

## IMPACT OF ONLINE ADVERTISEMENT ON CUSTOMERS' PURCHASE INTENTION TOWARDS ORGANIC FOOD PRODUCTS: A STUDY ON YOUTH CUSTOMERS OF BANGLADESH.

Md. Mazedul Haque, Md Zahid Hasan, Sanuar Hossain, Imtiaz Ahmed  
Faculty of Business Administration, Islamic University Kushtia,  
Faculty of Business, Bangladesh Army University of Engineering & Technology

\*Corresponding author's email:  
nayon86.ru@gmail.com

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### ABSTRACT

*This study examines the impact of online advertising on the purchase intentions of youth customers toward organic food products in Bangladesh. Theory of Planned Behavior (TPB) was employed as the theoretical foundation, leading to the development of seven hypotheses derived from existing literature. Primary data were collected through a self-structured questionnaire using a non-probability simple random sampling method, with responses from 345 youth customers across Bangladesh. The dataset was analyzed using IBM SPSS Statistics 21 and Microsoft Excel LTSC Professional Plus 2021, applying descriptive statistics, reliability testing and multiple regression analysis. The results indicate that customer information, entertainment, rewards, advertisement value and credibility significantly influence youth customers' attitudes toward organic food products. Furthermore, attitude was found to play a crucial role in shaping purchase intention. These findings highlight the importance of well-designed online advertisements in promoting organic food consumption among young consumers in Bangladesh. The study provides valuable implications for marketers and policymakers in designing effective digital advertising strategies to foster sustainable consumer behavior.*

## **INTRODUCTION**

The growing concern for environmental sustainability has encouraged people worldwide to adopt more eco-friendly lifestyles (Leyva-Hernández et al., 2025; Yadav et al., 2025). Consumers are increasingly aware that polluted environments and contaminated food sources pose serious risks to human health and future generations (Zhao et al., 2024). In response, many are turning toward organic food products, which are produced through environmentally friendly methods and free from synthetic fertilizers and pesticides (Aamir et al., 2025). Despite their benefits, organic products often come at a higher price (Yusuf & Zulfitri, 2021). In countries like Bangladesh, where the Human Development Index (HDI) score is 0.67,

indicating a medium level of development, affordability can still be a challenge (Falcone, 2023; Uwaoma & Enkhtaivan, 2024). However, alongside these socioeconomic constraints, Bangladesh has experienced remarkable digital growth (Sultana et al., 2024). As of July 2024, the country recorded 141.05 million internet users, creating a fertile ground for the expansion of online markets, which are now valued at nearly US\$7.9 billion (Sultana et al., 2024; Varlamova et al., 2024). This rapid digital adoption has reshaped consumer habits (Y. Wu & Lee, 2025). Online platforms have become central to purchasing decisions, and advertisements play a vital role in this process (Abu Seman et al., 2025). Online advertising not only provides consumers with detailed product information but also influences their attitudes, builds trust and motivates purchase intentions (H. Y. Kim & Lee, 2020; Moroşan et al., 2025; Tirtayani et al., 2024). For products such as organic food, which require consumer education and trust-building, digital marketing can be especially impactful (Ahmad et al., 2025). Among the many consumer groups, young people are the most responsive to these changes (Wang et al., 2025). Tech-savvy and adaptive, youth customers are less influenced by

traditional marketing strategies and more engaged with interactive innovative content online (Supotthamjaree & Srinaruewan, 2021; Wallace et al., 2020). Social media platforms, in particular, have emerged as powerful spaces where creative advertisements for organic food products capture their attention (Tafolli et al., 2025). In recent years, promotional campaigns highlighting health benefits and environmental sustainability have made organic products increasingly appealing to young Bangladeshi consumers (Ferreira & Pereira, 2023). To better understand these dynamics, this study applies the Theory of Planned Behavior (TPB) (Doll & Orth, 1993). TPB explains how attitudes, subjective norms, and perceived behavioral control shape behavioral intentions (Liao et al., 2007). By employing this framework, the research investigates how online advertisements influence youth consumers' attitudes and purchasing intentions toward organic food products in Bangladesh. Ultimately, this study seeks to bridge the gap between the growing popularity of organic products and the role of online marketing in shaping young consumers' purchase decision-making. It contributes to both academic discussions and practical strategies by offering insights for businesses, policymakers and marketers aiming to promote sustainable consumption of organic food products in Bangladesh as well as in developing economies.

## **PROBLEM STATEMENT**

Even with global importance of online advertising in shaping the consumers behavior, its pivotal effectiveness on purchasing decision of organic food products remain unexamined. Most of the existing studies attributed to health consciousness, environmental consciousness, food safety, price consciousness and trust that significantly affect the purchasing intention while (Devi et al., 2023; Pahari et al., 2023; Wang et al., 2020; Zheng et al., 2021) ignoring the significant impact of online advertisement towards customers intention to buy organic food products. This gap in literature restricts the marketers to adopt

robust digital marketing resulting inefficient sustainable consumption of organic food products in Bangladesh. So, the study bears paramount importance to facilitate the policy makers and marketers to incorporate appropriate digital campaign for ensuring sustainable consumption and enlarging the organic food market in Bangladesh.

### RESEARCH OBJECTIVES

The study considers the following objectives:

1. To identify the impact of online advertisement attributes (customers information, customer entertainment, customer rewards, advertising value, products customization and credibility) in shaping consumers' attitudes toward organic food products.
2. To determine the impact of youth customer's attitude towards purchasing intention of organic food products in Bangladesh.
3. To recommend managerial guidelines for marketers and policymakers on how online advertising strategies can effectively promote organic food products and foster sustainable consumption in Bangladesh.

### LITERATURE REVIEW

#### *Overview of organic food products in Bangladesh*

In Bangladesh, public awareness of health and environmental issues has grown steadily in recent years (Sultana et al., 2024). Consumers are increasingly concerned about the negative health impacts of conventional food products which often contain residues from artificial fertilizers and synthetic pesticides (Tafolli et al., 2025; Uwaoma & Enkhtaivan, 2024). These contaminated foods pose significant risks to human well-being (Varlamova et al., 2024). However, despite growing interest, limited availability and insufficient knowledge about organic food products hinder their widespread adoption in daily diets (Ahmed et al., 2025). Moreover, the absence of strong certification and distribution systems makes it difficult for consumers to differentiate authentic organic

products from conventional alternatives (Md Abdur Razzak et al., 2019; Supotthamjaree & Srinaruewan, 2021).

#### *Online advertisement*

Usage of several advertisement materials, techniques and activities in online media through internet is known as online advertisement (Kautish et al., 2023; Sági et al., 2025). In online advertisement banner, videos, photos, contents, artwork etc. can be displayed in front of customers who uses online media to interact (Akter et al., 2023). Personalized advertisement can directly impact on customers purchase intention rather than mass advertisement (Sun et al., 2025). On the other hand, advertisement effectiveness depends on factors of advertisement timing and content design (Sultana et al., 2024; Y. Wu & Lee, 2025).

#### *Purchase intention to organic food*

Purchase intention actually works as a bridge between customers attitude and final purchase decision (Al-Haddad et al., 2022). Purchase intention can be motivated or influenced by external factors such as attitude and other subjective norms and controllable variables (Squalli & Gupta, 2025). On the other hand, positive customer response as well as convenience credibility enhances the purchase intention of a customer (Abu Seman et al., 2025; Alalwan, 2018; Y. Wu & Lee, 2025). Product customization and credibility of sources also can enhance the intention to purchase organic food product from online market especially the reviews available in the forum of online community (Shamsi & Abad, 2024).

#### *Theoretical foundation – Theory of Planned Behavior (TPB)*

This study is partially developed based on the model of Theory of Planned Behavior (TPB) (Ajzen, 1991). Although TPB is the extended model of Theory of Reasoned Action (TRA). TPB works with individuals' attitudes, subjective norms, and perceived behavioral control that admits individuals' intention (Doll & Orth, 1993). As our study is about organic food products that is related to health issue. Again, online purchase behavior also can be explained by TPB by analyzing consumer behavior and attitude towards shopping (Squalli & Gupta, 2025).

### *Customer Information*

Advertisement focusing on the USP of organic food products has positive and significant impact on purchase intention of organic food products (Alalwan, 2018). Only for an organic label or label contains authentic information of organic food product can also enhance the intention of customer to purchase organic food products (Bazhan et al., 2024; Ho Nguyen et al., 2022). Customer looks for the authentic and accurate information for the organic food products before making any purchase decision because it is very sensitive and serious issue which can hurt customer when the information of organic food products is insufficient on the product tag (Sokolova & Kefi, 2020; Tirtayani et al., 2024).

### *Customer Entertainment*

Entertainment is a must need factor to influence customer in purchasing organic food products while communicating through online advertisement (Alonso González et al., 2025). Eventually, delighted and amused customer by interacted with online advertisement often makes purchase decision expensive for rare products (Smoluk-Sikorska et al., 2023). Entertaining contents in online advertisements enhances the emotional attachment with customers and made them take decision to make purchase intention to organic food products (Fauzi et al., 2025; Roy et al., 2023). Online advertisement with high entertainment values such as videos where the contents are more interactive to the audiences (Wallace et al., 2020).

### *Customer Reward*

Saving money is a common nature of human being (Perera et al., 2023). Youth customers are more likely to save money wherever they can (Alonso González et al., 2025). Coupons, incentives, discounts, combo offer, cash back etc. are the key concern of online customers (Prisco et al., 2025; Smoluk-Sikorska et al., 2023). Customers are always trying to capture the rewards that can be avail from online market that they came to know from online advertisements (Jo & Jeon, 2021; M. Kim et al., 2025). Customers always purchase more when they can avail any reward from purchase. Rewards not only increases customers immediate intention to purchase from online but also helps to create

long term relation between seller and customer (Perera et al., 2023; Shenoy et al., 2024).

### *Advertisement Value*

The effectiveness of an advertisement largely depends on the value it delivers to consumers (Jermisittiparsert, 2019; Shamsi & Abad, 2024). For organic food products, advertisements must provide relevant and reliable information; without it, the message holds little value for the audience (Noviana et al., 2025). When advertisements are both informative and entertaining, they are more likely to create positive impressions and influence purchase decisions (Pereira et al., 2023). Furthermore, personalized advertisements add even greater value, as consumers perceive such messages are tailored to their unique needs and preferences (Shafnaz, 2021).

### *Product Customization*

Product customization facility engages more customer for organic food products (Parashar et al., 2023). Not all the customers require same amount of product or same size (Cavite, 2025). So, product customization is needed in the market for organic food products (Seegebarth & Sohn, 2025). Customers who can customize and order organic food products feels empowered and shows positive impact on purchase intention (Sanny et al., 2021). Customized product advertisement can be treated as high quality product and rare (Ismael et al., 2025). Additionally, custom communication or direct communication is the key to build a brand loyal customer and creates brand advocates (Nikbin et al., 2022).

### *Credibility*

Brands that demonstrate authenticity and transparency in their messaging can quickly earn customers' trust during promotional activities (Cayaban et al., 2023; Daraboina et al., 2024). Customers are suspicious of commercials they perceive as being untrustworthy which emphasizes how important it is to maintain credibility while promoting organic foods (Sanne & Wiese, 2018). In the case of organic food, when product authenticity is essential, credibility which stems from correct and genuine information improves consumers' faith in the promoted product and increases their

willingness to purchase it (Falcone, 2023; Leyva-Hernández et al., 2025).

### Attitude

Environmentally concern customers are more likely to purchase organic food products items for use or consumption (SanMiguel et al., 2025). Individual factors influence attitudes, which directly or indirectly impact purchase intentions made by individual customer (Ngoc Vo et al., 2025). In the context of organic food, society and other mediator plays significant role in enhancing purchase decision (Liu et al., 2025; Madureira et al., 2025). Customers who are health conscious always show positive attitude towards organic food products in case of thinking about or make purchase decision. External factors positively impact on attitudes and helps to enhance purchase intentions for organic food products (Samiya Bint Halim, 2022). The pervious literatures shows that there are several factors that has impact on the purchase intention of customers for organic food products (Farzin et al., 2023; Sági et al., 2025). Some of these factors supported the model and framework, meanwhile some were rejected (Sadiq et al., 2023).

### Conceptual Framework & Hypothesis Development

The conceptual framework was developed to examine the impact of online advertisements on customers' purchase intentions toward organic food products in Bangladesh. The framework (Figure 1) integrates multiple dimensions of online advertising that have been identified as significant drivers of consumer behavior in prior studies. In this model, Customer Information (CI) (Bazhan et al., 2024), Customer Entertainment (Sanny et al., 2021) (CE), Customer Reward (CR) (Perera et al., 2023), Advertisement Value (AV) (Carrión Bósquez et al., 2023), Product Customization (PC) (Seegebarth & Sohn, 2025) and Credibility (CB) (Falcone, 2023) were the independent variables. Attitude (AT) toward organic food products was positioned as a mediating variable, reflecting its critical role in shaping behavioral responses. Finally, Purchase Intention (PI) toward organic food products served as the dependent variable, capturing the ultimate outcome of interest in this study.

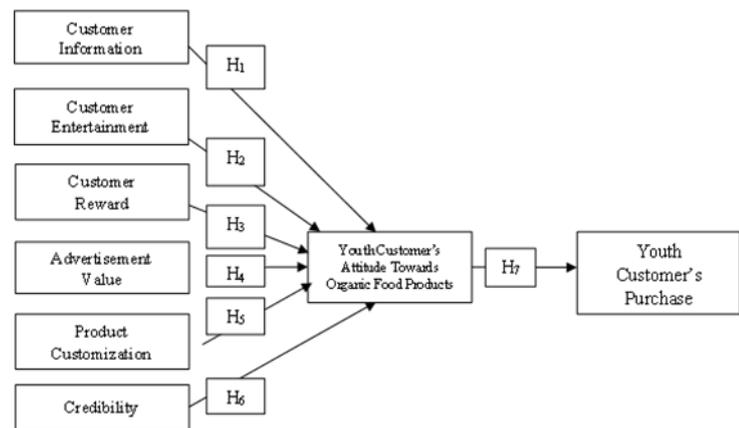


Figure 1 shows the Conceptual Framework

### Hypothesis Development

**H1:** Customer information has a significantly positive relationship with youth customer's attitude towards organic food products.

**H2:** Customer entertainment has a significantly positive relationship with youth customer's attitude towards organic food products.

**H3:** customer reward has a significantly positive relationship with youth customer's attitude towards organic food products.

**H4:** advertising value has a significantly positive relationship with youth customer's attitude towards organic food products.

**H5:** product customization has a significantly positive relationship with youth customer's attitude towards organic food products.

**H6:** product credibility has a significantly positive relationship with youth customer's attitude towards organic food products.

**H7:** youth customer's attitude towards organic food products has a significantly positive relationship with youth customer's purchase intention towards organic food products.

The conceptual framework identifies 6 major key factors such as customer information, customer entertainment, customer reward, advertisement value, product customization and credibility that motivates youth customers attitude ultimately leading enhancement on consumers' purchase intention towards organic food products.

## METHODOLOGY

Data for conducting this research have been collected from primary sources by using structured questionnaires and all the values are quantitative (Wallwey & Kajfez, 2023). On the other hand, secondary data was used for conducting this study (Moser & Korstjens, 2018a). Secondary dataset has been used for reviewing previous literature collected from journals, webpage, magazines, website and other sources, which were mentioned in the references as well as where it has been used (Daruhadi & Sopiati, 2024; Jo & Jeon, 2021). To amass primary data from the respondents, 5-point Likert scale was casted (Groenland & Dana, 2019) because it is the technique where respondents can easily balance and measure the attitude for its simplicity and clarity (Alabi & Jelili, 2023). Respondents were asked to mark their opinion on the questionnaire on the degree of 5 points such as- 1. Strongly Disagree, 2. Disagree, 3. Somewhat Agree, 4. Agree, and 5. Strongly Agree. Before distributing the questionnaire for the respondents, a pilot study was performed on 25 respondents and it showed significant result (Salmia, 2023). And then the final questionnaire was published for the respondents. To collect the responses, a self-structured questionnaire was served among the youth population of Bangladesh. The questionnaire was in 2 sections, Section A and B. In section A, it contains demographic profile of the respondent and in the section B it identifies 8 variables and its sub questions were attached which impacts online advertisement on customers' purchase intention towards organic food products of the youth customers in Bangladesh. To amass primary data from primary sources, non-probability simple random sampling method was applied due to cost efficiency (Slater & Hasson, 2025). To ensure the effectiveness of this study, researchers collected more responses which is 345 samples across Bangladesh. Researchers tried to cover whole Bangladesh's administrative divisions, but two of them were unreachable for some severe limitation. Some samples have been eliminated because those respondents never used internet which was irrelevant to this study. Researchers of this study used IBM SPSS Statistics 21 and Microsoft Excel LTSC Professional Plus 2021 to perform descriptive

statistics analysis, reliability statistics analysis, and multiple regression analysis to examine the relationships between variables.

## ANALYSIS & FINDINGS

### Demographic Profile of the Respondents

The demographic dataset of respondents showed that most of them are male (63.8%) and female (36.2%) were less than male. Among them 24-28 years of respondents are larger in frequency (46.4%) which indicated that they are youth and the larger respondents were students (87.0%) by profession. Larger portion of respondents were using internet for more than 10 years (31.9%). Among 345 respondents, 94.2% of them purchased anything from internet and specifically 29.0% of them bought from online in last 6 months. Majority are from Khulna division, unfortunately Sylhet and Barishal divisions response cannot be collected due to limitations. The demographic profile of the respondents can be viewed in Table 1.

Table 1 shows respondent's demographic profile.

Variable	Frequency	Percentage	Valid PCT.	Cumulative PCT.
<b>Gender</b>				
Male	220	63.8	63.8	63.8
Female	125	36.2	36.2	100.0
Total	345	100.0	100.0	
<b>Age</b>				
18 and less than 18 Years	5	1.4	1.4	1.4
19-23 Years	150	43.5	43.5	44.9
24-28 Years	160	46.4	46.4	91.3
29-33 Years	20	5.8	5.8	97.1
34-38 Years	10	2.9	2.9	100.0
Total	345	100.0	100.0	
<b>Profession Type</b>				
Student	300	87.0	87.0	87.0
Service	30	8.7	8.7	95.7
Business	5	1.4	1.4	97.1
Homemaker	10	2.9	2.9	100.0
Total	345	100.0	100.0	
<b>Education</b>				
HSC	40	11.6	11.6	11.6
Graduation	225	65.2	65.2	76.8
Post-Graduation	75	21.7	21.7	98.6
More	5	1.4	1.4	100.0
Total	345	100.0	100.0	
<b>Family Monthly Income (BDT)</b>				
Less than 10000	50	14.5	14.5	14.5
10001-20000	70	20.3	20.3	34.8
20001-30000	50	14.5	14.5	49.3
30001-40000	60	17.4	17.4	66.7
40001-50000	35	10.1	10.1	76.8
Above 50000	80	23.2	23.2	100.0
Total	345	100.0	100.0	
<b>Do you use internet?</b>				
Yes	345	100.0	100.0	100.0
No	0	0	0	100.0
Total	345	100.0	100.0	
<b>How long you have been actively using the internet?</b>				
1-3 Years	40	11.6	11.6	11.6
4-6 Years	100	29.0	29.0	40.6
7-9 Years	95	27.5	27.5	68.1
10 Years or above	110	31.9	31.9	100.0
Total	345	100.0	100.0	
<b>Are you familiar with online shopping?</b>				
Yes	320	92.8	92.8	92.8
No	25	7.2	7.2	100.0
Total	345	100.0	100.0	
<b>Have you purchased anything from online?</b>				
Yes	325	94.2	94.2	94.2
No	20	5.8	5.8	100.0
Total	345	100.0	100.0	
<b>How many times have you bought things over online shop (during the past six months)?</b>				
1-2 times	100	29.0	29.0	29.0
3-5 times	90	26.1	26.1	55.1
6-10 times	50	14.5	14.5	69.6
11-20 times	55	15.9	15.9	85.5
Never	30	8.7	8.7	100.0
Total	345	100.0	100.0	
<b>Administrative division</b>				
Dhaka	120	34.8	34.8	34.8
Rajshahi	45	13.0	13.0	47.8
Rangpur	15	4.3	4.3	52.2
Khulna	135	39.1	39.1	91.3
Chattogram	25	7.2	7.2	98.6
Mymensingh	5	1.4	1.4	100.0
Total	345	100.0	100.0	

### Reliability and Validity Analysis

KMO measure of sampling adequacy and Bartlett's Test of Sphericity are often used to determine the appropriateness of given dataset (Costales et al., 2022). In our dataset

the value of KMO is 0.781 which is good and the Bartlett’s test of sphericity value for p or significance is 0.00 that means the variables used were correlated, adequate for factor analysis and a relationship present between the variables. (Refer to Table 2).

Table 2 shows the reliability and validity results

Kaiser–Meyer–Olkin (KMO) and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.781
Bartlett's Test of Sphericity	Approx. Chi-Square	15325.775
	df	741
	Sig.	.000

### Measurement Model Assessment

The measurement model was assessed to examine the reliability and validity of the constructs used in this study. Internal consistency reliability was evaluated using Cronbach’s Alpha, with values ranging from 0.848 to 0.916 across all constructs. According to Moser & Korstjens, (2018b) values above 0.70 indicated acceptable reliability, while values above 0.80 reflected good to excellent reliability. These results therefore confirmed that the items used in this study consistently measure the intended constructs, providing strong evidence of reliability.

In addition, Composite Reliability (CR) has been assessed for more accurate estimation of internal consistency where all the value were above 0.70 except AV, which 0.675 and acceptable in exploratory research. The Average Variance Extracted (AVE) has been accessed to find out that indicators of a construct were well-explained by the underlying factor. The AVE results were above 0.50 for 4 variables where 3 of them were having more than 0.40. The AV contained lower value which was 0.295. If AVE was less than 0.50, but composite reliability was greater than 0.60 it was still satisfactory (McQuitty, 2018). In this case, Advertisement Value (AV) has met the criteria mentioned with the values of composite reliability of 0.675 and AVE of 0.293. (Refer to Table 3)

First Order Constructs	Items	Cronbach's Alpha	Loadings	CR	AVE
Customer Information (CI)	CI1	0.857	0.782	0.866	0.566
	CI2		0.835		
	CI3		0.621		
	CI4		0.794		
	CI5		0.711		
Customer Entertainment (CE)	CE1	0.905	0.736	0.835	0.508
	CE2		0.681		
	CE3		0.749		
	CE4		0.820		
	CE5		0.789		
Customer Reward (CR)	CR1	0.916	0.741	0.838	0.516
	CR2		0.697		
	CR3		0.854		
	CR4		0.796		
	CR5		0.685		
Advertisement Value (AV)	AV1	0.900	0.742	0.675	0.295
	AV2		0.729		
	AV3		0.787		
	AV4		0.817		
	AV5		0.730		
Product Customization (PC)	PC1	0.848	0.698	0.806	0.458
	PC2		0.809		
	PC3		0.732		
	PC4		0.846		
	PC5		0.755		
Credibility (CB)	CB1	0.906	0.693	0.834	0.507
	CB2		0.846		
	CB3		0.823		
	CB4		0.764		
	CB5		0.790		
Attitude (AT)	AT1	0.900	0.714	0.783	0.477
	AT2		0.761		
	AT3		0.711		
	AT4		0.709		
	AT5		0.709		
Purchase Intention (PI)	PI1	0.873	0.739	0.811	0.464
	PI2		0.729		
	PI3		0.727		
	PI4		0.699		
	PI5		0.817		

### Hypothesis Testing

The structural model was applied to test the hypothesized relationships between independent, mediating, and dependent variables. Hypothesis testing evaluates whether sufficient statistical evidence exists to support the proposed relationships. Hypothesis testing shows the relationship between independent and dependent variables. This test was performed to determine whether there was enough evidence to support a particular claim or hypothesis about population or samples (Egan, 2020). The significance level or the p-value of a test have to be sufficiently small to reject the null hypothesis. The level of significance ( $\alpha$ ) was set at

0.05, meaning that there was a 5% probability of rejecting the null hypothesis when it was true (Kwak, 2023; Travers et al., 2017). Relationships with p-values below 0.05 were considered statistically significant. (Refer to Table 4)

Hypothesis	Relationship	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.	Results
		B	Std. Error	Beta			
H <sub>1</sub>	CI→AT	-0.194	0.042	-0.156	-4.579	0.000	Supported
H <sub>2</sub>	CE→AT	0.149	0.034	0.174	4.386	0.000	Supported
H <sub>3</sub>	CR→AT	0.090	0.041	0.091	2.216	0.027	Supported
H <sub>4</sub>	AV→AT	0.220	0.057	0.182	3.869	0.000	Supported
H <sub>5</sub>	PC→AT	0.064	0.047	0.057	1.340	0.181	Rejected
H <sub>6</sub>	CB→AT	0.573	0.041	0.568	13.954	0.000	Supported
H <sub>7</sub>	AT→PI	0.727	0.032	0.773	22.563	0.000	Supported

\* CI, AT, CE, CR, AV, PC & CB are independent & AT is dependent variables (H<sub>1</sub>-H<sub>6</sub>).

\*\* AT is independent & PI is dependent variable (H<sub>7</sub>).

## **Discussion on Findings**

The results of this study provide clear evidence that several dimensions of online advertising significantly shape youth customers' attitudes toward organic food products in Bangladesh. Specifically, customer information, entertainment, rewards, advertisement value, and credibility were all found to positively significant in influencing attitudes, which in turn had a strong and significant impact on purchase intention. Among these, credibility emerged as the strongest predictor, highlighting that trust and reliability were crucial for shaping positive perceptions of organic food products (R. Wu et al., 2019). Interestingly, product customization was insignificant on attitudes. This suggested that Bangladeshi youth may not place high value on personalized advertising in this context, possibly because organic food products were perceived as general lifestyle or health-oriented goods rather than items requiring personalization. This finding contrasts with studies in more developed markets, where personalization often enhances engagement (Jiang et al., 2023). It highlights a unique consumer behavior pattern in developing countries, where credibility and value outweigh customization. The findings were consistent with the Theory of Planned Behavior (TPB), which posits that attitudes were central mediators of behavioral intention (Ajzen, 1991). In this study, positive advertising cues strengthened consumer attitudes, which then translated into higher purchase intentions. This demonstrated that for youth in Bangladesh, online advertising does not directly drive purchase intention but instead operates through shaping attitudes toward organic food products. The demographic profile of respondents further contextualizes these results. Most participants were students aged 19–28, often reliant on family income. While organic food products were relatively expensive, youth customers were still receptive to online advertising, particularly when it emphasized credibility, value, and informative content. Reward-based promotions also played a role in overcoming financial constraints by adding perceived value to their purchases. From a practical perspective, these findings carry important implications for marketers, policymakers, and other stakeholders. Online

advertisers should prioritize credible and informative messaging, supported by engaging and entertaining content, to foster positive attitudes among young consumers (K V et al., 2021). Reward-based strategies, such as discounts or promotions, may further enhance purchase intentions in a price-sensitive market like Bangladesh (Samiya Bint Halim, 2022). Policymakers and government agencies can also play a role by supporting awareness campaigns that highlight the health and environmental benefits of organic food, thereby reinforcing positive consumer attitudes and encouraging sustainable consumption (Sultana et al., 2024). Overall, this study underscores that while personalization may not yet resonate with youth in Bangladesh, trust, credibility, and value were the key drivers that translate online advertising into purchase intention for organic food products.

## **Recommendation**

The findings of this study suggested that youth customers in Bangladesh were positively influenced by online advertisements when making purchase decisions regarding organic food products. Therefore, marketing managers, both from local and multinational companies should prioritize this segment by designing advertisements that are informative, relevant and easily accessible. By providing accurate and clear information on the health and environmental benefits of organic food, advertisers can effectively shape youth customers' attitudes and strengthen their purchase intentions (Rana et al., 2025). The study also revealed that rewards play a crucial role in motivating customers. As youth were highly responsive to incentives, marketers should integrate reward-based strategies into their campaigns, including discounts, loyalty programs, cashback offers, or promotional bundles. Such incentives not only encourage immediate purchases but also build long-term engagement and trust (Mustafi & Hosain, 2020). Alongside rewards, entertainment has also proven to be influential. Engaging content such as creative videos, memes or short interactive campaigns can capture the attention of young audiences, especially when advertisements align with popular trends and social issues that resonate with them (K V et al., 2021). Credibility and advertisement value

were found to be central in establishing positive attitudes toward organic food products. Online businesses must therefore focus on ensuring transparent practices such as secure payment systems, flexible return and refund policies and clear communication with customers (Khan et al., 2023). Emphasizing ethical and reliable practices will strengthen credibility which is critical in an online environment where trust is often a determining factor in purchase decisions. Although product customization did not emerge as a significant factor in this study, it remains an area of potential growth. Customers may not yet recognize its importance in the context of organic food purchases, but marketers should highlight the advantages of customization, such as personalized diet plans, subscription boxes, or tailored organic food packages (Kautish et al., 2023). Educating customers on these benefits may help them appreciate the added value in the future allowing this factor to contribute more meaningfully to purchase intention (Jermsittiparsert, 2019). Overall, the recommendations of this study emphasized the importance of combining information, rewards, entertainment, credibility and education in online advertising strategies. By addressing these factors in a holistic manner, marketers and policymakers can better engage youth consumers, enhance their trust, and ultimately encourage greater adoption of organic food products in Bangladesh.

## CONCLUSION

Bangladesh, as an agriculturally rich country with fertile land and abundant water resources, holds immense potential for the development of the organic food sector (Thomas, 2020). This makes the country well-suited for the growth of organic food products. Yet, the sector was still lagging behind, mainly because both consumers and entrepreneurs lack proper knowledge about the benefits and opportunities organic farming can bring. At the same time, a new shift was happening young people are becoming more health-conscious, more aware of what they consume and more curious about alternatives to conventional food (Roy et al., 2023). With internet access expanding rapidly and digital literacy improving, youth customers were spending

more time online, where they were influenced by the information and advertisements they encounter (Nasir et al., 2021). Social media, in particular, has become a powerful space where ideas about health, environment and sustainable living were spreading fast. For many young people, online advertisements are not just a source of product information but also a trigger that shapes their attitude and motivates them to try organic food. This creates a real opportunity for stakeholders in the organic food market. By using clear, trustworthy and engaging online advertisements, marketers and entrepreneurs can connect with youth customers in meaningful ways (Madureira et al., 2025). Online advertising can build trust, spark interest and encourage healthier choices, while also supporting the growth of a more sustainable organic food sector in Bangladesh.

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