

An Awareness of Superfoods for Healthy Lifestyle using Digital Marketing

Varsha Pimprale, Anushka Pillewar, Arya Deshpande, Shyamali Neje



Abstract: Nowadays food is one of the major concerns of people. During this COVID-19 a pandemic situation, everyone wants to take the right food with its nutritional values. "Superfoods" are the expanded availability of products which has been a major demand for marketing. "Superfoods" has tremendously and recently gained attention along with the digital marketing strategy to motivate the super health benefits for the human body and also to prevent diseases and to provide the health benefits. Fruits and vegetables are the main sources of it. In many situations these foods play a very important role in decreasing the risk of critical conditions and diseases. Superfood represents a natural source of vitamins, minerals, and other nutrients required for a healthy lifestyle. These superfoods provided focusses on hygiene and balanced nutrition with the objective for promoting the health of the people in a better way [9]. This article explores how "Superfoods" awareness and its requirements can be known to common people using the blog. Therefore, we have created a blog on superfood and made a survey of it to know about the people's views.

Keywords: Digital Marketing, Health, Organic Products, Promotions, Superfoods.

I. INTRODUCTION

Digital technologies are very helpful for a wide variety of companies which start-up basically new opportunities for the collecting and analysing of information about markets and customers. Also, for the implementation of marketing purposes with customers and for brand awareness. Digital marketing gives an opportunity to interact with the customers and business partners using digital ways using electronic channels. The development of organic farming is one of major concerns during this pandemic. Everyone is very much conscious about their health and diet. Thus, people are preferring organic food for their daily eating. After all, the production of organic

products improves the condition of soils by increasing their fertility and contributing to human health in a healthy manner. It has been shown that social media and its network are the main and demanding sources for digital marketing.

II. LITERATURE SURVEY

We referred several papers to understand the requirement of correct food and diet related to it. The study of those papers is as follows:

• Digital Marketing in the System of Promotion of Organic Products [4]

In this paper, the author focused on the characteristics of digital marketing in promoting organic products based on the investigation of the experience of European Union's countries. The author has specified about the low demand for purchasing food products through e-commerce channels. Author has talked about the risks for consumers due to the lack of various chemical additives in organic products which have less shelf life; some of them can spoil quickly. Though digital marketing and e-commerce channels are related, other types of organic products that have an unlimited shelf life and can be sold through online stores. They also focused on numerous queries on Google on the topic of organic products. They showed the results that social media and social networks are the fundamental channels of digital marketing for the promotion of organic products at the farm level and farms are able to advertise their products on their own (IRYNA NOVYTSKA,2021).

• Promoting a healthier, younger you: The media marketing of anti-ageing superfoods [2]

The author explores the techniques by which superfoods can be promoted as the means for a healthy lifestyle and to look and feel younger. They also focussed on the role performed by the electronic media in marketing 'superfoods' in the context of nutritional food. Author has used Crawford's (1980) concept of healthism and Foucault's ideas on power and governance to help analyse and make sense of the media marketing of anti-ageing superfoods in neoliberal times. The author suggests that while citizens may seek to live their lives according to the best nutritional values of healthism, the media serves as a platform to promote neoliberal norms and values, such as consumer choice, accountability, stress and anxiety. The author has mentioned about how 'anti-ageing superfoods', scientific authority and language are mostly used to support claims that will lead to increased sales, but authentic evidence of health benefit is lacking. This article adds to the literature by helping to illuminate the moral dimensions of neoliberal governance (Casimir MacGregor, 2021).

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● **Digital marketing of unhealthy foods to Australian children and adolescents [1]**

Here the author has analysed the marketing done using all types of social media such as brand web sites, mobile applications, Facebook & Instagram pages. By the specific use of animation and music we can easily conclude that it targets children. Adolescents were also the target as the products were marketed using desirable promotions and viral marketing. Although there is an age restriction that these promotions are only exposed to people who are 13+ years old, that alone is not very reliable. Techniques are required to be created to decrease the exposure of children and adults for marketing unhealthy food and beverage products. Especially on social media, there is a space to improve where stronger Government oversight is required and self-regulatory guidelines can also be improved (Tara Boelsen-Robinson, 2016).

● **Exposure to digital marketing enhances young adults' interest in energy drinks: An exploratory [3]**

It is important to study how much social media influences young adults' pattern of consumption of food and on their food habits. This study helps us to understand the influence. Data from the Australian National Health Survey 2014–15 shows that about 39% young adults aged 18–24 years were overweight. As these people are in their transitional phase of life, they were just passive food consumers but now they are food preparators as well. This delicate phase has been taken advantage of by the food companies, they bombard how easy and ready to cook their foods are and these young adults are more likely to fall for it. They conducted an experiment, it revealed that After a short exposure to digital marketing materials, participants had a better impression of, greater purchase intention and were more likely to consume energy drinks (Limin Buchanan, 2017).

● **Fruits and Vegetables as Superfoods: Scope and Demand [6]**

In this paper a detailed study of superfoods and their benefits has been carried out. In recent years the term superfoods have gained a lot of popularity due to marketing strategies and their extraordinary health benefits. A large number of fruits and vegetables have been defined as superfoods. The author has considered a wide range of fruits and vegetables that give the necessary nutrition to the human body when consumed in proper amounts. The author also suggests that the consumption of these superfoods in adequate quantities can prevent problems such as hidden hunger and malnutrition. Introduction of diverse superfoods that have a balanced combination of micro and macronutrients and other nutritional substances in our diet helps to fight several diseases such as cancer, diabetes, obesity, cardiovascular diseases etc. (Dr. T Arumugam, C Lincy Sona, Dr. M Uma Maheshwari., 2021).

● **Superfoods: Recent Data on their Role in the Prevention of Diseases [5]**

The author explains the term functional food and its advantages in the paper. Functional food has been described as processed or natural food which on further studies and research provide certain important health benefits to the human body and further prove to be essential to prevent diseases and nurture health. The author further states that the main advantage for including the functional foods in our diet is due to the amount of bioactive ingredients they contain with the combination of biological properties and their repercussions inside our bodies. Along with processed

functional foods, natural foods are also beneficial to our bodies which are coined as 'superfoods'. If these two foods are introduced in our diets in appropriate proportions, they prove to be useful to fight chronic diseases such as diabetes, cardiovascular diseases, obesity and cancer. Recently there has been a surge in the incorporation of these superfoods in diets as the customers are informed of their health advantages (Charalampos Proestos., 2018).

Table 1: Summary of Literature Survey

Author	Title	Advantage	Limitations
IRYNA NOVYTS K A, et.al. (2021)	Digital Marketing in the System of Promotion of Organic Products	Promotion of organic products for European Union's countries, Wide use of social media and social networks	Decrease in demand for purchasing food products through e-commerce channels
Casimir MacGregor, et.al. (2021)	Promoting healthier, younger you: The media marketing of anti-ageing superfoods	Government should help to analyse the electronic media marketing of anti-ageing superfoods in neoliberal times.	Verifiable evidence of health benefit is lacking
Tara Boelsen-Robinson, et.al (2016)	Digital marketing of unhealthy foods to Australian children and adolescents	Child and adult targeted marketing	Self- management diet plans require to be prepared to reduce exposure on children and adults for marketing of unhealthy food and drinking products
Limin Buchanan, et.al. (2017)	Exposure to digital marketing enhances young adults' interest in energy drinks: An exploratory investigation	Young-adult people was target for marketing	Influence on unhealthy online marketing based on youths
Dr. T Arumugam , et.al, (2021)	Fruits and Vegetables as Superfoods: Scope and Demand	Wide range of fruits and vegetables that give the necessary nutrition to the human body when consumed in proper amounts	Consider some vegetables and fruits for exploration of superfood concepts.

Charalamp os Proestos (2018)	Superfoods: Recent Data on their Role in the Prevention of Diseases	The concept of functional foods and superfoods in our diet is good for a healthy lifestyle.	Still Lack of awareness about digital channels for promoting superfoods
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III. OUR WORK

As today’s world is moving rapidly, people also demand for new approaches. For selling any product, digital marketing is also one of the new directions to reach the customers. Digital marketing is not only user-friendly but also convenient to use[8]. There are various social media approaches using which the company can enhance the expectations of the customers. Rather than creating a website or WhatsApp group or Facebook account, we have created Blog as our tool for exploration of “Superfoods” by people. The URL of our blog is

<https://salubriousfoods.wixsite.com/what-aaji-says/about-us> [10]. It is about the introduction of Superfoods. It gives information about organic products and its nutritional values, how it will be beneficial for a healthy lifestyle. In this fast-moving world, people nowadays are very conscious about their health. Proper Exercise and correct food intake will not only keep you fit but also you will feel stress free. We shared this blog with all our social groups and people. We did the survey with those people to see whether they knew about superfoods or not its advantages, proper superfood for each person etc. That survey form consists of age, gender, about superfood, type of superfoods and any comment/suggestions for the blog. This blog consists of some healthy recipes as well which will be useful for dieticians or diet related counsellors. The Blog got around 114 responses. Also, we took some suggestions from them which are covered in the next section of this paper.

IV. RESULTS AND DISCUSSION

The survey of our blog (<https://salubriousfoods.wixsite.com/what-aaji-says>) [10] was done on awareness of Superfoods and the following observations were seen. Firstly, the different age groups are considered so that their views will be known to us.

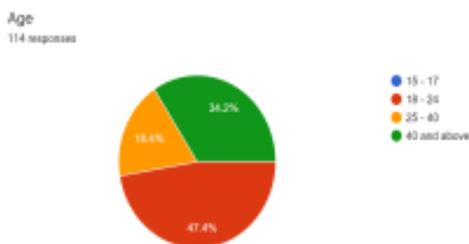


Figure 1: Age-wise groups

In the second chart, gender is considered. Female and Male were the two options.

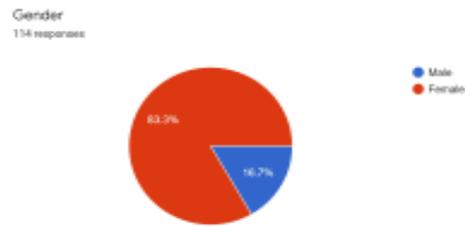


Figure 2: Gender distribution

Then we check whether people know about “Superfoods” or not. So, from the survey, it is very clear that most people know about “Superfoods”

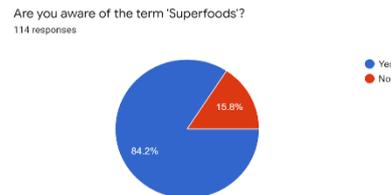


Figure 3: Awareness of “Superfoods”

After understanding the superfoods concepts and its importance, we asked the user which kind of Superfoods they are consuming. It includes consumption of Fruits, vegetables as well as some other items.

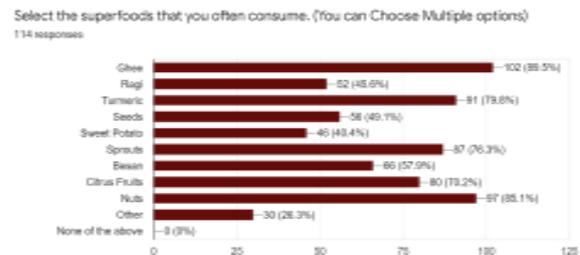


Figure 4: Survey of various kinds of superfoods

Some suggestions/comments which we received for our blog are as follows:

- Very useful information given in blogs, it will surely change the view of people about superfood.
- Buttermilk is excellent and should be included in our everyday diet. And without exercises or at least a few stretches even superfood does not work 100%. Also packaged superfoods are a big no no...the fresher the better.
- Giving details about benefits and replacement supplements (especially its impact) will help a lot.
- There aren’t any superfoods Which can replace a synthetic supplement. You should also focus on superfood combinations which can replace dietary supplements in order to have clearer and better results.

V. CONCLUSION

“Superfoods” as the name suggests include the foods that are considered to be super healthy and super nutritional.

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Even these foods are good for health-related common issues such as constipation, diarrhoea, acidity, headaches and also, they prevent some chronic diseases. Superfoods when included in proper quantities in our daily diet can help to develop our immune systems. With the increasing use of technology, the awareness about superfoods has reached everyone and digital marketing being the primary source. Everyone should be advised and motivated to take sufficient nutritious diets including more amounts of fruits and vegetables. Consumption of a variety of fruits and vegetables play an important role in critical diseases such as undernutrition, cancer and hunger.



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FUTURE DIRECTIONS

The legal food authorities should establish guidelines for superfoods which will help to propagate awareness in the society. With the help of digital marketing the percentage of people switching to superfoods is going to increase in the near future [7].

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