be competitive (Andrews, & Shimp, 2017).

Recently, Social media became better than the traditional method of marketing (Tuten, , & Solomon, 2017). According to Dahl (2018), social media in life is no longer a stranger because the platform is used not only to track contacts at school but it is also used as a medium to generate profits that are now increasingly popular by businesses throughout the world regardless of whether it is a well-known company or individual who is new in various industries. This has attracted them (traders) for the opportunity to expand the network which is very important to gain the influence of the public to gain trust by maintaining a loyal customer relationship as one of the strategies to make the customer a company asset (Strathdee, 2017). So, what is a media social page? It is defined as a website-based service that allows individuals to build a profile tied to a system, influence other users to share relationships and browse the list of connections that have been made within a network (Lamberton, & Stephen, 2016). The trust given to Facebook is so huge that Donald trump the new US President has also won in the election due to information provided by Facebook.

According to Stevens, Aarts, Termeer, and Dewulf (2016) there were a limited number of studies at the insights from social media literature to the domain of agro-food sustainability. Mozas-Moral, Bernal-Jurado, Medina-Viruel, and Fernández-Uclés (2016) identify explanatory factors for success in online social networks. A fuzzy set Qualitative Comparative Analysis (fsQCA) confirms that human resource capabilities (specifically management training), the intensity of firms' social network activity, and the experience firms accumulate in these virtual media are key factors for social network success,

measuring success by the ability to attract a high number of followers. The concept of "real food" was a popular theme online. While most sources advocated increasing vegetable consumption and reducing processed food, other advice was not evidence-based and frequently deviated from the AGHE. While Ramachandran, Kite, Vassallo, Chau, Partridge, Freeman, & Gill, (2018) study show that the concept of "real food" was a popular theme online. While most sources advocated increasing vegetable consumption and reducing processed food, the question is how well organic food is better chances in the Malaysian community through social media? Do social media create good brand awareness, gaining feedback, information platform, customer acquisition and retention in the Organic F&B industry?

The Malaysian food and beverage industry (F & B) has also experienced rapid growth in recent decades, with the influx of international fast-food chains such as McDonald, Subway, Nandos and Yum! Brands (KFC owners and Pizza Hut, among others) (Lim, Lee, Choue, & Wang, (2018). The quality of services in F & B also increased significantly. However, technological advancements in the retail and F & B industries are extremely low. The Department of Statistics survey found that only 10% of businesses in this sector utilize technology (Fernando, Wah, & Shaharudin, (2016).

According to Ward (2016), the main challenge facing firms in penetrating new markets is lack of knowledge, for example no accurate contacts, unable to handle business logistics, and do not know business rules in foreign countries. "The F & B industry is growing rapidly as we can produce delicious food with the uniqueness of Malaysia. Here are more F & B owners, who add new branches, but most of them are young and they do not know how to export (Santoro, Vrontis, & Pastore, 2017). However, here the questions are, how about the organic food business way of marketing?

The **demand for organic products in Malaysia** is projected to grow more than 12.4% a year with a financial value of more than RM20 million a year. The government policy on **organic** agriculture started in 1998 when a formal guideline for **organic** farming was introduced to the farmers. A study by MARDI in 2010 found that more than 90% of **Malaysian** consumers knew about **organic products** and they associated these **products** with free chemicals, good for **health** and all-natural. The study also revealed that 53.8% of consumers in **Malaysia** had consumed **organic products** at least once in six months

Organic foods are made according to certain production standards, which are planted without the use of pesticides and human-made fertilizers, free of pollution from human or industrial waste, and processed without ionizing radiation or additives (Moghissi, McBride, Garcia, Chen, & Das, (2016). Livestock needs to be reared without the use of antibiotics and directly using growth hormones, but are always fed by healthy foods. The prices of organic food items in the leading supermarkets are far higher than similar inorganic goods, according to the survey Wong, and Aini, (2017). Most hypermarkets such as Giant Tesco and Mydin separate organic matter from inorganic,

and the significant difference is that food prices are much higher even in small quantities. The marketing strategy used by the organic company in social media is still new as mentioned by Alves, Fernandes, and Raposo (2016).

Social media has had an impact on the community's involvement in current issues. How social media can spread information about organic food. These engagements include actively following the current issues of the blog, forming online groups to convey aspirations, blogging on current issues, commenting in online news, articles/blogs, participating in the online discussion, downloading or spreading news related issues current (Shao, & Wang, 2017). Regardless of whether in terms of technology, politics, economy, entertainment, sports, current issues, all information is very easy & quickly available in social media. Sometimes information on social media is not written in a newspaper or television, but social media also helps spread popular culture. The facilities provided in accessing social media accounts have led to the explosion of the number of social media users from time to time.

The results of this initial survey would explain that promotions in Social media are something that must be addressed quickly to enhance the organics F & B industry. The promotion efforts that the organics F & B industry have and are currently doing are using social media, consenting, and following the exhibition. The use of social media contributes greater than consignment and exhibits to the organic F & B product sales level. This research is about to identify the effects of social media by brand awareness, information platform gaining feedback, customer acquisition and retention in the Organic F&B industry.

2.0. Underpinning Theory

This study involved three important theories, namely the theory of a new communication paradigm, the theory of influence social and media enrichment theory. The continuation of these three theories supports the objective of the study, which emphasizes the development of visual elements towards the use of social media.

2.1 Theory of New Communication Paradigms

This theory states that social media uses hybrid components. The hybrid component explains how social media uses traditional communications coupled with the use of the internet platform as a new communications paradigm (Gu, Saad, Bennis, Debbah, & Han, 2015). The use of social media is more meaningful to organic F & B companies where they can form one-on-one with customers anywhere at any time through this social media platform. According to Gu, Saad, Bennis, Debbah, and Han (2015), the use of this theory allows social media to connect customers and organic F & B companies to interact with each other in two ways. This supports the increasing relationship between the two parties in a win-win situation. Indirectly, it can also provide an efficient impact on the effectiveness of social media as a marketing and business medium. The hybrid approach

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highlighted by this theory empowers one-to-one relationships between entrepreneurs of organic products with customers. The continuity of this theory has a positive impact on the development of organic food marketing through good relationships that are shared customers.

2.2 The Social Influence Theory

This theory of social influence illustrates the changing attitudes and responses produced by social influences based on several stages. The stated ratings are based on individual acceptance of influence involving compliance), internationalization and identification (Pérez, & Mugny, 2018). This theory explains how a new app use such as social media affects the environment today. This theory coincides with a study conducted where research focuses on how organic food entrepreneurs influence customers to buy products they use social media mediums. In this study, this theory helps how to do something new technologies can attract social communities to use it. From the perspective of organic food companies, this theory is the support of organic entrepreneurship to attract consumers to use social media platforms to engage in dealings.

2.3 Media Richness Theory

The media enrichment theory describes how an organization involved processes information to minimize the risk of uncertainty and the weakness of the information involved. The next research is based on how this theory reviews the use of appropriate media to ensure an organization can use appropriate media for operation organization. Based on this enrichment theory again, there is a medium level of information delivery that touches on the effectiveness of the information being communicated to the community (Liao, & Teng, 2018). This can be attributed to an organization of organic food companies that need to select the appropriate social media that is appropriate and well used by the organic food company to increase visibility.

Incorrectly and unsuitable social media selection will make entrepreneurs of organic food companies less prominent among internet users (Tseng, Cheng, Li, & Teng, 2017). This theory is based on four criteria namely feedback, multiple signals, diversity language and personal focus. This theory can be attributed to the use of social media as a tool media communications that can connect between organic and consumer food syndicate entrepreneurs.

2.4   Development of Conceptual Model and hypothesis development
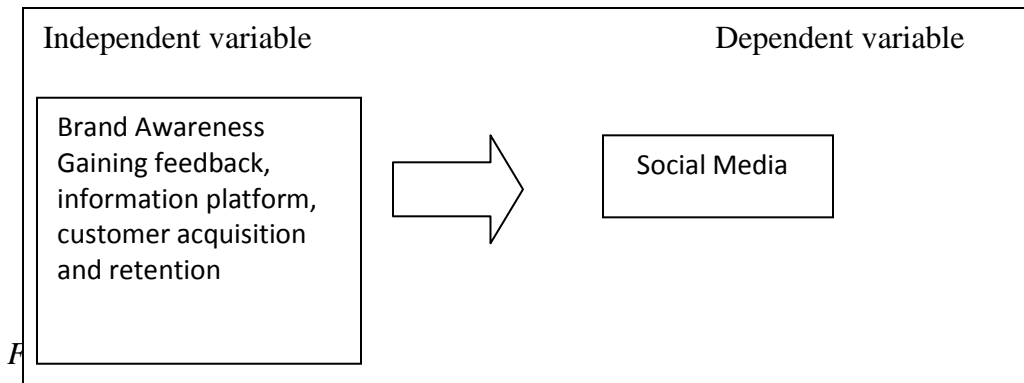
2.4.1 The relationship between Brand Awareness and Social Media

A survey that has discovered brand awareness is the main reason for business owners to engage in social media. By constantly engaging in conversations, creating content, and starting conversations with potential customers, marketers let people know, time and time again, that we exist and we are listening according to (Perumal, Krisnan, & Abdul Halim, (2017). According to (Tajvidi, Richard, Wang, and Hajli, (2018) long-term impact is important as customers begin to associate brands with certain products or services. However, we will urge F & B traders not to reduce the effectiveness of social media as a major generation tool simply because the major generation gets a percentage of 19 votes from business owners (Galati, Crescimanno, Tinervia, & Fagnani, 2017). Customer acquisition is a bigger focus for F & B traders, customer acquisition is an area where social media can give us a big boost.

Ultimately, we will determine our own goals for the use of social media and tailor our social media plan to fit into anything. If F & B dealers focus primarily on customer acquisitions, we will do more reach than if we are trying to increase brand awareness and increase website visibility (Liu, Cheung, & Lee, 2016). Social media is a powerful tool that helps business owners connect with their audience and make their brands more accessible. What a trader chooses to focus on the customer is the awareness of Brand in Social Media. Base on the discussion above below hypothesis has been developed

H0: There is no significant relationship between brand awareness and social media in the Organic F&B industry.

H1: There is a significant relationship between brand awareness and social media in the Organic F&B industry.

2.4.2   The relationship between Information Platform and Social Media

In recent years, social media is been merging into one type of platform, which is social networking. Previously, social networking pages were often referred to with the

broader context of technology 4.0 (Jiménez-Zarco, Rospigliosi, Martínez-Ruiz, and Izquierdo-Yusta, (2019). Sometimes, the definition of "social media," and "social networks" are often used synonymously. Therefore, Orenga-Roglá, and Chalmeta, (2016) defines the essential features of Web 2.0 as "software development that enables mass engagement in social and collective activities." This social network is derived from the ability of users to represent themselves and their interests in social platforms and intensify their activities with others on this social media channel. According to Liu, Cheung, and Lee, (2016) seen as a year of social media development especially social networks. Base on the discussion above below hypothesis has been developed

H0: There is no significant relationship between information platforms and social media in the Organic F&B industry.

H1: There is a significant relationship between information platforms and social media in the Organic F&B industry.

2.6.3 The relationship between Feedback and Social Media

However, the past study also proves that social sites have a positive impact such as being a community of people expressing their feelings (Hudson, Roth, Madden, & Hudson, (2015). The creation of such sites makes it easier for people to write about their feedback and then cope with the customer's dissatisfaction. So society can gain customer retention and retention ultimately maintaining the Customer's loyalty (Kapoor, Tamilmani, Rana, Patil, Dwivedi, & Nerur, 2018). The formation of a community through the use of social media sites involves the internal and external communities of a company. The company's internal community involves interaction among employees within the company using social media platforms to interact with a new approach (West, 2016). The use of social media as a new communication tool provides one new phenomenon in an organization in terms of delivering effective and more effective information. Base on the discussion above below hypothesis has been developed

H0: There is no significant relationship between gaining feedback from customers and social media in the Organic F&B industry.

H1: There is a significant relationship between gaining feedback from customers and social media in the Organic F&B industry.

2.4.4 The relationship between Customer Acquisition and Retention and Social Media

Providing great service is a major component, of course, but retention of marketing is also important for the development of practice. This type of marketing focuses on maintaining customers of companies involved in the practice of a company after their initial visit (Srinivasan, Bajaj, & Bhanot, 2016). Companies usually spend a lot of money to attract new customers to keep them on the top of your marketing strategy as a whole.

As a retention strategy, a company should discuss with such customers by responding to their responses and thanking them for sharing their information and their experiences. All the information they share is public. "Word of mouth" social media advertising on platforms like Instagram is an easy way to enhance the brand of a company (Ascarza, Neslin, Netzer, Anderson, Fader, Gupta, & Provost, 2018). Base on the discussion above below hypothesis has been developed

H0: There is no significant relationship between customer acquisition and retention and social media in the Organic F&B industry

H1: There is a significant relationship between customer acquisition and retention and social media in the Organic F&B industry

3.0 Methodology

The targeted population of this study was Malaysian citizens all over Malaysia. The citizens are the most important aspect of knowing if what the organic F&B companies do as their social media campaign reaches out to those target audiences. The survey is being conducted all over Malaysia by google doc forms. There are many organic F&B companies online such as listed per below which lead to many citizens using social media to connect with those companies.

1. Alphametic Systems
2. Chia Seed Malaysia 4.0
3. CLEAN EATING GROCER (Wholesale Organic Food) 5.0
4. Organic For You Trading 1.0
5. Malaysia Organic Honey Producer - Melipoly Enterprise Sdn Bhd (Petaling Jaya)
6. Bms Organic Centre
7. Blue Oasis (M) Sdn Bhd | why not? Organic
8. Natural Health Farm @ Giant Bandar Puteri
9. NHF @ HQ Shah Alam
10. Rising Sun Health Food
11. LN Fortunate Coffee Malaysia @ Solaris
12. Organic Vegetarian Fresh Mart and Restaurant
13. Zenxin Organic Food @ Taman Tun Aminah, Johor Bahru
14. NHF
15. The Hive Bulk Foods
16. Zenxin Organic Food - Sri Petaling Outlet
17. Justlife The Gardens
18. The Natural Marketplace
19. Green Image Organic Food Enterprise
20. Zenxin Organic Food @ Tanjong Tokong, Penang
21. LN Fortunate Coffee Malaysia @ Sunway GEO Avenue
22. The Origin Foods Sdn Bhd

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23. Zenxin Organic Food @ Damansara Uptown
24. Zenxin Organic Food @ Taman Sentosa, Johor Bahru
25. Melilea (M) Sdn Bhd
26. Malaysia Organic Honey Producer - Melipoly Honey (Port Dickson)
27. Zenxin Organic Food Malaysia @ Kluang, Taman Berlian
28. STELLA FOOD HALL DISTRIBUTION
29. Natural Health Farm Sdn. Bhd. @ East Coast Mall
30. Natural Health Farm Sdn. Bhd. @ Kluang
31. Orient Biotech Sdn. Bhd
32. Green Garden Organic Recipe
33. Organic Express
34. Zenxin Organic Food Singapore @ Pasir Panjang
35. Total Reach Marketing Sdn Bhd
36. Zenxin Organic Food @ Malacca Raya, Malacca
37. Zenxin Organic Food @ Kluang
38. Cameron Organic Produce Steamboat Restaurant (Non-Halal)
39. Herbalceutical (M) Sdn. Bhd.
40. BoxGreen Snack Foods Sdn Bhd
41. Desa Sri Hartamas, Federal Territory of Kuala Lumpur
42. Green Meadow
43. Dietmonsta
44. Alive Organic Sdn Bhd
45. Zenxin Organic Food @ Taman Daya, Johor Bahru
46. Clean bites Malaysia
47. Matahari Sdn Bhd
48. SKG WORLD SDN BHD
49. Asia Botanicals Sdn Bhd
50. ieCo Malaysia
51. Elken Head Office
52. Justlife Melaka
53. La Juiceria Superfoods Signature Atria Mall Healthy Salad & Bowls PJ
54. Wadi Doan
55. Heap Hong Fruit Factory
56. Simple Life Healthy Vegetarian Restaurant - Lot 10 Bukit Bintang
57. BMS Organics Taipan
58. BMS Organics Taman Lagenda 1 Melaka
59. Melaleuca Southeast Asia (M) Sdn. Bhd.
60. All Happy Organic Food Mart
61. USANA Malaysia (Seri Kembangan) Independent Associate
62. LJ Superfoods Signature @ Nadi Bangsar

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63. BMS Organics Sri Petaling
64. Zenxin Organic Food
65. BMS Organics Gateway@KLIA2
66. Goodmorning Global Sdn. Bhd.

Therefore, the choices of those citizens as the respondents are qualified in answering the questionnaire (Sekaran, 2003). This research uses social media (1 independent variable) x 4 factors (brand awareness, information platform, feedback, and customer acquisition). The researcher defined convenience sampling as a type of sampling in which, tries to make the sample representative, depending on research purpose, thus being the representation subjective (Teddlie, & Yu, 2007). The researcher uses convenience sampling techniques in this research (Hair, Bush, & Ortinau, 2006). Therefore, this study obtained 300 respondents, who were selected from organic F & B companies' websites, Malaysia. The questionnaire was presented in the English language and Malay which been done by back to back translation. The questionnaire has two sections: the first was for demographics; the second covered five propositions which are brand awareness, information platform, feedback, and customer acquisition. The questionnaires chosen for this research used Likert scale questionnaires (Jackson, 2012). The five anchors used in this interval scale are strongly disagreed (1) to agree (5) strongly. Data were analyzed using PLS-SEM structural equation modeling and SPSS for descriptive studies. Sekaran and bougie (2016) stated that unit analysis is referring to the list which involving the entities population. In this research, there is no sampling frame since there were a large number of customers in Malaysia and it is impossible to get the full list of people. The sampling location of our research is focused on the organic F & B companies, which located in Malaysia. Hence, a non-probability is chosen in this research. (Quinlan, Babin, Carr, & Griffin, 2019). The response rate was 31%.

4.0 Results and discussion
General descriptive results from organic F & B organizations utilizing social media shows that Facebook is the most popular social media with regards to nearness. A higher dominant part of the respondents was available on this platform pursued by Instagram which had 45% of the respondents present. A photograph sharing social application has picked up popularity and has likewise begun promoting. 35% of the respondents were available on twitter which is on the third position as far as to use by advertisers and organizations pursued by Blogs 23%, Youtube and LinkedIn at 11%. With respect to media platforms by positions, Facebook got the most significant status pursued by Instagram and Twitter. The information pursues the use of a design that appeared by a past table. Least significant players ended up being google+ and snap chat. Pinterest got the least significant hits as awareness demonstrates an absence of awareness and acknowledgment. 42% of the respondents had to make brand awareness as the most significant goal to be occupied with social media advertising. Recruitment was the least

favored goal for social media showcasing. Over half of organizations go through as long as 4 hours consistently on social media advertising. Facebook users refreshed and posted substance more often than the various platform users, Instagram pursues the lead of Facebook in content posting frequency. Youtube and Pinterest see a normal frequency of 1-2 posts two weeks that recommend the time and cost for content creation which prompts lesser frequency of updates. Pinterest is utilized to refresh one board once per week. The lion's share of the users on Facebook and Instagram have a normal reaction time of 5-24 hours after getting feedback in types of comments, replies, and likes.

The results from testing hypotheses were Social media interest impacts brand awareness and information platform gaining feedback towards customer acquisition and retention. Brand awareness impacts customer acquisition. Brand awareness affects customer retention. Social media promoting is emphatically identified with the acquisition of customers. The results show as per below:
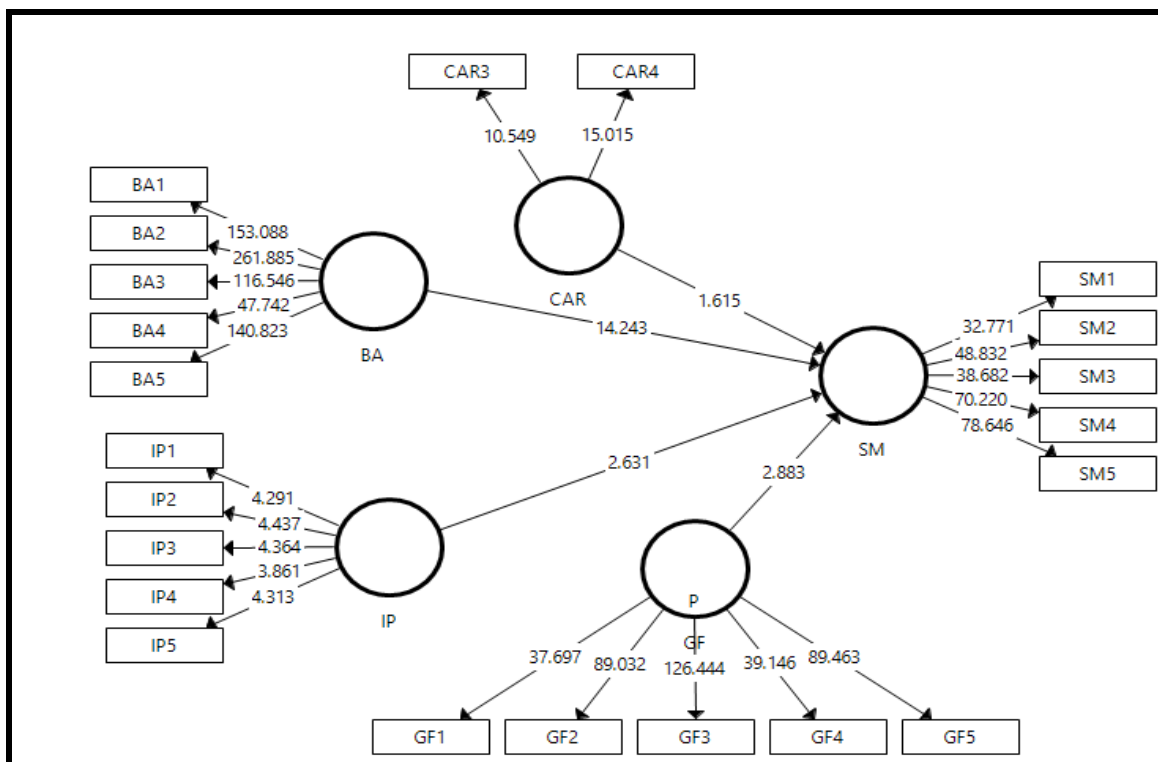
Figure 1: **Structural model**

SEM with PLS is an alternative technique in SEM analysis where the data used do not have to be multivariate in a normal distribution. In SEM with PLS the value of latent variables can be estimated following the linear combination of manifest variables associated with a latent variable and treated to replace the manifest variable.

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According to Hair et al., (2016), SEM with PLS consists of two components, namely the inner model and the outer model. Structural models or inner models describe the relationship model between latent variables that are formed based on the substance of the theory. When the measurement model or outer model describes the relationship between latent variables and their manifest variables (indicators). In the outer model there are two types of models namely the formative indicator model and the reflexive indicator model. The reflexive model occurs when the manifest variable is influenced by latent variables, while the formative model assumes that the manifest variable influences the latent variable with the direction of causality flowing from the manifest variable to the latent variable.

Evaluation of Measurement Models (Outer ModeI)
Evaluation of the measurement model consists of three stages namely convergent validity test, discriminant validity test and composite reliability test. - Convergent Validity Test Validity testing for reflective indicators can be done by using the correlation between indicator scores and construct scores. Measurement with reflective indicators shows there is a change in an indicator in a construct if other indicators in the same construct change. Here are the results of calculations using the smart PLS 3.0 computer program:

Table 1 Convergent validity

Items	Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	VIF
BA1	0.953	0.973	0.979	0.904	3.223
BA2	0.979				3.715
BA3	0.968				3.552
BA4	0.881				3.377
BA5	0.968				2.974
CAR3	0.869	0.82	0.912	0.838	1.935
CAR4	0.96				1.935
GF1	0.883	0.955	0.965	0.848	4.117
GF2	0.938				3.726
GF3	0.953				3.1

					47
					4.8
GF4	0.892				6
					3.8
GF5	0.936				18
					3.6
IP1	0.934	0.959	0.968	0.858	45
					3.8
IP2	0.949				18
					3.4
IP3	0.956				11
					2.3
IP4	0.839				21
					2.4
IP5	0.949				24
					2.8
SM1	0.836	0.928	0.945	0.776	62
					3.1
SM2	0.865				27
					3.2
SM3	0.872				38
					3.0
SM4	0.919				24
					4.0
SM5	0.91				14

Table 2 *HTMT*

	BA	CAR	GF	IP	SM
BA	HTMT				
CAR	0.187	HTMT			
GF	0.152	0.332	HTMT		
IP	0.052	0.3	0.652	HTMT	
SM	0.685	0.209	0.197	0.047	HTMT

According to Chin (1998) Hair et al., (2016) said that a correlation can be said to meet the convergent validity if it has a loading value greater than 0.5. The output shows that the loading factor gives a value above the recommended value that is equal to 0.5. So that the indicators used in this study have met the convergent validity. - Discriminant Validity Test In reflective indicators, it is necessary to test discriminant validity by comparing the

values in the HTMT loading in table 2. An indicator is declared valid if it has the highest loading factor value to the intended construct compared to the value of the loading factor to other constructs which is not more than 0.85 (Kline 2015),. Table 1 shows that all latent variables measured in this study have Cronbach's Alpha and Composite Reliability values greater than 0.7 so that it can be said that all latent variables are reliable.

Evaluation of the Structural Model (Inner Model)
Evaluation of structural models on SEM with PLS is done to perform the R-squared test (R2) and the significance test through the estimation of the path coefficient. - Testing the R2 Output for the R2 value using the SMART PLS 3.0 computer program obtained in table 3:

Table 3: *Hypothesis results*

Hypothesis	Beta Value	Std Error	T Value	P Values	LL	UL	R2	F2	Q2	Decision
H1 BA -> SM	0.626	0.044	14.243	0	0.551	0.696	0.476	0.714	0.394	**Supported**
H2 IP -> SM	0.214	0.081	2.631	0.004	0.087	0.337		0.052		**Supported**
H3 GF -> SM	0.199	0.069	2.883	0.002	0.095	0.317		0.044		**Supported**
H4 CAR -> SM	0.087	0.054	1.615	0.053	-0.004	0.17		0.012		Not supported

Table 3 shows the entire hypothesis stated down from H1 to H4. It additionally contains the T-statistics value for every hypothesis. At the point when the hypothesis is significant, the t-value is more than 1.645 (p<0.05), t-value more than 2:33 (p <0.01) for 1-tail test, t-value more than 1.96 (p<0.05) or t-value more than 2:58 (p <0.01). Table 7 indicates that there are three hypotheses, which are H1, H2, and H3 are significant because the lower limit the maximum limit for the hypothesis is in a positive value, so the hypothesis had become significant which is zero. Simultaneously, the test of hypothesis 4 isn't supported.

The R2 square value and F2 additionally show sufficient as indicated by Chin (1998), where he stated that for a strong R square need 0.67, while for moderate need 0.33 and a weak R square need 0.19. Plus, as per Hair et al. (2016), the R square of 0.75 is strong, 0.5 is moderate, and 0.25 is weak. While Cohen's (1988) rule was utilized to determine the magnitudes of the effect size. The magnitudes effects are .02 (little), .15(medium), and .35(large). In the meantime, the effect size on Social media is large with f2 = 0.714 to small 0.012

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5.0 Implications of the study

This research will be useful for Organics F & B Companies as they will have the option to target customers with proper social media advertising systems. The research will likewise reveal factors adding to increment in deals through social media showcasing. The Organics F & B Companies will have the option to pick social media channels, social strategies and make a successful social media advertising methodology to secure and hold customers dependent on the discoveries and finish of the research.

Research that has been done shows that the effectiveness of social media by brand awareness, information platform gaining feedback, customer acquisition and retention of health awareness to buy organic food that is still not famous in social media. Similar to Tariq, Wang, Akram, Tanveer, & Sohaib, (2019), research by Bernal Jurado, Fernández Uclés, Mozas Moral, and Medina Viruel, (2019) states that awareness of the health of organic food is a factor that influences attitudes to buy. We can conclude that research also shows that health awareness influences attitudes to buy through social media is still not enough in Malaysia.

6.0 Limitations

The social media showcasing systems utilized by Organics F & B Companies for customer acquisition and retention have been considered in Malaysia and the end can't be utilized as speculation of customers all over the world. Significant research has not been attempted on social media promoting in Malaysia in organics F & B businesses. Unmistakable research on social media promoting procedures utilized by Organics F & B Companies isn't accessible in the Malaysian setting. The investigation has concentrated on organic F & B organizations as it were. The investigation additionally faces limitations of sample size, time and experience. An assortment of organizations exist and it will be unfeasible for the extent of this research to cover each industry. The limitations of the gathered information make it hard to make speculations crosswise over businesses, organizations, and areas.

7.0 Future Research

There is an extension for further research in the territory of social media showcasing techniques of huge organizations and MNC"s. Research can likewise be directed on social media advertising systems in different divisions, for example, Hospitality, Tourism, Retail industry and so on.

8.0 Conclusion

Organic cultivating is generally new and is as yet thought to be a baby industry in Malaysia. In any case, much progress on organic cultivating in Malaysia has been seen throughout the previous 15 years. Expanding awareness by consumers has added to more appeal of organic items in Malaysia. Although policies have been set up for organic

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development to help the business, most of the activities towards the development are industry-driven. Motivations or sponsorships have not being offered to the two makers and consumers.

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