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Impact of Digital Media Marketing on Purchase Intention of Organic Vegetables in Butwal Sub-Metropolitan City, Nepal

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Abstract

This study investigates how digital media marketing influences consumers purchase intention toward organic vegetables in Butwal Sub-Metropolitan City, Nepal. By using four constructs of environmental concern, price, availability, and trust, this study uses a quantitative research design and surveys 403 respondents familiar with digital media platforms by using a questionnaire. Using partial least squares structural equation modeling (PLS-SEM), the analysis evaluates the reliability and validity of the reflective measurement model and then examines the structural relationships among the latent variables to identify the key determinants of purchase intention. The findings show that environmental concern, price, and trust are positive and significant determinants of purchase intention, whereas availability has a positive but insignificant effect. The model demonstrates moderate predictive capability ($R^2 = 0.458$), and the Importance–Performance Map Analysis indicates that environmental concern is the strongest driver of purchase intention for organic vegetables in Butwal. Overall, the study concludes that digital media marketing can strongly enhance purchase intention when a marketer emphasizes environmental benefits, transparency, and value-based pricing. These insights can help farmers, producers, resellers, and marketers design and align with digital media strategies to promote and increase purchase intention for organic vegetables in developing markets.

Keywords: Purchase intention, digital media marketing, organic vegetables, environmental factor

Introduction

The current attitude of consumers toward fresh vegetables for better health has led to study about purchase intentions of fresh vegetables in developing nations like

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Nepal (Lukman et al., 2024). Disseminating organic vegetables, social media platforms through digital media marketing can be influential platforms for consumer engagement (Lukman et al., 2024). Consumers have a positive sense of consumption of organic vegetables as they believe this food products are free from pesticides which are more used in commercial production (Plank & Gould, 1990). Adding to this, consumers rely more on social media reviews before making any purchase which has been created for the purpose of purchasing organic vegetables through social media platforms (Lukman et al., 2024). Beyond avoiding pesticide residues, many consumers choose organic food because they relate it with long-term health benefits and environmental concern (Hughner et al., 2007; Paul & Rana, 2012). Empirical studies consistently show that health consciousness and environmental concern are among the strongest drivers of attitudes and intentions toward organic food (Yadav & Pathak, 2016; Ayyub et al., 2021). In Nepali contexts, factors such as health benefits, environmental concern, price, taste and awareness have been identified as key drivers of purchase intentions for organic products and aligns on environmental factor, price, availability and trust in this study (Shrestha, 2022). Environmental factors, trust, availability are some of the major factors that determine purchase intention of organic vegetables by potential consumers (Kamboj et al., 2023). Digital marketing display, advertisement, search engine optimization are some of the prominent ways to execute marketing strategies that will drive purchase intention for targeted consumers (Gurung, 2018).

Increasing Demand of Organic Vegetables and its promotion through digital media has been undermined in our country. Focusing more in Butwal Sub-Metropolitan City is the key objective of this paper. Less focus is given on promotion of organic vegetables and its promotion through digital media platforms. So, the major research gap of this paper is to know the impact of digital media marketing on purchase intention of organic vegetables. The major differences of this paper are to know how organic vegetables consumption can pave the greater purchase intention on public mind especially in Butwal Sub-Metropolitan City.

Purchase intention is mainly determined by ability to purchase, social pressure and, their positive or negative evaluation (Ajzen, 1991). In the digital era, consumer purchase intention is more expanded to areas like digital media quality, website interface and e- commerce trust (Kim & Lennon, 2013). Health benefits are the primary driving factor for greater consumer purchase of organic foods. Consumers perceive organic foods as healthier with more nutrition due to absence of chemical pesticides and fertilizers (Smith-Spangler et al., 2012). Regardless of increasing demand for organic vegetables, consumers are only willing to purchase organic vegetables if they are readily available at nearby grocery stores (Gracia & De Magistris, 2008).

Combining purchase intention with organic food knowledge, health benefits, convenience and availability can provide an overall view of the impact of consumer

consumption of organic vegetables (Lusk & Briggeman, 2008). Fusing prior work, reviews of organic food consumption conclude that health, environmental concern, transparency of quality assessment jointly shape consumer attitudes and purchase intentions (Hughner et al., 2007; Rana & Paul, 2017). Health awareness, in particular, has been identified as a main driver of positive attitudes toward organic food and a key determinant of intention and actual buying behaviour (Paul & Rana, 2012; Yadav & Pathak, 2015). Recent studies in developing countries focuses trust in organic claims and perceptions of price fairness mediate the relationship between these attitudes and purchase intention (Ayyub et al., 2021; Shrestha, 2022), which justifies incorporating trust and price as core constructs in the present model. Consumers often go through other consumer reviews, celebrity endorsement and product advertisements which all add value to the purchase intentions. The findings of the research will provide a clear landscape on how digital media marketing such as influencer endorsement; advertisement will affect purchase intention. The purpose of writing this paper was to increase consciousness of consumers towards better health, increasing use of pesticides on food products which has created more alignment on organic foods. Additionally, consumer trust and availability of organic products show greater challenges for greater purchase intention which the findings of this paper will provide. Overall, understanding the dynamics of variables related to purchase intention and linking this with digital media marketing is crucial for grasping opportunities for organic food businesses.

In recent years, the concept of the consumption of organic vegetables has significantly increased mainly due to chronic diseases like diabetes and high blood pressure. On the other hand, the consumption and demand of organic vegetables mainly remain consistent due to lack of availability and less promotion of such products. Adding to this evidence, use of digital media platforms mainly through social media advertisement and influencer marketing has played a very beneficial role in promotion of those brands and in turn high sales of the given product. Correlating to this factor with the market of organic vegetables there is more gap in promotion and consumption of organic vegetables signifying unclear evidence on how digital media marketing directly impacts the purchase intention of organic vegetables especially in the developing market (Antczak, 2024).

Research on social media marketing shows that creative, interactive content increases consumer engagement and can convert into more favourable brand evaluations and higher purchase intentions (Ashley & Tuten, 2014). Digital marketing strategies that focuses experiential, visual and participatory content tend to generate stronger engagement than purely informational messages, undermining the crucial role of social media in shaping consumer responses to marketing communication (Ashley & Tuten, 2014). Recent studies also indicate that exposure to organic-related content on social media such as reviews, influencer endorsements and educational posts can positively

affect consumer attitudes and purchase intentions toward organic food products (Ayyub et al., 2021; Singh & Verma, 2017). However, there is still limited evidence on how these mechanisms operate for fresh organic vegetables in small organic markets like Nepal, where digital media marketing for organic produce are only emerging. The demand for organic products, specifically organic vegetables, has increased mainly due to health concerns, increased use of chemical fertilizers, and unhealthy commercial production with which demand of organic vegetables has too increased. Secondly, in the last decade digital media has played a significant role in shaping people's awareness and promotion of products of the given brands and products of the firm. However, with the increased demand for organic vegetables and increased use of digital marketing for the promotion of products less evidence is there on the research of these two factors especially in the developing market. Understanding the relationship between digital marketing strategies with the purchase intention of consumer organic vegetables can provide insights and opportunities for the policy makers, entrepreneurs and marketing to align with the mission on these segments (Francis et al., 2023).

Against this backdrop, the present study focuses on Butwal Sub Metropolitan City, a growing metropolitan city in Nepal where the organic vegetables market is still small and digital promotion remains limited. By fusing environmental concern, price, availability and trust into a Theory of Planned Behavior oriented framework, this research further describes prior work on organic food purchase intention in developing countries (Paul & Rana, 2012; Yadav & Pathak, 2016; Ayyub et al., 2021; Shrestha, 2022) to a digital media marketing context. The study uses partial least squares structural equation modelling (PLS-SEM), which is suitable for analysing complex marketing and consumer-behaviour models with multiple latent constructs (Neupane et al., 2025). In doing so, it provides context-specific evidence on how digital media marketing can be leveraged to strengthen purchase intention for organic vegetables in a developing country, offering practical implications for producers, retailers and policymakers.

Literature Review

Role of Social Media in Advertising

The effect of advertising on social media is effective and widely used by many e-commerce sellers (Alalwan et al., 2017). The real time engagement of billions of social media users makes good opportunities and viable platforms for many brands and resellers where they develop contents, and reels design to attract the attention of their potential social media engaged customers (Ertemel & Ammoura, 2019). Social media advertising is one of the most powerful tools for reaching out potential customer base through social media platforms (Vinerean, 2017). Social media advertising show

a positive impact on increasing sales because of which its social media advertising represents enough opportunities for brands and resellers to increase sales of their product.

Social Media and Organic Food Sales

In general, marketers of any brand want to sell their product and producers of organic vegetables also want buyers to buy organic products by showcasing their benefits in relation to their personal health. For which organic vegetables producers also want to sell their product through the medium of social media (Tashakkori et al., 2023). Organic vegetable producers who adopt social media platforms achieve agility in their performance because agility is the process of having higher efficiency as a result achieving higher sales and higher profit (Itani et al., 2020). Adopting social media platforms means having flexible interaction with their prospective clients as a return having higher opportunities for turning prospects into leads. A Facebook post that shows organic vegetables, their benefits on health have more prospects of generating online sales (Lu & Miller, 2019). On the other hand, rating, feedback and reviews also show positive relation on social media platforms for increasing sales and easy view for first time purchase for clients without hesitation and a better number of positive reviews increases the net sales of the business (Kim et al., 2016).

Social media has a supporting role for the increase in sales of organic vegetables through advertisements, electronic word of mouth effect (Durbul et al., 2024). Social Media Platform mainly Instagram and Facebook promoting organic vegetables content where popularly searched and engaged by online vegetables buyers (Sudha et al., 2024). Organic Vegetables country of origin, safety and quality standard during production of organic vegetables, cultural norms, availability and, know how about benefit of organic vegetables greatly influence the purchase intention of organic vegetables by the perspective buyers (Yiyuan & Ying, n.d.). Website Quality has some mediation on consumer satisfaction which has indirect impact on purchase intention of organic vegetables (Hasanov & Khalid, 2015).

Ajzen (1991) states that purchase intention is mainly driven by attitude, subjective norm and perceived behavioral control. Attitude mainly explains how willing the individual is to be interested in doing behavior and how much effort the individual puts to carry out the behavior. Secondly, perceived behavioral control mainly shows the probability of successful attempts that the given planned behavior will be carried out. Thirdly, subjective norms affect how important the other individuals give approval to perform the following behavior. Davis (1989) states that consumer purchase intention is mainly based on perceived usefulness and ease of use. Perceived usefulness mainly explains people generally purchasing products based on how it will help to make their job more efficient. Secondly, if the clients feel the given product helps them to make

their job more efficient than they generally look for how easy the given products are to use. If the potential clients feel the given product makes their job easier but the procedure is hard to use, then it will negatively affect the purchase intention of the potential clients.

Zeithaml (1988) states that purchase intention of the individual is mainly influenced by the value of the product that is consumed by the individual and its relative cost during its purchase and post purchase. The theory of perceived value classifies the utility of the product and its means to purchase the product is mainly influenced by its real-life usage of the product, cost of the product, brand value of the product, and emotional attachment related to the product. The theory of the consumer decision making process. Haines et al. (1970) explains before purchasing the product, potential consumers firstly go through need recognition where consumers feel purchasing the product satisfies their basic wants. Secondly, potential consumers go through to search the product through various mediums where the individual can purchase the product. Thirdly, in the process of information search for the given product, here individuals evaluated various alternatives related to purchase the given product. In the final stage, consumers decide to purchase the product among the given level of alternatives.

Empirical Review

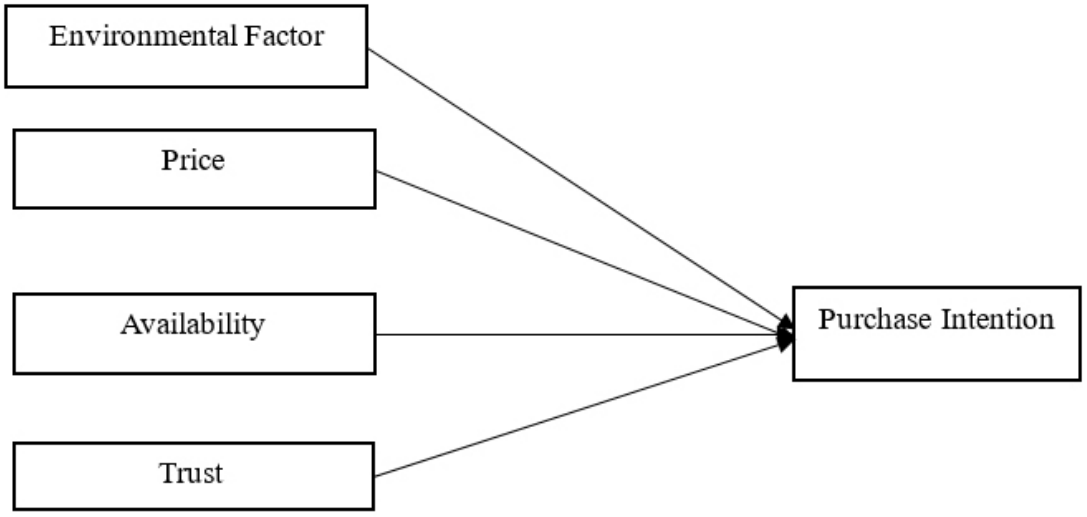
Literacy can be understood as the ability to understand, interpret and make communication in both verbal and written format (Truman & Elliott, 2019). Food literacy can be understood as a person's ability to understand and make decisions in a way that affects their personal health and wellbeing (Cullen et al., 2015). Food or vegetables are organic where the ingredients in it are free from chemicals and composed of organic materials (Liu et al., 2014). Taking concerns about various diseases, there is growing concern of organic vegetables that are free from chemicals and fertilizers.

Explaining the role of social media marketing on the sales performance, social media marketing tools such blogs and reels are where users contribute by creating content such as opinion and feedback (Chaffey & Smith, 2013). The sales process includes identifying the customer base, approaching, needing discovery, presenting, closing and following up where each phase needs certain abilities and skills where social media adoption has a role in each stage (Avlonitis & Panagopoulos, 2010).

Prior research consistently shows that health awareness, environmental concern, and positive attitudes are main drivers of organic food purchase intention, both globally and in South Asian contexts (Ayyub et al., 2021; Guragain, 2024; Shrestha, 2021; Yadav & Pathak, 2015). At the same time, consumers still face hurdles such as higher perceived price, limited availability, and questions about authenticity, which can weaken favourable attitudes into actual purchase (Hughner et al., 2007; Kamboj et al., 2023). Recent studies also aligns increasing role of digital areas; social media content,

influencers, and website quality in shaping trust, engagement and online purchase intention for organic products (Al Falah et al., 2024; Arı & Yılmaz, 2024; Ashley & Tuten, 2015; Hasanov & Khalid, 2015; Samaniego-Arias et al., 2025). However, evidence from Nepal remains limited and fragmented, with only a few local studies focusing on consumer attitudes and purchase intentions in specific metropolitan areas (Guragain, 2024; Shrestha, 2021). Using this framework, the present study examines how digital media marketing influences attitudes and purchase intention towards organic food, while also accounting for trust and perceived benefits in the Nepalese context.

Conceptual Framework



Adapted from Bazhan et al. (2024)

Methods and Procedures

Research Design

The research study adopts quantitative research design to gain in depth insights regarding complex buying behavior of consumers mainly on vegetables for daily consumption. The purpose of using quantitative method is to understand key views of producers and resellers of organic vegetables through questionnaire method where descriptive and inferential statistical analysis is used to have key information from the people who have prior exposure to digital marketing and online shopping experience on digital media platforms.

Sampling and Population

The research papers align with quantitative approach to get in-depth insights of consumer perception of the purchase of organic vegetables via digital media platforms. The study aims to analyze purchase intentions of organic vegetables through digital media platforms in Butwal Sub-Metropolitan City. The population of the research study are the residents of Butwal Sub-Metropolitan City. And the sample areas of the research study are the producers, sellers of organic vegetables and buyers and people familiar with buying organic vegetables through digital media platforms.

Data Collection Method

The study relied on questionnaire methods to 403 people who often buy organic vegetables through digital media platforms. A questionnaire method was carried out to understand how digital media marketing influences purchase intention of organic vegetables in Butwal Sub-Metropolitan City.

Sampling Technique

The research study uses purposive sampling technique to get in depth insight of purchase intention of organic vegetables through digital media platforms. The reason for using purposive sampling in this research study is because the participants had prior exposure to digital marketing as well as shopping experience through digital media platforms. The sample size was determined by using rule of thumb, since this research study consists of total 5 constructs with 24 items (24*10=240) (Hair et al., 2010; Kline, 2015). However, to gain better accuracy in the results, 403 samples were included.

Results

This section outlines the analysis and results of the research study. The data collected have been analyzed using Smart PLS V4 and results obtained through it have been mentioned in this chapter. This chapter has been categorized into four sections; the first section deals with the demographic profile of the research study. The second section outlines results of descriptive statistical tools like mean, standard deviation, outer loadings and VIF. The third section highlights inferential statistics where hypotheses formed were tested by using statistical tolls like regression and correlation. Lastly, the fourth section outlines major findings of the research study.

Descriptive Analysis

Descriptive analysis was carried out to summarize the demographic details of the respondents. This includes measures like mean, standard deviation. Demographic

variables like age, gender, education, level of income of the respondents were analyzed. Demographic statistics were used to understand the views of digital media marketing and purchase intention of organic vegetables. The result of this analysis helped to draw out general patterns of consumer behavior which helped to provide platforms for carrying out other inferential statistical analysis which further helps to understand the relationship between digital media marketing and purchase intention of organic vegetables.

Table 1

Assessment of Scale Items

Variables	Item Names	Outer loadings	VIF	Mean	Standard Deviation
Availability	**A1**	0.761	1.565	5.144	1.738
	A2	0.914	3.385	5.117	1.594
	A3	0.822	2.19	4.674	1.812
	A4	0.872	2.566	5.057	1.547
Environmental Factor	**EF1**	0.749	1.62	5.144	1.738
	EF2	0.896	3.395	5.117	1.594
	EF3	0.803	2.208	4.674	1.812
	EF4	0.871	2.806	5.057	1.547
	EF5	0.748	1.683	4.741	1.787
Price	**P1**	0.804	2.468	4.376	1.924
	P2	0.808	2.974	4.816	1.841
	P3	0.897	3.169	4.276	1.893
	P4	0.886	3.371	4.184	1.975
	P5	0.838	2.023	3.333	1.947
Trust	**T1**	0.893	3.198	4.667	1.947
	T2	0.882	3.024	4.271	1.97
	T3	0.844	2.403	4.368	2.061
	T4	0.834	2.472	3.928	1.943
	T5	0.922	4.314	4.219	1.99
Purchase Intention	**PI1**	0.895	3.19	5.617	1.465
	PI2	0.872	2.81	5.02	1.777
	PI3	0.818	2.673	5.02	1.811
	PI4	0.863	2.883	5.087	1.847
	PI5	0.819	2.231	5.577	1.488

Note. Smart PLS

Table above shows the item scale assessment used in this research to find out the outer loadings and Variance Inflation Factor (VIF) values. All Items in the tables reflect accepted outer loadings values which exceed the 0.7 benchmark which overall are significant for the given constructs. The outer loading value ranges from 0.748 on Environmental Factor to 0.922 on Trust which indicates reliability on the given items. Secondly, VIF is used to measure multi-collinearity where most of the VIF value is below the benchmark value of 3 and all the VIF value is below the acceptable value of 5 ranging from low of 4.314 on trust to high of 1.565 on availability. This result shows that the given analysis has no issue of multi collinearity and the given items of variables are unique enough to capture the construct of given variables. Thirdly, most of the mean values are on the higher side of the scale that is above 4 which shows agreeableness for the given construct of the stated variables. Fourthly, standard deviation shows how much deviation is there from the center value where most of the value is good ranging from 2.061 on trust to 1.465 on purchase intention. Hence, we can conclude that the data given on the table have significant psychometric attributes which validate as a good fit for further analysis.

Table 2

Construct Reliability and Validity

Variables	Cronbach's alpha	CR (rho_a)	CR(rho_c)	AVE(AVE)
Availability	0.863	0.865	0.908	0.712
Environmental Factor	0.873	0.877	0.908	0.666
Price	0.906	0.963	0.927	0.718
Trust	0.924	0.928	0.943	0.767
Purchase Intention	0.908	0.916	0.931	0.729

Note. Smart PLS

Table 2 contains the value of Cronbach Alpha, Composite Reliability (CR) and Average Variance Extracted (AVE) to analyze the convergent validity of the variables inserted in this research study. The Cronbach Alpha value for the given variables exceeds the benchmark value of 0.705, correlating adequate contribution of each scale item for the evaluation of the construct of stated variables. Secondly, the Construct Reliability value for rho_and rho_c exceeds the minimum required value of 0.7 indicating a good measure of internal consistency. Thirdly, Average Variance Extracted also surpasses the benchmark value of 0.5 which explains that each variable used in

this research study contributes more than 50 percent of the given explained variance. The data represented in the above table gives a green signal for the establishment of convergent validity. As a concluding note, the result presented in the table passes for the quality criteria measures.

Table 3

Discriminant Validity

Variables	Availability	Environmental Factor	Price	Purchase Intention	Trust
Availability					
Environmental Factor	0.763				
Price	0.444	0.416			
Purchase Intention	0.707	0.708	0.318		
Trust	0.441	0.418	0.888	0.433	

Note. Smart PLS

Table 3 contains the HTMT ratio of correlation matrix, that examines the discriminant validity of the latent variables. The HTMT ratio value ranges from 0.318 to 0.888. The HTMT ratio values should be less than the benchmark value of 0.9, which is acceptable. Hence, the above table validates the presence of discriminant validity among the construct of stated variables.

Table 4

Fornell-Larcker Criterion

Variables	Availability	Environmental Factor	Price	Purchase Intention	Trust
Availability	**0.844**				
Environmental Factor	0.765	**0.816**			
Price	-0.406	-0.386	**0.847**		

Purchase Intention	0.637	0.641	-0.329	**0.854**	
Trust	0.394	0.379	-0.851	0.413	**0.876**

Note. Smart PLS

Table 4 contains the Fornell-Larcker Criterion, a critical discriminant validity assessment in a structural equation model. This criterion is significant when the Average Variance Extracted (AVE) for each construct is greater than the squared correlation between the given construct and any other construct in the given analysis. The diagonal entries, that is square root of AVE of each construct should be higher than the off-diagonal values of the given columns and rows. As stated in Table 4, diagonal values of Availability (0.844), Environmental Factor (0.816), Price (0.847), Purchase Intention (0.854), Trust (0.876) are higher than inter-construct correlation. This shows that analysis of the given model that is discriminant validity is reliable as construct of the given variable is unique and signifies a distinct segment of the given variance. As a conclusion, the construct of the stated variables does not intersect and analyze what it should be analyzed.

Table 5

Cross Loadings

Variables	Availability	Environmental Factor	Price	Purchase Intention	Trust
A1	**0.761**	0.649	-0.343	0.55	0.275
A2	**0.914**	0.596	-0.407	0.559	0.405
A3	**0.822**	0.203	-0.272	0.498	0.306
A4	**0.872**	0.471	-0.338	0.537	0.341
EF1	0.760	**0.749**	-0.343	0.55	0.275
EF2	0.614	**0.896**	-0.407	0.559	0.405
EF3	0.522	**0.803**	-0.272	0.498	0.306
EF4	0.472	**0.871**	-0.338	0.537	0.341
EF5	0.625	**0.748**	-0.19	0.46	0.202
P1	-0.305	-0.293	**0.804**	-0.177	-0.604
P2	-0.288	-0.276	**0.808**	-0.2	-0.558
P3	-0.388	-0.374	**0.897**	-0.278	-0.696
P4	-0.327	-0.299	**0.886**	-0.242	-0.705
P5	-0.373	-0.357	**0.838**	-0.392	-0.893

PI1	0.555	0.554	-0.351	**0.895**	0.454
PI2	0.579	0.589	-0.263	**0.872**	0.336
PI3	0.41	0.43	-0.088	**0.818**	0.17
PI4	0.514	0.503	-0.227	**0.863**	0.309
PI5	0.619	0.623	-0.408	**0.819**	0.433
T1	0.373	0.357	-0.838	0.392	**0.893**
T2	0.333	0.322	-0.692	0.386	**0.882**
T3	0.321	0.299	-0.679	0.338	**0.844**
T4	0.353	0.341	-0.733	0.321	**0.834**
T5	0.348	0.34	-0.78	0.364	**0.922**

Note. Smart PLS

Table 5 includes the cross loadings values of all the items and variables used in this research study. According to benchmark value for assessing cross-loading, it is necessary to determine that an indicator variable should represent a loading value of at least 0.70 towards its own construct and must not have any cross-loading value greater than that of indicator variable. This recommendation is based on the work of Hair et al. (2014). To have significance of the discriminant validity of the constructs in the measurement model, Table 5 presents the loading values of each construct, which indicates that each item of stated variables has a loading greater than 0.70 on the construct with which it is associated. Next to this, the loading values of items associated with indicator variables are greater than the items which are not associated with indicator variables. Therefore, this table establishes significance for the discriminant validity of the constructs in the measurement model.

Model Fit Assessment

The SRMR fit indices evaluate the model's explanatory capability. The SRMR model value is 0.087 which is below the acceptable threshold of 0.10 (Bollen & Stine, 1992). Moreover, the effect size of Environmental Factor, Availability, Trust and Price on Purchase Intention is quantified as 0.029, 0.39, 0.071, 0.24 respectively. This signifies the Environmental Factor and Trust as weak impact on Purchase Intention whereas Price moderately influences Purchase Intention. In contrast, Availability has a significant impact on Purchase Intention (Cohen,1988). Next to this R-Square values corresponding to Purchase Intention are 0.458. This signifies that Purchase Intention demonstrates moderate predictive ability (Hair et al., 2013).

Figure 1

Path Relationship Diagram

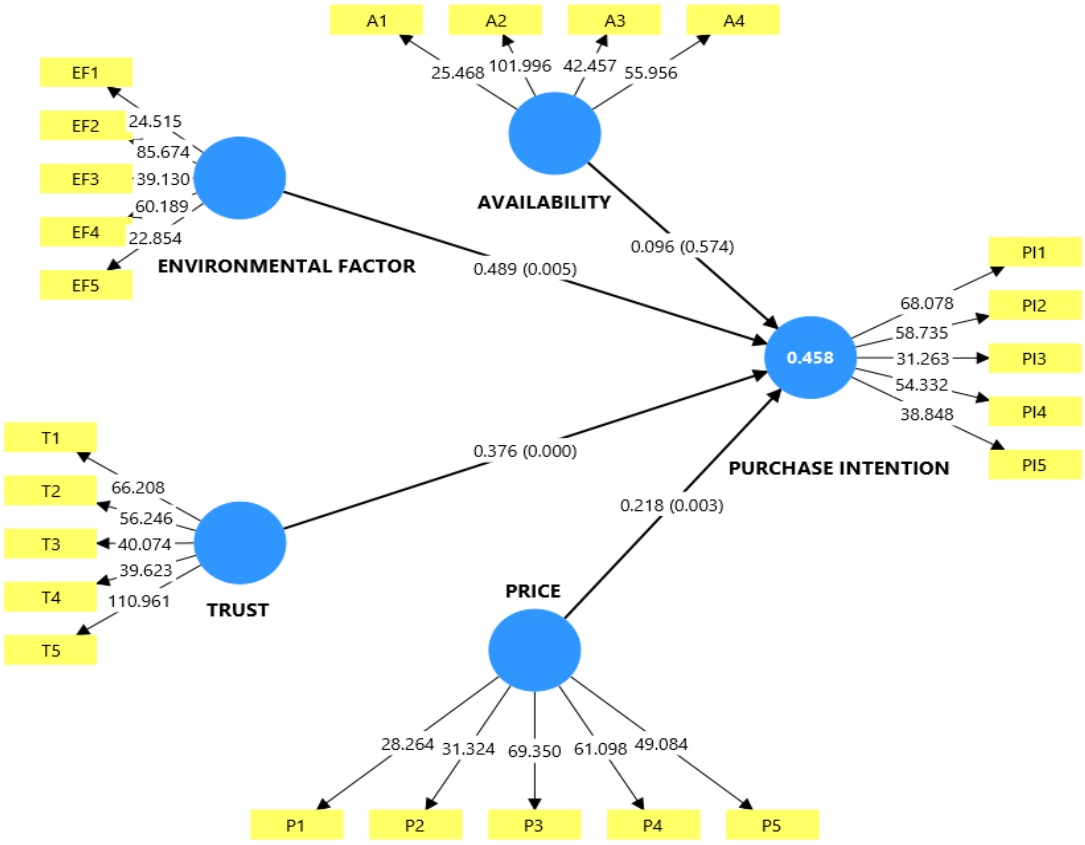


Table 6

Hypothesis Testing using Bootstrapping

Hypothesis	B	Mean (M)	Stdev	Confidence Interval		T Stat	P Value	Decision
				2.50%	97.50%			
H1: Environmental Factor -> Purchase Intention	0.489	0.478	0.174	0.108	0.795	2.812	0.005	Accepted
H2: Price -> Purchase Intention	0.218	0.217	0.073	0.078	0.365	2.99	0.003	Accepted

H3: Availability -> Purchase Intention	0.096	0.107	0.17	-0.204	0.464	0.562	0.574	Rejected
H4: Trust -> Purchase Intention	0.376	0.376	0.072	0.237	0.517	5.253	0	Accepted

Note. Smart PLS

Figure 1 and Table 6 show the results of a bootstrapping analysis performed with 10,000 sub samples which calculate decisions on the stated hypothesis. Hypotheses H1, H2, H4 are significant as the value is greater than the acceptance threshold of 0.05. But Hypotheses H3 is rejected as the p value is greater than 0.05. Thus, there is a positive and significant impact of Environmental Factor, Price and Trust on Purchase Intention of organic vegetables whereas there is positive and insignificant impact of availability on purchase intention of organic vegetables.

Table 7

Importance Performance Map Analysis

Variables	Lv Performance	Importance
Availability	66.887	0.096
Environmental Factor	66.132	0.489
Price	51.291	0.218
Trust	55.055	0.376
Mean	59.84125	0.29475
Purchase Intention	71.948	

Note. Smart Pls

Table 9 represents the total effects of availability, environmental factor, price and trust on purchase intention for the unstandardized effects. The impact of this variable is equal to the unstandardized sum of ordinary least square regression modelling (Hair et al. 2010). Secondly, the performance of the attribute purchase intention is calculated as 71.948.

To be noted, as shown in the figure the four quadrants are derived based on the mean value of the construct performance and importance value. As shown in Figure 2, if we add up 1 unit in environmental factor performance from 66.132 to 67.132, purchase intention increases from 71.948 to 72.434. Secondly, if we add up 1 unit in price performance from 51.291 to 52.291, purchase intention increases from 71.948 to 72.166. So here we can conclude that from the four determinants of purchase intention, the most viable factor is considered to be environmental factors.

Figure 2

Importance Performance Map Analysis

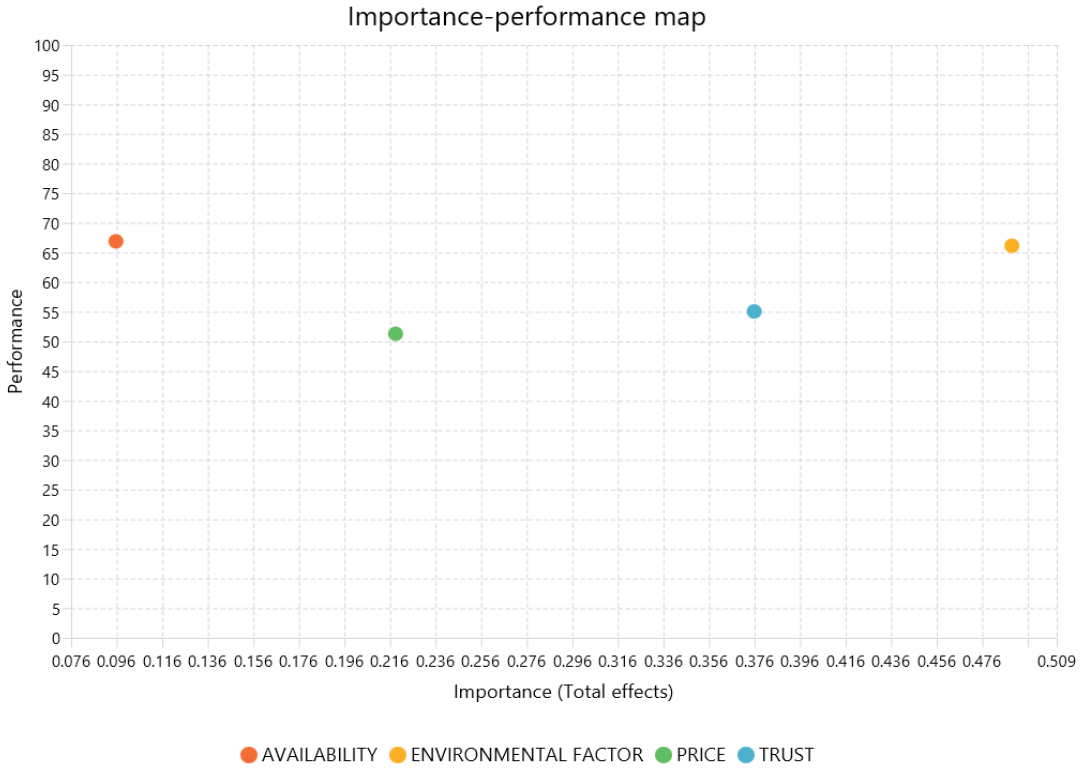


Table 8

Necessary Condition Analysis (NCA) – Bottleneck Values

	LV Scores - Purchase Intention	Lv Scores - Availability	Lv Scores - Environmental Factor	Lv Scores - Price	Lv Scores - Trust
0.00%	18%	NN	NN	NN	0%
10.00%	26%	NN	NN	NN	0%
20.00%	34%	NN	NN	NN	0%
30.00%	43%	NN	NN	NN	0%
40.00%	51%	NN	NN	NN	0%
50.00%	59%	NN	NN	NN	0%
60.00%	67%	NN	NN	NN	0%
70.00%	75%	20%	20%	NN	0%
80.00%	84%	26%	27%	NN	0%

90.00%	92%	32%	35%	NN	0%
100.00%	100%	39%	42%	21%	0%

Note. Smart PLS

Table 8 represents Bottleneck values of latent variables using Necessary Condition Analysis. To achieve 67 % of Purchase Intention, no factors are necessary. Secondly, to achieve 75 % of purchase intention, 20% of availability and 20 % of environmental factors are necessary. Thirdly, to achieve 84 % of purchase intention, 26% of availability and 27% of environmental score are necessary. Fourthly, to achieve 92 % of purchase intention, 32 % of availability, 35% of environmental factors are necessary. Lastly, to achieve 100% purchase intention, 39% of LV Score Availability, 42% of LV Score Environmental Factor, 21% of LV Score Price and 0% of LV Score Trust are necessary.

Discussion

The research titled "Impact of Digital Media Marketing on Purchase Intention of Organic Vegetables in Butwal Sub Metropolitan City, Nepal" gives a significant overview of the variables named environmental factors, price, trust and availability that is driven by digital media marketing which affects purchase intention of consumers. The structural model evaluation shows that environmental factors ($\beta = 0.489$, $p = 0.005$), price ($\beta = 0.218$, $p = 0.003$), and trust ($\beta = 0.376$, $p = 0.000$) have statistically significant and positive impact on purchase intention. Although, availability ($\beta = 0.096$, $p = 0.574$) indicates positive but insignificant effects which explain availability somehow affects the purchase intention, but availability is not a major catalyst that drives the consumer purchase intention through digital media marketing. The findings of the research study support Theory of Planned Behavior indicating that consumer perceived benefits like environmental and trust factors and economic factors like price greatly influence the purchase intention of the general public through digital media platforms. The R^2 value is 0.458 which shows average predictive capability of the model. Next to this, Importance-Performance Map Analysis shows environmental factors as the most influential factor which gives further insights that highlighting ecofriendly benefits through digital media platforms create a positive impact on purchase intention. These findings are consistent with prior literature supporting the increasing role of social media and digital marketing in molding consumer preferences, most importantly in green and health-conscious customer base (Lukman et al., 2024; Antczak, 2024; Francis et al., 2023). As a concluding note, digital campaigns that boost up trust and focus on environmental benefits can be strategic initiatives for fostering consumption of organic vegetables in Nepal.

Conclusion

The research study based on Theory of Planned Behavior examines how digital media marketing impacts purchase intention of organic vegetables in Butwal, Sub Metropolitan City. The findings show that environmental factors, price and trust positively and significantly impact purchase intention. Secondly, availability has negative and insignificant impacts indicating that logistic efficiencies may not drive-up consumer preferences on organic vegetables in a digitally mediated market. The analysis focuses on environmental benefits and building consumer trust to boost up the purchase intention of organic vegetables.

Regardless of valuable insights, the given research study has several limitations. Firstly, it adopted cross-sectional data, which limits the ability to examine behavioral changes over a longer period of time. Secondly, the use of purposive sampling restricts applicability of findings beyond consumers familiar with digital technology in Metropolitan areas. Lastly, the research study given only focused on one metropolitan area which may not be viable on drawing out insights about national trends in organic vegetables consumption and influence of digital media marketing.

Future research papers should embrace longitudinal design to draw insights into how digital media marketing influences changing consumer perceptions and behavior over long periods of time. Furthermore, broadening the study to include rural areas offers an all-encompassing view of regional differences about purchase intention and consumption behavior of organic vegetables. Next to this, incorporating psychographic variables like environmental advocacy and health consciousness can provide more theoretical insights on consumer motivation for consumption of organic products. And most importantly, researching on social media platform digital strategies specifically on TikTok, Instagram and Facebook can help producers and traders to identify and utilize specific digital tools which convert awareness into intention and action.

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