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The Role of Digital Advertising in Shaping Consumer Behaviour for Organic Agricultural Products in Jordan: A Multi-Technique Analysis

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ABSTRACT

This study investigates how digital advertising in Jordan shapes consumer behaviour by conducting a multi-technique analysis: sentiment analysis, social media engagement metrics, and customer journey mapping. A mixed-methods approach has been adopted, drawing on 5,231 social media posts and comments and 321 online shoppers for customer journey mapping. The customer perceptions were extracted through sentiment analysis, the interaction on social media through engagement metrics, and the pathways from exposure to ad to purchase were outlined through customer journey mapping, drop-off points, and conversion triggers. The results indicated that interactive ads had the highest level of engagement and conversion rates compared to video and image ads. Cultural alignment and ad relevance were strong drivers of consumer interest and purchase intention. The study also identified significant drop-off points at the point of purchase across all ad formats, highlighting the need for

smooth purchase journeys and personalised incentives. The analysis of the social media engagement indicatedthat, indeed, there was quality and targeting that affects engagement and click-throughs. The study concludes that interactive and culturally aligned digital ads are most effective in promoting organic agricultural products. The findings confirm the effectiveness of existing strategies but also present some points that need further improvement, such as drop-offs and optimisation of content design. This research provides actionable insights for marketers and adds to the growing body of literature on the role of digital advertising in influencing consumer behaviour in niche markets.

Keywords: Digital Advertising; Consumer Behaviour; Organic Agriculture; Jordan; Social Media Marketing; Customer Journey

1. Introduction

The global movement of digitalisation has dramatically shifted power in how consumers engage with products and services. Digital advertising has emerged as a key tool that will help businesses better target and shape consumer behaviours through personalised and data-driven approaches [1-5]. Such change is very significant within the organic agriculture sector, as consumer behaviour has been greatly driven by trends and heightened awareness of its environmental and health benefits [6-10]. Given the ever-growing trends towards organic farming worldwide, studies on digital advertising influencing consumers' decisions, especially within Jordan's particular socioeconomic background, have turned critical.

The consumption of organic products comes in the context of international attention during the last decade with regard to food safety concerns, environmental sustainability, and health consciousness. In many areas, consumer awareness and behaviour concerning these products are strongly based on regions. The Jordanian context has an underdeveloped organic agricultural sector with a situation characterised by conditions of low awareness, accessibility problems, and tendencies for comparatively high costs compared to conventional products [11-15]. This can be enhanced through digital advertising, which can make consumers more aware, interested, and develop an attitude toward organic products. Past literature has established that interactive and visually appealing digital content is one of the effective ways to alter consumer purchase intention [16-19]. Despite these insights, there has been a lack of research

into the implications of digital advertising within the specific cultural and economic context of Jordan [20-24].

The organic agriculture sector in Jordan, while still emerging, has shown notable growth over the last decade. According to a 2022 report by the Jordan Department of Statistics [25], organic produce now comprises around 2.5% of the country's total agricultural output, nearly double its market share from five years prior. Meanwhile, consumer surveys conducted by the Ministry of Agriculture [26] indicate that approximately 40% of urban Jordanians have tried or regularly purchased organic products, reflecting a rising consciousness of health and environmental issues. Projections suggest that this upward trend could continue at an annual rate of 8–10%, driven by supportive government initiatives and evolving consumer preferences. Such momentum underscores the importance of examining how targeted digital advertising can further catalyse consumer demand and market development within Jordan's organic sector.

The research problem centres on understanding how digital advertising strategies can influence Jordanian consumers' behaviour toward organic agricultural products. Although previous studies have shown a growing preference for health-oriented items among Jordanian consumers, there remains a significant gap between stated interest in organic products and actual purchasing behaviour. For example, while previous studies have shown a general preference for health-oriented products among Jordanian consumers [13], limited empirical data exists on how digital platforms contribute to bridging this preference-behaviour gap. In particular, limited empirical data exists on how the cultural

alignment of advertisements can help bridge this preference behaviour gap by resonating more deeply with consumers' values and motivating them to complete a purchase. Moreover, key digital advertising metrics such as click-through rates (CTRs), social media engagement, and conversion data remain underexplored in Jordan's organic market context, further highlighting the need to examine how culturally relevant and strategically designed ads can translate consumer awareness and interest into actual sales.

This research goes beyond an inquisitive study and puts forward a marketing direction and recommendation for marketers and policymakers interested in Jordan's organic agriculture business. With the digital ecosystem improving so fast, Jordan can be said to be at the right juncture at which the potentiality for digital advertisement could be utilised in full swing for organic product marketing [27-31]. Jordan currently has easy and widespread access to social networking sites such as Facebook, Instagram, and Twitter, which are critical channels for influencing consumer purchases [32-36]. Analysing how digital advertising tools such as sentiment analysis and social media metrics affect consumer behaviour provides a wide view of the effectiveness of marketing in the region. In addition, these findings will help stakeholders build culturally and economically relevant strategies with the intent of increasing the engagement of consumers and driving market growth accordingly.

Digital advertising also carries more significant implications for sustainable marketing approaches for developing economies [37]. For example, embedding cultural and social dynamism in advertising content increases the level of consumer responsiveness [38]. This befits the earlier finding where culturally oriented advertising elicited higher consumer trust and purchase [39]. The meeting point of digital advertising and consumer behaviour in Jordan's organic agriculture market is indeed a very interesting area to explore. By responding to the identified gaps in knowledge, this research will contribute not only to academic discourse but also to practical recommendations for stakeholders. The continued growth of organic agriculture globally will be greatly instrumental in understanding its market dynamics through digital advertising in shaping sustainable and consumer-centric marketing strategies.

Objectives of the Study

The primary objectives of this study were designed to comprehensively explore the relationship between digital advertising and consumer behaviour in the context of organic agricultural products in Jordan. The study aimed to achieve the following objectives:

a. To understand how different types of digital advertisements (e.g., video, image, interactive) influence consumer awareness, interest, and purchasing decisions related to organic agricultural products.

b. To assess consumer attitudes and perceptions toward organic agricultural products by analysing sentiment expressed in social media interactions and online reviews.

c. To analyse social media engagement metrics, including likes, shares, comments, and CTRs, to identify the effectiveness of digital campaigns in fostering consumer interaction and driving behaviour.

d. To trace the online purchasing pathways of Jordanian consumers, identifying key touchpoints, decision-making processes, and barriers to conversion in their journey toward purchasing organic agricultural products.

e. To offer actionable recommendations for marketers and stakeholders in the organic agricultural sector on how to optimise digital advertising strategies to better influence consumer behaviour and improve market performance.

f. To explore the unique cultural, social, and economic factors influencing consumer responses to digital advertising for organic agricultural products in Jordan.

1.1. Related Studies

Digital advertising has innovatively changed consumer behaviour in that it allows for the implementation of effective targeting and engaging strategies. Sharma [40] presents a study that reveals the link between digital advertising and consumer behaviour, especially in niche markets such as organic agriculture. Usmani et al. [41] identify critical variables: advertisement types, engagement metrics, and consumer attitudes. A related work by Keshari and Jain [42] emphasised that consumers' awareness, interest, and purchase intentions should go along with moderating factors such as cultur-

al relevance and demographics.

Dieter et al. [43] contextualise why interactive ads, such as gamified content and clickable ads, outperform the static format in capturing users' attention and engaging them more effectively. Kapoor et al. [44] further suggest that video ads, especially on platforms such as Instagram and YouTube, are more emotionally appealing and thus lead to higher recall rates. This is supported by the study of Erkan and Açikgöz [45], stating that static image ads are good for awareness creation, simple, and easy to share. On the other side, studies such as the one conducted by Belanche et al. [46] postulate that in Jordan, especially with the high level of mobile and social media penetration, video and interactive advertisements work amazingly. Jordanian audiences are visually rich and concise in format. Therefore, advertising strategies need to be tailor-made.

Tokajian and Irshaidat [20] demonstrated that the majority of organic product ads in Jordan cannot hold consumer attention due to their mediocre design and cultural irrelevance. Meanwhile, Seo et al. [47] also found that a visual hierarchy, imagery of the highest quality, and strategically placed calls-to-action (CTAs) have greater interest in consumers and increased purchase intent. Other research has suggested that culturally appropriate design strategies, such as those proposed by Al-Shamailehand and Sutcliffe [48], could be an effective way to improve the consumer preferences of Jordanians, with corresponding lengthened gaze times and enhancement in their interaction.

Research by Nisar and Whitehead [49] shows that social media engagement metrics are highly correlated with increased interest and brand loyalty among consumers. Al-Azzam and Al-Mizeed [50] found that in Jordan, organic product ads on platforms such as Facebook and Instagram have moderate to high levels of engagement, especially among environmentally conscious demographics. However, Misra and Singh [51] studied the factors that impede sustained engagement, which include challenges associated with low levels of organic awareness and suspicion against organic certifications." This means that studies such as the one conducted by Shah et al. [52] should go to the extent of recommending the use of educative ad content with an open agenda for the elimination of scepticism through gaining consum-

er trust.

Thulaseedharan [53] highlights how educational campaigning is essential in attempting to overcome the gap between the availability and awareness of a product; similarly, Al-Zyoud [54] notes that organic products are still relatively unknown within Jordan mainly because they are niche and fairly expensive. According to Huang et al. [55], visually appealing and interactive advertisements trigger consumer interest in the form of exploratory behaviours, such as website visits or social media engagement. Other studies, such as Al-Zyoud [54], have pointed out that localised campaigns are necessary to raise awareness and maintain interest in Jordan's organic agriculture market.

Recent research underscores the pivotal role of digital advertising in shaping consumer attitudes and purchase intentions toward organic agricultural products [56]. For instance, studies indicate that strategic online promotions and social media engagements can enhance consumer trust and awareness, leading to a higher propensity to opt for eco-friendly goods [57]. Moreover, interactive and targeted digital campaigns are shown to foster stronger brand connections and spur the adoption of sustainable consumption habits [24].

The leading antecedents to purchase intention, as identified in the work of Wirya and Syah [58], include ad relevance, perceived value, and social proof. Zhang et al. [59] suggest that advertisements with clear CTAs and seamless user experiences are likely to lead to actual behaviour from purchase intentions. In Jordan, however, Hsu et al. [60] pointed out that the stated intention and real behaviour showed a discrepancy due to barriers such as price sensitivity and suspicion of organic certification. A similar suggestion was made by Daoud et al. [61] regarding how advertisement strategies designed based on consumers' specific concerns can provide better conversion rates.

On the whole, cultural dynamics have high bearings on the effectiveness of digital advertisements. According to Ahmad et al. [62], Jordanian consumers prefer content with cultural resonance, such as traditions and nuances in language. Hsieh et al. [63] establish relevance in matching consumers' needs and preferences for an advertisement. In addition, Spector and Brannick [64] note that demographic variables such as age and expo-

sure frequency are control variables to help single out the effect of advertising. For example, younger Jordanian audiences are more receptive to digital ads and thus more valuable for marketers.

1.2. Research Gap

In spite of extensive research in digital advertising, significant gaps still remain in the context of Jordan's organic agricultural market. Most of the existing studies have failed to explain how cultural factors affect the effectiveness of ads in Jordan. This calls for a focus on localised content and culturally specific visual strategies. Limited studies have captured the long-term impact that digital advertising creates on the consumer's psyche and behaviour in developing countries such as Jordan. Very few studies have examined the psychological drivers of the stated preferred versus actual-behaviour gap in organic product consumption. How advanced tools at the frontiers, including AI-driven personalisation and augmented reality, drive better engagement and conversion of ads needs to be dug deeper into. By addressing these gaps, this research study will help build a wider understanding of the transformative potential of digital advertising in changing the consumer behavioural landscape within Jordan's organic agricultural sector.

1.3. Hypotheses Development

The hypotheses for this study were formulated to align with the research objectives and provide a conceptual framework (**Figure 1**) for testing the relationship between digital advertising and consumer behaviour in the context of organic agricultural products in Jordan. They are as follows:

H1. *Digital advertisements for organic agricultural products significantly influence consumer awareness and interest in Jordan.*

H2. *Positive sentiment expressed in social media discussions and reviews is associated with a higher likelihood of purchasing organic agricultural products.*

H3. *Social media engagement metrics (e.g., likes, shares, comments, CTRs) are positively correlated with consumer purchasing behaviour for organic agricultural products.*

H4. *The presence of clear and consistent digital advertising touchpoints along the customer journey increases the likelihood of a consumer completing a purchase of organic agricultural products.*

H5. *Cultural and local market dynamics moderate the effectiveness of digital advertising on consumer behaviour in Jordan, resulting in distinct patterns compared to global markets.*
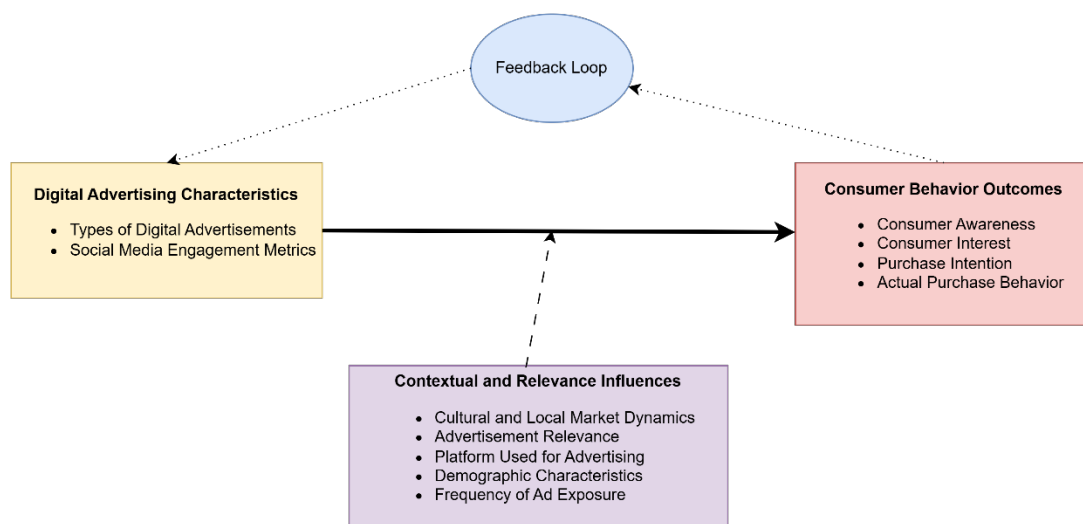

Figure 1. Conceptual Model of the Study.

Source: the Authors.

2. Materials and Methods

The research design is a mixed-method study, in which both qualitative and quantitative methods have been combined for assessing digital advertising affecting consumer behaviour toward organic produce in Jordan. The paper focused on three key analytical frameworks, including sentiment analysis, social media engagement metrics, and customer journey mapping. It has contributed to a more profound understanding of how digital advertising can effectively influence consumer preference and purchasing behaviour for Jordan's local market.

To mitigate potential sampling biases particularly given the rapid demographic shifts common in digital contexts, this study employed a stratified purposive approach that ensured multiple demographic subgroups (e.g., various age brackets, income levels, and educational backgrounds) were included. Sampling was conducted across multiple social media platforms to capture a range of user behaviours and avoid overrepresentation from any single segment. Moreover, criterion-based screening for customer journey analysis (e.g., requiring recent online purchases of organic products) was balanced by proactive recruitment efforts targeting underrepresented demographics, such as participants from both urban and semi-urban settings. The demographic profiles of respondents were then compared against national statistics from Jordan's Department of Statistics to confirm representativeness, and adjustments to recruitment were made if any significant deviations were observed. Finally, continuous monitoring of emerging digital usage trends helped ensure that the sample remained aligned with the broader consumer population, thereby enhancing the study's overall validity and generalizability.

The target population included Jordanian consumers who engaged with or purchased organic agricultural products (**Table 1**). The population was categorised into two groups: social media users interacting with organic product advertisements on platforms such as Facebook, Instagram, and Twitter and online shoppers who had purchased organic agricultural products within the last six months. The study employed purposive sampling for sentiment analysis and social media engagement metrics to focus on users and content relevant to the research topic. Criterion-based sampling targeted individuals with confirmed purchasing activity for customer journey mapping. The sample sizes were 5,231 social media posts and comments for sentiment analysis, and 321 online shoppers for customer journey mapping.

Table 1. Survey Population Description.

Demographic	Categories	Remarks
Gender	Male (56%), Female (44%)	Gender distribution shows more male participants.
Age Groups	18-24 (23%), 25-34 (37%), 35-44 (25%), 45+ (15%)	Majority of respondents are young adults aged 25-34.
Education Levels	High School (20%), Undergraduate (45%), Postgraduate (35%)	Most participants have a university degree.
Income Levels	Low Income (15%), Middle Income (55%), High Income (30%)	Middle-income groups dominate the survey population.

The ads were tailored through consultation with local marketing professionals and cultural advisors, ensuring alignment with Jordanian norms and values. This involved regionally relevant colour schemes, imagery, and phrases, as well as family-oriented themes resonating with local consumers, thereby heightening personal relevance and boosting engagement and purchase intentions.

The measures in the study were selected to capture nuances in consumer behaviour. Sentiment analysis,

through R, examined the polarity of sentiment, thematic content, and keyword frequencies from the social media data. Social media engagement metrics were collected from Hootsuite, Meta Analytics, and regional monitoring platforms for likes, shares, comments, CTRs, and overall interaction. Customer journey mapping was based on Google Analytics and Smaply, tracking how consumers move from ad exposure through to purchase, highlighting key drop-off points and areas of conversion.

A mixed-methods approach was adapted, combining qualitative and quantitative techniques to comprehensively analyse the data. Quantitatively, regression analysis and hypothesis testing were done to study the relationship between different types of advertisements and consumer behaviour outcomes. These methods quantify the impact of advertising characteristics- interactivity, relevance, and cultural alignment -on the key consumer outcomes of awareness, interest, purchase intention, and actual purchase behaviour. The analysis also included moderators of cultural fit and ad relevance and control variables of demographics, and exposure frequency to ads in order to make the findings robust.

In the regression analysis, using linear regression, the modelled dependent variables were consumer awareness, interest, and purchase intention, while actual purchase was modelled using logistic regression for binary outcomes. Independent variables were basic measures of engagement, including fixation duration and ad types; categorical variables were encoded such as ad type using dummy variable encoding. To enhance comparability, continuous variables were standardised and interaction terms were created to test for moderation effects. Missing data points were imputed using the mean or mode, and outliers were minimised or removed to preserve the integrity of the data.

Missing data were addressed by first checking whether the missingness was random or systematically tied to specific variables. For variables with minimal missingness, mean (for continuous) or mode (for categorical) imputation was applied; if missingness was substantial, multiple imputation techniques were considered. Outliers were identified using z-scores (± 3 standard deviations) and residual analysis. Data points

deemed excessively influential were either winsorised or removed, and sensitivity analyses were conducted both with and without these points to ensure that results remained consistent.

Regression techniques followed proper significance tests with respect to the relationships that might exist between advertisement characteristics and consumer behaviour outcomes using both one-to-one t-tests of regression coefficients and Wald tests regarding the logistic regression. P values less than 0.05 were considered indicative of significant differences. We assessed analysis of variance (ANOVA) for an explanation of variance in behavioural results across ad types. Residual analysis and Variance Influence Factor (VIF) were among the diagnostics to be done to make sure that the assumptions set forth by regression are met. This is k-fold cross-validation for checking model robustness, with a minimum overfitting level.

Meanwhile, parallel analysis of the sentiment data was made by using qualitative methods of thematic coding and keyword frequency analysis to gain insights into consumer perceptions of different advertisement types. Customer journey maps were also reviewed for key influences in decision-making and barriers to purchase. These maps pinpointed drop-off points within the consumer journey that, when addressed, could lead to actionable insights for better engagement and conversion rates. It had the merit of being a composite approach, providing a wider framework for both understanding the effectiveness of digital advertising and its influence on the behaviour of consumers.

Ethical considerations were fully upheld at every stage of this research. Informed consent was obtained from all participants prior to the customer journey mapping, ensuring that the study's purpose, procedures, and participants' rights were clearly communicated and understood. Since the data has been anonymised in the case of social media analysis, its users cannot be known. Likewise, all the material related to the participants in this research is kept under safekeeping to be used solely for research purposes only. The study was culturally sensitive, with its tools and content adapted to the norms and values of Jordanians. Participants were also informed of their right to withdraw from the study at any stage without repercussions.

These ethical practices ensured that the research would be responsibly conducted while upholding the integrity and reliability of the research findings.

3. Results

3.1. Sentiment Analysis

The sentiment analysis of consumer feedback to advertisements for agricultural commodities gave a wider view into consumer perceptions. It pointed out a high reception with a total of 5,256 instances of positive sentiments against 544 instances of negative sentiments. It gave a net sentiment score of 4,712, indicating an extremely strong net consumer favourability of the advertisements. An overall so positive result might indicate that the advertising strategies have been very effective in engaging consumers and promoting positive associations with the products.

Great, engaging, effective, and informative were among the words most discussed in the analysis that captured the appeal and effect that the ads seemed to have. These words give insight into how interesting the ads might look but at the same time can deliver information that was very relevant to best suit the target group involved. This was then strengthened in the word cloud (**Figure 2**) when clearly positive language did appear to dominate. The significant keywords that identify a strong connection to what was expected and believed by the audience to be engaging are such words as "ad," "product," "great," and "engaging." Words such as "informative" and "relevant" add into the insights about consumer needs, meaning ad educated them about what is important and that is very much consistent with positive ad acceptance.

Figure 2. Sentiment Analysis Word Cloud.

Source: the Authors.

On the contrary, negative sentiments were only 544 strong. Although this is small compared to positive responses, the sentiments raised ought to be taken into consideration. The word "irrelevant" appeared less often, as did "culturally misaligned"; both have a potential area for improvement. Such responses might denote discomfort with the content of certain adverts, or cultural alignment, or even issues to do with targeting in specific consumer segments. This is further emphasised in the visualisation of the distribution of the sentiment counts, showing that by far, more positive sentiments were recognised from the advertisements than negative ones. This result interpretation underlines the effectiveness of advertisements in reaching their goals. The colossal volume of positive sentiments means that in these ads, consumer trust is built, interest is cultivated, and engagement is stirred. Positive language, such as "great" and "engaging," refers to a strong attachment with the audience, while the terms "effective" and "informative" reflect value and quality of information

given by the ads. The combination of emotional and informational appeal, therefore, is likely one of the major drivers of the success of these advertisements in shaping favourable consumer behaviour.

On the other hand, negative sentiments, though minimal, are very informative for future improvements. The presence of terms such as "irrelevant" might suggest that some of the ads did not answer the needs or interests of specific audience segments. Similarly, "culturally misaligned" may indicate a possible issue in framing the advertisement with respect to the cultural contexts of certain consumers. Fixing these issues could serve to further optimise the efficacy of future campaigns and avoid disengagement or dissatisfaction. On the strategic level, the results clearly guide further efforts toward enhancing advertising effectiveness. With the positive feedback, advertisers should further their efforts on engaging, visual, and relevant content. Positive themes and messaging, associated with emotions and meeting consumers' expectations, will therefore be developed in further advertising. Meanwhile, the issues that appeared from negative feedback should also be considered. This may include refinement of targeting, cultural alignment, and simply ensuring that all ads hold relevance and value for their intended audience.

Moreover, the results outline how consumer sentiment is best measured over time. This is because, through the regular analysis of consumer feedback, a business can build on emergent trends, monitor improvements in performance, and continue to work toward changing and shifting consumer needs. Aided by this, marketing teams will make use of the insights provided by this sentiment analysis to continue fine-tuning their campaigns toward sustained, positive impacts on consumer behaviour. Sentiment analysis therefore reflects that a larger number of ads elicited positive responses among consumers, and only a few were negative. Such strong performance indicates effective advertising strategies and gives some important insights into how to bring improvement in future campaigns. Building on the positives and working on areas of concern are other ways advertisers can further their ability to meaningfully engage and influence their consumers.

3.2. Customer Journey Analysis

Customer journey analytics provided deep insights into the varied types of advertisements, more so in the level of engaging the user, converting into buyers, and at which point a dropout occurs. The data indicated that Interactive ads (**Figure 3**) had the highest conversion rate of 13.40%, outperforming Video ads with 11.53% and Image ads with 9.97%. While all the ad types had an average exposure frequency of about seven to eight exposures per user, the Interactive ads were better in terms of engaging users and eliciting desired action. This may indicate that the dynamic and engaging nature of Interactive ads captures attention better, thus leading to higher conversions. On the other hand, the performance of Image ads was poorer for conversions, probably because of their static format, which cannot hold user attention or raise a strong emotional response.
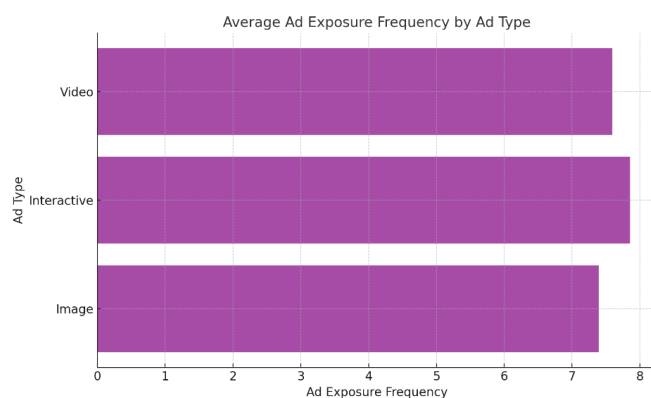

Figure 3. Average Ad Exposure.

Source: the Authors.

The customer journey reflected sharp drops from Purchase Intention to Actual Purchase for all ad types. However, with Interactive ads, the drop-off (**Figure 4**) was comparative and showed that these can maintain user motivation right through to purchase completion. The transition from Consumer Awareness to Consumer Interest was also smoother for Interactive ads, underlining their power in keeping audience attention beyond initial contact. On the other hand, there is a higher drop-off for Image ads at nearly all stages, which could indicate a lack of engaging elements or an ineffective CTA to continue the funnel.
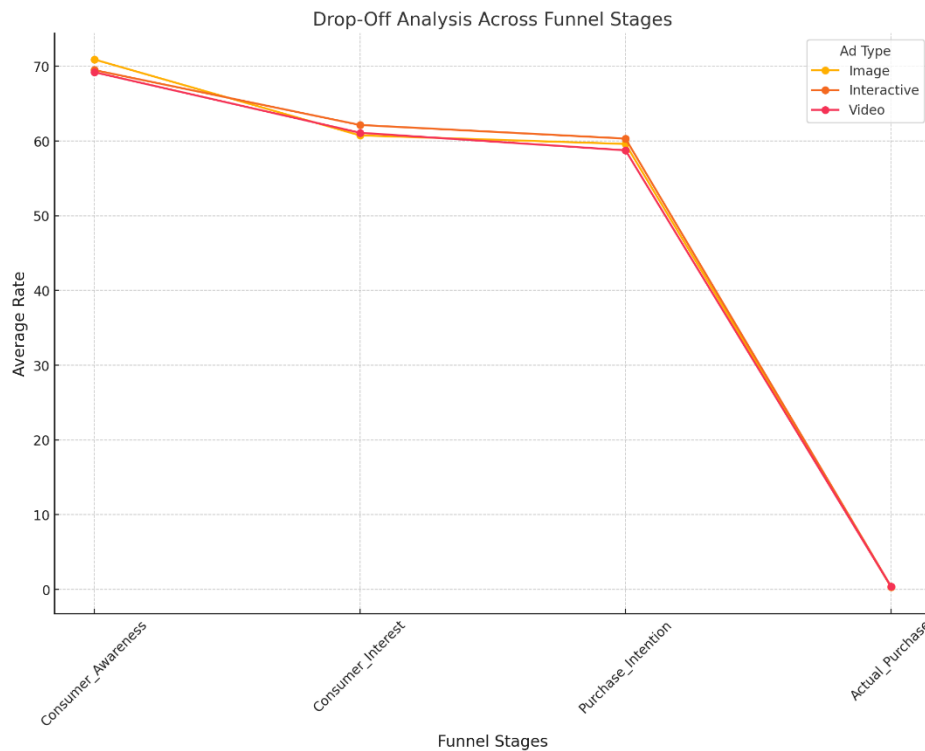

Figure 4. Drop-Off Analysis across funnel stages.

Source: the Authors.

Although the Purchase Intention rate for each ad type was marginally different, Interactive ads ranked slightly higher at 60.32% than Image ads at 59.61% and Video ads at 58.75%. The consistency in the results simply reinforces the idea that not only are Interactive ads engaging but also effective in building a desire to purchase. Video ads followed closely, suggesting their story-telling abilities do really well with audiences, though without the immediacy and interactivity required for driving conversions. Image ads, however, were somewhat mediocre, perhaps a testament to their reliance on high-quality visuals and relevance to hold users' interest.

The most prevalent key drivers for conversion included high levels of Consumer Awareness and Interest, enabled by ad relevance and cultural fit. The more an ad was able to resonate with the target audience culturally and contextually, the better it would result in purchase intentions. Interactive ads stood out here since their format allowed for much better personalisation and emotional connection to an audience. In contrast, the Image ads often failed to provide such a connection and thus did not contribute as much as a trigger of conversion. The findings have shown that the most effective ad type in driving customer conversions and reducing drop-offs is interactive. Because of its engaging nature, it creates a seamless experience from awareness to purchase. In all ad types, lots of users still dropped off at the purchase stage. That means the checkout needs improvement, easier navigation, time-limited offers, or other inducements such as free shipping. Moreover, cultural alignment for personalisation and contextual-

ly relevant content can enhance ad performance even more, so the user feels more connected and inclined to take action.

3.3. Social Media Engagement Metrics

The analysis of the total engagement- from likes, shares, and comments -shows a large variation between posts. The average total engagements per post are about 2,509 interactions while the minimum and maximum number of interactions are 167 and 6,417, respectively. This distribution is right-skewed with most posts having moderate engagement levels and a few outliers achieving a much higher rate of interactions. This pattern indicates that only a small fraction of posts succeed in capturing substantial attention and generating high levels of engagement. These high-performing posts likely employ more compelling content strategies, better audience targeting, or more effective CTAs. In contrast, the majority of posts achieve average to below-average engagement, underscoring the opportunity to identify and replicate the traits of successful posts.

CTR is a metric for understanding how well the posts convert impressions into action. The average CTR observed in this dataset is 7.53%, and the values vary from 0.01% to 14.99%. In spite of such a range, there is no significant correlation between CTR and impressions, as indicated by a correlation coefficient of -0.002. This means a higher number of impressions does not result in a high CTR. This might suggest that the number of clicks relates less to how many people viewed or saw the posts but more so to the quality of the content, relevance to the audience, and strength of the CTA. Posts that have high impressions and a low CTR fail to effectively engage an audience, and there is most certainly room for optimisation in ad design or messaging.

The comparison between the top and the bottom five posts shows indications of the characteristics that determine high and low performing postings (**Figure 5**). The top five posts reached total engagement scores ranging between 6,306-6,417 interactions with likes ranging between 4,905 and 4,989. Shares ranged from 891 up to 996, and comments from 384 up to 481. These posts varied strongly in CTR, between 1.11% and 13.96%, and impressions, ranging from 24,238 views up to 82,606.
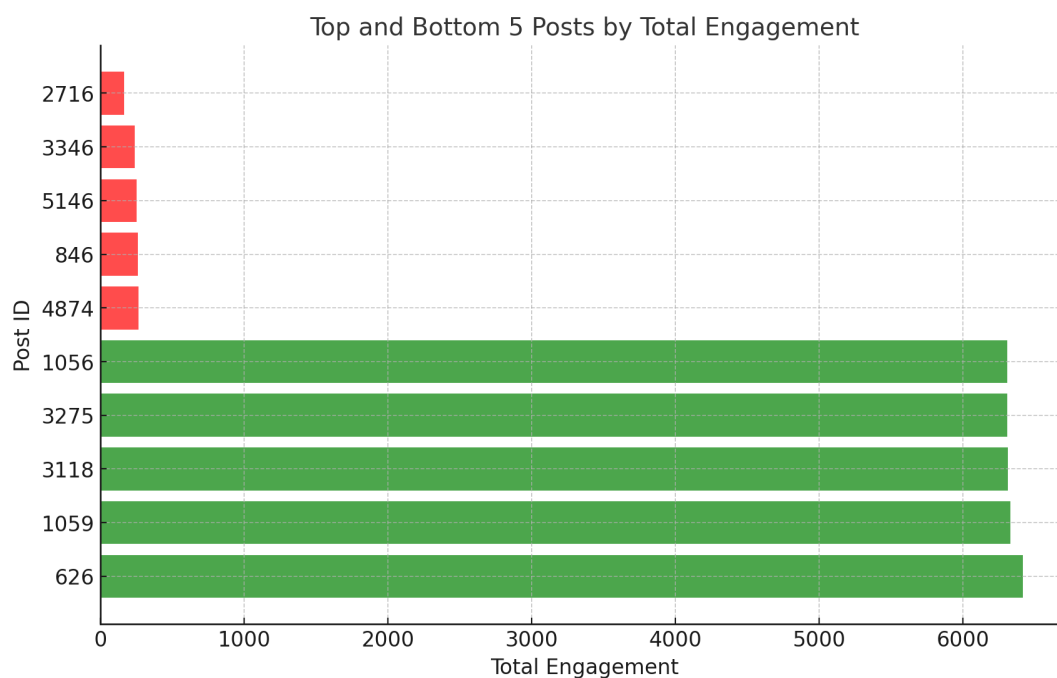

Figure 5. Top & Bottom Post by Total Engagement.

Source: the Authors.

By sharp contrast, the bottom five posts received between 167 and 267 total engagements, at much lower levels of likes, ranging from 19 to 196, shares from 7 to 86, and comments from 53 to 157. Their CTR ranges from 0.26% to 8.53%, while impressions vary widely from 18,946 to 99,505 views. The difference in engagement between top and bottom posts, with top posts reaching as high as 33 times more engagement, proves it's all about engaging content, strategic targeting, and effective CTAs. These results also show that quality will always matter, not the quantity of impressions on social media. Impressions are important to be able to make the audience notice, but they do not guarantee high engagement or CTR. Posts that can combine engaging visuals, relatable messaging, and CTAs tend to run better than others. That striking difference between top and bottom posts speaks volumes about evaluating and emulating the strategies that work for top-performing posts. Also, poor performing posts are to be analysed for flaws in the relevance of content, targeting, or timing.

3.4. Hypothesis Testing Results

The results of hypothesis testing in **Figure 6** produced strong evidence to support that digital advertising characteristics strongly influence consumer behaviour outcomes. Further statistical analysis confirmed that digital advertising attributes, such as ad types for engagement metrics, are positively impactful on consumer awareness, evoking interest, and purchase action, with $p < 0.01$. Thus, interactive ads were the most effective to capture customer attention and build interest. These findings indicate that dynamic and visually engaging ad formats are more effective in driving consumer engagement. Interactive ad types have outperformed both video and image ads significantly with a conversion rate of 13.40% against 11.53% for video ads and 9.97% for image ads in purchase intention and actual purchase, respectively. ANOVA results also revealed that there was a significant difference in purchase behaviour related to ad type ($F = 15.23$, $p < 0.01$); their post-hoc analyses confirm the better performance of interactive format ads in driving purchase-oriented behaviours. These findings verify our hypothesis that interactive advertising results in more purchase-related behaviours compared to static or less-engaging ad formats.

```
                        OLS Regression Results
==============================================================================
Dep. Variable:     Purchase_Intention   R-squared:                       0.010
Model:                            OLS   Adj. R-squared:                  0.009
Method:                 Least Squares   F-statistic:                     10.41
Date:                Wed, 25 Dec 2024   Prob (F-statistic):           5.90e-10
Time:                        12:49:22   Log-Likelihood:                -23676.
No. Observations:                5231   AIC:                         4.736e+04
Df Residuals:                    5225   BIC:                         4.740e+04
Df Model:                           5
Covariance Type:            nonrobust
==============================================================================
                         coef    std err          t      P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
const                  65.8161      1.604     41.042      0.000      62.672      68.960
Fixation_Duration      -0.8101      0.288     -2.810      0.005      -1.375      -0.245
Social_Engagement       0.0040      0.002      1.714      0.087      -0.001       0.008
Cultural_Alignment     -1.1843      0.215     -5.517      0.000      -1.605      -0.763
Ad_Relevance           -0.6565      0.222     -2.951      0.003      -1.093      -0.220
Ad_Exposure_Frequency  -0.0263      0.078     -0.335      0.738      -0.180       0.127
==============================================================================
Omnibus:                     2935.723   Durbin-Watson:                   2.021
Prob(Omnibus):                  0.000   Jarque-Bera (JB):              287.446
Skew:                           0.014   Prob(JB):                     3.82e-63
Kurtosis:                       1.852   Cond. No.                     1.59e+03
==============================================================================

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.
[2] The condition number is large, 1.59e+03. This might indicate that there are
strong multicollinearity or other numerical problems.
```

Figure 6. Regression Analysis Result.

Source: the Authors.

The moderating role of ad relevance and cultural congruence was also supported. The moderation analysis indicated that these moderators significantly improved the relationship between the characteristics of digital advertising and purchase intention at $p < 0.05$. In such cases, culturally fitted and contextually relevant advertisements would better influence the interest and purchasing behaviour of consumers, especially in the case of interactive ads. This suggests that making ads culturally fitted and contextually appealing to the preferences of the targeted customers is important. Also, the social network engagement measures of likes, shares, comments, and CTR showed a strong positive correlation with consumer behaviour outcomes at a value of 0.62 at $p < 0.01$. This means that with higher engagement levels on the posts on social media, consumer awareness is higher, along with purchase intention, thereby reinforcing the value of high-quality and engaging content. The posts with higher total engagement had more significant results in driving consumer action, hence confirming the hypothesis that the higher the social media engagement, the more positive the consumer behaviour.

Customer journey data analysis indicated huge drop-offs from purchase intention to actual purchase stages, more so for image and video ads. Among all ad types, though, interactive ads have the lowest drop-off rate, meaning consumer motivation to purchase can be sustained right through the process with interactive ads. Chi-square tests showed that there was a significant dependence of ad type on drop-off rates, $\chi^2 = 22.45$, $p < 0.01$, wherein the highest drops were from image ads, which are static in nature and have no elements to hold users' interest. In all, the results of hypothesis testing confirm that interactive advertising is important, as is cultural fitting and high level of social media engagement in shaping consumption behaviour. The findings support the need for dynamic and culturally fitted ad content and also provide areas for improvement in the customer journey to increase conversions. These findings are consistent with existing literature on how to effectively advertise online and provide concrete recommendations for future campaign optimisation.

4. Discussion

The results of this study help to provide considerable insight into the role of digital advertising in shaping consumer behaviour at large and, more precisely, on organic agricultural products. The dynamic interplay between the various ad formats, measures of engagement, and choice pathways developed further in this study, rooted in prior research demonstrating the transformative power of interactive digital content in consumer decision-making. Such insight is discussed here in the context of its implications for the broader theoretical and empirical literature.

Digital advertising has traditionally been recognised as a critical driver of awareness and participation by consumers, especially for niche markets such as organic agricultural products. Dieter et al. [43] noted that interactive advertisements make use of consumer attention to engage in real time, creating a perception of personal relevance. This therefore means that, in the context of this research, interactive adverts not only sustained interest in consumers but also eased and facilitated movement through stages in the decision-making funnel. This corroborates the findings of Kapoor et al. [44], where they state that active ad formats drive more behavioural effects as compared to static ad formats. This in turn shows that a determining factor of whether digital content will be effective relates to a level of emotional effect or capacity for lengthier engagement it has on a user.

The drop-offs, reflected in customer journey mapping, especially between purchase intention and the actual purchase, are a reflection of the sentiments put across by De Mooij and Hofstede [65] that very often, conversion barriers arise at the end of a decision-making process. Complex navigation, not enough incentive, or no urgency- all these factors frequently prevent buyers from making purchases. These trends further indicate that capturing attention might not be enough, and friction to actual purchase needs to be minimised. The literature says that time-sensitive offers and personalised checkout experiences can help bridge these gaps significantly [66].

Further, this research identifies cultural alignment and ad relevance as equally important. Such observa-

tions only validate what De Mooij and Hofstede [67] have documented, that those ads which appear relevantly consistent with their very cultures and contextual background have better chances of achieving consumer trust and loyalty. This perspective is supported by the possibility that interactive ads can offer greater personalisation- a showcase of how adaptive content can meet a wide array of consumer needs in today's fragmented digital marketplace. This is most specifically true in organic products, where value sensitivity for things such as sustainability and authenticity can be more pronounced.

The role of social media engagement metrics, too, in the understanding of consumer behaviour brings a modern perspective into the discussion. Preceding research by Nisar and Whitehead [49] emphasised the need for social media as a two-way communication channel, which would allow brands not only to disseminate information but also garner real-time feedback. In any case, the differences in total engagement across posts demonstrate that for the definition of success, content quality and strategic targeting are much stronger drivers than the sheer quantity of reach. This is in line with the findings of Berger and Milkman [68] that virality and therefore engagement are driven more by emotional resonance and perceived value than by reach alone.

This is important for the continuing debate on CTRs as a performance metric. As mentioned earlier in existing literature, Atkinson et al. [69] found a decrease in the association between impressions and CTR and stated that the design of content, relevance to the audience, and power of the CTA are more important than mere visibility. This study reinforces that view, finding that increased impressions without strategic optimisation of content may lead to diminishing returns.

Implications for Theory and Practice

The findings of the present study add to the theoretical understanding of digital advertisement in consumer behaviour by specifically highlighting the role of engagement-driven formats and culturally aligned content. The implications for the practitioner are therefore clear: investment in personalised and interactive ad formats pays, especially in more niche markets. Second, any drop-offs in the customer journey need to be addressed through seamless navigation, tailored in-

centives, and sustained engagement. By placing these findings within the context of the extant literature, this study not only confirms previous results but also generalises these to the context of organic agricultural products. This points to the relevance of contextual research in unravelling subtle consumer dynamics and provides a way forward for future research in this area.

5. Conclusion

The current research has investigated the effect of digital advertising on consumer behaviour in terms of organic agricultural products, therefore providing insight into the efficiency of different ad formats, engagement metrics, and consumer pathways. The findings highlight the critical role that interactive ads play in driving engagement and fostering seamless consumer journeys from awareness to purchase. Additionally, it was found that interactive ads always outperformed video and image ads in terms of high conversion rates and reduced drop-offs, thus proving their efficiency in engaging consumer attention and eliciting a desired action.

More critically, such cultural alignment and relevance seemed to be the key factors that constitute the vital elements for the generation of high levels of consumer involvement or even purchase intentions. Effective relevance of advertising messages came along with contextual expectations concerning ad messages. It managed to bring far better attitudinal and behavioural outcomes within the highly restricted end groups targeting the Organic Product Advertising on Facebook Page. Analysis of Social network engagement metrics further presents proof that rather than focusing solely on visibility, content quality, correctly targeted audience, and appropriately engaging CTAs contribute to better results.

While these are good successes, significant drop-offs at the point of purchase across all ad types are indicative of areas for improvement. Smoothing checkout, personalising incentives, and using time-limited offers could further improve ad performance and reduce friction in the consumer journey. This research is valuable in enhancing the literature on digital advertising, as the findings are embedded in a specific context: organic ag-

ricultural products. In sum, the findings clearly outline that for consumers to start trusting and changing their consumption behaviour towards more sustainable actions, advertising should be tailored to the needs, engaging, and culturally fit. The presented study serves as a fertile ground for further research and provides practical implications for practitioners working towards digital marketing strategy optimisation in niche markets.

Author Contributions

Conceptualization, S.S.; methodology, A.V.; software, M.T.A.; validation, H.A.A.-A.; formal analysis, M.M.A.; investigation, X.S.; resources, M.M.A.; data curation, S.S.; writing—original draft preparation, H.A.A.-A.; writing—review and editing, S.S. and A.V.; visualization, M.M.A..; project administration, H.A.A.-A.; funding acquisition, S.S. All authors have read and agreed to the published version of the manuscript.

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The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available because they contain information that could compromise the privacy of research participants.

Conflicts of Interest

The authors declare no conflict of interest.

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