



Consumer's Purchase Intention Towards Organic Products: How Social Media Advertising Exposure Frequency Influences Consumer Purchase Decision in the Organic Food Industry

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Abstract. In recent years, the demand for organic products has been on the rise, and consumers are increasingly interested in purchasing organic food products due to their perceived health benefits and environmental advantages. While the organic food industry has experienced significant growth in recent years, businesses within this industry are faced with the challenge of effectively reaching and engaging with their target audience to drive consumer behavior and increase purchase intention. The purpose of this study is to examine the relationship between social media advertising exposure frequency and consumer purchase intention in the organic food industry. The study provides insights into the effectiveness of social media advertising frequency of exposure in driving consumer behavior and increasing purchase intention for organic food products. Specifically, the survey-based study will investigate the extent to which exposure to social media advertising impacts consumer purchase intention. By exploring these questions, this study offers suggestions for advertisers' further social media marketing design.

Keywords: Social media marketing · frequency of exposure · Consumer purchase intention · Organic food industry

1 Introduction

Nowadays, a significant number of net users spent much more time on social media than in past decades. This platform has enabled product marketing to reach a larger consumer base, creating the need for social media marketing. This includes the utilization of the interactive and attractive ads management and endorsement system to draw in more viewers, thus encouraging them to purchase products. Additionally, the combination of visuals, captions, models, and/or endorsers can create a successful marketing strategy, even if the brand is relatively new in the market. Moreover, the demand for organic products has been on the rise, and consumers are increasingly interested in purchasing organic food products due to their perceived health benefits and environmental

advantages. Based on the data collected and predicted by Business Wire (English) in 2023, customers' eating habits are more likely to be Low-fat and Organic products, in terms of the gluten-free food industry in the US is estimated to reach \$4.12 Billion from 2023 to 2028 [1]. Meanwhile, as Organic Trade Association summed up, the US organic market is in steady-state growth, which has reached \$5.75 billion. However, there is little research guiding organic businesses to promote their ads through social media. This research report aims to examine how social media advertising exposure influences consumer purchase decisions in the organic food industry. In particular, the report will focus on analyzing the influence of social media advertising exposure on the consumer buying behavior and the effectiveness of social media advertising in influencing purchasing decisions. The research will also provide insight into the types of messages and images used in social media advertising campaigns and the effectiveness of these campaigns in driving sales. Finally, the report will discuss the implications of the findings for marketers in the food industry.

2 Literature Review

2.1 Social Media Marketing

Social media is mainly performed via an online platform, including information gathering, opinion sharing, and knowledge acquiring [2]. These conversations and interactions provide organizations with a real-time and cost-effective way to increase brand awareness [3]. Therefore, these functions include networking, interaction, and brand community construction to assist businesses to develop and expand. Social media offers much more potential than conventional media to engage with clients directly, as well as providing a possibility to build a strong bond between customers and the brand [4]. Social media marketing (SMM) is a marketing tool by using social media for enterprises to reach business goals [5]. As Kenton stated in 2018, SMM is a kind of marketing strategy to promote products, services, opinions, and ideas [6]. It is also proved that SMM is effective in strengthening awareness about the elements, including products, services, information, opinion, and idea. With the popularization of social media, users could communicate and discuss with people around the world, and social media has been selected by marketers to benefit both consumers and organizations, which is the key intermediary for interacting with its target group [5]. This situation indicates that SMM offers businesses a chance to provide engaging and heartfelt experiences. It is easier than ever before to engage and interact with the target group of consumers [7]. Furthermore, certain interactive social media platforms have the ability to create a viral impact on advertised content, leading to increased customer engagement with a company's products or services. This ultimately results in customers developing a positive attitude towards their intention to purchase from the company [8]. According to the study by Akhtar in 2011, it illustrated that the online interactive experience and detailed feedback forms are mainly used to bridge a positive bond between business organizations and customers [9]. Therefore, enterprises have taken more actions to understand the power of social media marketing, which may be the leading factor in gaining opportunity [10]. Moreover, there is little research finding to prove how to maximize the influence between SMM and the engagement of clients. In the Web 3.0 era, consumers are capable to share their comments and feedback after

the product or service consumption, that is to say, they not only receive information, but they are also the main part of the whole marketing process. There are some existing researches have attempted to explicate why enterprises conduct SMM. According to the findings of Kanth and Prasad in 2023, it is still a need for new metrics to measure the return on investment (ROI) in small and medium enterprises [10]. Additionally, Jackson stated in a study that about half of the users on Twitter and Facebook admitted that it is more likely for them to share their opinions and recommend people around to the products or services they engaged with [11]. This finding represents the food industry, an industry with basically high frequency and easy-to-get features, is capable to conduct this kind of marketing tool to collect feedback, adjust the taste, and improve the experience.

2.2 Social Media Frequency of Exposure

Under the development of World Wide Web, it provides SMM with various media tools, interactive services, and almost everywhere-reachable, which makes SMM as a crucial part in affecting purchase intention. Meanwhile, social media advertising frequency of exposure positively influences consumer awareness and brand recall. Frequent exposure to organic food brands on social media platforms increases the likelihood of consumers remembering the brand and considering it for future purchases [12]. Presently, consumers are exposed to a substantially greater amount of advertising compared to the time period during which the studies that established conventional wisdom on advertising frequency were conducted [13]. Increased frequency of social media advertising has a positive impact on consumer loyalty towards organic food brands. Regular exposure to organic food brands through social media platforms can foster a sense of brand loyalty, which in turn can result in repeat purchases [12].

2.3 Consumer Purchase Intention

Purchase intention represents an evaluation process over a series of purchase intention preferences by a customer before making a purchase [14]. Most businesses conduct purchase intention as an evaluation index to do research on consumer purchasing behavior [15]. This process initiates when the consumer experiences a desire to satisfy a need. The decision-making process encompasses the selection of a preferred brand, the quantity of purchase, the preferred model or variant, the location or place of purchase, the monetary value involved, the time of purchase, and the mode of payment [16]. As consumers' increasing needs for organic food have been surging in terms of growing awareness regarding the salutary advantages of organic food consumption. Hanaysha illustrated in 2022 that there are two main factions influencing SMM, including internal and external factors. Internally, it involves beliefs and attitudes, knowledge, personality, perception, lifestyle, roles, and status [17]. On the other hand, the external factors contain culture, membership groups, and social class. The vast majority of consumers are exposed to multiple kinds of services and products. Organizations realized that attracting and attaining royal relationships with customers to achieve their continuing and sustainable growth and market portion [18]. Scholars have explored the optimal number of frequencies a consumer should view an advertisement to achieve a maximum persuasive effect.

According to the two-factor theory, there are two forces impacting: ‘wear-in’ and annoyance. ‘Wear-in’ is a positive force that helps a message sink in through repeated exposure, resulting in consumers developing more positive thoughts about the advertised product [19]. On the other hand, annoyance or boredom is a negative force that inhibits the likelihood of consumers developing positive attitudes towards the brand. Early studies found that after three exposures, negative thoughts related to an advertisement exceeded the number of positive thoughts, leading to a “rule of three” in advertising agencies today, where media planners strive for the optimal exposure level. As prior studies tried to examine the best frequency of exposure level. Pink, A.E. et al. stated in 2022 that brief exposure, less than 10 times, leads to a negative impact on consumers physically [20, 21]. Nevertheless, a recent study illustrated that the optimal level of ad frequency is ten times of exposure, which may guide advertisers to maximize the purchase intention of consumers in a psychological way [13].

3 Hypothesis Development

Based on the previously conducted research, the author put forward the following hypotheses concerning incessant exposure to social media advertisements, purchase intentions, and how the loyal consumer of the organic food industry would react after being exposed to ads related to organic food:

H1: people who are exposed to high-frequency ads related to organic food are more likely to purchase organic food.

H2: People who often buy organic food are more likely to buy the products after watching social media marketing ads.

4 Methodology

This research project is completely based on primary data obtained through conducting a survey. The survey was conducted by using an online questionnaire. The data collection process took place over two weeks in March 2023. The survey participants were social media users, and the focus of the survey was their opinions and attitudes towards social media advertising. The study aimed to collect at least 200 responses, and participants were selected using a convenient sampling method. As 220 responses were received, some were excluded due to incomplete answers. Out of the remaining responses, 211 were considered valid for analysis. The study focused on three main variables: social media ad frequency of exposure, organic food, and purchase intention. The perceived social media ad frequency of exposure was considered to be an influential factor for advertising value. The study used multiple-item measurement scales to assess the identified variables. These measurement scales were developed by reviewing previously validated questionnaires in the field of social media advertising. In total, participants rated their attitudes towards variables in research on a 7-point Likert scale that ranged from “Strongly disagree” to “Strongly agree.” The online survey is rooted in the proposed model proposed by LEE BURTON, J (see Fig. 1).

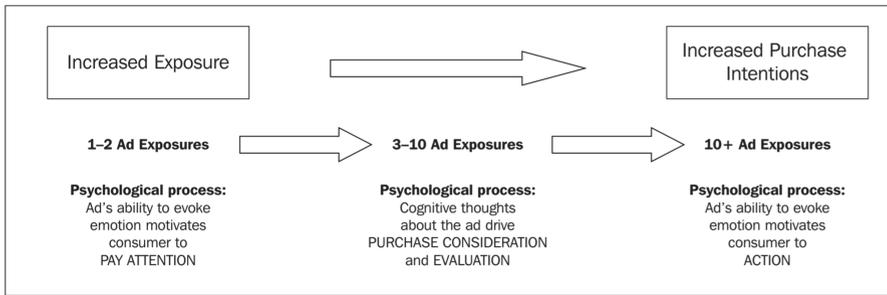


Fig. 1. Relationship between Advertisement Exposure and Consumers' Purchase Intentions [13]

5 Conclusion

The researcher examined the two hypotheses by using analyses of Pearson Correlation as indicated, using IBM SPSS Statistics Version 29.0.0.0. Whether there is a positive relationship between the amount of ads frequency of exposure and purchase intention is predicted by the hypothesis 1, which obtained satisfactory results. The results of the study were consistent with the predicted outcome and demonstrated notable variances between groups with regard to their overall intention to purchase, $r = .586$, $p < .001$. Moreover, there is a positive correlation was anticipated between the customers preferring to buy organic food and after being exposed to SMM ($r = .588$, $p < .001$). That is to say, People who often buy organic food are more likely to buy the products after watching social media marketing. The outcome of the survey was in line with the author's prediction, providing evidence of significant between-group differences in overall purchase intention. These findings suggest that increased ad exposure has the potential to enhance consumer behavior and can be influenced effectively to boost purchase intention.

The findings in this study focus precisely on the influences of social media advertising frequency of exposure, but they call into other factors that may impact the purchase intention. Second, as LEE BURTON J, et al. demonstrated in 2019 that 10 times of exposure is linked with the optimal effect, however, based on the data collected, consumers only realized there were more than 5 times and less than 10 times of ads exposure [13]. It represents that advertisements may distribute more through more platforms to reach the summit of the impact of ads. However, even though the market share of organic food is booming and social media advertising is overwhelming, there is still 30% of consumers are not willing to purchase organic food, which means researchers are required to find more facets that may influence the consumers' behavior, such as visual designs, captions and titles, and/or superstars as endorsers.

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