

Explaining organic product features in print ads – An examination of actual purchase behavior and spill-over effects

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Abstract

Allocating product specific information (PSI) on organic features at the point-of-sale (POS) was found to reduce the intention-behavior gap. While numerous stimuli at the POS contribute to consumers' cognitive overload and aversive consumer behavior, this research transfers organic PSI from the touchpoint 'POS' to 'print ads'. The impact of these ads featuring low- and high-involving groceries on actual purchase behavior in the advertised category as well as spill-over effects to non-advertised categories was examined with a combination of a field experiment and observation data (n = 242). Additionally, boundary conditions and amplifiers of the spill-over effect were identified. The results indicate that PSI print ads can enhance actual organic purchase rates in low involvement categories. Additionally, the organic purchase spills over to other non-advertised categories. The effect is stronger for green or health conscious consumers, consumers perceiving high ambivalence towards the organic factor and consumers with low organic purchase intentions.

Keywords: *actual purchase behavior; intention-behavior gap; organic groceries*

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