



UNIVERSITY OF  
**GEORGIA**  
EXTENSION

Agribusiness and  
Economic Development

# Southern Buyers' Social Media Preferences & Family Farms

Lane Goodroe<sup>1</sup>, Vanessa P. Shonkwiler<sup>1&2</sup>

<sup>1</sup>Department of Agricultural and Applied Economics,

<sup>2</sup>Center for Agribusiness and Economic Development.



## Study Overview and Data collection

This study is part of a bigger project aimed at **increasing small producers' long-term profitability and buyers' retention** and sponsored by Southern Sustainable Agriculture Research and Education (SSARE).

An **online survey** was administered equitably in six Southern states; Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee, in December 2021, using a panel provider, Qualtrics. In addition to this online survey, we partnered with 12 small Georgia family farms\*.

Using a Likert scale, respondents were prompted to answer questions related to **how likely they are influenced, or they interact with different types of social media contents** or what platform they prefer in general and with respect to local farms.



1820 Respondents

58.6%  
Women

41.4%  
Men

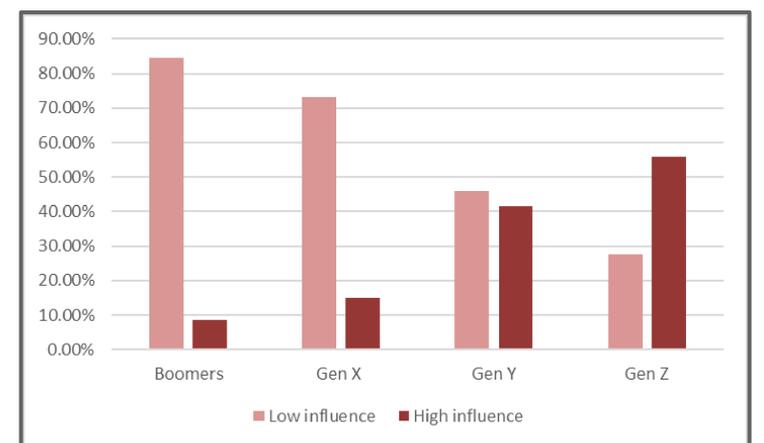
\*Crystal Organic Farm; White Hills Farm; Adderson Inc.; Little Rose Farm; Jones Creek Farms; Lola's Organic Farm; Brown's Place Farm; J and L Farm and Stables; Byne Blueberry Farms; Rodgers Greens and Roots; Hearts of Harvest Farm; Hickory Hills Farm.

## INFLUENCE OF SOCIAL MEDIA CONTENT ON PURCHASING DECISIONS

Differences across generations:

- **Younger respondents** (GenZ and GenY\*) declare to be **highly influenced** by social media content (56% and 42%).
- Only 9% of the oldest generation (Boomers) indicates that social media has some influence on their purchase decision, followed by Gen X (15%).

\*Generations: Boomers (1946-1964), GenX (1965-1980), GenY (1981-1996) and GenZ (1997-Present)

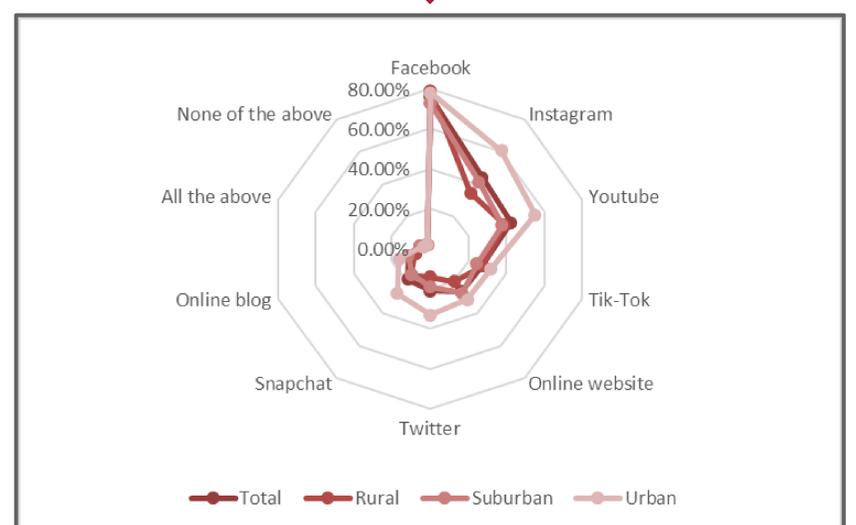
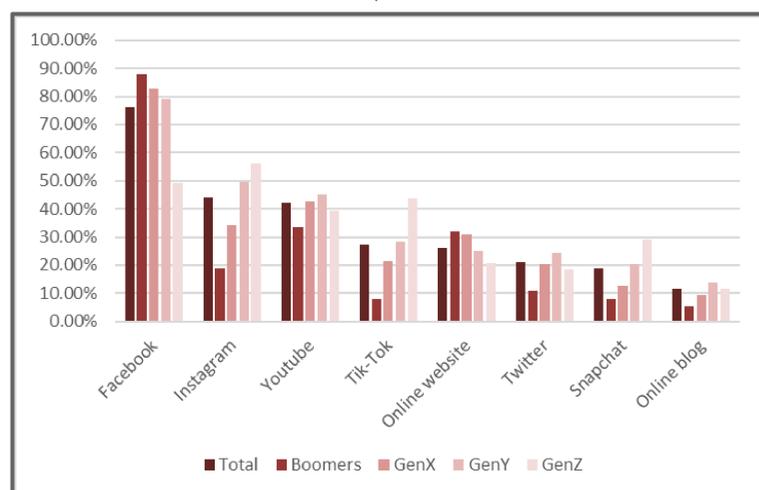


## MOST USED DIGITAL PLATFORMS TO FOLLOW OR TO GET INFORMATION ABOUT LOCAL FAMILY FARMS

42% of the respondents follow local farms on digital platforms:

**Facebook** is the most used social media platforms across generations; 88% of boomers, 83% of GenX, 79% of GenY and 49% of GenZ respondents.

**Urban respondents** use more digital platforms than suburban and rural respondents.

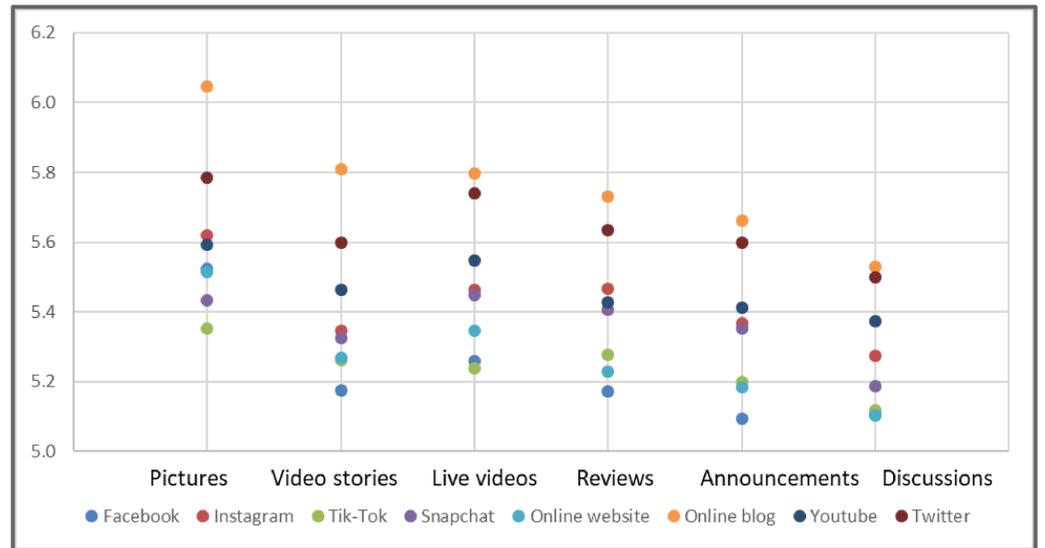


More than half of these respondents declare **using 3 or more platforms**.

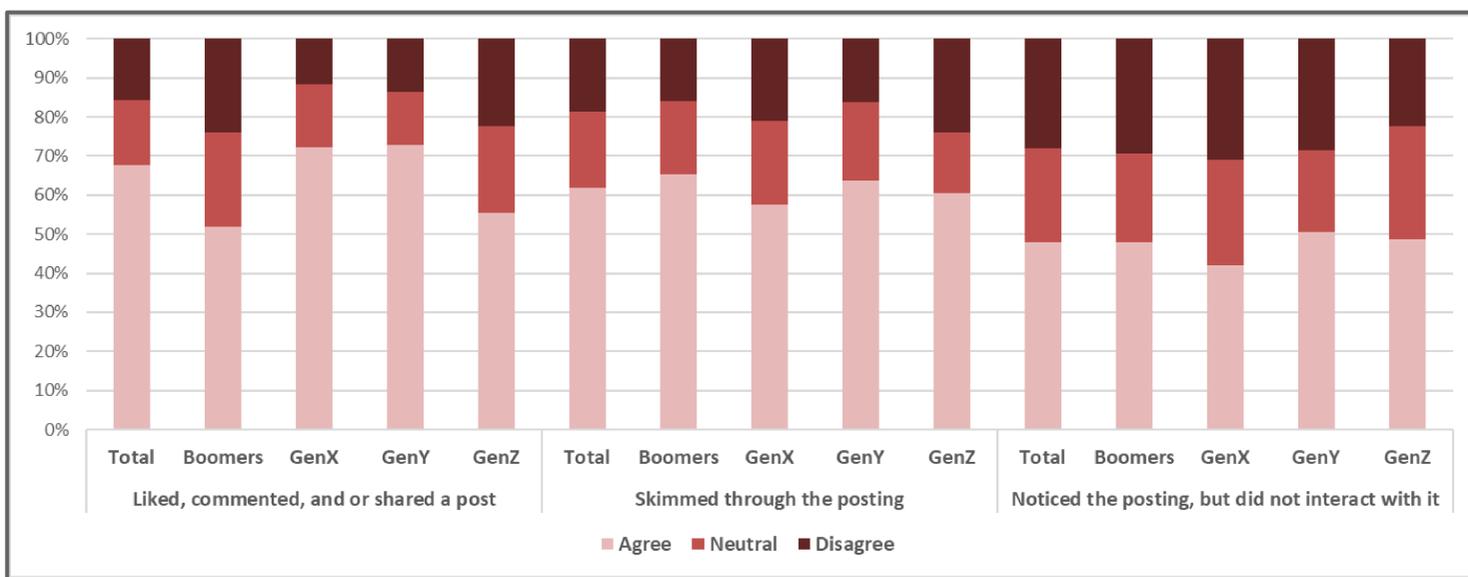


## LIKELINESS OF INTERACTION ACCORDING TO TYPE OF DIGITAL CONTENT

- **Pictures, Videos stories, and Testimonials and Reviews** recorded the highest average regarding respondents preferences.
- When interacting with content, **Online blog, Twitter, Instagram, and Youtube** are the most likely digital platforms to be used by respondents.



GenX and GenY are more likely to “like, comment or share” a farm’s post than Boomers and GenZ.



## FREQUENCY OF RESEARCH FOR INFORMATION

Younger generations (Gen Z and GenY) look more often for information about local farms.

