The Impact of Social Media Marketing Features of Fan Page on Consumers' Intentions to Purchase Green Food Products in Sri Lanka

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Abstract

Globalization and increasing environmental pollution are leading towards concerning more on green food products in order to minimize environmental damage and to ensure the availability of healthy green food products. In today's world social media usage has become an influential factor in consumers' purchase decision making. The purpose of this study is to identify the impact of social media marketing features of fan page (interactivity, perceived relevance, entertainment, informativeness, performance expectancy, and habit) on consumers' intention to purchase green food products in Sri Lanka. The study adopted a deductive approach. The required data was obtained through a quantitative survey. The convenient sampling technique was used to collect data from 200 respondents in the Sri Lankan retailing (supermarket) sector. Research hypotheses were tested using regression analysis. The study's findings indicate that social media marketing features of fan page such as interactivity, perceived relevance, informativeness, and performance expectancy were positively influence on consumers' intention to purchase green food products. However, the impact of entertainment and habits on consumers' intentions to purchase green food products is insignificant. Further, the results confirmed that performance expectancy is the most significant predictor of consumers' intentions to purchase green food products. Thus, results of this study extend the current state of green purchase intention related research by indicating that social media marketing features of fan page should be integrated into marketing strategies and provide marketing professionals a practical guidance on which social media marketing features of fan page are more effective in influencing consumers' intentions to purchase green food products. Future studies could explore the influence of environmental awareness, brand image, socio-economic and cultural factors towards the intention of purchasing green food products to in order to extend the knowledge on consumers decision making related to purchase of green food products.

Keywords: Green Food Products, Purchase Intention, Social Media Marketing

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Introduction

The degradation of the environment becomes worse every day as a result of globalization, causing damage to the future of humanity and the rest of the world (Dana, 2023; Rao, 2022). The food industry, which is responsible for more than a quarter of all global green housing emissions, is unquestionably the root of this (IPCC, 2019). A sustainable green food system is required in this situation to reduce environmental harm (Sanny et al., 2020). Due to debates and concerns about food safety and environmental contamination, consumers' demands for organic, or "green," food are rising daily in several countries today (Xie & Rasool, 2023). When focusing on this perspective, consumers' increasing health considerations (Bedard & Tolmie, 2018) and environmental consciousness are recognized as significant influences on their decision to purchase green food products (Gustavo et al., 2021). Additionally, it is essential to protect future generations by purchasing healthy, organic foods (Kurdi et al., 2022).

The green food industry was chosen for this study as it is the most prevalent industry in today's world, and it has become a major contributor to the growth of all economies (Xie & Rasool, 2023). According to Albino et al., (2019), green food products are a component of green marketing efforts and can be thought of as packaged goods designed to lessen the environmental effects of production. Thus, designing products with minimal negative effects on the environment during the production cycle might be referred to as "green products" (Hanaysha, 2022). Consumers are aware and willing to adopt green practices.

The Internet, social media, mobile applications, and other communication technologies are becoming commonplace in today's society, and billions of people use these technologies to conduct their daily activities (Savitri et al., 2021). Due to its importance in influencing customer purchasing behavior, the use of social media for discussing and promoting new or present-day goods or services has seen a significant increase in recent years (Driver et al., 2020; Kumar et al., 2020). The advent of mobile-enabled internet media platforms has diminished interest in traditional media platforms (Nirmani et al., 2020; Noël, 2015). Increasing target customer numbers, becoming an edge over competitors, and fulfilling organizational goals and objectives are all possible with the use of social media.

The growing awareness of being "eco-friendly" or "green" has led to increased consumer sensitivity towards environmental issues (Munasinghe & Shantha, 2021). Companies are promoting their products by labeling them as eco-friendly, and consumers are becoming more sensitive to their purchasing behaviors (Abdelaziz et al., 2015). On the other hand, Sri Lankans use various social media platforms for communication, and the usage of these platforms is increasing. Facebook, YouTube, and Twitter are the most popular among Sri Lankan citizens, with usage rates of 10.11%, 2.98%, and 1.96% respectively (www.statista.com).

Jo, (2013) concentrates on three social media marketing fields: events, information, and advertisements. Kim et al., (2013) measured numerous aspects of social media marketing using immediateness, access, reactions, and information. Seo & Park, (2018) also examined the effectiveness of social media marketing techniques based on entertainment, interactivity, perceived risk, personalization, and trendiness. Perceived risk, trendiness, interactivity, and personalization were also taken into account by Sano, (2015) as the four main characteristics

for testing social media marketing in the context of insurance. Several scholars relied on different theories for studying the facets of new technology acceptance, such as Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). However, the UTAUT which was proposed earlier by Venkatesh et al., (2003) represents the foremost recent popular theory that has been extensively used and applied to identify the determinants of customers' adoption and usage of technology in different environments. According to Alawadhi & Morris, (2008), UTAUT is the most appropriate model in the technology acceptance literature. Similarly, Arfi et al., (2021) indicated that the model of UTAUT has effectively consistent the literature on technology adoption. In the published literature, social media has been considered as an important part of information technology. Although, several studies applied UTAUT for studying the effect of social media marketing, research allied to the influence of social media marketing features of fan page on consumers purchase intention is still lagging. Thus, there is a need to understand the influence of social media marketing features of fan page on consumers' intention to purchase green food products through applying the UTAUT model.

This study focusses to make significant contributions to the empirical literature on social media marketing by including informativeness, interaction, perceived relevance, entertainment, performance expectancy and habit in order to determine their effects on customer purchase intention in the Sri Lanka's green food industry. Thus, this research aims to fill the knowledge gap by performing the evaluation of different social media marketing features of fan page and their influence on consumers' intention to purchase green food products in Sri Lanka. The research seeks to provide significant knowledge that would be instrumental in developing appropriate marketing tactics pertinent to the Sri Lankan market, particularly by advancing a complex comprehension of the specific elements that dictate customers' propensity to embrace eco-friendly products relating to the green food category.

Even though there is extensive literature on social media marketing, limited empirical studies have delved into the specific features of social media such as informativeness, interaction, perceived relevance, entertainment, performance expectancy, and habit and their direct influence on consumers' green food product purchase intention. Existing research has primarily explored the broader concepts of brand trust, environmental consciousness, and the mediating role of variables in the relationship between social media marketing and consumer behavior, but a comprehensive investigation into the direct effects of distinct social media features on green food purchase intentions remains scarce specially with in the Sri Lankan context. Thus, this study aims to fill the contextual gap through examine the impact of social media marketing features of fan page on consumers' intentions to purchase green food products in Sri Lanka.

Literature Review

Consumers' intentions to buy green food products

The area of green food purchasing has been overlooked according to a review of the relevant literature, which reveals that the current literature is generally focused on different subjects including green products (Abdollahbeigi & Salehi, 2019; Bedard & Tolmie, 2018), green cosmetic products (Hsu et al., 2017) and green apparel. Consumers' purchase intention for environmentally friendly green food products have undergone drastic changes as a result of

rising health concerns in recent years (Gustavo et al., 2021). Organic or "green" food purchases are seen as sustainable consumption behaviors that customers are favoring more and more each day (Kumar et al., 2017).

Due to the expanding global population, there is ongoing pressure on the need to produce more food (Bandara, 2019). In order to boost output and satisfy market demand, this has finally led to the extensive use of chemicals. However, in today's society, people are beginning to search for green food and beverage products to satisfy their social as well as physical needs, as well as their growing health concerns (Gottschalk & Leistner, 2013; Wijesinghe & Aththanayaka, 2021). People are becoming more and more concerned about the environment. According to Jayman & Gunethileka, (2018), these elements have generated a sizable market opportunity for food that is produced organically. According to Nekmahmud et al., (2022), green foods should be consumed first to reduce consumer environmental damage. According to Bedard & Tolmie, (2018) and Savitri et al., (2021), green food production and consumption have significantly less of an environmental impact than traditional foods, which lessens the environment's negative effects.

The purchasing decision is an essential component of a customer's behavior since it serves as a representation of the numerous scenarios that a consumer encounter. Between the times a consumer decides they need a product and when they actually buy it (Dana, 2023; Gustavo et al., 2021; Nekmahmud et al., 2022; Xie & Rasool, 2023). Consumer purchasing decisions may be influenced by both internal and external marketing factors. Examples of internal influences include beliefs and attitudes, knowledge, personality, perception, way of life, roles, and status. The socioeconomic class, culture, and membership organizations fall under the category of external variables (Almohaimmeed, 2019; Yuliyasti et al., 2018). Because consumers today are exposed to a variety of product or service offerings as well as multiple alternatives, service providers have realized that it is very challenging to attract and maintain successful relationships with key customers in order to ensure their continued growth and presence in the market (Abdelaziz et al., 2015; Savitri et al., 2021).

According to Mhlophe, (2016), purchase intention refers to a person's motivation to participate in a specific activity. As a result, market researchers have identified purchase intention as an important element for consumers to access and evaluate a particular product before making a purchase decision (Kouya et al., 2016). The consumer's purchase intention plays a very important role in the decision-making process regarding marketing strategies (Turk et al., 2014). According to Gottschalk & Leistner, (2013), intention is an important factor in marketing literature that companies use to predict sales of new products or repeat purchases of current products.

Social Media Marketing

The way information is provided to customers in marketing has recently experienced significant changes (Shareef et al., 2018; Wang et al., 2015). Social networks (SN), a component of Web 2.0 technology, give people a technological platform to connect, create, and exchange material online (Boyd and Ellison, 2008). As a result, they provide brand owners with the possibility for advertising by facilitating viral marketing, product development by

including customers in the design process, and market intelligence by observing and assessing the user generated content (UGC) (Wang et al., 2012).

A new phenomenon known as social media marketing (SMM) was established as a result of this upheaval in the marketing industry. Social media marketing can be defined as the application of WOM principles to the existing social media platforms to raise brand recognition among customers on online platforms (Abdullah et al., 2016). Social media is marketing, a type of word-of-mouth marketing (WOM) that is often referred to as buzz, viral marketing, and guerilla marketing (Mir, 2012), is the deliberate influencing of consumer-to-consumer communication. This should not be viewed as a replacement for conventional marketing strategies, but rather as an additional channel that may be included in the marketing mix together with traditional methods. While there are already a big number of social media marketing channels, nothing is known about how they are being utilized, what they are capable of, or how customers interact with them.

Social media is a platform where people can communicate, build relationships with the company or other social media users, and freely exchange their experiences. In the past, researchers have used different elements of social media marketing to test their impact on consumer purchasing intention (Armawan et al., 2023; Kurdi et al., 2022). A more accurate segmentation and a more targeted product can be easily achieved by every company, according to the preview statement (Ceyhan, 2019; Gustavo et al., 2021; Kumar et al., 2017). This is because all businesses can recognize every detail about the preferences and trends of their customers. However, this study examined consideration of four different aspects of social media marketing in order to determine the direct effects of this strategy on customers' purchasing intention.

Impact of interactivity in product fan page on consumers' intentions purchase of green food

Interactivity in social media marketing, such as interactive advertisements, quizzes, and polls, increases consumer awareness of green food products and sustainable practices. Engaging and interactive content captures the attention of users, encouraging them to explore green food options further. Researches have indicated that social media interactivity can influence consumer intention to purchase green food (Bilgin & Kethüda, 2022). Interactivity plays a significant part in determining consumers' impulse buying behaviors, claim (Hanaysha, 2022). Researchers who have studied social media interactivity have discovered that it significantly affects purchasing intention to purchase green food (De Vries et al., 2012). According to Sohail et al., (2020), social media interactivity has a positive impact on consumer intention to purchase green food. Thus, hypothesizes as:

H_1: Interactivity in product fan page has a significant impact on Consumers' intention to purchase green food

Impact of informativeness in product fan page on consumers' intentions to purchase green food

Pütter, (2017) defined informativeness as the extent to which a firm offers clients adequate data to help them make an improved purchasing intention. According to Shareef et al., (2018)

informativeness was considered as a more perceptual construct, which was measured using a self-reported scale. Informativeness plays a crucial role in influencing customer intention to purchase green food by increasing awareness, enhancing perceived value, building trust, and enabling informed decision-making. Brands that communicate effectively and transparently about their green food offerings can positively influence consumer attitudes and behaviors towards sustainable consumption. Kiousis, (2002) Informativeness not only impacts individual purchase intentions but also contributes to fostering a culture of environmental consciousness and driving positive change in the food industry towards a more sustainable future (Chang et al., 2015; Sano, 2015). Additionally, Bilgin & Kethüda, (2022) discovered that informativeness increases customer intention to purchase green food. Given the discussion above, it can be said that informativeness is an important promotional component that may be used to influence and influence customer intention to purchase green food. Thus, hypothesizes as:

H_2: *Informativeness in product fan page has a significant impact on the Consumers' intention to purchase green food*

Impact of perceived relevance of product fan page on consumers' intentions to purchase green food product

Perceived relevance is a critical factor in shaping customer intention to purchase green food products. When consumers perceive information about eco-friendly food options as relevant to their needs, values, and preferences, it leads to increased attention, motivation, and involvement in the decision-making process. Personalization, credibility, and trustworthiness of the information play a pivotal role in enhancing perceived relevance (Ceyhan, 2019; Pütter, 2017). By understanding the impact of perceived relevance and incorporating personalized and relevant communication strategies, organizations can effectively promote green food consumption, encourage sustainable choices, and drive positive change in consumer behavior towards a more environmentally conscious society (Diba et al., 2019; Monica, 2011). Thus, hypothesizes as follows:

H_3: *Perceived relevance of product fan page has a significant impact on the Consumers' intention to purchase green food*

Impact of entertainment in product fan page on consumers' intentions to purchase green food

Entertainment has grown to be a crucial component of social media marketing, necessitating the creation of playful, entertaining and interesting content. According to Cheung et al. (2020), entertainment via social media platforms exists when service providers create memorable experiences for their customers by developing funny and playful content to fulfill their needs for enjoyment. According to Aji et al., (2020); Sanny et al., (2020) entertainment is a significant factor in determining how users feel about social media sites. Katrodia et al., (2018) research also showed that providing content that is viewed as entertaining and up to par tends to increase consumers' behavior on social media sites. This is due to the reality that individuals usually search for brand-related information for entertainment, relaxation, and passing the time.

The impact of entertainment on customer intention to purchase green food is an emerging area of research that explores how entertainment platforms, content, and campaigns can influence consumers' decisions towards environmentally friendly food choices (Armawan et al., 2023; Farro-Gómez De La Torre et al., 2022). The experiences that reward users for choosing eco-friendly food options can positively influence their intention to continue making such choices. Cooking shows and celebrity chefs have a significant influence on food trends and consumer behavior. Celebrity chefs who advocate for green food and sustainable cooking practices can drive interest in eco-friendly ingredients and recipes (Cheung et al., 2020). While research on the direct impact of entertainment on customer intention to purchase green food is relatively limited, it is evident that entertainment platforms and content can play a significant role in shaping consumer attitudes and behaviors. As the field of green marketing and entertainment research continues to evolve, further studies can provide deeper insights into the mechanisms through which entertainment can drive positive changes in consumer food choices (Singh et al., 2021; Sohail et al., 2020). Thus, following hypothesis is developed:

H_4: Entertainment in product fan page has a significant impact on the Consumers' intention to purchase green food

Impact of performance expectancy in product fan page on consumers' intentions to purchase green food

Positive reviews and experiences shared by others can reinforce the belief that buying green food is a worthwhile and effective choice. Positive past experiences with green food products can strengthen consumers' performance expectancy (Cheung et al., 2020; Taylor et al., 2011). Satisfactory experiences with previous purchases can increase the likelihood of repeat purchases and higher intention to purchase green food in the future (Chang & Hsu, 2015). Performance expectancy, driven by consumers' perceptions of the benefits and effectiveness of green food products, is a crucial factor influencing customer intention to purchase eco-friendly food choices. Positive perceptions about the value and relevance of green food options, as well as access to information and social influence, can collectively impact consumers' motivation to adopt and support sustainable food choices. Companies and brands that effectively communicate the benefits of green food products and deliver on customer expectations can significantly influence consumer behavior towards greater acceptance of green food options (Bilgin & Kethüda, 2022; X. Wang et al., 2012). Thus, hypothesizes as follows:

H_5: Performance expectancy of product fan page has a significant impact on the Consumers' intention to purchase green food

Impact of habit in product fan page on consumers' intentions to purchase green food

Habits are often triggered by contextual cues in the environment. If consumers associate specific cues (e.g., store displays, labels, or time of day) with green food products, these cues can automatically prompt their intention to buy green food whenever they encounter those stimuli. Habitual consumption of green food reinforces customers' commitment to sustainability and environmentally conscious choices (Alshibly, 2014; Chen & Lin, 2019; Sharma et al., 2022). As green food consumption becomes ingrained in their routines, the

intention to continue buying eco-friendly products is reinforced. Habits can significantly impact customer intention to purchase green food.

As automatic and ingrained behaviors, habits can promote consistent green food consumption and reinforce customers' commitment to sustainability. Brands and businesses can leverage habit formation strategies to encourage eco-friendly choices and foster long-term customer loyalty towards green food products (Gomez-Rodriguez, Gummadi & Scholkopf, 2014; Sharma et al., 2022; Wu et al., 2016). Moreover, efforts to disrupt existing harmful habits can create space for the development of new habits centered on sustainable and environmentally conscious food choices. Thus, following hypothesis is developed:

H_6: Habit in product fan page has a significant impact on the Consumers' intention to purchase green food

Super market industry and green food in Sri Lanka

Analyzing the development of the supermarket industry of Sri Lanka in the last decade one can see that few large volume supermarket chains have emerged and operating throughout the country to suffice the demand of the consumer. But over time with the growing concern of the consumers to buy environmentally friendly and sustainable products these supermarket chains are tested on how they can effectively and efficiently meet the requirement of the new so called 'green concept'. Another essential factor that Sri Lanka supermarket business needs to address is necessity to fulfill modern consumer's requirements for eco-products qualified as sustainable. As such, it compels the supermarkets to secure and supply more green foods like, organic foods, packaged foods in ecological-sustainable materials, and foods produced by certified suppliers (Madhavika et al., 2021).

Today's supermarket industry has expanded remarkably over a certain period in Sri Lanka mainly due to the differing consumer and lifestyle demands. At the same time, the level of the population's awareness and demand for environmentally friendly food products is growing. Green food is food that is produced with the intent of minimizing the impact on the environment and sustainability practices. Therefore, this literature review is broadly concerned with the ways in which the supermarket industry in Sri Lanka is aligned with green food and the consumers' response to this concept and practicalities of this concept and the challenges and opportunities with regard to the consumption of green food (Madhavika et al., 2021).

Many investigations have been made on the Sri Lankan consumers' perspective and inclination towards green food products in the supermarket sector. Results imply that customers are becoming more aware about their environmental footprint and state a rising concern regarding the purchase of green food products. The green food consumers' buying behaviors are affected by some factors like environmental awareness, health conscious, and ethical appeal (Liyanage et al., 2020).

The availability and accessibility of green food in Sri Lankan supermarkets play a crucial role in shaping consumer behavior. Research indicates that the range and variety of green food options in supermarkets are relatively limited compared to conventional food products. Improved visibility and prominence of green food products on shelves can positively impact

consumer purchasing intentions (Gustavo et al., 2021). Marketing and eco-labeling practices employed by supermarkets are instrumental in influencing consumer perceptions and intentions to buy green food. Studies suggest that clear and credible eco-labeling on product packaging can enhance consumer trust and willingness to choose green food items. Supermarkets can play a pivotal role in promoting green food by using effective marketing strategies that highlight the environmental benefits of such products (Forman et al., 2012).

Methodology

This particular research endeavor, chosen paradigm aligns with objectivism, firmly establishing a research philosophy deeply rooted in positivism. This study has been designed to test hypotheses that were crafted based on existing theories and literature, involving the use of quantitative data. Consequently, this study adopts a deductive approach. The present study, a descriptive research design is considered since the study's aim to explore the influence of social media marketing features on Consumers' intention to purchase green food products in Sri Lanka. A questionnaire-based survey was adopted as the main data collection technique in the study with a view of getting information. In order to work on the structural aspects of the draft questionnaire and to maximize its effectiveness the procedure of pre-testing was adopted. Finally, the access was made to the validated questionnaire to the target sample; it facilitated the collection of the data in accordance with the set objectives of the research. A cross-sectional study design was employed to collect and analyze data throughout the study period. The data collection and analysis were planned to span nearly one month. This choice aligns with the practice of conducting cross-sectional studies in research projects often due to time constraints. Thus, the time horizon chosen for this study is cross-sectional.
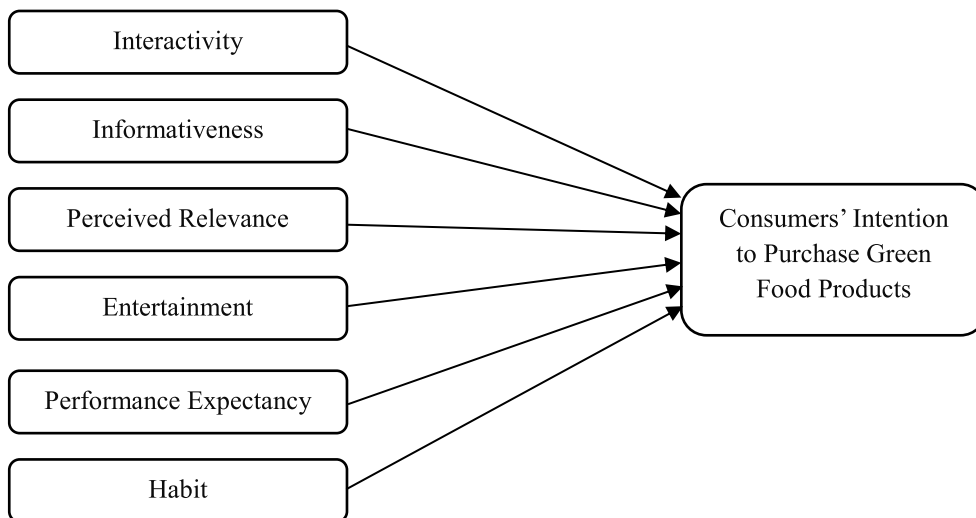
Conceptual Framework

Figure 1: Conceptual Framework

The conceptual framework of this study is based on the well-tested model developed by Hanaysha, (2022). The model has been developed based on the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003). The conceptual framework of this study is shown in Figure 1. The impact of six independent variables is discussed: perceived relevance, interactivity, entertainment, performance expectancy, habit and informativeness on the dependent variable called consumers' intention to purchase green food products.

Operationalization of Variables

Table 1: Operationalization of Variables

Variables	Measurement Items	Source
Interactivity	Social media advertising is effective in gathering customers' feedback. Social media advertising makes me feel like it wants to listen to its customers. Social media advertising encourages customers to offer feedback. Social media advertising gives customers the opportunity to talk back.	Cheung et al., (2020)
Informativeness	Social media advertising is a good source of product information and supplies relevant product information. Social media advertising provides timely information. Social media advertising is a good source of up-to-date product information. Social media advertising is a convenient source of product information.	Cheung et al., (2020)
Perceived relevance	Social media advertising is relevant to me. Social media advertising is important to me Social media advertising means a lot to me I think social media advertising fits to my interests. I think social media advertising fits me.	Cheung et al., (2020)
Entertainment	The content found in brand X's social media seems interesting It is exciting to use brand X's social media It is fun to collect information on products through brand X's social media It is easy to kill time using brand X's social media	Cheung et al., (2020)
Performance	I find social media advertising useful in my daily life.	Alalwan,

Expectancy	Using social media advertising increases my chances of achieving tasks that are important to me.	(2018)
	Using social media advertising helps me accomplish tasks more quickly.	
	Using social media advertising increases my productivity.	
Habit	The use of social media advertising has become a habit for me.	Alalwan, (2018)
	I am addicted to using social media advertising.	
	I must use social media advertising.	
	Using social media advertising has become natural to me.	
Consumers' intention to purchase green food products	I plan to purchase green food in the future	Muça & Zeqiri, (2020)
	I am willing to purchase green food	
	I intend to pay more for green food	
	I will recommend green food to other people	

The target population of this study includes adolescents living in Sri Lanka, with a particular emphasis on supermarkets located in the western province. Thus, the sample of this study consist of 200 customers in Western Province since it is the most densely populated province in Sri Lanka with highest per-household income when compared to the other provinces (cbsl.gov.lk,2022). This study adopted convenience sampling technique since respondents voluntarily agreed to participate and are conveniently available. The researcher mainly used the Google Forms questionnaire as the most efficient and practical means to collect primary data from consumers in the Western Province. Thus, 220 questionnaires were sent among the super market customers and 200 completed responses were received with comprehensive responses from the participants. Thus, the response rate is 90.9%. Among the respondents, sample reflects a nearly equal representation with 47.5% being male and 52.5% female. In terms of age, the majority falls within the 26-30 bracket, comprising 52.5% of the sample, followed by 18-25 (18.5%), 31-35 (25.0%), and those above 35 (4.0%). Educational qualifications vary, with the highest proportion holding diplomas (42.0%), followed by bachelor's degrees (32.5%), advanced levels (15.5%), and master's degrees (7.5%). Income distribution shows that 35.0% earn between Rs. 80,000 and Rs. 100,000, followed by 30.5% between Rs. 60,000 and Rs. 79,999, while 15.5% earn below Rs. 40,000.

Data Analysis

Reliability and Validity

Table 2: Reliability and convergent validity

Dimension	Items	Factors Loading	Cronbach's alpha	CR	AVE
Interactivity					
Social media advertising is effective in gathering customers' feedback.	IN1	0.803	0.804	0.872	0.630
Social media advertising makes me feel like it wants to listen to its customers.	IN2	0.720			
Social media advertising encourages customers to offer feedback.	IN3	0.803			
Social media advertising gives customers the opportunity to talk back.	IN4	0.844			
Informativeness					
Social media advertising is a good source of product information and supplies relevant product information.	IM1	0.836	0.828	0.879	0.593
Social media advertising provides timely information.	IM2	0.789			
Social media advertising is a good source of up-to-date product information.	IM3	0.747			
Social media advertising is a convenient source of product information.	IM4	0.703			
Perceived Relevance					
Social media advertising is relevant to me.	PR1	0.823	0.803	0.864	0.560
Social media advertising is important to me	PR2	0.752			
Social media advertising means a lot to me	PR3	0.744			
I think social media advertising fits to my interests.	PR4	0.714			

I think social media advertising fits me.	PR5	0.730			
Entertainment					
The content found in brand X's social media seems interesting	EN1	0.788	0.745	0.837	0.563
It is exciting to use brand X's social media	EN2	0.705			
It is fun to collect information on products through brand X's social media	EN3	0.709			
It is easy to kill time using brand X's social media	EN4	0.827			
Performance Expectancy					
I find social media advertising useful in my daily life.	PE1	0.718	0.731	0.830	0.552
Using social media advertising increases my chances of achieving tasks that are important to me.	PE2	0.703			
Using social media advertising helps me accomplish tasks more quickly.	PE3	0.817			
Using social media advertising increases my productivity.	PE4	0.791			
Habit					
The use of social media advertising has become a habit for me.	HA1	0.799	0.809	0.874	0.635
I am addicted to using social media advertising.	HA2	0.798			
I must use social media advertising.	HA3	0.776			
Using social media advertising has become natural to me.	HA4	0.813			
Consumers' intention to green food Product					
I plan to purchase green food in the future	CI1	0.798	0.731	0.832	0.554
I am willing to purchase green food	CI2	0.758			
I intend to pay more for green food	CI3	0.729			
I will recommend green food to other people	CI4	0.714			

The cronbach's alpha and composite reliability (CR) values for all constructs exceeded the threshold level of 0.7 (Bagozzi & Yi, 1988). Thus, reliability was established. According to table 2 all factor loadings exceed 0.7. Thus, all loadings are significant as required for convergent validity. All Composite Reliabilities (CR) are higher than 0.80, which indicates internal consistency among the measures far above the recommended level of 0.7 (Bagozzi & Yi, 1988). Average Variance Extracted (AVE) ranged from 0.552 to 0.635. Bagozzi & Yi (1988) suggested a target level > 0.5. Thus, AVE for all the dimensions exceeds the threshold level of 0.5, which indicates adequate convergent validity.

Table 3: Discriminant validity

Variables	PI	ENT	HAB	INF	INT	PE	PR
Purchase Intention (PI)	0.744						
Entertainment (ENT)	0.129	0.751					
Habit (HAB)	0.548	0.186	0.797				
Informativeness (INF)	0.377	0.218	0.597	0.770			
Interactivity (INT)	0.457	0.069	0.585	0.590	0.794		
Performance Expectancy (PE)	0.586	0.152	0.603	0.550	0.579	0.743	
Perceived Relevance (PR)	0.545	0.096	0.599	0.533	0.546	0.573	0.748

The discriminant validity of the constructs was measured by comparing the square root of the AVE with its correlations with other constructs (Fornell & Larcker, 1981). According to table 3, the square roots of the AVE for all the constructs were above the inter-construct correlations, confirming the discriminant validity.

Results and Discussion

Table 4: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783[a]	.613	.601	.34753

a. Predictors: (Constant), Interactivity, Informativeness, Perceived Relevance, Entertainment, Performance Expectancy, Habit

Source: Survey Data (2023)

Table 4, the Model Summary, provides critical evidence about the multiple regression models' performance in explaining the variance in the dependent variable. The coefficient of determination (R Square) is 0.613, indicating that approximately 61.3% of the variability in consumers' intentions to purchase green food products is accounted for by the predictors (Interactivity, Informativeness, Perceived Relevance, Entertainment, Performance Expectancy, and Habit). The Adjusted R Square, which considers the number of predictors and sample size, is 0.601, suggesting a strong model fit. The standard error of the estimate (0.34753) represents the average deviation of actual values from predicted values, providing a measure of the model's accuracy. These metrics collectively highlight the model's effectiveness in capturing and explaining the variability in consumer intentions.

Table 5: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	36.938	6	6.156	50.974	.000[b]
Residual	23.309	193	.121		
Total	60.247	199			

a. Dependent Variable: Consumers' intention to purchase green food products

b. Predictors: (Constant), Interactivity, Informativeness, Perceived Relevance, Entertainment, Performance Expectancy, Habit

Source: Survey Data (2023)

Table 5 presents the Analysis of Variance (ANOVA) results for the regression model. The Regression row indicates that the model is statistically significant (F = 50.974, p < 0.001), suggesting that at least one of the independent variables significantly contributes to explaining the variance in consumers' intentions. The Residual row represents unexplained variance. Overall, the ANOVA results validate the model's effectiveness in predicting consumers' intentions to purchase green food products, as indicated by the significant F-statistic.

Table 6: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.591	.233		2.533	.012
Interactivity	.164	.056	**.196**	2.922	**.004**
Informativeness	.173	.065	**.199**	2.677	**.008**

Perceived Relevance	.186	.084	**.183**	2.219	**.028**
Entertainment	.028	.034	**.037**	.814	**.416**
Performance Expectancy	.367	.073	**.358**	5.043	**.000**
Habit	-.046	.060	**-.053**	-.770	**.443**

a. Dependent Variable: CI

Source: Survey Data (2023)

In the context of the study, the hypothesis related to Interactivity suggests that the presence and effectiveness of interactive elements significantly influence consumers' intentions to purchase green food products. The statistical analysis supports this hypothesis as indicated by the significant coefficient (p = 0.004) and the Beta value of 0.196. The Beta value represents the standardized coefficient, signifying the strength and direction of the impact. In this case, a positive Beta value (0.196) implies that an increase in the level of interactivity is associated with a positive increase in consumers' intentions to choose green food products. Therefore, the study accepts the hypothesis H1, affirming that higher interactivity positively impacts consumers' inclination to opt for environmentally friendly food options. Thus, this finding was consistent with the past findings of Shareef et al., (2018).

Regarding Informativeness, the hypothesis posits that the degree of information provided significantly influences consumers' intentions to purchase green food products. The statistical analysis supports this hypothesis, evident from the significant coefficient (p = 0.008) and the corresponding Beta value of 0.199. The Beta value, representing the standardized coefficient, suggests a positive impact. Specifically, a 0.199 Beta implies that an increase in informativeness positively correlates with a rise in consumers' intentions to opt for green food products. As the p-value is less than the significance level (commonly set at 0.05), the study accepts the hypothesis H2. In alignment with Singh et al., (2021) findings, the present study emphasizes the positive impact of informativeness on consumers' intentions to purchase green food products. This outcome supports seamlessly with the wider form of research, highlighting the consistent and positive influence of informativeness in influential consumers' preferences towards environmentally friendly food selections. In essence, the current study not only supports Shareef et al.'s prior findings but also extends the understanding of how informativeness contributes significantly to fostering consumers' positive intentions and behaviors regarding green food choices.

In the context of perceived relevance, the hypothesis suggests that the perceived relevance of information significantly impacts consumers' intentions to purchase green food products. The statistical analysis supports this hypothesis, as evidenced by the significant coefficient (p =

0.028) and the corresponding Beta value of 0.183. The Beta value, representing the standardized coefficient, indicates a positive impact. Specifically, a 0.183 Beta implies that an increase in perceived relevance positively correlates with an increase in consumers' intentions to choose green food products. As the p-value is less than the significance level (commonly set at 0.05), the study accepts the hypothesis H3. According to Cheung et al., (2020), perceived relevance positively influences consumers' intentions to buy green food. Therefore, the result is consistent with the previous research findings.

For Entertainment, the hypothesis posits that entertainment elements do not significantly impact consumers' intentions to purchase green food products. The statistical analysis supports this hypothesis, given the non-significant coefficient (p = 0.416) and the low Beta value of 0.037. The Beta value, representing the standardized coefficient, is close to zero, indicating a negligible impact. As the p-value is greater than the significance level (commonly set at 0.05), the study rejects the hypothesis H4, suggesting that entertainment features do not have a statistically significant influence on consumers' intentions. According to Cheung et al., (2020), entertainment positively influences consumers' intentions to buy green food. Thus, the result is not consistent with the previous research findings.

On the other hand, for Performance Expectancy, the hypothesis suggests a strong positive effect on consumers' intentions to choose green food products. The statistical analysis strongly supports this hypothesis, evident from the highly significant coefficient (p < 0.001) and the substantial Beta value of 0.358. This implies that an increase in performance expectancy significantly and positively influences consumers' intentions to select for environmentally sustainable food choices. Thus, study accepts hypothesis H5, highlighting the critical role of performance expectations in shaping consumer behavior in the context of green food products. The finding was aligned with the past study findings of Bilgin & Kethüda, (2022).

In the case of Habit, the hypothesis posits that consumers' habitual behavior does not significantly impact their intentions to purchase green food products. The statistical analysis supports this hypothesis, given the non-significant coefficient (p = 0.443) and the small Beta value of -0.053. The Beta value, representing the standardized coefficient, is close to zero and negative, indicating a negligible and inverse impact. As the p-value is greater than the significance level (commonly set at 0.05), the study rejects the hypothesis H6. This suggests that habitual tendencies, in this context, do not have a statistically significant influence on shaping consumers' intentions to choose environmentally sustainable food options. This finding was not align with the findings of previous study done by Cheung et al., (2020).

In summary, the hypotheses for Interactivity, Informativeness, and Perceived Relevance are supported, while Entertainment and Habit fail to show significant impacts on consumers' intentions to purchase green food products. Performance Expectancy, on the other hand, demonstrates as most significant social media marketing feature of fan page which influence consumers' intention to purchase green food products.

Conclusion

In conclusion, this study provides valuable insights into the factors influencing consumers' intention to purchase green food products. The findings underscore the significant roles of interactivity, informativeness, perceived relevance, and performance expectancy in shaping consumer behavior. Interactivity and informativeness positively impact consumer intention, suggesting that engaging and informative marketing strategies are crucial in promoting green food products. Perceived relevance also plays a significant role, highlighting the importance of aligning green food products with consumer values and needs.

Performance expectancy emerged as the most influential factor, indicating that consumers prioritize the expected benefits and performance of green food products when making purchasing decisions. This emphasizes the need for businesses to communicate the tangible benefits and superior performance of their green offerings effectively. Conversely, entertainment and habit were found to have no significant impact on consumer intention. The rejection of these hypotheses suggests that entertainment value and habitual purchasing behavior are less critical in the context of green food products, implying that consumers may approach these products with a more utilitarian mindset focused on practical benefits rather than entertainment or routine. Overall, the study's model demonstrates robust explanatory power, accounting for 61.3% of the variance in consumers' intention to purchase green food products. These insights can guide marketers and policymakers in designing more effective strategies to encourage the adoption of green food products, ultimately contributing to sustainable consumption patterns.

Implications of the study

According to the theoretical perspective, the study provides an effective framework by using the Unified Theory of Acceptance and Use of Technology model. Researchers discovered that social media marketing features beliefs factors such as interactivity, informativeness, perceived relevance, entertainment, performance expectancy, and habit in explaining consumers' green purchasing intentions.

From a practical perspective Performance expectancy, informativeness, interactivity and perceived relevance and are crucial for marketing green food products. However, entertainment may not be a primary driver of consumer intentions in the context of green food products. Managers should reassess their marketing strategies to focus on factors that have a more substantial influence on consumer perceptions and intentions, redirecting resources towards eco-conscious values. This strategic alignment is crucial for fostering positive behaviors towards green food products, contributing to the growth and sustainability of businesses in the eco-friendly food sector.

Limitations and future research directions

The study's generalizability is constrained by the sample size and demographic characteristics of the participants, consisting of 200 super market customers in the western province in Sri Lanka. This relatively small and specific sample may not fully represent the diversity of consumer perspectives. Thus, future research can focus on other sample elements across different demographic backgrounds.

The study's generalizability is further limited by the inclusion of only six independent variables in the study. Besides, although interactivity, informativeness, perceived relevance, entertainment, performance expectancy, and habit have been discovered to be significant in explaining consumers' intentions towards green food products, there could be other relevant factors that have not been incorporated in this research. Future research in the realm of green food consumption and consumer behavior presents an opportunity to deepen our understanding and address the limitations of the current study. Therefore, expanding the scope of independent variables beyond the six considered in this study could offer a more comprehensive view of the factors influencing consumer intention. It would be useful to investigate other factors such as environmental awareness, brand image, and cultural factors to deepen the knowledge on decisions involving green food products.

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