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FACEBOOK'S FEATURES AND THE IMPACT ON THE PURCHASE BEHAVIOR OF CONSUMERS OF ORGANIC PRODUCTS - GENERATION Y AND Z

https://doi.org/10.56002/ceos.0001issue_rcej1_4

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ABSTRACT

In the era of digital globalization, there are many behavioral changes in consumption. Most social media users use them to search for information about a product to determine whether they want to proceed with the purchase. Therefore, companies must develop digital marketing strategies for their profiles on social networks, especially in competitive markets, such as organic products.

The objective of this study is to understand whether Facebook's features have an influence on the purchasing behavior of consumers of organic products and which of the features has the most impact on these individuals.

A questionnaire was created to carry out this study, which received 205 responses. The results of the study showed a positive influence of the following Facebook features on the purchase behavior of consumers of organic products: the “like” button, the “share” button, and the “advertising” button. Furthermore, these features proved to be more influential on Generation Z.

Keywords: Facebook; Purchase behavior; Generation Y and Z; organic products.

1. INTRODUCTION

The use of the internet is increasingly present in our daily lives. According to the Datareportal 2019 report, in Portugal there were 8.02 million internet users and there were 6.70 million active social media users in Portugal. According to Digital 2019 - We Are Social report, about 7.676 billion people worldwide enjoy the internet. This number represents about 56% of the world's population, showing a 3% increase over 2018. Social Media is used by about 3.484 billion people, which is 45% of the world's population. This emergence of Social Media has contributed to paradigm shifts in brands' relationships with consumers, changing the mode of interaction. Nowadays, consumers research online platforms before purchasing a product, first seeking information and approvals from their friends. Facebook is in continuous growth and continues to be the most used Social Network in Portugal. According to a study by Marktest, “The Portuguese and Social Networks,” 2019, this platform has more than 2375 million monthly active users worldwide. Companies, in turn, to ally their business with new trends, have bet on Facebook. This study addresses two current topics: the influence social networks (Facebook) have on the consumer; and the organic products sector that has been growing in recent years in Portugal. These are very current topics, which increases the relevance of this research.

2. LITERATURE REVIEW

New technologies enable direct interaction between organizations and consumers, and the growth of the Internet has given rise to a new concept: Digital Marketing, which is the application of traditional marketing ideals to digital media (Thomas and Thomas, 2018). Digital Marketing uses several tools that should be used when creating an online marketing strategy: E-Mail Marketing, Search Engine Marketing (SEM), Social Media Marketing, and Advertising on various social networks (Thomas and Thomas, 2018). Social media advertising aims to influence the increase of sales in the online and offline market. The growth of social networks has established a new dynamic in marketing field. Social media platforms allow consumers to engage in extensive brand-related activities and sales relationships (Hollebeck & Brodie, 2016). On the other hand, consumers can obtain product information from online sources, which are important to their purchasing decisions.

2.1. THE SOCIAL NETWORKS

Social Networks consist of structures that connect users through shared interests and the use of available tools (Gabriel, 2010). Berthon et al. (2012) define them as platforms that allow users to create profiles with personal information and communicate and share information with other users of that platform. Social networks are used as a marketing tool because these social networks are popular among individual and thus become relevant for advertising (Husnain and Toor, 2017). In turn, Ploof (2009) considers that they act as a means for companies to share their story with the market. Henning Thurau et al. (2004) argue that consumers have gone from recipients to decisive participants in developing marketing strategies with companies. This paradigm shift created a stronger connection between the two parties. Drury (2008) emphasizes that this proximity can become challenging for companies that have to manage to build a relationship and connect with a wide and diverse audience. Another factor contributing to this closeness was the adoption of mobile, which refers to all actions carried out through a mobile device. The use of social networks become the a new generation marketing tool encouraging higher attention and participation from the consumers and brands (Jara et al, 2014).

A study conducted by Global Web Index, called Digital 2020 July Global Snapshot, shows that about 5.15 billion users use their smartphones to access their accounts on social networks. Marktest's study, "The Portuguese and Social Media - 2019," states that the Portuguese prefer to use their smartphone to access their online platforms. This phenomenon has created the need for companies to communicate more effectively with their users and follow their behavior patterns, making their communication increasingly mobile-friendly.

2.2. THE FACEBOOK

Facebook is the world's most popular free social networking site and is an example of a social networking site which includes the exchange of personal information between family, friends and colleagues. It was founded on January 4, 2004, by Mark Zuckerberg and emerged after a girl from Harvard University rejected its creator. Facebook enables collaboration and connectivity at a massive scale, allowing people to create, spread and share content, and build relationships (Menzies et al. 2017). According to Kirkpatrick (2010), the adhesion to this platform was due to the desire to share opinions regarding common interests and the organization of people on a platform, which also

contributed to rapid growth. In short, it allowed the grouping individuals with common interests or connections in an online space. By the end of 2004, the platform had about a million users and, in 2005, acquired its final designation - Facebook. Results of the Marktest study, "The Portuguese and Social Networks - 2019," reveal that the most used social network continues to be Facebook, with about 95.3% of social network users. Facebook has 1.4 billion daily active users. The "Interbrand" Report places Facebook in the top 20 most valuable companies in the market in 2019, reporting annual revenues of \$21.08 billion and showing a 25% increase over the previous year. One of the biggest drivers of this number is advertising. According to Schaefer (2014), Facebook is the online platform best able to bring together and create connections between people and brands.

Moreover, brands can take advantage of the network and choose what information they want to share and collect data about their customers by analyzing data about their followers, getting to know their audience better, and identifying their desires and behaviors. A study conducted by We Are Social in 2019, dubbed "Global digital growth," analyzes the impact that social networks demonstrate on consumer behavior patterns, showing that about 70% of users use social networks to search for information about a product or service they intend to purchase and that based on the experiences shared by other users, they make a decision regarding their purchase intention. Companies should take into account these factors and develop strategies that allow them to create a connection with their audience and control the type of interactions that they have regarding their products, services, and experiences, seeking to obtain positive interactions from users (Silva, 2015).

2.3 THE TOOLS OF FACEBOOK

One of Facebook's goals is to provide users with a personalized experience and a medium where they can interact and create connections. Its ease of use and empowerment are crucial factors for its popularity (Phillips and Young, 2009). Facebook provides tools that allow its users to share their experiences with their friends and interact with brands (Hei-Man, 2008). These platforms emerge as an opportunity for brands to analyze their consumers' online behavior and word-of-mouth regarding their products and services. One of the purposes of this study is to analyze the impact that Facebook tools may or may not have on consumers' purchase intention of organic products. As such, the tools described in Table 1 were elected as the variables to be studied.

The Tools of Facebook	Description
Like” button	According to Carter (2013), this function demonstrates that there is interest from the consumer, which will validate the brand among their friends and maintain the relevance of the brand. To follow the trends and desires of the consumer, it has undergone updates with new reactions to publications: “Like,” “Love,” “Laugh,” “Astonished,” “Sad,” or “Angry.”
“Recommend” button	It is possible to make recommendations via the news feed and in groups. Instead of the star system, the network asks its members if they recommend that page. One of Facebook’s main advantages is allowing its users to access several sources of information, allowing integration into several social communities called groups. These channels prove to have a very relevant weight in influencing consumer buying behavior. Zeithmal (1988) states that recommendations from friends are the most powerful.
“Comment” button	According to Richard and Guppy (2014), one of the research methods is the analysis of comments. The vast information on the web and the interactions between its members allow the creation of buzz about a brand, which can be translated into positive or negative WOM. This type of communication has been showing an increasingly relevant influence in changing consumer attitudes regarding their purchase intention.
“Share” button	Users can share information they consider relevant with other members through a click. The platform uses an algorithm called EdgeRank, to present the most interesting content for each user, increasing the chances of sharing content with friends. Richard and Guppy (2014) argue that the frequency of viewing a post influences a consumer’s purchase intention.

Table 1. The Tools of Facebook.

One of the most versatile and lucrative tools is Facebook advertising. Rehman et al. (2014) claim that Facebook ads positively influence shoppers’ attitudes toward companies. Furthermore, studies reaffirm that young people prove to be significantly influenced by online advertising, particularly in their food choices. Facebook advertising offers users the opportunity to interact actively with the adverts on their page allowing them to “like” and “share”. According to some research, social media such as Facebook act as a statement on the credibility of brands (Dehghani and Tumer, 2015).

The online buying behavior of each user and their interactions allow companies to establish patterns of conduct due to the large amount of existing information, which allows them to develop campaigns that meet the desires and needs of their target audience (Rehman et al., 2014).

2.4 ATTITUDE TOWARDS ADVERTISING

Attitudes refer to an individual’s behavioral tendencies towards something; they are formed through convictions and principles. Therefore, it is important to ensure that consumers develop a positive attitude toward an advertising action. This will make it easier to manipulate campaigns’ receptivity and make the shared message memorable.

Several reasons may condition attitudes: Consumers’ perception of the brand, the trust they place in it, and their interest in viewing ads. A positive image by consumers concerning the company, will influence, directly and indirectly, their predisposition toward advertising (Wang et al., 2002).

2.5 THE PURCHASE INTENTION

For Ramayah et al. (2010), purchase intention refers to how an individual intends to behave. One can also apply this definition to consumers’ purchase behavior ambitions (Khan, Ghauri and Majeed, 2012). Various causes influence these patterns of action, however, there is always the possibility that they may not materialize (Yoo et al. 2000), i.e., the desire to acquire something does not necessarily translate into a purchase.

Blackwell et al. (2008) state that factors such as past experiences and other people’s influences influence the purchase intention of each individual, however, other causes have proven to affect their decisions, such as the relationship with the brand, particularly at the level of attitude, positive or negative and how it is perceived, the level of quality and the perception of risk (Kim and Ko, 2010).

A study conducted by Dehghani and Turner (2015) shows that the use of marketing strategies on Facebook can improve the image projected by a brand and create a bond with users, influencing their purchase intention. Tuten and Solomon (2017), state that one of the main aims of using social media for promotion and communication is to shape the consumer’s decision-making process.

2.6 THE Y AND Z GENERATIONS

The term generation acquired more importance after World War II. It is argued that depending on the year in which the individual was born, he/she will have certain peculiarities and attitudes that characterize his/her generation, and these differences are also taken into account at the business level.

Companies relate certain behaviors, such as forms of communication and aspirations, to each generational time (Zemke et al., 2000). The author adds that people’s personalities are influenced by their experiences, shaping their values and perceptions and that companies should consider these expected behavior patterns.

There are about four types of generations: Baby boomers - born between 1945 and 1964 (Kupperschmidt, 2000); Generation X - born between 1965 and 1979 (Kupperschmidt, 2000; Kuron et al., 2015); Generation Y - born between 1980 and 1994 (Zemke et al., 2000; Lancaster et al., 2011); Generation Z - born between 1995 and 2010 (Andrea et al., 2016; Iorgulescu, 2016).

Generation Y is variously nicknamed and can be designated as follows: Millennials, Nexters, Echo Boomers, and Generation MTV. Kuron et al. (2015) add the following names: Y and Generation Me. As already mentioned, although exact years are not defined for each generation, it is delimited by authors Zemke et al. (2000) and Lancaster et al. (2011) between 1980 and 1994. This generation developed with the increasing development of technologies, accompanying the emergence of social networks. Access to information through the use of the internet exerted a strong influence on their behavior (Soares et al., 2017).

The World Economic Forum (2019) conducted a study on the online behaviors of different generations, revealing that millennials spend about 2h38min per day on social media and that their platform of choice is Facebook. It also disclosed that generation Y accounts for 32% of its users.

Generation Z is delineated by authors Andrea et al. (2016) and Iorgulescu (2016) in the years between 1995 to the present and is dubbed generation Z. Unlike generation Y, which grew up with the increased use of the internet, individuals of Z grew up in a completely digital environment, making it the most technological of all. Their dependence on social media characterizes them as being permanently connected with their friends, consequently, they do not know how to act without using technology and its communication channels (Iorgulescu, 2016). On the other hand, the ease and speed that technological tools allow have shaped their professional and social aspirations, making them more impatient and demanding about their work, relationships, and connections with brands.

The study, The World Economic Forum (2019), also revealed that generation Z spends about 2h55min per day on social media, favoring Instagram, which corresponds to about 32% of its members.

2.7 THE ORGANIC PRODUCTS

The growing environmental problems visible in the '90s led to the emergence of ecological awareness by the population, consequently, consumers became more aware and started to analyze the consequences of their lifestyle, intending to adopt healthier and more sustainable behaviors based on the type of products to consume (Guillon and Willequet, 2003). Organic food covers natural food items which are free from artificial chemicals such as fertilizers, herbicides, pesticides, antibiotics, and genetically modified organisms (Marwa and Scott, 2013). According to Hughner et al. (2007), it is possible to group the set of incentives for the consumption of organic products into the following categories: Taste and food safety; Environmental concerns; Animal welfare concerns; Economic impact; Group pressure, and Knowledge. However, it is also possible to delineate the factors that restrict the number purchasing this type of product: Cost, Unavailability, and Labels. Data from Euromonitor revealed in a study conducted in 2017 that organic products are the third fastest-growing category in Europe. Right after sports nutrition and foods for individuals with food intolerances, they showed an average annual growth rate of 6% since 2010.

These data are corroborated by the Portuguese Association of Distribution Companies (APED), which confirms that “the category of organic products is rapidly developing. Furthermore, Marktest’s “Organic Consumer” study reveals that the Internet is one of the most influential media for consumers, showing that around 84.6% of respondents look for information about organic products online and that the most visited social networks are Facebook, Google +, and Instagram.

This market has proven to be very advantageous for organizations, being possible to observe a growth in the consumption of organic products throughout Europe, including Portugal. Companies should bet on strategies that act according to their behavior patterns and influence organic products consumers.

Research hypotheses

According to Richard and Guppy (2014), consumers attach great importance to the number of likes each product exhibits, showing themselves more predisposed to purchase those with the highest number. Users interpret this action as social proof of the quality of a given product (Carter, 2013). Lee et al.(2008) developed a study that positively links the number of likes with the number of sales. The individual perceptions and actions are influenced by the opinions and actions of others, and Facebook likes are a form of peer opinion and for that it can act as social proof and influence future buyers (Doha et al., 2019).

H1a - There is a direct relationship between the number of likes and the influence on consumer purchase intention of organic products.

For Zeithaml (1988), the recommendations of consumers’ friends are the Facebook tool that most influences their purchase intention. Haili (2014) adds that recommendations help them determine brand value. Schiffman and Kanuk (2009) revealed that customers’ decision to buy a product depended largely on the product’s value and recommendations that other consumers or users have shared on social media platforms.

H1b - There is a direct relationship between recommendations and influence on consumer purchase intention of organic products.

Attitude is considered to be one of the key determinants of advertising efficiency (Abubaker, 2016). Lin (2008) states that advertising appeals have a positive influence on the attitudes that individuals

have toward advertising. Baheti G. et al. (2012) reinforce that advertising appeal has a positive influence and is crucial in the attitude towards advertising. Facebook users react more favorably to a persuasive message or other online content if it has greater emotional appeal (Alhabash, et al, 2013). According to Niazi et al. (2012), advertisements are designed to influence consumers’ feelings and create a positive connection with the advertisement and argue that emotional advertisements are effective resources for creating a positive connection with advertising a product or service. In this way, Brink et al. (2006) state that advertisement with emotional appealing messages are more likely to be successful.

H1c - Facebook ads that appeal to the consumer’s emotional side have a positive relationship with the consumer’s attitude toward advertising.

Several studies have concluded that advertising can significantly influence young people’s food choices, consumption, consumer behavior, and purchase intention (Rehman et al., 2014). The purchase rates of a product will be higher among consumers who state positive intentions to buy the product than among those with weaker intentions (Abubaker, 2016). If choice is given to consumers for purchasing an organic product and from a company with other type pf products, consumers have more positive feelings about the company supporting a cause which affect their positive purchase intentions (Hou et al. 2008).

H2 - There is a direct relationship between advertisements and the influence on consumer purchase intention of organic products.

Attitude is an expression of one’s feelings which reflects the likes or dislikes of an object (Indriani, 2019). Numerous studies have provided empirical findings on the positive relationship between attitude and behavioural intention in advertising (Jung et al., 2016). Suh and Yi (2006) argue that attitude towards advertising may be directly related to purchasing intention. Lin (2008) reinforces this statement and asserts that having a positive attitude favors the individual’s purchase behavior.

H3 - Attitude towards advertising has a positive relationship with purchase intention.

The conceptual model is presented in Figure 1.

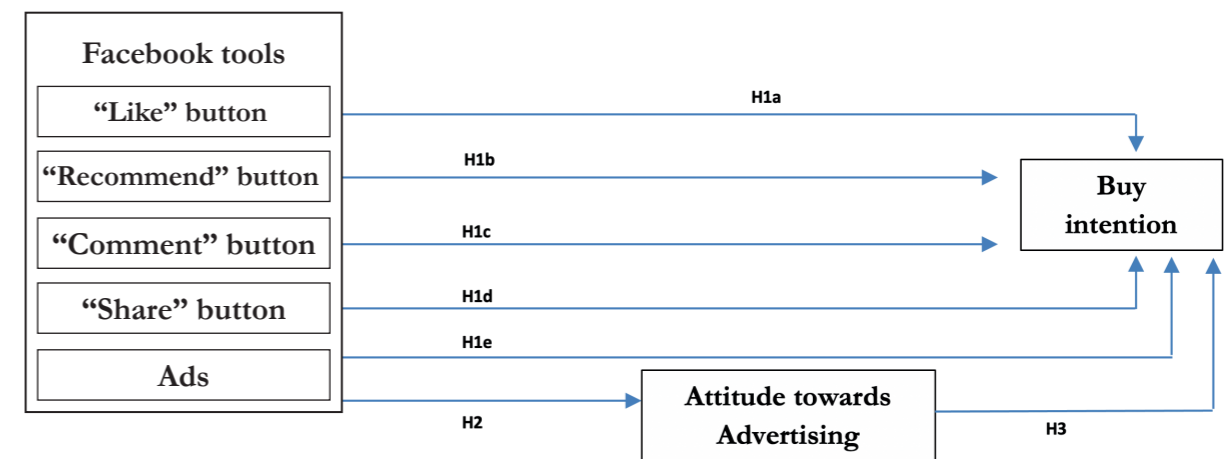


Fig. 1: Conceptual Model

3. METHODOLOGY

The main objective of this study is to understand the attitude of consumers of organic products from generations Y and Z regarding the tools available on the social network Facebook and to understand if these tools influence the purchase intention of these consumers. Therefore, the following research question was defined: “Does Facebook influence the organic consumer’s intention to buy, and which of its tools has more impact on the attitude towards advertising? Are there differences between generation Y and Z?”.

A quantitative approach was adopted based on non-probability convenience sampling (Thomas, 2003). The sample is characterized by consumers of organic products who use the Facebook social network and belong to the Y or Z generation. A total of 205 answers were obtained between November 11 and November 30, 2020, using the statistical program SPSS IBM Version 26.

The questionnaire prepared for the development of this research is divided into 4 groups.

To facilitate and validate the respondents’ answers, the survey starts by asking them if they have an account on the social network Facebook.

If the answer is negative, the survey ends. This question has such a decisive weight so decisive because it is necessary to obtain a positive answer to be able to analyze the objectives of the study in question.

In the first group, sociodemographic questions are asked to describe the sample in question and questions related to the use of the social network Facebook. This is a group that will also have a lot of weight in the final analysis of the study’s results, since it aims to analyze whether there are significant differences in purchasing behavior and attitudes towards organic products and advertising between the Y and Z generations, is composed of 8 questions. 5 are related to sociodemographic characteristics and 3 about the usability of this Social Network.

The second group aims to assess the attitude of individuals towards the tools of Facebook, consisting of 15 questions. Each of the questions is based on each of the different variables exposed in the Conceptual Model.

The third group is composed of 5 questions and, aims to analyze the sample’s attitude toward advertising.

In the fourth and last group, we intend to evaluate the relationship between advertising and the consumers’ intention to buy, consisting of 5 questions. To analyze each variable in each group, 3 to 5 questions were prepared for each one. According to, Raubenheimer (2004), it is necessary to establish 3 to 5 items for each factor when developing a statistical analysis.

To measure the respondent’s degree of agreement, a five-point Likert Scale was used, “1-Strictly Disagree” to “5-Strictly Agree”.

4. EMPIRICAL COMPONENT

Regarding the sample description, the largest percentage of the respondents are female (65.9%), with 33.7% of the respondents being male. The respondents are between 18 and over 47 years old, and it can be observed that most of the individuals are between 18 and 26 years old (69.8%). And that the second most significant percentage (18.5%) corresponds to ages 27 and 36. Most respondents live in Oporto (151 - 73.7%) and have a higher education degree. About 52.7% (108) of the respondents have a bachelor’s degree, and about 23.4% (48) have a master’s degree. Regarding the employment

status of the sample, it was found that most individuals work (87 - 42.4%), that 78 of the respondents (38%) work and study simultaneously. And 15.1% (31) of the sample studies and only 8 (3.9%) are unemployed. Furthermore, most respondents have had a Facebook account for over three years, corresponding to 142 (69.3%) of the total sample.

Reliability tests, Linear Regression analysis, and t-tests were performed. To satisfy the research objective, the following variables were delineated: Facebook Tools which included the “like” button, the “recommend” button, the “comment” button, the “share” button, and the “advertisement”; Attitude towards Advertisement; Intention to purchase. To satisfy the purposes of this research, several tests were applied to verify the type and weight of relationships between the constructs.

5. DISCUSSION

When analyzing the resulting data, it is possible to verify that all variables reach the minimum and maximum intended values - 1 to 5. This results from choosing a five-point Likert scale to assess each of the variables developed in the study.

Additionally, it is possible to deduce that the sample of organic product consumers shows a significantly more positive attitude towards advertising on Facebook (mean= 4.36 and s.d= 0.97) than the other scales evaluated. It is also observed that individuals demonstrate a significantly positive attitude towards the remaining constructs - Facebook Tools (mean= 4.26; s.d=0.97) and Purchase Intention (mean= 4.22; s.d=1.26), as shown in Table 2.

	Descriptive Statistics				
	N	Min.	Max.	Mean	SD
Facebook Tools	204	1	5	4,26	0,97
Advertising	204	1	5	4,36	0,97
Intention to Buy	204	1	5	4,22	1,26
Sample	204				

Table 2. Attitude towards Advertising

This study aims to answer the following research question: “How does Facebook influence the consumer’s intention to buy organic products, and which of its tools has more impact on the attitude towards advertising? Are there differences between generations Y and Z?”. To answer this question, tests and techniques were applied to the variables developed by the study. Table 3 presents the respective hypotheses:

Hipóteses	Autores	Resultado	Comentários
H1a - there is a direct relationship between the number of “likes” and the influence on the “Purchase Intention” of the consumer of organic products.	(Li, Wu, 2013; Carter 2013; Lee, 2017; Richard e Guppy, 2014)	Hypothesis 1a is supported	There is a 76% positive correlation between the “like” button and “Purchase Intention.” The value of the R-squared correlation coefficient corresponds to 0.57, which indicates that 57.3 of the variation in the “Purchase Intention” variable is explained by the “like” variable. The p-value is 0.00. As the assigned value is less than 0.05, the null hypothesis is rejected. We conclude that the “like” button exerts significantly positive influence on the purchase intention, consequently, Hypothesis 1a is supported.
H1b - There is a direct relationship between “recommendations” and the influence on consumer “Purchase Intention” of organic products.	(Zeithaml, 1988; Haili, 2014)	Hypothesis 1b is supported	There is a positive correlation of 72% between the “recommend” button and “Purchase Intention.” The value of the R squared correlation coefficient corresponds to 0.52. Which indicates that the “recommend” variable explains 52% of the variation in the “Purchase Intention” variable. The p-value corresponds to 0.00. As such, the null hypothesis is rejected, and the data reveal that the “recommend” button exerts a significantly positive influence on the purchase intention of organic consumers. consumers of organic products, consequently, Hypothesis 1b is supported.
H1c - There is a direct relationship between comments/reviews and the influence on “Purchase Intention” of the consumer of organic products.	(Lee et al., 2008; Richard e Guppy, 2014)	Hypothesis 1c is supported	There is a positive correlation of 60% between the “comment” button and “Purchase Intention.” The value of the R-squared correlation coefficient corresponds to 0.36, which indicates that 36% of the variation in the “Purchase Intention” variable is explained by the “comment” variable. The p-value corresponds to 0.00. As such, the null hypothesis is rejected, and the data reveal that the “comment” button exerts a significantly positive influence on the purchase intention in consumers of organic products, consequently Hypothesis 1c is supported.
H1d - There is a direct relationship between “shares” and the influence on the “Purchase Intention” of the consumer of organic products.	(Richard e Guppy, 2014)	Hypothesis 1d is supported	There is a significant but weak correlation of 20% between the “share” button and “Purchase Intention.” The value of the R-squared correlation coefficient corresponds to 0.039, which indicates that 3.9% of the variation in the “Purchase Intention” variable is explained by the “sharing” variable. The p-value corresponds to a 0,013. This value is still less than 0,05, thus there is rejection of the null hypothesis. As such, the data reveal that the variable “sharing” has a significantly significantly positive influence on the purchase intention of consumers of organic products products, thus Hypothesis 1d is supported.
H1e - “Facebook Ads” that appeal to the emotional side of the consumer have a positive relationship on “Attitude towards advertising”.	(Hsu,1990; Brassington e Pettitt, 2001; Lin, 2008; Baheti et al., 2012; Niazi,Siddiqui, Shah, Hunira, 2012)	Hypothesis 1e is supported	There is a significant correlation of 82% between “Ads” and “Attitude towards Advertising.” The value of the R-squared correlation coefficient is 0.673. This indicates that 67.3% of the variable “Attitude towards Advertising” variation is explained by the variable “Advertisements.” The p-value corresponds to 0.00, this value allows rejecting the null hypothesis. This means that the variable Facebook Facebook Ads variable exerts a significantly positive influence on the attitude toward advertising in consumers of organic products, consequently Hypothesis 1e is supported.
H2 - There is a direct relationship between “Advertisements” and the influence on the “Purchase Intention” of the consumer of organic products.	(Devi e Kotwal, 2008; Rehman, Ilyas, Nawaz, Hyder, 2014)	Hypothesis 2 is supported	There is a significant correlation of 82% between “Ads” and “Purchase Intention.” The value of the R squared correlation coefficient corresponds to 0.667, indicating that 67% of the variation in the “Purchase Intention” variable is explained by the “Ads” variable. The p-value corresponds to a 0,00. This value allows us to reject the null hypothesis, meaning that the variable emotional emotional advertisements positively influences the purchase intention variable of organic consumers. organic products, consequently Hypothesis 2 is supported.
H3 - The “Attitude towards Advertising” has a positive relationship on “Purchase Intention”.	(Suh e Yi, 2006; Lin, 2008)	Hypothesis 3 is supported	There is an 86% correlation between “Attitude towards Advertising” and “Purchase Intention.” The R squared value of the correlation coefficient corresponds to 0.75%, which indicates that 75% of the variation in the “Purchase Intention” variable is explained by “Attitude towards Advertising.” The p-value corresponds to 0.00. This value allows rejecting the null hypothesis. This means that the variable attitude toward advertising positively influences the purchase intention of consumers of organic products products, being Hypothesis 3 supported.

Table 3. Hypotheses, authors, results and comments.

Hypothesis H1a concerned the positive relationship between the number of likes and purchase intention, and the data show that the “like” button has a significantly positive effect on the organic consumer’s purchase intention, thus supporting H1a.

Hypothesis H1b related the “recommend” button with the influence on consumer purchase intention and was considered supported by the results, being possible to state that the organic consumer values the products that were recommended by his/her friends and that this increases the probability of purchasing them.

Hypothesis H1c, which intends to understand if there is a positive relationship between the “comment” button and the purchase intention variable, was also supported. The linear regression test showed significant differences with the dependent variable - Intention to purchase, by the independent construct “Comment.”

The data obtained also support hypothesis H1d, which according to Richard and Guppy (2014), indicates that products shared by our friends influence our purchase intention due to recurring visibility over unshared ones.

On the other hand, hypothesis H1e concerns the influence that advertisements exert on consumer purchase intention, and it was possible to ascertain that the variable advertisements significantly explain the variable purchase intention, supporting H1e.

Hypothesis H2, which aims to show that emotional advertisements can change the attitude of organic consumers toward advertising, was also supported.

The data revealed a significantly positive relationship between the two scales, with the data showing that the variable “Advertising” is the one that shows a more significant impact when compared to the others. Finally, hypothesis H3, which aims to relate the attitude towards advertising with the influence on the purchase intention, showed p-values less than 0.05, thus supporting this variable.

Next, it was necessary to perform the t-test to understand if the sample shows significant differences in attitude towards the variables between generation Y and Z. It was possible to see that generation Y and Z, despite showing a significantly positive attitude towards advertising on Facebook and its influence on purchase intentions, do not show differences in behavior or attitude concerning their age group. On the other hand, they offer significant positive differences in Facebook Tools, so the results show that these are more valued by generation Z.

Finally, in order to identify which tool has more impact on the generations, the t-test was applied to the “Facebook Tools” scale to analyze and compare the 12 variables of this scale. It was possible to conclude that there are only significant differences in attitude for three constructs - the “Like” button, “Share,” and “Advertising” these were the only ones whose p-value was less than 0.05, allowing us to state with 95% confidence significantly positive differences in attitude between generations. Additionally, we can see from the data that generation Z is the one that values these tools the most. This is very important information because it allows us to develop more targeted marketing strategies for each segment.

6. CONCLUSIONS

This research focuses on the organic products market in Portugal. The literature review shows that this is a market segment that has evolved a lot in the last years, becoming a business opportunity for companies, which in turn results in a very competitive area. At the same time, we have observed the emergence of Social Networks and an increase in their impact on consumers’ daily lives, presenting

themselves as informative, social, and business platforms. To keep up with the trends, brands have migrated to the online world to get closer to their customers and to take advantage of the numerous strategic possibilities online platforms provide through their tools. Thus, it has become crucial for organic businesses to understand which social network is the most suitable and which tool has the greatest impact on their diverse audience. The social network Facebook was chosen as the focus of the research. The results obtained from the data collection showed that all the research hypotheses were supported. This study is in line with the authors and studies mentioned in the literature review that argue that Facebook influences the purchase intention of organic consumers.

Additionally, the data revealed that organic consumers are more receptive to and influenced by Facebook advertising. However, the behavior between generation Y and Z for the scale “Facebook Tools” showed significant differences between them, and the remaining tests showed that there are three variables within the scale “Facebook Tools” that exhibit a more significant impact on individuals between 18 and 26 years (Zs), which are the constructs: “Like” button, “Share” button, “Advertising.” With this information, it is possible to answer the research question - “Does Facebook influence the purchase intention of organic products consumers, and which of its tools has more impact on the attitude towards advertising? Are there differences between generation Y and Z? Effectively, the results show that Facebook influences the buying behavior of organic consumers and that the “like” button, the “share” button, and the “advertisement” were the tools that have the most impact on individuals, particularly on generation Z, and that there are no significant differences in attitude between generations Y and Z regarding advertising. This study also intended to provide data to allow managers to develop more segmented strategies with higher conversion levels, considering their target audience and the perceived influencing stimuli.

One of the main limitations of this study is the size and type of sample, which limits the generalization of the results achieved. As such, it would be advisable for future studies to invest in larger samples and analyze the behavior and attitude of consumers of organic products. Although Facebook is still the most used online platform, Instagram is the one where we have seen greater growth in recent years, showing a greater adherence to the Z generation. Thus, it would be possible to compare results for each of the social networks and develop more segmented and targeted marketing strategies, increasing the likelihood of conversion.

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