THE ROLE OF PARASOCIAL INTERACTION IN CONSUMER LOYALTY FOR ORGANIC FOOD

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ABSTRACT

Negative experiences in the ready-made food sector have changed the way consumers see this sector and led them to turn to natural food. The demand for natural food has led to the emergence of a new sector, and the concept of organic has entered our lives. It can be observed that this concept, which is used to mean producing food by natural methods, is included in studies in various fields in the literature. Today, as the number of social media users and social media phenomena are increasing rapidly, parasocial interaction expresses a one-way and symbolic relationship that followers develop with media figures, and it can guide consumption decisions of the followers. The purpose of this study was to reveal whether the level of parasocial interaction between the influencers and consumers that follow them affects consumer loyalty for organic food. In this sense, preliminary research on organic consumption was carried out, it was found that the largest share in organic food shopping is made by mothers and expectant mothers, and supported by similar findings encountered in the literature, mothers and expectant mothers were selected as the sample group in the study. There was a total of 27 questions in the questionnaire applied, including demographic variables. The relationships between consumer loyalty for organic food, parasocial interaction, and demographic characteristics of the participants were examined. The analyses were performed using the SPSS package program. In the first part of the study, which consisted of two parts, the relevant literature was discussed, and the relationships between concepts were explained. In the second part, research hypotheses were analyzed. According to the results of the study, it was found that as the perception of parasocial interaction among the consumer mothers increases, consumer loyalty for organic food also increases. Differences regarding demographic variables, parasocial interaction, and consumer loyalty for organic food were obtained and interpreted. With the findings obtained, it is considered that the study will be a guide for determining the appropriate influencer, which is one of the biggest challenges for businesses.

Keywords: Parasocial Interaction, Organic Food, Consumer Loyalty

1. INTRODUCTION

Interest in organic food has increased considerably in recent years due to the negative situations caused by conventional agriculture and agricultural products. With the increase in the demand for organic food, the research conducted on organic food in the literature has increased as well. Organic food is perceived as healthier, safer, more environmentally friendly, and more nutritious. It is observed that consumers are willing to pay higher prices for certified organic foods. Organic food consumption has a significant share in the food consumption of all the people in the world today, and it has become a phenomenon that requires care. The increasing importance given to organic food by consumers and increasing demand for it have attracted companies and entrepreneurs more to this

field. Today, there are a lot of organic food producers, and accessing these companies has become easier than before.

Increasing health problems experienced by people in recent years as well as negativities regarding the natural environment have led humankind to seek different pursuits (Bozyiğit and Doğan, 2015: 33).They want to protect themselves from these situations by consuming more reliable food products.

According to the research conducted by Hughner et al. (2007: 8), the reasons that consumers buy organic food are as follows:

✓ Concern for health and nutrition
✓ Superior taste
✓ Concern for the environment
✓ Food security, distrust in the traditional food industry
✓ Concern for animal welfare
✓ Supporting the local economy
✓ Being healthier
✓ Nostalgia
✓ Trend / Curiosity

Aertsens et al. (2009: 1143-1145) identified the determinants of organic food consumption as "security, hedonism, stimulation, universalism, benevolence, self-direction, conformity, power." According to these studies, consumers feel worried and insecure. For this reason, they state that they turn to organic food.

The fact that organic food is subject to certain control and inspection processes and is required to meet certain standards in order to be organic in each country makes it more reliable. Today, a product must meet the necessary requirements to qualify as organic. For example, for a food product to be qualified as organic in Turkey, it must have organic food certification within the scope of "Organic Agriculture Law" numbered 5262, published in the Official Gazette on 03.12.2004, and "Regulation on Principles and Implementation of Organic Agriculture" on 10.06.2005. This situation leads consumers, and especially mothers, who are family members effective in consumption, towards organic food consumption.In most of the studies, it has been observed that women who buy organic food are generally women who already have or are about to have children. Therefore, this study was aimed to identify the role of parasocial interaction in mothers' and expectant mothers' (pregnant women) loyalty for organic food.

Consumers who could not access organic food products or thought that it was expensive in the past, have increased their purchases on social media and the Internet with the advancement of globalization and technology, and can now easily access and use all organic products at different price levels due to competition.

The Parasocial Interaction Approach was developed by Horton and Wohl in 1956, based on Newcomb's ABX (Support) Theory, which explains inter-personal attractiveness. Parasocial interaction expresses the one-way and symbolic relationship that viewers develop with the media character. Parasocial interaction, which occurs with the rapid increase in the number of social media users and influencers, can guide the consumption decisions of individuals. The ability to play an impressive role in the behavior of parasocial interacting individuals and the imitation of consumption behaviors have revealed new marketing practices. In particular, it is possible to direct viewers to brands by performing product placement practices in order to use the parasocial interaction established with film and series characters in terms of marketing.

In particular, parasocial interaction with celebrities is considered to increase advertising activity in famous marketing activities. People care about their advice and experience by considering the celebrities with which they interact parasocially as a member of their family or a close friend (Avcılar

and Açar, 2017:8). Day by day, people become more addicted to social media, become more lonely, choose loneliness; therefore move away from the individuals around them and look for different ways of interacting. One of those ways of interacting is parasocial interaction (Balcı and Demirci, 2018 : 386). Individuals may feel closer to the people on social media rather than the people around them.

When viewers continually follow the people in the media, a one-sided sense of friendship strikes up, and this situation results in parasocial interaction (Horton and Wohl, 1956 : 256). In time, this one-sided bond becomes more powerful and for the viewer, the values of the media character begin to become more important. The viewer develops a close friend-like behavior with them (Rubin et al., 1985). In the parasocial relationship, the individual feels sad or happy with the character s/he interacts with, even begins to act like them. The aim of the individual who integrates themselves with those figures is to try to raise their social status by interacting with media characters belonging to the upper class, and sometimes to start a parasocial relationship with the character in the status of a victim and to start relishing their own position (Uğur and Altay, 2018: 816).

Individuals may feel that they know the characters on TV as much as their friends (Rubin & Perse 1987 : 248). Sometimes, viewers put themselves in the shoes of the characters they interact with parasocially. Therefore, they tend to admire the characters they liken to themselves more (Tian and Hoffner, 2010 : 252). However, a crucial point to remember is that parasocial interaction can also occur against evil people (Özbay, 2019 : 125).

It is also easy to get information about the private lives and shopping behaviors of the celebrities followed, thanks to social media. It has become possible to ask where they bought a popular product, to contact the celebrity personally, and to convey a popular situation through comments. In this case, parasocial interaction has also reached a different dimension with social media. When the literature is examined, taking the individuals with parasocial interaction as role models and the actions of admiring and imitating the behaviors of the individuals have enabled the theory to be discussed in terms of marketing. In the research done accordingly, it was examined how the mothers' parasocial interactions affect their organic food consumer commitment.

With the use of social media by all age groups today, parasocial interaction has begun to be observed in all social media channels. Today, it is observed that social media users follow the people they take as an example or liken themselves to and shape all consumption preferences by being influenced by them.

For this reason, innovations such as adding a shopping website link to social media channels are also practiced in order to drive consumption by influencers. In the development of the parasocial interaction process, the longer people follow the media character, the stronger the bond between them gets, and people get into the illusion of shared experience by adopting the attitudes and behavior of the media character. This situation increases the credibility of the media character and positively affects follower loyalty.

Rubin and McHugh. (1987) found that parasocial interaction and social, physical, and functional attraction are related. It has been found that followers are more interested in socially attractive media figures than physically attractive media figures. Rubin and Perse (1987) state that cognitive-behavioral involvement is closely related to parasocial interaction. They define cognitive engagement as thinking about media messages, and behavioral engagement as talking about media messages. Besides, according to the researchers, behavioral engagement enables the person to socialize by talking to others about the program they watch.

Cohen (2004) revealed that the level of parasocial interaction that women have with TV characters is higher than that of men. In addition, according to the results of the study, it was found that there was no gender difference in terms of reaction to parasocial separation (for example, sadness). Hoffner and Buchanan (2005) point out that men and women mostly identify with characters of their own gender

who are more similar to them. According to the findings of the study, while men form a parasocial interaction with male characters that they think are successful, intelligent, and tough, women tend to form a parasocial interaction more with female characters that they think are successful, intelligent, attractive, and admired by people. Özdemir Çakır (2018) assert that the products used by social media characters, the clothes they wear, the cars they ride have an effect on the purchasing preferences of the followers.

Auter and Palmgreen (2000) revealed in their study that the effect of the parasocial relationship is more related to the amount of time spent watching the favorite character rather than the amount of time spent watching TV. Tian and Hoffner (2010) state that the participants identify with characters that are similar to them and that the level of identification increases as the resemblance increases, therefore, the level of parasocial interaction increases as well. Hartmann and Goldhoorn, (2011) found that the body language of the media figures and their way of addressing are directly aimed at the followers, increasing the intensity of parasocial interaction. Ananda and Wandebori (2016) revealed that individuals, by following the influencers that resemble them, establish parasocial interactions with these people, trust these people, and are influenced by their ideas about brands.

As studies show, the parasocial relationship formed between social media influencers and their followers can affect people's purchasing preferences. In addition to the evaluation of the parasocial relationship and influencer marketing, many new marketing strategies such as product placement and content marketing activities have successful results for brands and are very effective in affecting the target audience and creating brand loyalty.

2. METHODOLOGY

2.1. Purpose and Importance of the Study

The purpose of the research is to identify the role of parasocial interaction in consumer loyalty to organic food. Another goal of the research is to reveal the relationship between the demographic data and the variables and discover from which group or groups the differences in these relationships originate.

2.2. Research Model

The study is designed towards identifying the role of parasocial interaction in consumer loyalty to organic food. The main independent variable of the research is parasocial interaction and the dependent variable is consumer loyalty for organic food. The research model is as follows.
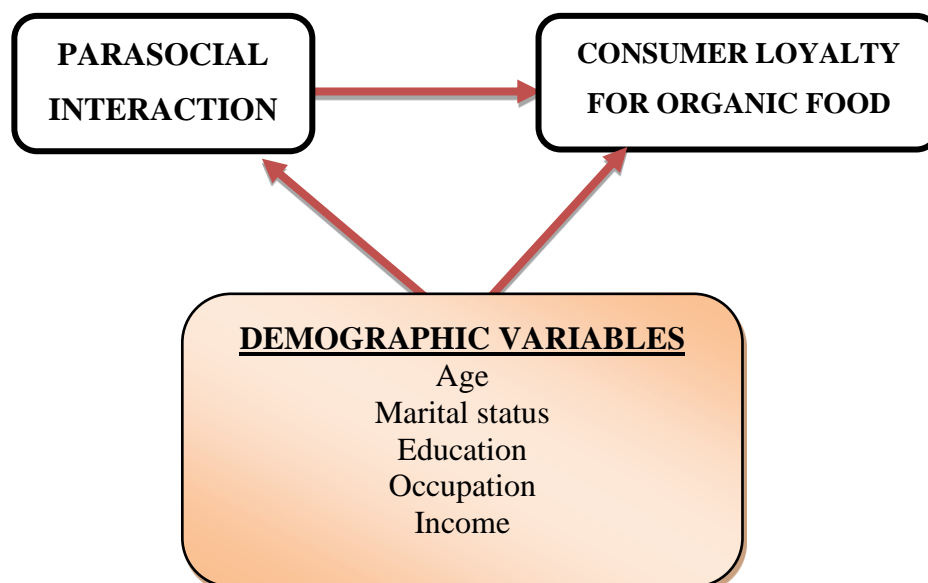

Figure 1. Research Model

The hypotheses of the research are as follows:

H_1: Parasocial interaction has a statistically significant effect on consumer loyalty for organic food.

H_2: Parasocial interaction differs significantly according to the age variable.

H_3: Consumer loyalty for organic food differs significantly according to the age variable.

H_4: Parasocial interaction differs significantly according to the marital status variable.

H_5: Consumer loyalty for organic food differs significantly according to the marital status variable.

H_6: Parasocial interaction differs significantly according to the education variable.

H_7: Consumer loyalty for organic food differs significantly according to the education variable.

H_8: Parasocial interaction differs significantly according to the occupation variable.

H_9: Consumer loyalty for organic food differs significantly according to the occupation variable.

H_{10}: Parasocial interaction differs significantly according to the income variable.

H_{11}: Consumer loyalty for organic food differs significantly according to the income variable.

2.3. Research Sample and Data Collection and Analysis Method

The study group of the present research consists of female consumers aged 18 and over who are mothers or prospective mothers. The sample of the study consists of 400 consumer mothers aged 18 and over. Simple random sampling method was used in sample selection. The questionnaire form was sent online to the participants over the internet. The data used in the study were obtained between the dates of 01.07.2020-01.08.2020.

Parasocial interaction scale and consumer loyalty for organic food scale were used in the study. "Parasocial Interaction Scale" from Arda's (2006: 51-52) study was used; 6 items in the scale are from the first original scale developed by Rubin et al. (1985), and the remaining 8 items were created by using the scale adapted to the most popular TV show characters by Rubin and Perse (1987). "Scale of Consumer Loyalty for Organic Food" was taken from Dias et al.' (2016) study and it was translated into Turkish. It consists of 8 items in total.

The scales are 5-point Likert type scales (1 = Strongly disagree, 5 = Strongly agree). Cronbach's alpha coefficient was used in analyzing the reliability of the scale. Demographic information was also included in the study. Within the scope of demographic data; gender, marital status, age, education, and income were examined. Correlation, regression, t-test, and ANOVA analyses were carried out to test the hypotheses of the study. The analyses were carried out using the SPSS package program.

3. RESULTS

In this part of the study, percentage and frequency analyses of demographic variables of consumers, reliability analyses of the scales, correlation and regression analysis results, and t-test and ANOVA results are included. To find the reliability level of the scale used in the study, reliability analysis was carried out and Cronbach's alpha coefficient was calculated. The evaluation criteria used in the evaluation of Cronbach's alpha coefficient (Hulin et al., 2001);

If it is $0.00 \le \alpha < 0.40$, the scale is not reliable.
If it is $0.40 \le \alpha < 0.60$, the scale has low reliability.
If it is $0.60 \le \alpha < 0.80$, the scale is quite reliable.
If it is $080 \le \alpha < 1.00$, the scale is highly reliable.

According to Table 1, the Cronbach's Alpha coefficients of the variables are higher than 0.70 and it is possible to say that the scales are reliable.

Table 1. Reliability Analyses of the Scales

No	Sub-Dimension	Number of Items	Cronbach's Alpha Coefficient
1	Parasocial InteractionScale	14	0.964
2	Consumer Loyalty for Organic Foods Scale	8	0.960

The Cronbach's alpha value of the Parasocial Interaction Scale was 0.964; the Consumer Loyalty for Organic Foods Scale was 0.960. It is possible to say that the scales are highly reliable.

Of the consumer mothers, who participated in the study, 4.5% were aged between 18 and (n=18), 46.5% were aged between 26 and 35 (n=186), 40.5% were aged between 36 and 45 (n=162), 8.5% were at the age of 46 and above (n=34). Looking at the variables in terms of marital status, 93.5% were married (n=374) and 6.5% were single (n=26). In terms of education level, 2.5% had primary school degrees (n=10), 12.8% had high school degrees (n=51), 15.6% had associate degrees (n=62), 48.5% had graduate degrees (n=194), 16.0% had postgraduate degrees (n=64), and 4.8% had Ph Degrees (n=19). Among the participating mothers, 28.2% were housewives (n=113), 19.3% were teachers or educators (n=77), 3.5% were physicians, dentists or pharmacists (n=14), 7.2% were engineers or architects (n=29), 7.8% were self-employed, tradeswomen or entrepreneurs (n=31), 1.0% were lawyers (n=4), and 33.0% were employed in other professions (n=132). In addition, the income level was less than 5,000 TL in 16.0% of the participants (n=64), between 5,001 and 10,000 TL in 41% of the participants (n=166), between 10,001 and 15,000 TL in 23% of the participants (n=92), between 15,001 and 20,000 TL in 11% of the participants (n=44), higher than 20,000 TL in 8.5% of the participants (n=34).

Table 2 presents the correlation analysis between parasocial interaction and and the consumer loyalty for organic foods.

Table 2. Results of the Correlation Analysis between Parasocial Interaction and Consumer Loyalty for Organic Foods

		Parasocial Interaction	Consumer Loyalty for Organic Foods
Parasocial Interaction	Correlation	1	.289**
	Sig. (p)		
	N	400	
Consumer Loyalty for Organic Foods	Correlation	.289**	1
	Sig. (p)	.000	
	N	400	400

According to the findings in Table 2, there is a positive and strong relationship between parasocial interaction and consumer loyalty for organic foods (r= .289**).

Table 3. Results of the Regression Analysis between Parasocial Interaction and Consumer Loyalty for Organic Foods

Model	Consumer Loyalty for Organic Foods				
	B	Standard Error	ß	t	p
Parasocial Interaction	0.118	0.019	0.289	6.034	0.000
R= 0.289 R^2= 0,084 Durbin-Watson= 2.014 F=36.400 p=0.000					

The results revealed that the regression pattern between parasocial interaction and consumer loyalty for organic foods was significant (F= 36.400; p=0.000).

Parasocial interaction had a statistically significant effect on and consumer loyalty for organic foods (β= 0.289; p=0.000<0.05); and it was accepted as H_1 .

According to the t-test and variance analyses, the demographic variables of age, marital status, education level, profession and income level were found to have significant differences with parasocial interaction of mothers and their consumer loyalty for organic foods. Parametric tests were used as the data had a homogeneous distribution.

Tables explaining this relationship are as follows:

Table 4.ANOVA Test Results on Parasocial Interaction, Consumer Loyalty for Organic Foods and the Variables of Age

ANOVA						
		Sum of Squares	df	Mean Square	F	p
Parasocial Interaction	Intergroup	2129.447	3	709.816	3.741	.011
	Within the groups	75134.303	396	189.733		
	Total	77263.750	399			
Consumer Loyalty for Organic Foods	Intergroup	249.056	3	83.019	2.628	.049
	Within the groups	12508.454	396	31.587		
	Total	12757.510	399			

According to Table 4, the variable of age was found to have a significant difference with the variables of parasocial interaction and consumer loyalty for organic foods ($p<0.05$). According to the results of the analyses, the H_2 and H_3 were accepted. The results of Tukey test should be analyzed in order to understand the group where the significant difference arose from.

Table 5. Tukey Test Results Regarding Age and Parasocial Interaction

Parasocial Interaction			
TukeyHSD[a,b]			
Age	**N**	Subset for alpha = 0.05	
		1	2
36-45	162	44.1728	
26-35	186	44.2204	
46 and above	34	50.0882	50.0882
18-25	18		52.5556
Sig.		.207	.847

The mothers with the highest level of paranormal interaction were at the age group of 18-25 years. It is believed that the parasocial interaction levels were higher in younger mothers since their levels of active use of social media were higher.

Table 6. Tukey Test Results Regarding Age and Consumer Loyalty for Organic Foods

Consumer Loyalty for Organic Foods			
TukeyHSD[a,b]			
Age	**N**	Subset for alpha = 0.05	
		1	2
36-45	162	34.0926	
26-35	186	34.4140	
46 and above	34	35.6765	35.6765
18-25	18		37.6111
Sig.		.574	.399

The level of consumer loyalty for organic foods was higher in the mothers that were in the age group of 18-25 years. The age group with the lowest level of consumer loyalty for organic foods was the age group of 36-45 years.

Table 7. T-Test Results on Parasocial Interaction and Consumer Loyalty for Organic Food and Marital Status Variables

	Levene's Test for Equality of Variances				
Variable	**F**	**Sig.**	**t**	**df**	**p**
Parasocial Interaction	.265	.607	.626 .568	398 27.860	0.532 0.574
Consumer Loyalty for Organic Food	.420	.517	1.181 1.073	398 27.864	0.238 0.292

According to Table 7, the variable of marital status was found to have no significant difference with the variables of parasocial interaction and consumer loyalty for organic food ($p>0.05$). In this case, H_4 and H_5 have been rejected.

Table 8. Anova Test Results on Parasocial Interaction, Consumer Loyalty for Organic Food, and Education Variables

ANOVA						
		Sum of Squares	df	Mean Square	F	p
Parasocial Interaction	Intergroup	742.291	5	148.458	.764	.576
	Intragroup	76521.459	394	194.217		
	Total	77263.750	399			
Organic Food Consumer Loyalty	Intergroup	535.740	5	107.148	3.454	.005
	Intragroup	12221.770	394	31.020		
	Total	12757.510	399			

According to Table 8, while the educational status variable was found to have no significant difference with the parasocial interaction ($p>0.05$), the educational status was found to have a significant difference with consumer loyalty for organic food ($p <0.05$).H_6 has been rejected while H_7 has been accepted. Tukey test results should be examined in order to understand from which group the difference in consumer loyalty for organic food arises according to the education variable.

Table 9. Tukey Test Results on Education and Consumer Loyalty for Organic Food

Consumer Loyalty for Organic Food			
TukeyHSD[a,b]			
Education	**N**	Subset for alpha = 0.05	
		1	2
Primary School	10	31.8000	
PhD	19	32.2632	32.2632
Master's Degree	64	33.2344	33.2344
Bachelor's Degree	194	34.4588	34.4588
Associate Degree	62	35.9032	35.9032
High School	51		36.1765
Sig.		.061	.086

According to Table 9, the group with the highest consumer loyalty for organic food is the consumer mothers with high school education, while the group with the lowest consumer loyalty for organic food is those with primary education.

Table 10. ANOVA Test Results on Parasocial Interaction, Consumer Loyalty for Organic Food, and Occupation Variables

ANOVA						
		Sum of Squares	df	Mean Square	F	p
Parasocial Interaction	Intergroup	1519.836	6	253.306	1.314	.250
	Intragroup	75743.914	393	192.733		
	Total	77263.750	399			
Consumer Loyalty for Organic Food	Intergroup	73.099	6	12.183	.377	.893
	Intragroup	12684.411	393	32.276		
	Total	12757.510	399			

According to Table 10, the educational status variable was found to have no significant difference with parasocial interaction and consumer loyalty for organic food ($p>0.05$). H_8 and H_9 have been rejected.

Table 11. Group Statistics Results on Parasocial Interaction, Consumer Loyalty for Organic Food, and Income Variables

ANOVA						
		Sum of Squares	df	Mean Square	F	p
Parasocial Interaction	Intergroup	1571.612	4	392.903	2.050	.087
	Intragroup	75692.138	395	191.626		
	Total	77263.750	399			
Consumer Loyalty for Organic Food	Intergroup	360.196	4	90.049	2.869	.023
	Intragroup	12397.314	395	31.386		
	Total	12757.510	399			

According to Table 11, while the income status variable was found to have no significant difference with parasocial interaction (p>0.05), the income status was found to have a significant difference with consumer loyalty for organic food (p <0.05). H_{10} has been rejected while H_7 has been accepted. Tukey test results should be examined in order to understand from which group the difference in consumer loyalty for organic food arises according to the education variable.

Table 12. Tukey Test Results on Income and Consumer Loyalty for Organic Food

Consumer Loyalty for Organic Food			
TukeyHSD[a,b]			
Income	N	Subset for alpha = 0.05	
		1	2
Between 15001-20000 TL	44	32.4318	
Between 10001-15000 TL	92	33.8261	33.8261
More than 20001 TL	34	34.3529	34.3529
Less than 5000 TL	64	35.1250	35.1250
Between 5001-10000 TL	166		35.2952
Sig.		.070	.612

According to Table 12, while the group with the highest consumer loyalty for organic food has an income between 5001-10000 TL, the group with the lowest consumer loyalty for organic food among consumers are those with an income between 15001-20000 TL.

CONCLUSION

In the present study, mothers were determined as the consumer group, and the role of parasocial interaction on consumer loyalty for organic food was examined. As a result of the analyses, a significant relationship was found between parasocial interaction and consumer loyalty for organic food. It was determined that the consumer loyalty for organic food would increase as the perception of parasocial interaction increased in mothers as consumers.

As a result of the analysis on demographic variables, the variable of age was found to have significant differences with parasocial interaction and the consumer loyalty for organic food. The levels of parasocial interaction and consumer loyalty for organic food were higher in mothers in the age group of 18-25 years. Considering that the use of social media by young individuals was at a higher level compared to the individuals in the advanced age group, it was an expected result to observe that the level of parasocial interaction was higher in mothers in the younger age group.

While the group with the highest level of consumer loyalty for organic food was the consumer mothers with high school degrees, the group with the lowest level of consumer loyalty for organic food was the consumer mothers with primary school degrees. In addition, while the group with the highest level of consumer loyalty for organic food had an income level between 5,001 and 10,000 TL, the group with the lowest level of consumer loyalty for organic food had an income level between 15,001 and 20,000 TL.

From the demographic point of view, age was the only variable affecting parasocial interaction. The variables of age, education, and income levels were effective in consumer loyalty for organic food. The variables of profession and marital status were not effective. In other words, the profession of the individuals or their status as married or single mothers did not create a significant difference in the responses related to the consumer loyalty for organic food.

It was observed that the organic consumer market is heterogeneous, and it consists of different segments including individuals with different characteristics. The producers and institutions operating in this market have to ensure parasocial interaction with different influencers and carry out different marketing campaigns for each segment and consumer group.

Organic food companies should identify the influencers that mothers and expectant mothers are affected by on social media, and carry out marketing activities (offer products, use packaging, etc.) in parallel with their posts.

Organic food companies should determine the influencers they would choose to work together by communicating with their consumers; and where necessary, they should carry out marketing communication activities with different influencers for each consumer group. Considering that it may change periodically, these researches and activities should be renewed in every period. They should work with the influencer determined by communicating with the consumers; they should not work with the influencer that the consumers do not desire and do not feel themselves close. They can work with several influencers instead of advertising with a single influencer. Organic food producers and sellers should support each marketing communication activity of the influencer with different marketing campaigns.

Considering that the use of social media by young individuals was at a higher level compared to the individuals in the advanced age group, it was an expected result to observe that the level of parasocial interaction was higher in mothers in the younger age group. In order to maintain the loyalty of this group, they should continue to work with the influencers that this group interacts with. Determining the influencers followed by other age groups, working with them or prioritizing products according to their recommendations could increase loyalty; and consequently, sales can be increased.

Mothers can be divided into segments according to their education and income levels; and they can be motivated about the consumption of organic food through marketing activities. Organic food companies should make informative rational advertisements for their products, and use impressive price-related campaigns.

Organic food producers and sellers should establish good communication with all consumers. They should continue this communication by improving it with feedback on their demands and requirements. More detailed information should be obtained about consumers, who are ready to connect with organic food producers or sellers and who want to establish a long-term relationship. CRM studies should be carried out by establishing a simple customer registration system. The experiences of consumer groups, who make negative judgments about the consumption of organic food, should be learned, improvements should be made according to their complaints and suggestions. The previous customers should be reclaimed and encouraged to bring in other new customers.

Parasocial interaction will continue to show its presence and be an effective factor in consumption as technology advances and the use of social media by individuals increases. Organic food would maintain and even improve its share in consumption with the increase of the trust by customers in these products as well as the ease of access.

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