

# The Analysis of Consumers' Product Knowledge and Marketing Strategies for Organic and Hydroponic Vegetables: A Case Study of "Say, Yours-From Farm to Table Concept"

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**Abstract.** This study attempts to examine how consumer product knowledge and marketing strategies of organic and hydroponic vegetables influence consumer purchasing intentions. The research subjects are consumers of Say.Yours who have purchased their products at least three times. A total of 15 consumers who were voluntarily willing to be the informants were selected as respondents. The data analysis technique was carried out by interpreting the meaning of important statements obtained through in-depth interviews with informants and processing the data using Nvivo 12. The results of the study showed that an understanding of product knowledge has an important role in consumer purchasing decisions as well as several aspects, such as buying experience, product quality, and others. Awareness of a healthy lifestyle is the most important point in consumers' understanding of buying organic and hydroponic vegetables compared to conventional products. Through various content on social media, it becomes an effective marketing strategy to foster product knowledge and understanding that leads to consumer purchasing decisions.

## 1 Introduction

Concerns regarding conventional agriculture practices, food safety, and the environment have increased recently all around the world. The global market for organic food has developed significantly in the past decade [1]. Organic food is appealing to consumers because they perceive it to be safe, healthy, and environmentally friendly [2, 3]. Moreover, the COVID-19 has influenced people's lifestyles to live healthier lifestyles and choose the best products for their diet intake. Consequently, the demand for organic food products has increased simultaneously [4]. For instance, in China, Australia, and Malaysia, consumers' interest in the consumption of organically grown food products has been growing over the past few years [1, 4]. Historically, fresh agricultural products were only marketed directly to consumers or by offline sales. The farmers usually have difficulties in distributing their products and lost a significant amount of harvest stock owing to marketing coverage issues. However, as technology advances and the use of social media has created new opportunities for the online market system, the online marketing system could be a solution to help farmers and other agricultural business sectors. Several studies, however, found that the percentage of consumers who purchased organic food online in the previous year was low [4, 5]. A survey conducted in Poland on a sample of 1000 respondents found that only 6.3% of consumers buy organic food online [5]. While, in Malaysia, research showed that only 2.3% of

respondents buy organic food using online shopping websites, while the other 97.7% purchase organic food products from supermarkets, convenience stores, or other sources [4].

Numerous studies have been conducted in different countries on consumers and organic food products. However, very few studies have been conducted combining organic food, hydroponics, and online grocery shopping. That is why this study examines the consumer product knowledge and marketing strategy of organic food online shoppers (e-consumers), because the product knowledge is very important to influencing the consumers' consumption. This study was conducted using a case study in Say.Yours, as one of the online grocery shopping stores for organic and hydroponic products. Say.Yours is one of the vegetable distributors located in Batu City, Indonesia. It provides food and grocery products for agricultural commodities that are organic or hydroponically grown. Say.Yours gets their products through collaboration with local farmers in several villages across Batu City, and then they sell them online. Say.Yours has also worked with a number of businesses, such as supermarkets, healthy food caterers, and other food sellers, as part of their business-to-business (B2B) market distributors.

Furthermore, as a business's brand, Say.Yours should pay attention to their marketing strategies, such as their brand image. It is one of the company's assets that has an impact on customer perceptions and ensures that consumers have a positive image of the brand in a vital aspect [6]. As a response, Say.Yours evolved the

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concept of "From Farm to Table," which is expected to serve as a branding image for the business, that always offers fresh vegetables and fruit supplies from the farm to ensure high quality products for its consumers. Naturally, there will be challenges in operating a company, and therefore, it is critical for Say.Yours to be able to reflect on how to improve the business in order to improve the quality of products and services that are necessary for the business to be innovative and improve its performance.

Say.Yours presently focuses on social media as a selling and marketing platform, utilizing Instagram as one of the strategies for advertising their products. Say.Yours makes an attempt to present appropriate content, such as information about the many types of vegetable products, cooking ideas, and tricks for more varied and fascinating vegetables. Additionally, Say.Yours expands its product selection and innovates by offering vegetable and fruit hampers. Naturally, as part of business development efforts, Say.Yours must also pay attention to and analyze consumer needs and desires, as well as other factors affecting consumers' purchasing decisions on Say.Yours' products. Differentiators such as product value serve as a basis for consumers' decision-making when purchasing products. An understanding of how consumers make purchasing decisions is one of the requirements for marketers to achieve success in carrying out their marketing programs [7]. The number of businesses engaged in the same field means that consumers have many alternative places of purchase. This implies that Say.Yours must continue to innovate to increase consumer loyalty through improved quality and service. Therefore, this study aims (1) to evaluate the understanding of Say.Yours consumers' product knowledge regarding organic and hydroponic vegetables, which might influence purchasing decisions, and (2) to formulate an effective digital marketing strategy for Say.Yours products. Based on these goals, it is thought that they may learn more about the products and consumer interest in organic and hydroponic farming.

## 2 Methodology

### 2.1 Research tools

These researchers were processed utilizing the Nvivo 12 application program as an application of the existing data analysis collection. Nvivo is a specialized software for qualitative data processing that enables researchers to analyze data automatically as a basis for drawing research results. It is a powerful tool that can facilitate many aspects of the grounded theory procedure, including the design and sampling procedures, data analysis, theoretical development, and presentation of findings [8].

### 2.2 Data collections

This study uses primary data with in-depth interviews with key informants, a total of 15 sample informants ranging from the age range of 20–50 years who have

repurchased at least three times the organic or hydroponic products at Say.Yours.

### 2.3 Data analysis and encoding

This research was conducted by using a qualitative case study method to explain how the understanding of consumer product knowledge impacts consumers' purchasing decisions. The qualitative method aims to develop the concept of sensitivity to the problems at hand, explain the reality related to grounded theory, and develop an understanding of one or more phenomena encountered [9]. According to Rumondang, A et al., 2020, reviewing consumer behavior is an activity in which an individual is directly involved in the selection, search, purchase, use, and assessment of whether these products and services meet their desired needs or not [10]. This statement refers to one of the researchers' goals: to gain a better understanding of how consumer behavior towards purchasing decisions on Say.Yours products. Therefore, the research questions that have been prepared are as follows:

1. How did you know Say.Yours?
2. What attracted you to Say.Yours?
3. Do you prefer to purchase vegetables online or in-store? Why?
4. When shopping for vegetables, do you prefer organic, hydroponically grown or conventional? Why?
5. What do you know about the difference between organic, hydroponic, and conventional vegetables? If so, please explain.
6. Do you think organic and hydroponically grown vegetables have a different taste compared to conventionally grown vegetables when consumed?
7. With the price of organic and hydroponic vegetables being more expensive than conventional vegetables, Is pricing a factor in your purchasing decision when it comes to organic and hydroponic vegetables? Why?
8. What factors influence your decision to choose organic and hydroponic vegetables rather than conventional vegetables?
9. What do you think of Say.Yours social media promotions? (There is video content and product review photos, stock updates, packing processes, and so on.)
10. Can product review content, such as providing information about vegetables (product knowledge), influence your purchasing decisions? Why?
11. Of the various promotional content that has been carried out, which content do you like and look forward to the most? Why?
12. What did you think about the products during your repeat purchases at Say.Yours?
13. What suggestions do you have for how to improve Say.Yours in the future?

This study uses the data analysis method proposed by Miles and Huberman, namely interactive analysis. This interactive model data analysis has three

components, such as: (1) data reduction, (2) data presentation, and (3) conclusion verification [11]. Data reduction was carried out by making a summary of the information records that had been obtained in the survey. Additionally, this reduction process seeks to clarify and focus the facts so that they are transformed into an easily understood written narrative. Furthermore, authors present supporting evidence such as narratives and photographic documentation to support the answers to the primary problems. Additionally, authors also develop interpretations and conclusions based on the study method and outcomes in order to clarify and emphasize verified answers related to the main problems to be solved.

The results of in-depth interviews with the informants were compiled into a single file, which was subsequently transcribed to gather more information. The author begins coding the nodes from the collected and processed data and also enters the case classification section on the Nvivo software to make it easier to group descriptive categories. After completing this stage, the author is finally able to visualize the data with various types of selected outputs in order to implement the interpretation of the data that has been processed. In this research, the authors present the output data in the form of a hierarchy chart, comparison diagram, and cross tab.

### 3 Results and discussions

#### 3.1 Results

##### 3.1.1 Hierarchy chart

**Table 1.** Coding data for “Say.Yours” hierarchy chart.

Codes	Number of coding references	Number of items coded
Nodes\ Purchasing decisions	80	15
Nodes\ Purchasing decisions \Product price	20	14
Nodes\ Purchasing decisions \Fits to the expectations	18	11
Nodes\ Purchasing decisions \Product Uniqueness	3	3
Nodes\ Purchasing decisions \Product quality	47	14
Nodes\ Purchasing decisions \Locations	1	1
Nodes\ Purchasing decisions \Packaging	7	6
Nodes\ Purchasing decisions \Pandemic Covid-19	6	5
Nodes\ Purchasing decisions \Buying experience	57	15
Nodes\ Purchasing decisions \Practice, Effective and Efficient	21	14
Nodes\ Purchasing decisions \Taste	28	15
Nodes\ Purchasing decisions \Product variances	20	10
Nodes\ Marketing strategy improvement	67	15
Nodes\ Marketing strategy improvement \Business innovation	4	3
Nodes\ Marketing strategy improvement \Social media contents	81	15
Nodes\ Marketing strategy improvement \Networking	16	14
Nodes\ Marketing strategy improvement \ Online promotions	67	15
Nodes\ Product Knowledge	43	15
Nodes\ Product Knowledge\Cultivation systems	14	14
Nodes\ Product Knowledge\Healthy Life	58	15
Nodes\ Product Knowledge\Diversity of the information	39	15
Nodes\ Product Knowledge\Sustainable Agriculture	3	2

According to findings in Table 1, purchase decisions are the category most frequently discussed by informants, as demonstrated by the data coding of 80 times from the interview results. A total of 15 informants were coded under the purchasing choice category. Meanwhile, the category of improving marketing strategy and product

knowledge has the same number of data coding results as 67 times the number of data coding results collected from 15 existing informants. Additionally, the data from the hierarchy chart indicates that the subcategory of buying experience by consumers who are also informants is the most frequently discussed and is the primary factor in purchasing decisions on organic and hydroponic veggies at Say.Yours. This is shown by the fact that all of the people who helped with the research coded up to 57 times.

Within the category of marketing strategy improvement, the subcategory of social media content is likewise the most evolved and often mentioned by informants, having been coded 81 times by all 15 informants. Furthermore, there is a subcategory of online promotion, which is the second most preferable factor after social media content, as indicated by the 67 times data coding from all available informants. This shows how a business, especially Say.Yours, has gotten a lot of new customers by making interesting content for social media and advertising online.

Meanwhile, in the category of product knowledge, the factor of a healthy lifestyle was the most frequently mentioned by all informants, with a total of 58 coding times. This demonstrates that all informants understand the necessity of keeping a healthy and regular lifestyle through the consumption of vegetables and fruits, especially in organic and hydroponic farming, and through the adaptation of vegetable varieties to their individual needs. Further, the informants recognized that each individual's awareness of the benefits of organic and hydroponic vegetable products may have a significant impact on their purchase decisions because they can personally experience the benefits of increased body health and strength. Also, most informants said they chose organic and hydroponic vegetables because they cared about their family's health and wanted to know more about the products.

##### 3.1.2 Comparison diagram

The comparison diagram's output findings in Nvivo illustrate the outcomes of comparing one informant to another. The comparison diagram can only compare up to two informants at a time. This diagram shows which areas of focus are similar and which may be a factor for the two informants when they think about the research questions based on their own experiences.

According to the broad description of the conversation gathered in general, respondents chose organic vegetables and hydroponics to help preserve the environment by cultivating without pesticides, which are healthier for human and environmental health. Additionally, the products sold at Say.Yours have a strategic advantage over other businesses because many of the vegetables and fruits offered are rare and not commonly available in the local market. Thus, it becomes a significant factor in purchase decisions within the factors of product uniqueness. Say.Yours also sells vegetables and fruits in hampers and bouquets for gift giving. During the pandemic COVID-19, Say.Yours became an effective choice for consumers, because they did not need to go to the market. Meanwhile, another

critical factor to consider is packing. That is, both should be safe and reliable through storage.

### 3.1.3 Crosstab query

**Table 2.** Crosstab query based on the informant (consumers) ages.

Criteria	Ages						Total (15)
	21-25 (8)	26-30 (3)	31-35 (1)	36-40 (1)	41-45 (1)	46-50 (1)	
Purchasing decisions	53,33%	20%	6,67%	6,67%	6,67%	6,67%	100%
Product price	57,14%	14,29%	7,14%	7,14%	7,14%	7,14%	100%
Fits to the expectations	45,45%	18,18%	9,09%	9,09%	9,09%	9,09%	100%
Product Uniqueness	33,33%	0%	0%	33,33%	33,33%	0%	100%
Product quality	50%	21,43%	7,14%	7,14%	7,14%	7,14%	100%
Locations	0%	100%	0%	0%	0%	0%	100%
Packaging	33,33%	33,33%	16,67%	0%	0%	16,67%	100%
Pandemic Covid-19	80%	20%	0%	0%	0%	0%	100%
Buying experience	53,33%	20%	6,67%	6,67%	6,67%	6,67%	100%
Practice, Effective and Efficient	57,14%	21,43%	7,14%	7,14%	0%	7,14%	100%
Taste	53,33%	20%	6,67%	6,67%	6,67%	6,67%	100%
Product variances	50%	20%	10%	10%	10%	10%	100%
Marketing strategy improvement	53,33%	20%	6,67%	6,67%	6,67%	6,67%	100%
Business innovation	100%	0%	0%	0%	0%	0%	100%
Social media contents	53,33%	20%	6,67%	6,67%	6,67%	6,67%	100%
Networking	57,14%	21,43%	0%	7,14%	7,14%	7,14%	100%
Online promotions	33,33%	20%	6,67%	6,67%	6,67%	6,67%	100%
Product Knowledge	53,33%	20%	6,67%	6,67%	6,67%	6,67%	100%
Cultivation systems	57,14%	14,29%	7,14%	7,14%	7,14%	7,14%	100%
Healthy Life	53,33%	20%	6,67%	6,67%	6,67%	6,67%	100%
Diversity of the information	53,33%	20%	6,67%	6,67%	6,67%	6,67%	100%
Sustainable Agriculture	100%	0%	0%	0%	0%	0%	100%
Total (unique)	53,33%	20%	6,67%	6,67%	6,67%	6,67%	100%

Based on the output data in Table 2, using a crosstab query with a comparison between the ages of the consumers, shows that there are significant differences in the factors that affected the output. In the age range of 21 to 25 years old, 100% were considered for product business innovations and agricultural sustainability. While those 26 to 30 years old were considered the locations, The diversity of data obtained for consumers in the age range of 31 to 35 years and also 46 to 50 years, with a data percentage of 16.67%, said that the most important aspect and the most frequent discussion were related to the packaging of vegetable and fruit products. Meanwhile, informants aged 36–40 years and 41–45 years said the most important aspect was the uniqueness of the product, with a percentage of 33.33%.

**Table 3.** Crosstab query based on the informant (consumers) profession.

Criteria	Profession				Total (15)
	Students (6)	Entrepreneurs (6)	Housewife (2)	Public servant (1)	
Purchasing decisions	40%	40%	13,33%	6,67%	100%
Product price	42,86%	35,71%	14,29%	7,14%	100%
Fits to the expectations	36,36%	45,45%	18,18%	0%	100%
Product Uniqueness	0%	66,67%	33,33%	0%	100%
Product quality	42,86%	42,86%	14,29%	0%	100%
Locations	0%	100%	0%	0%	100%
Packaging	33,33%	50%	16,67%	0%	100%
Pandemic Covid-19	60%	40%	0%	0%	100%
Buying experience	40%	40%	13,33%	6,67%	100%
Practice, Effective and Efficient	42,86%	42,86%	7,14%	7,14%	100%
Taste	40%	40%	13,33%	6,67%	100%
Product variances	40%	50%	10%	0%	100%
Marketing strategy improvement	40%	40%	13,33%	6,67%	100%
Business innovation	66,67%	0%	0%	33,33%	100%
Social media contents	40%	40%	13,33%	6,67%	100%
Networking	42,86%	35,71%	14,29%	7,14%	100%
Online promotions	40%	40%	13,33%	6,67%	100%
Product Knowledge	40%	40%	13,33%	6,67%	100%
Cultivation systems	42,86%	35,71%	14,29%	7,14%	100%
Healthy Life	40%	40%	13,33%	6,67%	100%
Diversity of the information	40%	40%	13,33%	6,67%	100%
Sustainable Agriculture	100%	0%	0%	0%	100%
Total (unique)	40%	40%	13,33%	6,67%	100%

In the output of the crosstab query in table 3, it describes the comparison of data based on the profession of the existing research consumers. There are four types of professions among consumers, ranging from students, entrepreneurs, housewives, and civil servants. In the data of consumers who are students, the most important discussion aspect with a percentage of 100% is in the sub-category of sustainable agriculture, related to understanding product knowledge by consumers. This shows that there is still consistency in important aspects of understanding product knowledge related to sustainable agriculture, which are the same as the results of the crosstab query output comparison based on the age of the consumer. Furthermore, for consumers who work as entrepreneurs, location is one of the highest and most important aspects in purchasing decisions, with a percentage value of 100%. Just like the previous crosstab query discussion data, location is also a consideration that is widely discussed by consumers. This is because entrepreneurs' consumers prefer to buy products in easily accessible places. Moreover, consumers who work as entrepreneurs tend to be busier at work, so buying online will be more effective. In addition, related to housewife consumers, the aspect of product uniqueness is the highest decision consideration among several aspects of other sub-categories, with a percentage value of 33.33%. This is because housewives like to be creative in trying exotic types of vegetables and fruits as food for meals with their families. Related to one informant who works as a civil servant, he also feels interested in Say.Yours and considers it an important reason to make a purchase because the innovations that exist are considered good. The percentage of innovation by civil servant informants is 33.33%, which affects the attractiveness of buying at Say.Yours.

**Table 4.** Crosstab query based on the informant (consumers) education level.

Criteria	Education				Total (15)
	D1 (1)	D3 (1)	D4 (1)	S1 (12)	
Purchasing decisions	6,67%	6,67%	6,67%	80%	100%
Product price	7,14%	7,14%	7,14%	78,57%	100%
Fits to the expectations	9,09%	0%	9,09%	81,82%	100%
Product Uniqueness	0%	0%	0%	100%	100%
Product quality	7,14%	0%	7,14%	85,71%	100%
Locations	0%	0%	0%	100%	100%
Packaging	16,67%	0%	16,67%	66,67%	100%
Pandemic Covid-19	0%	0%	20%	80%	100%
Buying experience	6,67%	6,67%	6,67%	80%	100%
Practice, Effective and Efficient	7,14%	7,14%	7,14%	78,57%	100%
Taste	6,67%	6,67%	6,67%	80%	100%
Product variances	0%	0%	10%	90%	100%
Marketing strategy improvement	6,67%	6,67%	6,67%	80%	100%
Business innovation	0%	33,33%	33,33%	33,33%	100%
Social media contents	6,67%	6,67%	6,67%	80%	100%
Networking	7,14%	7,14%	7,14%	78,57%	100%
Online promotions	6,67%	6,67%	6,67%	80%	100%
Product Knowledge	6,67%	6,67%	6,67%	80%	100%
Cultivation systems	7,14%	7,14%	7,14%	78,57%	100%
Healthy Life	6,67%	6,67%	6,67%	80%	100%
Diversity of the information	6,67%	6,67%	6,67%	80%	100%
Sustainable Agriculture	0%	0%	50%	50%	100%
Total (unique)	6,67%	6,67%	6,67%	80%	100%

According to the findings of the crosstab query research output on education in Table 4, 80% of the informants are graduated from bachelor's degree (S1).

They consider that location and product uniqueness became the most important factors in purchasing decisions at Say.Yours followed by product quality, fit of expectations. Meanwhile, the consumers with the education at D1, D3, and D4 in the crosstab query output data varied, with the highest percentage concern for the factor of sustainable agriculture, business innovation, and packaging.

Thus, based on existing crosstab query data, which includes comparisons of age, profession, and education, the most frequently mentioned and discussed sub-categories are location, sustainable agriculture, product uniqueness, packaging, and business innovation.

## **3.2 Discussion**

### **3.2.1 Consumers' product knowledge**

Following data processing, the most critical aspect of understanding product knowledge that influences consumers' preferences for organic and hydroponic vegetables is that the consumers' knowledge is connected to the importance of maintaining a healthy lifestyle and considering sustainable agriculture. This is consistent with several studies indicating that consumer purchasing decisions can be influenced by health and environmental concerns ([2], [11-13]). Numerous responses were gathered from research findings through in-depth interviews with consumers who said they chose organic and hydroponic vegetables over conventional vegetables in general because they were considered to be significantly healthier for consumption. Furthermore, many consumers expressed gratitude for the information that Say.Yours provided on social media content about vegetable and fruit product reviews. The product reviews include instructions on food processing, taste, and health benefits of the product. Thus, increasing knowledge of a variety of consumers is relevant to their perceptions and also increases their interest in purchasing attractiveness. Many informants found it beneficial to have product reviews from Say.Yours on social media, as the majority of them may be new to experimenting with various types of vegetable and fruit products, particularly organic and hydroponic, which turned out to be quite diverse. Not only in terms of health, some consumers discuss organic and hydroponic vegetables in terms of sustainable agriculture. Organic or hydroponic does not require the use of pesticides or chemicals, making it more environmentally friendly and capable of preserving the environment. Supporting programs for sustainable agriculture can also help farmers make much better agricultural products.

### **3.2.2 Consumers' purchasing decisions**

Numerous factors are taken into account when consumers make purchasing decisions for organic and hydroponically grown vegetables at Say.Yours. These factors included product prices; fit to expectations; product uniqueness; product quality; location; packaging; the COVID-19 pandemic; purchasing experience; practicality; effectiveness; efficiency;

vegetable taste; and product variety. According to the research findings, the most important factor in why consumers make repeat purchases at Say.Yours up to three times is the buying experience. Thus far, consumers have been satisfied and happy to purchase online at Say.Yours because they believe the service is satisfactory and they are frequently praised with additional vegetables. This demonstrates that being able to serve customers patiently and carefully, as well as offering bonuses for vegetables and fruit already in stock, has a significant effect on how appealing it is for people to buy.

In addition, consumers feel that the products they receive are of very good quality. This is evidenced by the data on the second highest purchasing decision factor on product quality, with the results of data coding as much as 47 times. This is a record for the Say.Yours team so that they can continue to be consistent in maintaining product quality in accordance with the Say.Yours concept, namely "from farm to table". The purpose of this concept is to provide superior quality fruit and vegetables that are directly taken from the harvests of local farmers in Batu City and then distributed directly to consumers in fresh product conditions. Regarding the quality aspect, packaging is also a reason for purchasing decisions because, as the explanations of the informants said, the packaging from Say.Yours can keep vegetables safe and can last longer.

The current state of the COVID-19 pandemic also influences consumers' purchasing decisions when it comes to vegetables and fruits at Say.Yours as it is more practical, effective, and efficient. There is no reason to engage in heading to the market any longer. Moreover, for consumers who are busy working, the location of Say.Yours, which is located in Malang City, is also easier to reach. Knowing what those factors are in the purchase decisions of Say.Yours consumers is very important. The authors obtained another statement as a result of this research interview, stating that there were numerous vegetable varieties. The organic and hydroponic vegetables offered by Say.Yours are exotic and uncommon in local markets. This is what distinguishes Say.Yours from other competitors. Therefore, when there is an update on the latest harvest stock from Say.Yours, consumers are curious to try these vegetables.

### **3.2.3 The marketing strategy**

According to the results, consumers most frequently discuss content on the Say.Yours, Instagram, as shown by data that shows 81 coding times. This demonstrates that when Say.Yours continuously uploads content such as stock updates, providing information (product reviews) related to product knowledge, updating field trips to farmers' farmland, the process of packing vegetables, and various other content, it attracts the interest of the customers. The attraction of consumers wanting to know more about Say.Yours will even lead to a purchase decision. Many customers feel helped by the information, which includes how the vegetables taste, what health benefits they have, and how to cook them.

Promotion and networking are also critical. Indeed, all aspects that exist within the category of "improvement marketing strategy" are related. Moreover, with the advancement of technology, many people now rely on social media to assist them in their daily activities. Say.Yours is being greatly helped by the use of Instagram, which allows users to upload existing content and reach consumers more broadly. Not only that, but feedback reviews from consumers who voluntarily upload their purchasing experiences buying products from Say.Yours on their personal Instagram also have an important role in promotion. Based on the results of the interview, it was revealed that many of the consumers knew Say.Yours through their friends' Instagram feeds. They were interested in the review given and tried to find more information by starting to follow Say.Yours on Instagram. In addition, consumers feel happy when Say.Yours offers price bundling promotions for certain products. This makes consumers' purchasing power increase and they feel interested because they can save on shopping expenses.

Actually, in an effort to improve marketing strategies, the points that can be considered Say.Yours are related to product innovation. Four times, the data coding stated that there was a desire and hope for Say.Yours to be able to open an offline store so that they could stop by and see first-hand exotic vegetable and fruit products, especially organic and hydroponic. In essence, the efforts to improve the marketing strategy by Say.Yours here are more focused on consistency in uploading content on social media in order to strengthen consumer trust and loyalty. This is in accordance with the literature which says that consumer confidence in good product quality will greatly affect purchasing decisions ([2], [13-15]). This can drive consumer satisfaction and become one of the factors that consumers voluntarily contribute to their reviews on Instagram, which can be used as a promotion tool for other consumers.

#### 4 Conclusion

Based on research that has been conducted on Say.Yours consumers, it can be concluded that consumer product knowledge and understanding of buying preferences for organic and hydroponic vegetables have a very important role in increasing the attractiveness of purchasing decisions. Awareness of health and more environmentally friendly sustainable agriculture are important factors in consumer purchasing decisions. In addition, product prices, fit to expectations, product uniqueness, product quality, location, packaging, the COVID-19 pandemic, purchasing experience, practicality, effectiveness, and efficiency, vegetable taste, and product variety are also factors that consumers consider when purchasing their needs for organic and hydroponic vegetables. Since Say.Yours is focusing on online sales at the moment, attempts to enhance marketing strategies can be made by placing emphasis and being active on social media, where information such as product reviews, processing tips, packing processes, and also maintaining a high

standard of vegetables can be shared. Additionally, promotional activities such as bundling vegetable prices can stimulate consumer interest in purchasing multiple products at Say.Yours. This study has potential limitations. Due to the sample size of the study, that might be small and focused just on the Say.Yours consumers. This study might not be completely generalizable for all segments of organic consumers. Therefore, we suggest future research to use a larger sample size.

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