



**VILNIUS UNIVERSITY
BUSINESS SCHOOL**

DIGITAL MARKETING PROGRAMME

Md Mayaraj Mahabub

THE FINAL MASTER'S THESIS (PROJECT)

LT: Komunikacinės žinutės struktūros įtaka pasitikėjimo ekologiškais maisto produktais didinimui: lyginamoji Lietuvos ir Bangladešo analizė

EN: Communication Message Structure Influence on Improving Trust in Organic Foods: A Comparative Analysis of Lithuania And Bangladesh

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SUMMARY
VILNIUS UNIVERSITY BUSINESS SCHOOL
DIGITAL MARKETING STUDY PROGRAM
MD MAYARAJ MAHABUB

**Communication Message Structure Influence on Improving Trust in Organic Foods: A
Comparative Analysis of Lithuania And Bangladesh**

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Master's thesis (project) was prepared in Vilnius, in 2025

Scope of Master's thesis (project) - 85 pages.

Number of tables used in the FMTP - 24 pcs.

Number of figures used in the FMTP - 2 pcs.

Number of bibliography and references - 67 pcs.

The FMTP described in brief:

The organic food industry is highly driven by the sense of trust and commitment. Consumers, especially those concerned about health and sustainability, tend to build brand loyalty with companies. Organic food industry promotes sustainability, authenticity and closeness to nature. The study has investigated the effectiveness of communication message structure in two distinct cultures; Bangladesh and Lithuania and explore how consumer trust functions in the organic food products. Elaborative Likelihood model and Hofstede's Cultural dimensions are adopted for the theoretical framework. This quantitative research has explored the perspectives of consumers in Lithuania and Bangladesh through hypothesis testing and group statistics. It is found that consumers from both countries have significant sensitivity to communication message structure when it comes to developing trust for organic food products. Although there is no significant difference in the effectiveness of communication message structure in the specific cultural contexts.

Problem, objective and tasks of the FMTP:

Many studies have explored the cultural dynamics underlying different consumer responses, while others have examined how customers' trust and attitudes toward purchasing organic foods influence their purchasing decisions (Ali et al., 2021; Akter et al., 2023). However, there is a research gap in merging these two topics, especially when it comes to comparing cross-cultural

contexts, such as between Lithuania and Bangladesh. The problem that the study addresses is that organizations are struggling with the lack of awareness and clarity on impact of communication message structure, especially in the context of organic foods in different cultures. This study aims to investigate how the structure of communication messages influences consumer trust in organic foods, comparing scenarios in Bangladesh and Lithuania.

To identify the effectiveness of the communication message structure in Bangladesh in organic food industry. To explore how customer attitudes vary in the communication message structure differently in Lithuania and Bangladesh in the context of organic food products, to provide insights into the cultural context for the differences in customer attitudes toward message structure in Lithuania and Bangladesh when it comes to organic food products, to examine theoretical understanding about the application of communication message structure in specific industry context i.e. organic food products.

Research methods used in the FMTP:

The research has adopted quantitative research method. 201 respondents who have purchased organic products in last one year and aged over 18 are asked closed-ended online questions. The collected data are analyzed using frequency analysis, one-sample t-test and group statistics.

Research and results obtained:

From testing 15 hypotheses, it is realized that communicational message structure on organic products can significantly impact on perceived risks, effectiveness of peripheral cues. Customers are also influenced by credibility of sources, transparency of information. The cultural dimensions also influence on perceived risk, quality of perceived arguments, credibility of perceived sources, effectiveness of peripheral cues and transparency of information. It is also realized that all of these aspects are significantly impacting intention to purchase organic food products.

Conclusions of the FMTP:

Findings from the analysis suggest that communication message structure can play an important role in building trust among customers, particularly for organic food products. This reality has no significant difference between Bangladesh and Lithuania.

Information about the publication of FMTP results or adaptation for publication:

The results of the master's thesis have not yet been published in scientific journals. However, the work is suitable for adaptation into a scientific article and submission to peer-reviewed academic journals in the fields of marketing, digital marketing, or business, especially publications that examine user-generated content, message structure, and improve consumer trust in organic food in the digital environment.

SANTRAUKA
VILNIAUS UNIVERSITETO VERSLO MOKYKLA
SKAITMENINĖS RINKODAROS STUDIJŲ PROGRAMA
MD MAYARAJ MAHABUB

Komunikacinės žinutės struktūros įtaka pasitikėjimo ekologiškais maisto produktais didinimui: Lietuvos ir Bangladešo lyginamoji analizė

Vadovė – Elzė Rudienė, doc., dr. (PhD)

Magistro baigiamasis darbas (projektas) parengtas Vilniuje, 2025 m.

Magistro baigiamojo darbo (projekto) apimtis – 85 puslapiai.

FMTF naudotų lentelių skaičius – 24 vnt.

FMTF naudotų paveikslų skaičius – 2 vnt.

Naudotų literatūros šaltinių ir nuorodų skaičius – 67 vnt.

Trumpai aprašytas FMTF:

Ekologiško maisto pramonė yra itin stipriai grindžiama pasitikėjimo ir įsipareigojimo jausmu. Vartotojai, ypač tie, kuriems rūpi sveikata ir tvarumas, yra linkę kurti lojalumą prekių ženklams. Ekologiško maisto pramonė skatina tvarumą, autentiškumą ir artumą gamtai. Tyrime analizuojamas komunikacinės žinutės struktūros veiksmingumas dviejuose skirtinguose kultūriniuose kontekstuose – Bangladeše ir Lietuvoje – bei nagrinėjama, kaip vartotojų pasitikėjimas veikia ekologiškų maisto produktų atžvilgiu. Teoriniam pagrindui taikomas Elaboracijos tikimybės modelis ir Hofstede kultūrinių dimensijų teorija. Šis kiekybinis tyrimas nagrinėja vartotojų požiūrį Lietuvoje ir Bangladeše, taikant hipotezių testavimą ir grupinę statistiką. Nustatyta, kad abiejų šalių vartotojai yra reikšmingai jautrūs komunikacinės žinutės struktūrai, kai kalbama apie pasitikėjimo ekologiškais maisto produktais formavimą. Tačiau nenustatyta reikšmingų skirtumų komunikacinės žinutės struktūros veiksmingume konkrečiuose kultūriniuose kontekstuose.

FMTF problema, tikslas ir uždaviniai:

Daugelis tyrimų nagrinėjo kultūrinės dinamikas, lemiančias skirtingas vartotojų reakcijas, o kiti analizavo, kaip vartotojų pasitikėjimas ir požiūris į ekologiškų maisto produktų pirkimą daro įtaką jų pirkimo sprendimams (Ali et al., 2021; Akter et al., 2023). Tačiau egzistuoja tyrimų spraga, jungianti šias dvi temas, ypač lyginant tarpkultūrinius kontekstus, tokius kaip Lietuva ir

Bangladešas. Šio tyrimo sprendžiama problema yra ta, kad organizacijos susiduria su informuotumo ir aiškumo trūkumu dėl komunikacinės žinutės struktūros poveikio, ypač ekologiškų maisto produktų kontekste skirtingose kultūrose. Šio tyrimo tikslas – ištirti, kaip komunikacinių žinučių struktūra daro įtaką vartotojų pasitikėjimui ekologiškais maisto produktais, lyginant Bangladešo ir Lietuvos atvejus.

Nustatyti komunikacinės žinutės struktūros veiksmingumą Bangladešo ekologiško maisto pramonėje; ištirti, kaip vartotojų požiūriai į komunikacinės žinutės struktūrą skiriasi Lietuvoje ir Bangladeše ekologiškų maisto produktų kontekste; pateikti įžvalgas apie kultūrinį kontekstą, lemiantį vartotojų požiūrio į žinutės struktūrą skirtumus Lietuvoje ir Bangladeše, kalbant apie ekologiškus maisto produktus; išnagrinėti teorinį komunikacinės žinutės struktūros taikymo supratimą konkrečiame pramonės kontekste, t. y. ekologiškų maisto produktų srityje.

FMP tyrimo naudoti tyrimo metodai:

Tyrimo taikytas kiekybinis tyrimo metodas. 201 respondentui, vyresniam nei 18 metų, per pastaruosius vienerius metus įsigijusiam ekologiškų produktų, užduodami uždari klausimai internete. Surinkti duomenys analizuojami naudojant dažnio analizę, vienos imties t-testą ir grupinę statistiką.

Tyrimai ir gauti rezultatai:

Tikrinant 15 hipotezę, suprasta, kad komunikacinės žinutės struktūra apie ekologiškus produktus gali reikšmingai paveikti suvokiamą riziką ir šaltinių užuominų veiksmingumą. Klientams taip pat įtakos turi šaltinių patikimumas ir informacijos skaidrumas. Kultūriniai aspektai taip pat turi įtakos suvokiamai rizikai, suvokiamų argumentų kokybei, suvokiamų šaltinių patikimumui, šaltinių užuominų veiksmingumui ir informacijos skaidrumui. Taip pat suprantama, kad visi šie aspektai daro didelę įtaką ketinimui pirkti ekologiškus maisto produktus.

FMP išvados:

Analizės rezultatai rodo, kad komunikacijos žinutės struktūra gali atlikti svarbų vaidmenį kuriant klientų pasitikėjimą, ypač kalbant apie ekologiškus maisto produktus. Ši realybė reikšmingo skirtumo tarp Bangladešo ir Lietuvos neturi.

Informacija apie FMTP rezultatų publikavimą arba adaptavimą publikavimui:

Magistro darbo rezultatai dar nebuvo publikuoti moksliniuose žurnaluose. Tačiau darbas tinka adaptuoti į mokslinį straipsnį ir pateikti recenzuojamuose akademinuose žurnaluose rinkodaros, skaitmeninės rinkodaros ar verslo srityse, ypač leidiniuose, kuriuose nagrinėjamas vartotojų kuriamas turinys, žinutės struktūra ir vartotojų pasitikėjimo ekologišku maistu didinimas skaitmeninėje aplinkoje.

Keywords

Communication Message Structure, Organic Food, Trust, Lithuania, Bangladesh

Abbreviations

ELM Elaboration Likelihood Model

UAI Uncertainty Avoidance Index

LTO Long-Term Orientation

EUR Euro (Currency)

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INTRODUCTION

Communication is one of the primary building blocks for developing meaningful relationships between organizations and their customers. While there are numerous ways organizations communicate with customers, the effectiveness and relevance of different communication forms are directly affected. Successful communication helps organizations strengthen both long-term relationships and increase intentions to purchase. That is why companies focus heavily on leveraging the proper communication message structure to create loyalty and trust (Kyriashko, 2020). While trust and loyalty are major benchmarks for success for companies, it is not always a straightforward process due to differences in people's mindsets and responsiveness to communication approaches. These variances are byproducts of socio-cultural elements. Consumers differ due to their unique set of perceptions, attitudes, motivations, and knowledge. Moreover, their intentions are deeply rooted in their culture, as well as in normalized behaviors. Thus, to build lasting relationships with customers, companies must understand how trust operates in various industries (Gundala & Singh, 2021).

Among that, the food industry (especially organic food) is highly facilitated by a sense of trust and commitment. Consumers, especially those concerned about health and sustainability, tend to build brand loyalty with companies. Organic food industry promotes sustainability, authenticity and closeness to nature. These commitments offer added a positive attitude toward the companies among consumers. That is why understanding how the communication message structure can provide insights into how trusts can be addressed by framing information differently in different cultural settings (Černikovaitė, 2024). This study aims to understand the communication message structure and its impact on building trust in the organic food industry across different cultural contexts, particularly in Lithuania and Bangladesh.

The trust in organic foods among consumers varies across different cultures. The underlying reasons for this are still inadequately known, especially in the cultural context, due to a lack of understanding of the efficacy of communication message structure in this regard. That means organizations are constantly exploring different communication message structures to convey information to their clients, but may lack the effectiveness to make meaningful exchanges (Drozdova et al., 2023).

Hence, organizations cannot optimize their resources efficiently for developing a communication strategy. It is also challenging to address socio-cultural environments, as organizations often lack awareness of the proper communication message structure for specific

countries or regions, such as Bangladesh or Lithuania (Černikovaitė, 2024). This study can provide insights into different factors related to the efficacy of communication message structure in two nations: Lithuania and Bangladesh. Both countries are culturally diverse and exhibit significant contrasts in consumer behavior. This offers an opportunity to explore a wide range of different variables affecting the contrast in effectiveness of communication message strategy across various cultures. Additionally, this study examines how the structure of communication messages affects consumer trust in organic foods (Jaakkola, 2023). This study will address this problem and compare how people in Bangladesh and Lithuania react to information about organic food, to help companies create messages that build trust and credibility with their customers.

Many studies have explored the cultural dynamics underlying different consumer responses, while others have examined how customers' trust and attitudes toward purchasing organic foods influence their purchasing decisions (Ali et al., 2021; Akter et al., 2023). However, there is a research gap in merging these two topics, especially when it comes to comparing cross-cultural contexts, such as between Lithuania and Bangladesh. The problem that the study addresses is that organizations are struggling with the lack of awareness and clarity on impact of communication message structure, especially in the context of organic foods in different cultures.

Research Aim: This study aims *to investigate how the structure of communication messages influences consumer trust in organic foods, comparing scenarios in Bangladesh and Lithuania.*

Research objectives of the study is:

- To identify the effectiveness of communication message structure in Bangladesh in organic food industry
- To identify the effectiveness of communication message structure in Lithuania in organic food industry
- To explore how customer attitudes vary in the communication message structure differently in Lithuania and Bangladesh in the context of organic food products
- To provide insights into the cultural context for the differences in customer attitudes toward message structure in Lithuania and Bangladesh when it comes to organic food products
- To examine theoretical understanding about the application of communication message structure in specific industry context i.e. organic food products

Research Question: How do different structures of communication messages influence consumer trust in the organic food market across the cultural contexts of Lithuania and Bangladesh?

Study Structure: The chapter consists of five significant sections. The first chapter explores the foundational concept related to the structure of communication messages. It explains the significance of this research topic and the core question that this research aims to address. The second chapter examines the relevant literature to provide background and context for later analysis. The third chapter, Methodology, offers guidelines and justifications for adopting a particular research method, as well as methods for data collection and analysis. The fourth part is findings. It explores the findings from data analysis constructed by the methodology. The final chapter serves as the conclusion, providing an overall understanding of the study by summarizing its key points and offering simplified answers to the research questions. It also provides scope for further research.

1. LITERATURE REVIEW

1.1. Overview of Communication Message Structure

According to a study by Ding et al. (2025), the communication message structure can be explained as the practice of adopting critical elements to establish a meaningful relationship between two parties during the communication process. The authors emphasized the effectiveness of communication while defining the structure of the communication message. They argued that message structure is designed to utilize the right tools for specific types of communication. Although the study focuses on the digital environment, many of its findings are also relevant to communication in general. The authors also explored various elements that contribute to the effectiveness of communication messages. This includes appropriate verbal communication, i.e., body language, intonation, and so on. In addition, the authors have emphasized the importance of verbal communication message structure as a prerequisite for developing effective communication in various scenarios. For instance, the author has argued that adopting empathy as a tone for communication message structure can foster better relationships between the sender and the receiver. The authors also mention other elements of success, including active listening, clarity, and others.

A study by Kyiashko (2020) has explained the concept of communication message structure differently, emphasizing an audience-driven template. The author explained that the senders of communication need to understand the necessities and expectations of the receivers to provide the proper structure for conveying the message. In an effective communication message structure, senders adopt the right tool to ensure clarity in favor of the organization. Hence, the receiver can understand the core meaning of the conveyed messages.

The author also highlighted the notion of predictability. The study emphasized the application of communication message structure to organizations, and perspectives are oriented toward that. In the context of organizations, predictability refers to the consistency and expectedness of a communication message's structure for the audience or receiver. This allows the receivers to perceive the effectiveness of the core information. It also reduces the possibility of potential confusion. The author has put forward a four-part communication message structure as a core characteristic of the concept. The structure should include an opening, context or background, details as well as the closing. The author also mentioned that the core structure is intended to remain consistent across a wide range of communication methods. In many methods,

some part of the message structure is not required to be expressed explicitly, but for the receiver, all four parts must be understood.

Another study by Nur & Enik (2023) highlighted the necessity of incorporating key ideas, whether direct or indirect, into the communication message structure. The author has explained a successful communication message structure where the key ideas can dictate the expected reaction of the audience through the content of the message. Unlike previous concepts on communication message structure, the author emphasizes key ideas as the primary focus in delivering the message. Another study by Tsuma et al. (2024) explored the key ideas that these can be delivered through different types of message structures. Typically, it adopts a positive or neutral message about specific ideas. The structure starts with the key idea, followed by an explanation and a closing. This is also the case for persuasive and negative messages. In that case, the length of the explanation can be larger depending on the context.

Placing the key ideas at the forefront of the communication message structure. The author argues for this specific chronology because, as the audience is constantly exposed to numerous communication messages, it is essential to prioritize the content more effectively in the future. It allows the audience to judge whether they want to continue receiving the message. On the contrary, when non-key ideas are expressed first, it can reduce the chance of gaining attention because of being perceived as not relevant or less relevant to the audience (Cruz et al., 2025).

A study by Tarsani et al. (2023) explained the concept of communication message structure, emphasizing the rhetorical strategy. The authors argued that the communication message structure is a practice of communication in which the sender or organization attempts to understand the meaning processing of receivers and explore the structure based on different psychological theories that best fit the specific context. This definition highlights the dynamics of the meaning-making process for different receivers or audiences of communication. The author also explained that in many cases, a communication structure can utilize a metaphor for effective communication delivery. This rhetorical strategy employed an indirect style to convey messages to the audience by triggering a psychological connection associated with certain metaphors. This definition is deeply linked with the coordinated management of meaning (CMM) theory. This literature explores the fundamental concepts and characteristics of communication message structure.

1.2. Impact of Communication Message on Improving Trust

According to Ki et al. (2023), the proper communication message structure can bridge the gap between an organization's offerings and stakeholders' expectations. Each stakeholder may have different expectations from the organization. For financial stakeholders, specific financial success metrics or findings can be more relevant and engaging than others. For consumers, the pricing and the features are typically more concerning factors than other added benefits. For employees, the concerns related to job security and professional growth can be a topic of interest. While delivering the message, it is essential to ensure that their interests are adequately communicated. Even within the organization, project teams need to communicate effectively about the objectives, challenges, and perspectives of each team member. As argued by the authors, a proper communication message structure should explore core concerns as a foremost or opening remark when communicating with stakeholders in organizations. This structure enables each stakeholder to feel more connected to the organization's interests. This can also foster relationships among team members and with external stakeholders.

A study by Lubis et al. (2021) explained that customer brand loyalty is strongly linked to how effectively brands communicate their message to them. While the agenda of messages may vary, communication messages must be structured in a way that allows consumers to engage due to potent psychological triggers that are triggered spontaneously. Brands that maintain consistent communication with a clear message structure can foster long-lasting brand loyalty among customers. In the case of advertising, brands tend to address one or two particular emotional triggers, such as awareness, humor, fear, inspiration, and so on. In text-based communication, the first thing brands usually do is to place a "hook". The author explained the hook as the most crucial message in the communication structure that grabs the attention of the customers. In an informative brand communication, the hook can be a factual claim or a numerical/statistical data point. This motivates the customers to remain attentive to the rest of the information. After that, the brands communicate an explainer and create a positive connection between the hook and their offerings. This progression of communication is also consistent with the argument presented by Tarsani et al. (2023), which highlights the need to connect the audience's meaning process with the message.

Stravinskienė et al. (2021) also stated similar views on communication and customer loyalty. The author highlighted the construct in the context of corporate communication. The author explained that customers tend to have a favorable opinion of a specific brand and its

offerings when the brand communicates effectively. The core topic of a communication message does not necessarily need to be about the attributes of products or services. In many cases, brands attempt to connect a potential lifestyle or story to the value gained by using specific products or services. Brands may not explicitly mention it, but this approach in communication makes customers feel more trusting toward the brand. This type of rhetorical strategy is also argued by Tarsani et al. (2021) in their explanation of the structure of communication messages in organizations.

1.3. Hofstede's Cultural Dimensions in trust formation

According to Azmi et al. (2023), the impact of communication message structure is not equally effective in all cultural contexts. Due to cultural dissimilarities, organizations need a better understanding of the uniqueness and responsiveness of culture to effectively explore a communication message that can achieve the expected outcome. There are many ways organizations can understand cultural influence on communication messages. According to a study by Chang & Wu (2023) each culture has a set of unique attributes, including its focus of interest, power dynamics, values related to gender roles, degree of risk tolerance, and orientation towards prioritizing long-term or short-term needs, among others. Hofstede's cultural dimensions have been explained extensively.

Jaakkola (2023) argued that the orientation on individualism and collectivism in a particular culture is a strong indication of the effectiveness of different communication messages. The author argued that in collectivist cultures, it is possible to convey a communication message prioritizing high-context. He added that in collectivist cultures, social harmony is encouraged. And by communicating positive messages about social settings and relationship-building statements, effective results can be achieved. When it comes to persuasion focus, the organization can focus on a communication message oriented toward tradition or group consensus. The author also argued that in a collectivist culture, it is essential that language tone is polite and formal to be consistent with the cultural hierarchy. It is possible to convey messages in a longer length to develop a common group in such cases because it may require extensive context to deliver the message, especially potentially sensitive information. On the other hand, the communication message structure functions very differently in individualist cultures. The message length is expected to be precise and short. In this culture, verbosity is considered very inefficient.

Additionally, the tone of language can often be informal and personal, conveying messages that are more closely tied to the emotional context of the individuals. In these cultures,

logical arguments are more common in communication messages because the audience prioritizes evidence and facts over tradition. To put it simply, there is a vastly different approach to communication messages when it comes to the culture's orientation towards individualism or collectivism (Minkov & Kaasa, 2021).

According to another study by Al-Adwan et al. (2022), different cultures have different levels of tolerance for unknown future situations and potential risks. This cultural dimension plays a vital role in understanding how communication messages need to be constructed, focusing on the core concerns of different cultures. This dimension is explained as the uncertainty avoidance index or UAI. In countries where people feel more concerned about the threat of uncertainty, communication messages should provide a sense of reliability, predictability, and awareness. It is expected that the message is logically structured, providing reliable facts about the agenda. Organizations also need to provide reliable sources to support their claims, as people may seek verification of the communication messages to ensure their potential decision-making is informed by accurate information. On the contrary, in low UAI cultures, the communication message structure can be brief, emphasizing the big picture or future outcome rather than being detailed and concise. In this culture, communication is more focused on building trust, which is achieved through creative or conversational approaches (Al-Adwan et al., 2022).

According to a study by Bonjeer & Vonkova (2024), in many cultures, people prioritize having instant or short-term outcomes, while in other cultures, they are more concerned about the long-term benefits they gain. This orientation is essential in communication because the framing of particular information must address the interests and mindset of a specific culture. For people living in a culture where long-term orientation is more prevalent, product or service offerings from organizations can effectively communicate long-term benefits to customers. On the other hand, in cultures where long-term benefits are not prioritized, communicating the message during the same framing can be relatively less effective in convincing the customers. That is why the authors argued that organizations need to assess the LTO index of a particular culture to create a comprehensive communication message strategy for the companies (Lin & Lou, 2024).

According to another study by Chun et al., (2021), language plays a crucial role in conveying the right communication message in cultures oriented toward long-term goals. For instance, in high LTO cultures, companies can offer more value-added services, such as warranties and long-term technical support, in their communication messages to convince more people to pursue them. On the contrary, the author also argued that the language needs to

emphasize short-term, quick fixes in low LTO cultures. For instance, organizations can offer discounts, bonuses, or volume sales as part of their communication message strategy to convince people from these particular cultures (Alsswey et al., 2022).

Another study by Tetteh et al. (2023) explained that one of the significant differences between a high LTO culture and a low LTO culture is the emphasis on building relationships. In low LTO cultures, organizations invest little in building long-term relationships due to the market realities. However, in high LTO cultures, customers expect a positive long-term relationship with the organization, characterized by mutual transparency and respect. This unique contrast in consumer expectations between cultures shifts the focus of organizational communication messages. In high-LTO cultures, organizations engage in a gradual progression of relationship development with their consumers or customers on a deeper level (Alipour, 2021).

On the other hand, consumers may prioritize benefits over relationships in low LTO cultures. This is because in low LTO cultures, companies tend to face a higher degree of uncertainty, and consumers are less likely to be convinced by any long-term promises of companies. On the other hand, high LTO cultures expect stability among companies, and therefore, they have a higher tolerance for waiting to gain the optimum value from organizational offerings (Wang & Zhai, 2022).

According to a study by Abdelrahim, (2021), many cultures value the notion of individual freedom, while others prioritize moderation and restraints. While there is not necessarily a binary social phenomenon in the culture, this notion is relatively more common in one culture than another. The commonality of indulgence in a community or culture creates an opportunity for organizations to adopt a particular communication message strategy, which may not be similar in a culture where restraint is relatively more normalized. The author argued that in a culture where indulgence is normalized, consumers expect gratification from the organizations for their engagement or contribution in the co-creation of value. To complement this expectation, organizations often offer various short-term incentives or loyalty benefits tailored to individual employees. This type of communication message allows organizations to be treated positively in the market.

Alsswey et al., (2022) argued that countries like the United States, the United Kingdom, Spain, and so on can be considered as countries that value indulgence. As the author claimed, in this market, organizations should explicitly consider rewarding customers to gain their loyalty and establish a relationship of repeat purchases.

Additionally, there are a number of countries where restraint is considered more normalized. In this culture, people are adherent to their social norms (Tetteh et al., 2023). There is a commonality among the majority of people expressing their emotions restrictively. Countries like China and Japan can be considered good instances of cultures where restraints are encouraged in general. The author argued that when organizations formulate a communication message, it is essential that they provide insights to create trust. The author also added that people in these cultures develop loyalty and trust gradually. That means organizations need to be persistent in delivering trust-based communication messages. Furthermore, people tend to remain loyal to a particular organization for their product choices, so in the long term, organizations can gain a competitive advantage by serving a large, loyal customer base in the region. This is possible by having a consistent delivery of communication messages with exact or similar framing of information (Alipour, 2021).

This literature provided understanding of the benchmarks for differences in cultural dimensions. This theory is adopted to understand the cultural differences between Lithuania and Bangladesh, especially in terms of Individualism and Collectivism.

1.4. Digital Communication in Trust Perception

According to a study by Chawla et al. (2023), the structure of communication messages functions differently in digital communication due to its ease and virtual reception. That is why trust perception also works differently in digital communication. The author argued that, unlike physical entities, it is easy to develop content for communicating with the stakeholders. Additionally, when it comes to digital communication, people are often exposed to a high volume of messages delivered by various organizations and individuals. Due to this clutter on digital platforms, getting attention from the communication receiver is becoming increasingly challenging. It is more difficult to create a lasting impact, especially trust. However, the author argued that, despite the growing challenges to the effectiveness of digital communication, it remains a more convenient and cost-effective way to create trust among stakeholders. The author argued that, even though people are becoming more accustomed to receiving information through digital communication, they often require additional insights virtually to feel convinced and trust it. That is why the digital communication message structure should be formed differently, as argued by the authors (Alsswey et al., 2022).

Another study by Yi et al. (2023) highlighted that customers on digital platforms extend the “human touch” in their communication messages. This may include, but is not limited to, showing

real persons and activities in the communication content. External accreditation or author is another strong form of communication message that has evidently shown results in building trust. That is why many brands are now trying to create collaborations with other trusted organizations and influencers. That may help leverage trust from different parties to develop confidence.

Another study by Grewal et al. (2022) has expressed that the future of digital communication message structure and its scope in building trust. Currently, a substantial part of digital communication occurs on digital platforms, where organizations convey various types of messages through different media. Social media has created opportunities for customers to create user-generated content. Therefore, the communication message structure has evolved from a centralized one-to-many communication to a two-way, many-to-many communication. Through the expansion of user-generated content, organizations are getting additional exposure for their quality, whether it's positive or negative. This notion has led to more trust for companies once other users review their products. That is why in recent days, companies are trying to communicate through influencer marketing. The author argued that influencer marketer have a certain degree of credibility in different digital platforms. When they provide genuine compliments about specific products, it can create additional trust for the products or services of the brands. To have a good communication message structure, companies now explore review-based communication in digital platforms, which is effective. Another merit of effective communication structure in digital platforms through influencer marketing is that brands can expand their reach to an audience that may find it challenging to get attention with traditional and direct approaches like advertising.

Another study by Leschanowsky et al. (2024) has highlighted that in the future artificial intelligence is expected to dominate the digital communication between the brand and the customers. Once trained with an immense quantity of contextual data about a certain company, ai can provide relevant conversational messages to the customers. While this can create ease in being prompt in communicating with customers, there is a concern about a lack of trust if companies rely heavily on automation and do not establish fail-proof communication through human customer service involvement. That means, digital communication has a massive role in building trust to the audience due to its interactivity, promptness, and ease. While there are caveats to digital communication, it can be mitigated with proper communication structure in right context (Leschanowsky et al., 2023).

1.5. Elaboration Likelihood Model influencing attitude and trust

According to a study by Shahab et al. (2021), people exhibit varying levels of responsiveness to different types of communication messages, depending on their individual processing styles, mindsets, or intentions to engage. The ELM, or Elaboration Likelihood Model, typically addresses these parameters to support organizations in developing their communication message strategy, aiming to elicit the expected attitude from consumers and foster long-term trust in the products or organization.

According to a study by Murphy et al. (2022), various influencing factors determine how ELM functions in other cultures, including those in Bangladesh and Lithuania. The involvement can be of two types: central and peripheral route. When people extensively evaluate the communication message through systematic processing using logic and reason, it can be considered the central route. In the central route of ELM, people tend to explore the different benefits and disadvantages of a particular topic through deep evaluation. On the other hand, people tend to be less involved in the systematic processing of communication messages and instead rely on the aesthetic appeal or attractiveness of these messages when it comes to the peripheral route.

According to a study by Jeyaraj et al. (2023), when organizations approach customers who may consider the central route in ELM, they tend to focus on logic and evidence in their communication messages. This allows the target audience to explore the logic presented by the organization, thereby helping to develop a positive attitude toward the organization and communicating within their expected frame of reference. In this case, organizations adopt fact-based communication, educational content, or comparative content to guide the systematic process of evaluating of the consumers. By allowing cases in the evaluation, organizations can create a positive impression and may create faster development of trust.

On the other hand, when it comes to the peripheral route of ELM, organizations tend to explore visually appealing forms of communication. The core focus of the communication message in this regard is to grab the attention of the target audience. It is also expected that customers will be driven by their short-term attitude in favor of the communication approach and take immediate positive actions, such as making a purchase, subscribing, or registering. The author argued that even due to a lack of rational thinking in the peripheral route, people are less likely to have strong trust or loyalty toward the product or services offered by the organization through this type of communication message. That is why the author suggests that organizations

need to explore new ways to capture the attention of their target audience, remaining relevant and earning the privilege of their positive attitude (Alsheikh et al., 2021).

According to a study by Tyas & Hutagaol (2021), the communication message structure should reflect the framing effectively for ELM by exploring the right motivation, ability, source, and content of the messages. These factors can create differences in the evaluation process of communication delivered by the organization. Firstly, people with a higher degree of motivation to explore details of communication messages are more likely to take the central route of ELM (Murphy et al., 2022).

That is because they are willing to explore different contextual information related to the communication topic, i.e., product attributes, pricing, and so on. People who lack motivation to examine their own thoughts may rely on others' insights or may be driven by their emotional triggers. Secondly, not all individuals possess the same level of ability to process information systematically, due to factors such as education and experience. People with higher ability to process information are more likely to take the central route in ELM. Thirdly, the content of the communication message is also essential to support the ELM route. When information is delivered with relevance, people have the opportunity to contextualize the information with their decision-making. Vague delivery can lead to the peripheral route. For products or services that are expected to be communicated in detail, it is essential to deliver information concisely to establish a central point of contact among the target audience. In many cases, abstraction is adopted to enhance the aesthetic appeal of communication and appeal to the audience through the peripheral route (Shahab et al., 2021). This theory is synthesized for providing underlying aspects for attitude on different factors like peripheral cues, source reliability and how consumers can act differently based on it.

1.6. Communication and Purchase Intention for Organic Foods

According to a study by Akter et al. (2023), consumers are increasingly concerned about their health when selecting foods. While there are many options in stores, people tend to be more skeptical of mass-produced items due to the perception that these items may contain unhealthy materials or lack nutritional value. That is why many consumers are not exploring organic items. According to a study by Ali et al. (2021), there is a growing trend among people to prioritize organic foods when purchasing groceries. While the relative pricing for organic foods is higher, depending on the purchasing power of individuals, organic items are a common consideration of all consumers.

Another study by Carfora et al. (2021) highlighted that consumers tend to prefer foods or items that are less processed and contain more of their authentic and natural properties. That is why organic foods are highly popular, as they are not mass-produced and may include many properties that are not present in conventional items. That is why organizations that sell organic foods worldwide are perceived as having relatively more trust by consumers.

The reasons for consumers to have relatively higher trust in organizations that may offer organic products are explained by Gundala & Singh (2021). According to them, when specific organizations are committed to offering organic foods, many consumers believe them to be more committed to people's values and expectations than companies that only offer conventional foods. The authors also argued that even though many companies that sell organic foods may lack the expected properties, they are still perceived as trustworthy, especially by consumers who may not process their decisions systematically and are convinced by the exposure to the communication messages of organizations.

According to Konuk (2023), the notion of trust enables food-based organizations, such as restaurants, to establish a loyal customer base that may be inclined to make routine and repetitive purchases from the same brand. This concept is referred to as green trust by Rashid & Lone (2024). In many cases, it offers organizations a competitive advantage, especially in terms of price sensitivity. However, as many organic food companies emerge, skepticism about the term is also increasing. According to Murphy et al. (2022), many customers are now expecting certifications from trusted third-party organizations. This can create differentiation for authentic organic companies, as they are relatively more committed to the organic business model and overall sustainability.

According to Černikovaitė (2024), Lithuania currently has an extreme sensitivity to organic products, mainly naturally grown foods. Drozdova et al. (2023) on intercultural communication in medical tourism in Lithuania. Companies like Žemaičių smuikas, Bio Lietuva, Gamtos pyragas, and others are gaining significant trust among consumers in the country due to their commitment to offering reliable organic food and adhering to environmental sustainability principles. This phenomenon is relatively homogeneous in other European countries. This theory is synthesized in this study by exploring understanding on how purchase intentions function in organic food products when companies communicate with consumers.

2. METHODOLOGY

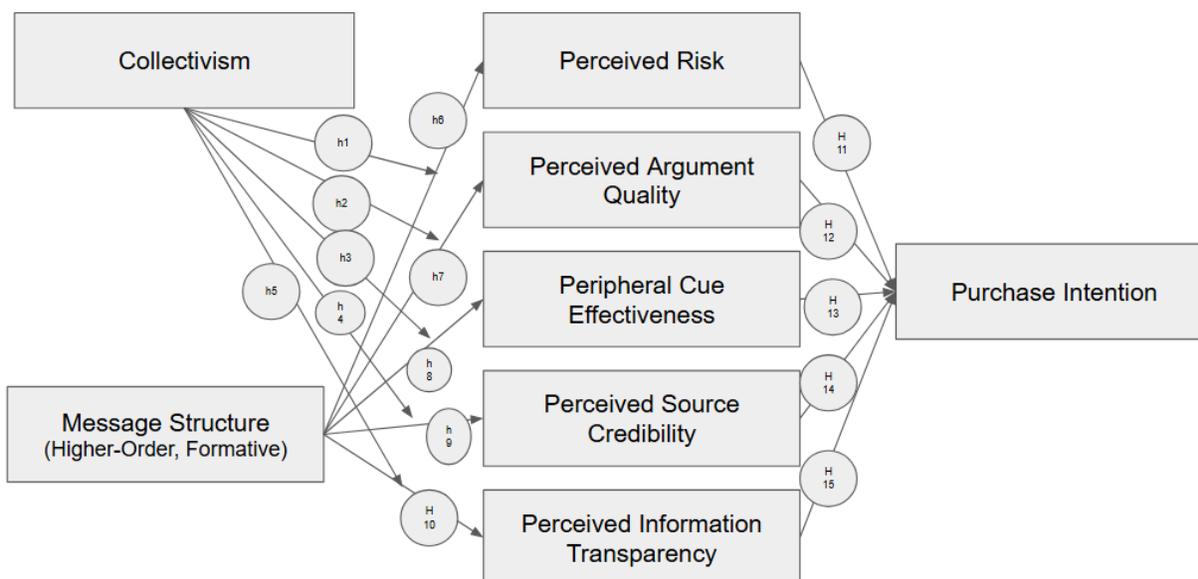
2.1 Research Aim and Model

Research Aim: This study aims to investigate how the structure of communication messages influences consumer trust in organic foods, comparing scenarios in Bangladesh and Lithuania.

This **research model** illustrates that organizations utilize various types of communication messages to convey information effectively to their target audience. According to Ki et al. (2023), effective communication messages are shaped by cultural dimensions. According to Hofstede's theory, there are different dimensions of culture. Cultures have different degrees of individualism, tolerance to risk, expected duration of reward, indulgence or restraints, and so on. Due to various cultural factors, people have different sets of attitudes toward communication message (Leschanowsky et al., 2024; Murphy et al., 2022; Alsswey et al., 2022).

Figure 1

Research Model



Source: Compiled by Author

Shahab et al. (2021), Akter et al. (2023) and Konuk (2023) argued that people have different degrees of motivation and ability, which leads them to either (as the central route) evaluate their decision based on systematic processing related to logic or (as the peripheral route) adhere to their biases or emotional stimuli. The Elaboration Likelihood model and Hofstede's

cultural dimensions both influence consumers' attitudes toward products. In the context of the study, organic foods are also being responded to by consumers through these influencing factors. When different communication messages are delivered, consumers act accordingly. A communication message structure that aligns with the respective culture and people's route on ELM can offer positive results for companies. Among the outcomes, trust formation is a popular one, and according to Černikovaitė(2024), Jeyaraj et al. (2023) & Alsheikh et al., (2021), trust building is key in organic products.

The **research paradigm** encompasses the values and practices that shape the activities involved in conducting research. There are some widely accepted research paradigms that researchers adopt for the unique purpose of their studies. In the context of this study, positivism is a suitable paradigm. It explores relationships between different variables of a phenomenon through objective and measurable means. It focuses on empirical evidence. Positivism prioritizes observable phenomena where hypotheses are derived from established literature. In this study, the theory of Hofstede's cultural dimension, as well as ELM or Elaboration Likelihood Model, are key parts of the established theories that are used to develop hypotheses. These theories have also provided a foundation for predicting consumer behavior, making a positivist approach a fitting choice. Positivism explores reality beyond human perception. This notion enables the research to minimize cognitive biases inherent in human experience, including those of the researchers (Pretorius, 2024).

This study aims to explore positivist principles, where data is interpreted with objective meanings. Different standardized instruments are also aligned with positivist approaches, which can be used to generalize the outcome to a larger audience. Hence, positivism can provide replicable results in this study. Positivist paradigms also explore hypothesis testing to ensure that previous theoretical foundations can be refuted for this particular case, i.e. communication message structure in the organic food industry in two distinct countries.

2.2. Hypothesis Generation

Table 1

Hypothesis Generation

Variable	Hypothesis	Type of Effect
Collectivism	H1: Collectivism cannot significantly impact on perceived risks	Moderating Effect
Collectivism	H2: Collectivism cannot significantly impact on quality of perceived argument	Moderating Effect
Collectivism	H3: Collectivism cannot significantly impact on the effectiveness of peripheral cues	Moderating Effect
Collectivism	H4: Collectivism cannot impact on credibility of perceived sources significantly.	Moderating Effect
Collectivism	H5: Collectivism cannot impact on the perception related to transparency of information	Moderating Effect
Message Structure (Higher-Order, Formative)	H6: Message structure cannot impact on perceived risks	Direct Effect
Message Structure (Higher-Order, Formative)	H7: The message structure cannot impact the quality of the perceived argument.	Direct Effect
Message Structure (Higher-Order, Formative)	H8: Message structure cannot impact on the effectiveness of peripheral cues.	Direct Effect
Message Structure (Higher-Order, Formative)	H9: Message structure cannot impact on perception related to source credibility	Direct Effect
Message Structure (Higher-Order, Formative)	H10: Message structure cannot impact on the perception of information transparency.	Direct Effect
Perceived Risk	H11: Perceived risk cannot impact on intention to purchase	Mediating Effect
Perceived Argument Quality	H12: Perceived argument quality cannot impact on intention to purchase	Mediating Effect

Peripheral Cue Effectiveness	H13: Peripheral cue effectiveness cannot impact on intention to purchase	Mediating Effect
Perceived Source Credibility	H14: Perceived source credibility cannot impact on intention to purchase.	Mediating Effect
Perceived Information Transparency	H15: Perceived information transparency cannot impact on intention to purchase.	Mediating Effect

Source: Compiled by Author

2.3. Methods and Procedures for Data Collection

The **research approach** provides a systematic method for answering specific questions about phenomena. There are two widely accepted research approaches: the inductive approach and the deductive approach. Inductive approaches typically start the research in a broad viewpoint to end up with a narrow conclusion; on the contrary deductive approaches explore reality through a narrow view and aim at providing a wide viewpoint of the phenomenon. Deductive approach requires established theories to start its narrow and specific view. In this study on communication structure, a deductive approach is suitable. This is because the research starts with different established theories like Hofstede's cultural dimension, ELM, which avails the research to start with a narrow viewpoint (Young et al., 2020). Deductive approach deals with changing general principles to different observations. It fits well with study design where hypotheses need to be tested. This hypothesis-driven approach can general insights about communication structure in two distinct cultures by testing the linked theoretical assumption. It can end up with a broader viewpoint about how the communication structure can function in a different culture, specifically to the organic food industry. That is the reason behind selecting deductive approaches for validating the theories to ensure rigorous research methodology (Khatri et al., 2024).

The **research method** examines specific strategies in the data collection and analysis process that are tailored to meet research needs. Quantitative, Qualitative, and Mixed methods are three widely accepted research methods. A qualitative method is not selected to reduce potential biases. On the other hand, a mixed method is not chosen because it can be relatively more time-consuming to conduct. In this study, a quantitative approach is employed. Quantitative research is suitable for this research on communication messages on two distinct cultures for the organic food industry. The method aims to explore statistical methods for measuring various

relationships between message structure, trust, and cultural dimensions. The collected data is numeric, and statistical analysis can be conducted on it. Quantitative methods can aid in collecting data that can be generalized across populations. This part is critical for evaluating and comparing two culturally distinct countries: Bangladesh and Lithuania. It is possible to have a substantial sample size to ensure the reliability and validity of the collected data. One of the core advantages of using quantitative research methods for this study is that a large amount of collected data can be easily categorized and analyzed using statistical analysis. Quantitative methods also reduce the room for biases. But one of the core limitations of this research method is that it is limited to standardized results. Quantitative research can hardly offer insights beyond that. Despite that, it is selected because there are established theories about the phenomenon that can provide grounds from understanding the phenomenon (Crane et al., 2017).

2.4. Instruments for Data Collection

During the data collection process, screening questions, background questions, and interview questions are asked. If any respondents don't meet the criteria from the screening question, participation becomes invalid, and no further data is collected. As for demographic data, the data is collected on country of residence (Bangladesh or Lithuania), age, gender, income level, occupation and frequency of purchase (organic products). All of the interview questions are formatted as 5-point Likert questions, where the level of agreeability ranges from 1 to 5 (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree). The data is collected through an online survey questionnaire (Jebb et al., 2021).

2.5. Selection of Respondents

Several relevant studies on organic food purchase intention, purchase intention, and communication structure have revealed a range of 12 to 405 respondents who participated in different studies. The average of the respondents in these studies is around 205. In this study, we have collected data from 200 respondents.

Table 2

Research Sampling in Different Scientific Studies

Scientific Article	Variables Researched	Connection (Hypothesis)	Confirmed/ Not Confirmed	Method	How Many Respondents
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(Ali et al., 2021)	Organic food purchasing behavior	Chinese university students' preferences	Confirmed	Quantitative research	335
(Chawla et al., 2023)	Trust, financial technology adoption, and digital natives	Perceived trust mediates technology adoption	Confirmed	Quantitative survey	405
(Drozdova et al., 2023)	Intercultural communication in tourism	Communication variations across Latvia, Lithuania, and Sweden	Confirmed	Comparative analysis	12
(Jimoh et al., 2025)	Corruption, political trust, and social media	Social media's impact on political trust	Confirmed	Not specified in the abstract	385
(Khan et al., 2023)	Organic food purchase behavior	Behavioral theory perspectives	Confirmed	Mixed methods	787
(Ki et al., 2023)	Trust in influencer marketing	Bridging trust gaps in social media	Confirmed	Mixed methods	250
(Lubis et al., 2021)	Corporate communication, service quality	Impact on customer loyalty	Confirmed	Quantitative survey	120
(Rabbani et al., 2024)	Organizational culture, internal communication	Impact of culture on communication practices	Confirmed	Exploratory study	30
(Rashid & Lone, 2024)	Green trust in organic food purchases	Trust's role in buying intention	Confirmed	Quantitative research	323
(Sapria & Sutarmin, 2023)	Perceived risk, online trust, repurchase intention	Online trust mediates risk and repurchase intention	Confirmed	Quantitative survey	100

(Yi et al., 2023)	Trust, usability, knowledge perception, and robo-advisory adoption	Factors influencing robo-advisory technology adoption	Confirmed	Quantitative research	86
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Source: Compiled by Author

In this study, a non-probability sampling technique is adopted. The criteria for selection are individuals from Bangladesh or Lithuania who purchase organic food products and are at least 18 years old. To expand the number of respondents, the snowballing technique is used (Crane et al., 2017).

2.6. Method and Statistics for Data Analysis

The background questions are analyzed using frequency analysis. The result can help in understanding the orientation of responses across different demographic backgrounds. The interview questions are each relevant to the hypothesis. The hypotheses are tested using the one sample T-test analysis (Mishra et al., 2019). SPSS is used to analyze the data collected.

Table 3

Research Instruments

Variables	Hypotheses and Questionnaires	Method	Reference
Cultural Dimensions	H1: Collectivism cannot significantly impact on perceived risks <i>My culture affects how risky I think purchasing organic food products is</i>	5-Point Likert Scale	Azmi et al. (2023), Chang & Wu (2023), Jakkola (2023)
Cultural Dimensions	H2: Collectivism significantly impact on quality of perceived argument <i>My culture affects how I judge different communication messages in terms of quality when it is related to organic food products</i>	5-Point Likert Scale	Adwan et al. (2022), Bonjeer & Vonkova (2024), Lin & Lou (2024)

Collectivism	<p>H3: Collectivism cannot significantly impact on the effectiveness of peripheral cues</p> <p><i>My culture affects my responses to design or pictures in communication messages related to organic food products.</i></p>	5-Point Likert Scale	Chun et al. (2021), Alsswey et al., (2022), Wang & Zhai (2022)
Collectivism	<p>H4: Collectivism cannot impact on credibility of perceived sources significantly</p> <p><i>My culture affects my purchase decision on organic food products when i perceive the source of information to be credible</i></p>	5-Point Likert Scale	Abdelrahmin (2021), Alsswey et al. (2022) & Alipour (2021)
Collectivism	<p>H5: Collectivism cannot impact on the perception related to transparency of information</p> <p><i>My culture influences how I perceive the transparency and honesty of information about organic food products.</i></p>	5-Point Likert Scale	Adwan et al. (2022), Bonjeer & Vonkova (2024), Lin & Lou (2024)
Message Structure (Higher-Order, Formative)	<p>H6: Message structure cannot impact on perceived risks</p> <p><i>The way a communication message is received affects how I think about buying organic food products.</i></p>	5-Point Likert Scale	Ki et al. (2023), Lubis et al. (2021), Stravinskienė et al. (2021)

<p>Message Structure (Higher-Order, Formative)</p>	<p>H7: The message structure cannot impact the quality of the perceived argument.</p> <p><i>A good communication message related to organic food products can make the information seem authentic and appealing to me.</i></p>	<p>5-Point Likert Scale</p>	<p>Tarsani et al. (2021), Nur & Enik (2023), Kyiashko (2020)</p>
<p>Message Structure (Higher-Order, Formative)</p>	<p>H8: Message structure cannot impact on the effectiveness of peripheral cues.</p> <p><i>The way communication messages about organic food products are delivered influences my reaction to visual or emotional cues.</i></p>	<p>5-Point Likert Scale</p>	<p>Ki et al. (2023), Lubis et al. (2021), Stravinskienė et al. (2021)</p>
<p>Message Structure (Higher-Order, Formative)</p>	<p>H9: Message structure cannot impact on perception related to source credibility</p> <p><i>The message structure can affect my perception of the credibility of the information source related to organic food products.</i></p>	<p>5-Point Likert Scale</p>	<p>Tarsani et al. (2021), Nur & Enik (2023), Kyiashko (2020)</p>
<p>Message Structure (Higher-Order, Formative)</p>	<p>H10: Message structure cannot impact on the perception of information transparency.</p> <p><i>I think of transparency of information differently depending on how the communication message is structured,</i></p>	<p>5-Point Likert Scale</p>	<p>Ki et al. (2023), Lubis et al. (2021), Stravinskienė et al. (2021)</p>

	<i>particularly in relation to organic food products.</i>		
Perceived Risk	H11: Perceived risk cannot impact on intention to purchase <i>My perception on risk impacts if i want to buy organic food products</i>	5-Point Likert Scale	Grewal et al. (2022), Leschanowsky et al. (2024), Shahab et al. (2021)
Perceived Argument Quality	H12: Perceived argument quality cannot impact on intention to purchase <i>My perception of quality of argument impacts on my decision to buy organic food products</i>	5-Point Likert Scale	Murphy et al. (2022), Jeyaraj et. (2023) & Tyas & Hutagaol (2021)
Peripheral Cue Effectiveness	H13: Peripheral cue effectiveness cannot impact on intention to purchase <i>If the message looks appealing, I am more likely to buy organic food products.</i>	5-Point Likert Scale	Akter et al. (2023), Ali et al. (2021), Gundala & Singh (2021)
Perceived Source Credibility	H14: Perceived source credibility cannot impact on intention to purchase. <i>If the sources seem trustworthy to me, i am more likely to purchase organic food products</i>	5-Point Likert Scale	Konuk (2023), Murphy et al. (2022), Jayaraj et al. (2023)
Perceived Information Transparency	H15: Perceived information transparency cannot impact on intention to purchase. <i>If the provided information seems clear and honest, I am more willing to purchase organic food products</i>	5-Point Likert Scale	Konuk (2023), Murphy et al. (2022), Jayaraj et al. (2023)

2.7. The Scope of Research

The research can provide meaningful insights about the efficacy of different communication message structures in different cultural contexts. This is especially useful in the cultural context of Bangladesh and Lithuania. The study has emphasized organic foods; hence this study can provide insights which are relevant for the organic food industry in these particular markets. As

When it comes to **research considerations**, the research is conducted in a non-coercive manner. All participants have participated voluntarily. There is no monetary exchange or any interest for the respondents to participate in this study. No personal information is collected. So the data collected from the respondents is anonymized. During the data collection process, no harm is caused to the respondents. Respondents were informed about the usage of data beforehand. Respondents were also informed about their right to discontinue their participation if they wished to do so.

3. DATA ANALYSIS & FINDINGS

3.1. Reliability of Data

To understand whether the collected data is reliable to offer conclusion about the phenomenon, it is important to validate it. Cronbach's alpha is adopted to analyze validity and reliability. Typically, the value over 0.70 is considered reliable (Mishra et al., 2019). Through SPSS operation, the value of Cronbach's alpha is found as 0.821, which is far greater than the expected value. That means the collected data is valid and reliable.

Table 4

Cronbach's Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.821	15

Source: Compiled by Author

3.2. Hypothesis Testing

3.2.1. Hypothesis 1

H_0 : Collectivism cannot significantly impact on perceived risks for organic food products

H_A : Collectivism can significantly impact on perceived risks for organic food products

Table 5

Testing Hypothesis

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My culture affects how risky I think purchasing organic food products is	200	4,67	0,532	0,038

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My culture affects how risky I think purchasing organic food products is	44,43371	199	0,000	1,67	1,595886	1,744114

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected and the analysis is operated in SPSS. It is found that $T = 44.43371$. In this analysis, 0.05 significant level is considered and the degree of freedom is 199. So to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Collectivism can significantly impact on perceived risks for organic food products**. The value of mean is 4.67 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.2. Hypothesis 2

H_0 : Collectivism cannot significantly impact on quality of perceived argument for organic food products

H_A : Collectivism can significantly impact on quality of perceived argument for organic food products

Table 6

Testing Hypothesis

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My culture affects how I judge different communication messages in terms of quality when it is related to organic food products	200	4,49	0,924214	0,065352

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My culture affects how I judge different communication messages in terms of quality when it is related to organic food products	22,79969	199	0,000	1,49	1,361129	1,618871

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected and the analysis is operated in SPSS. It is found that $T = 22.79969$. In this analysis, 0.05 significant level is considered and the degree of freedom is 199. So to reject the hypothesis, the value needs to be higher than 1.972. In this

analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Collectivism can significantly impact on quality of perceived argument for organic food products**. The value of mean is 4.49 which is closer to the response “Agree” and “Strongly Agree”. That means there is strong agreeability with the statement among the respondents.

3.2.3. Hypothesis 3

H₀: Collectivism cannot significantly impact on the effectiveness of peripheral cues for organic food products

H_A: Collectivism can significantly impact on the effectiveness of peripheral cues for organic food products

Table 7

Testing Hypothesis 3

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My culture affects my responses to design or pictures in communication messages related to organic food products.	200	4,67	0,737441	0,052145

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My culture affects my responses to design or pictures in communication messages related to organic food products.	32,02611	1990		1,67	1,567172	1,772828

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 32.02611$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Collectivism can significantly impact on the effectiveness of peripheral cues for organic food products**. The value of mean is 4.67 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.4. Hypothesis 4

H_0 : Collectivism cannot impact on credibility of perceived sources significantly for organic food products

H_A : Collectivism can impact on credibility of perceived sources significantly for organic food products

Table 8

Testing Hypothesis 4

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My culture affects my purchase decision on organic food products when I perceive the source of information to be credible	200	4,66	0,543948	0,038463

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My culture affects my purchase decision on organic food products when I perceive the source of information to be credible	43,15844	199	0	1,66	1,584153	1,735847

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 43.15844$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Collectivism can impact on credibility of perceived sources significantly for organic food products**. The value of mean is 4.66 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.5. Hypothesis 5

H_0 : Collectivism cannot impact on the perception related to transparency of information for organic food products

H_A : Collectivism can impact on the perception related to transparency of information for organic food products

Table 9

Testing Hypothesis

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My culture influences how I perceive the transparency and honesty of information about organic food products.	200	4,675	0,529886	0,037469

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My culture influences how I perceive the transparency and honesty of information about organic food products.	44,70412	4.6750		1,675	1,601114	1,748886

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 44.70412$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Collectivism can impact on the perception related to transparency of information for organic food products**. The value of mean is 4.675 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.6. Hypothesis 6

H₀: Message structure cannot impact on perceived risks for organic food products

H_A: Message structure can impact on perceived risks for organic food products

Table 10

Testing Hypothesis

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The way a communication message is received affects how I think about buying organic food products.	200	4,495	0,918801382	0,064969069

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The way a communication message is received affects how I think about buying organic food products.	23,0109501	199	0	1,495	1,36688382	1,62311618

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 23.0109501$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Message structure can impact on perceived risks for organic food products**. The value of mean is 4.495 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.7. Hypothesis 7

H_0 : The message structure cannot impact the quality of the perceived argument for organic food products

H_A : The message structure can impact the quality of the perceived argument for organic food products

Table 11

Testing Hypothesis 7

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
A good communication message related to organic food products can make the information seem authentic and appealing to me.	200	4,685	0,712963241	0,050414114

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
A good communication message related to organic food products can make the information seem authentic and appealing to me.	44,70412	199		1,675	1,601114	1,748886

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 44.70412$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **The message structure can impact the quality of the perceived argument for organic food products**. The value of mean is 4.685 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.8. Hypothesis 8

H_0 : Message structure cannot impact on the effectiveness of peripheral cues for organic food products

H_A : Message structure can impact on the effectiveness of peripheral cues for organic food products

Table 12

Testing Hypothesis 8

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The way communication messages about organic food products are delivered influences my reaction to visual or emotional cues.	200	4,725	0,61748	0,043662

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The way communication messages about organic food products are delivered influences my reaction to visual or emotional cues.	22,79969	199	0	1,49	1,361129	1,618871

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 22.79969$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this

analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Message structure can impact on the effectiveness of peripheral cues for organic food products**. The value of mean is 4.725 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.9. Hypothesis 9

H_0 : Message structure cannot impact on perception related to source credibility for organic food products

H_A : Message structure can impact on perception related to source credibility for organic food products

Table 13

Testing Hypothesis 9 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The message structure can affect my perception of the credibility of the information source related to organic food products.	200	4,675	0,529886	0,037469

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The message structure can affect my perception of the credibility of the information source related to organic food products.	33,10721	199		1,675	1,575232	1,774768

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 33.10721$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Message structure can impact on perception related to source credibility for organic food products**. The value of mean is 4.675 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.10. Hypothesis 10

H_0 : Message structure cannot impact on the perception of information transparency for organic food products

H_A : Message structure can impact on the perception of information transparency for organic food products

Table 14

Testing Hypothesis 10 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I think of transparency of information differently depending on how the communication message is structured, particularly in relation to organic food products.	200	4,49	0,924214	0,065352

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I think of transparency of information differently depending on how the communication message is structured, particularly in relation to organic food products.	22,79969	199	0	1,49	1,361129	1,618871

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 22.79969$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this

analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Message structure can impact on the perception of information transparency for organic food products**. The value of mean is 4.49 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.11. Hypothesis 11

H₀: Perceived risk cannot impact on intention to purchase organic food products

H_A: Perceived risk can impact on intention to purchase organic food products

Table 15

Testing Hypothesis 11 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My perception on risk impacts if I want to buy organic food products	200	4,675	0,715496	0,050593

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My perception on risk impacts if I want to buy organic food products	33,10721	1990		1,675	1,575232	1,774768

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 33.10721$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Perceived risk can impact on intention to purchase organic food products**. The value of mean is 4.675 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.12. Hypothesis 12

H_0 : Perceived argument quality cannot impact on intention to purchase organic food products

H_A : Perceived argument quality can impact on intention to purchase organic food products

Table 16

Testing Hypothesis 12 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My perception of quality of argument impacts on my decision to buy organic food products	200	4,73	0,615626	0,043531

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My perception of quality of argument impacts on my decision to buy organic food products	39,74151	199	0	1,73	1,644158	1,815842

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 39.7415$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Perceived argument quality can impact on intention to purchase organic food products**. The value of mean is 4.73 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.12. Hypothesis 13

H₀: Peripheral cue effectiveness cannot impact on intention to purchase organic food products

H_A: Peripheral cue effectiveness can impact on intention to purchase organic food products

Table 17

Testing Hypothesis 13 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
If the message looks appealing, I am more likely to buy organic food products	200	4,655	0,554538	0,039212

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
If the message looks appealing, I am more likely to buy organic food products	42,20672	199	0	1,655	1,577676	1,732324

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 42.20672$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Peripheral cue effectiveness can impact on intention to purchase organic food products**. The value of mean is 4.655 which is closer to the response “Strongly Agree”. That means there is strong agreeability with the statement among the respondents.

3.2.13. Hypothesis 14

H₀: Perceived source credibility cannot impact on intention to purchase organic food products

H_A: Perceived source credibility can impact on intention to purchase organic food products

Table 18

Testing Hypothesis 14 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error
If the sources seem trustworthy to me, i am more likely to purchase organic food products	200	4,465	0,950416	0,067205

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
If the sources seem trustworthy to me, i am more likely to purchase organic food products	21,79911	1990		1,465	1,332475	1,597525

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that T = 21.79911. In this analysis, 0.05 significant level is considered, and the degree

of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Perceived source credibility can impact on intention to purchase organic food products**. The value of mean is 4.465 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.2.14. Hypothesis 15

H₀: Perceived information transparency cannot impact on intention to purchase organic food products

H_A: Perceived information transparency can impact on intention to purchase organic food products

Table 19

Testing Hypothesis 15 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
If the provided information seems clear and honest, I am more willing to purchase organic food products	200	4,645	0,801365	0,056665

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
If the provided information seems clear and honest, I am more willing to purchase organic food products	29,03023	1990		1,645	1,533259	1,756741

Source: Compiled by Author

Findings

To test the hypothesis, One-Sample T-Test is selected, and the analysis is operated in SPSS. It is found that $T = 29.03023$. In this analysis, 0.05 significant level is considered, and the degree of freedom is 199. So, to reject the hypothesis, the value needs to be higher than 1.972. In this analysis, the value of T is much higher than the critical value (1.972), that means the null hypothesis is rejected.

Interpretation

As the null hypothesis is rejected, that means **Perceived information transparency can impact on intention to purchase organic food products**. The value of mean is 4.645 which is closer to the response "Strongly Agree". That means there is strong agreeability with the statement among the respondents.

3.3. Difference in Collectivism between Lithuania and Bangladesh

By comparing the meaning of all questionnaires in relationship with the country of respondents. For 5-scale Likert scale, standard deviation of 2 is considered critical threshold for significant difference. From the analysis it is found that the value is between 1.11 and 4.45 in all the items in this study. Hence, it is found that there is insignificant difference in their responses from customers in Bangladesh and Lithuania.

Table 20

Group Statistics on Country (Bangladesh and Lithuania)

Group Statistics

Description	"Where do you live in?"	N	Mean	Std.	Std. Error
				Deviation	Mean
My culture affects how risky I think purchasing organic food products is	Bangladesh	91	4.79	.409	.043
	Lithuania	109	4.57	.599	.057
My culture affects how I judge different communication messages in terms of quality when it is related to organic food products	Bangladesh	91	4.67	.578	.061
	Lithuania	109	4.34	1.116	.107

My culture affects my responses to design or pictures in communication messages related to organic food products.	Bangladesh	91	4.80	.600	.063
	Lithuania	109	4.56	.821	.079
My culture affects my purchase decision on organic food products when i perceive the source of information to be credible	Bangladesh	91	4.77	.449	.047
	Lithuania	109	4.57	.599	.057
My culture influences how I perceive the transparency and honesty of information about organic food products.	Bangladesh	91	4.80	.401	.042
	Lithuania	109	4.57	.599	.057
The way a communication message is received affects how I think about buying organic food products.	Bangladesh	91	4.68	.555	.058
	Lithuania	109	4.34	1.116	.107
A good communication message related to organic food products can make the information seem authentic and appealing to me.	Bangladesh	91	4.84	.522	.055
	Lithuania	109	4.56	.821	.079
The way communication messages about organic food products are delivered influences my reaction to visual or emotional cues.	Bangladesh	91	4.42	.790	.083
	Lithuania	109	4.98	.192	.018
The message structure can affect my perception of the credibility of the information source related to organic food products.	Bangladesh	91	4.80	.401	.042
	Lithuania	109	4.57	.599	.057
I think of transparency of information differently depending on how the communication message is structured, particularly in relation to organic food products.	Bangladesh	91	4.67	.578	.061
	Lithuania	109	4.34	1.116	.107
My perception on risk impacts if i want to buy organic food products	Bangladesh	91	4.81	.536	.056
	Lithuania	109	4.56	.821	.079
My perception of quality of argument impacts on my decision to buy organic food products	Bangladesh	91	4.43	.791	.083
	Lithuania	109	4.98	.192	.018

If the message look appealing, I am more likely to buy organic food products	Bangladesh	91	4.76	.479	.050
	Lithuania	109	4.57	.599	.057
If the sources seems trustworthy to me, i am more likely to purchase organic food products	Bangladesh	91	4.62	.679	.071
	Lithuania	109	4.34	1.116	.107
If the provided information seems clear and honest, I am more willing to purchase organic food products	Bangladesh	91	4.75	.769	.081
	Lithuania	109	4.56	.821	.079

3.4. Demographic Information

3.4.1. Country

From the frequency analysis, it is found that over half the respondents live in Lithuania. And almost 46% of the popular lives in Bangladesh. That means slightly oriented toward the perspective of people residing in Lithuania.

Table 21

Frequency Analysis of Age

"Where do you live in?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bangladesh	91	45.5	45.5	45.5
	Lithuania	109	54.5	54.5	100.0
	Total	200	100.0	100.0	

Source: Compiled by Author

3.4.2. Gender

From the frequency analysis, it is found that 72 percent of the respondents are Male where 28 percent of the respondents are Female. That means the output is significantly oriented toward Male. Hence the responses can provide better understanding about the male perspective.

Table 22

Frequency Analysis of Gender

"What is your gender?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	144	72.0	72.0	72.0
	Female	56	28.0	28.0	100.0
	Total	200	100.0	100.0	

Source: Compiled by Author

3.4.3. Occupation

From the frequency analysis, it is found that over 81.5% of the total respondents are student. That means, the outcome of the study is leaned toward the perspective of students. Employees account for 12.5% of total respondents where business owners and unemployed respondents account for 6% each.

Table 23

Occupation

"What is your current occupation?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	163	81.5	81.5	81.5
	Employed	25	12.5	12.5	94.0
	Business Owner	6	3.0	3.0	97.0

Unemployed	6	3.0	3.0	100.0
Total	200	100.0	100.0	

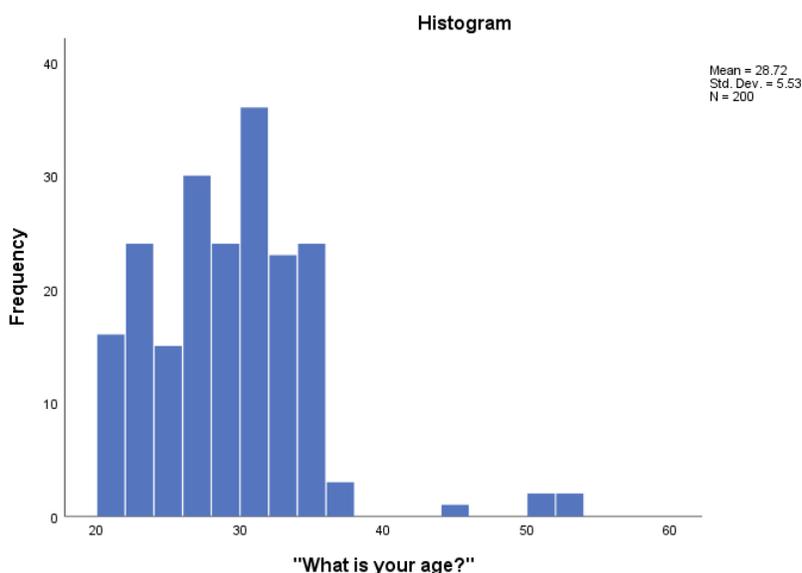
Source: Compiled by Author

3.4.4. Age

From the frequency analysis of Age, it is found that the average age of respondents is 28.72. That means, the outcome is leaned toward the perspective of younger popular. There is also significant respondents with lower and higher ages ranging from 20 to 52.

Figure 2

Histogram of Age Distribution



Source: Compiled by Author

3.4.5. Income Level

From the frequency analysis of income levels, it is found that 84.5% of the respondents have income less than EUR 1000. That means the outcome is leaned toward the perspective of relatively lower income individuals. Other income groups cumulatively accounts of 15.5% of the respondents.

Table 24

Income Levels

"What is your monthly income?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than EUR1000	169	84.5	84.5	84.5
	Between EUR 1000 and EUR 1999	25	12.5	12.5	97.0
	Between EUR 2000 and EUR 2999	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Source: Compiled by Author

4. CONCLUSIONS AND RECOMMENDATION

4.1. Conclusions

The findings has addressed the core research objectives related to communication message structure in Lithuania and Bangladesh for organic food products.

1. The study has identified that communication message structure can be effective in both Bangladesh when the content explores source credibility and 0+transparency.
2. The mindset is found to be similar among the consumers of organic food products in Lithuania
3. The study has provided insights on uniqueness of customers' attitudes in organic food products in both countries. From the findings, it is realized that people have relatively positive attitude toward organic food products.
4. The study has also explored that customers attitudes on communication message structure are homogenous in Lithuania and Bangladesh regardless of levels of collectivism in respective cultures. There is insignificant difference in perceived risks, perceived quality as well as impact on peripheral cues in different cultural contexts.
5. The study has explored that theoretical perspectives of customers intention to purchase in the specific cultural context (Bangladesh and Lithuania) and in specific industry context (i.e. Organic food products). It is found that the moderating factor of collectivism plays a role in determining the effectiveness of communication message structure.

Findings from the analysis suggest that communication message structure can play important role in building trust among customers, particularly for organic food products. This reality has no significant difference in both Bangladesh and Lithuania. Customers have unique set of understanding on risk associated with consuming goods. This is also the case for organic food products. It is found from the analysis that in both culture, customers are significantly affected by the perception of risk associated with organic food products. Customers in both cultural backgrounds significantly consider the details about the quality of organic food products to have cognitive understanding for purchase intention. Both the customers from Bangladesh and Lithuania are influenced by different peripheral cues through with the organization express itself to showcase its organic food products. This may include different visual appeal, emotional triggers and so on. The credibility of the information about organic food products also plays a major role in both customers from Bangladesh and Lithuania.

When it comes of communication message structure, it is found from the analysis that changes in the structure can significantly affect how customers in both Bangladesh and Lithuania can perceive risks about organic food products. Customers are also heavily influenced by communication message structure, which can effectively present arguments about the quality related to organic food products. The communication message structure also plays a role in developing efficacy on peripheral cues related to organic food products. The intensity of the effect on both Bangladeshi and Lithuanian customers. Communication message structure can also influence the perception of source credibility related to organic food products in both cultural contexts. The impact is also similar in both cultures. The message structure also significantly impacts the perception related to how much transparent organizations are about their offerings related to organic food products, similarly in both markets. The analysis also explored whether the perception of risk, quality of argument presented in favor of organic food products can influence the intention to purchase organic food products in both countries. The findings offer similar results among consumers in both cultures. This is also true for peripheral cues, source credibility as well as information transparency. That means, communication message structure plays a critical role in increasing customers' intention to purchase for organic food products in Bangladesh and Lithuania in different aspects. But the difference in intensity of responsiveness among these two cultures are not significant regardless of their varied Collectivism.

4.2. Recommendations

From the study, there are several recommendations that can be provided for academicians, communication professionals and business owners. They are given:

- When it comes to organic food products, communication message structure can be universally adopted in different markets like Bangladesh and Lithuania similarly.
- Organizations should provide detailed information for both markets to aware customers about the risks involved in consuming this. Organizations should also offer clarity in the communication message so that they are perceived as credible.
- Organic food products are purchased by the customers for their consideration of health and environmental concerns. From the findings, it is realized that customers expect a sense of transparency in order to be convinced to buy. Communication messages should be structured in such a way that customers gain complete transparency about the internal processes related to the product in both markets.

- As both of the markets are sensitive of effective communication message structure when it comes to decision-making related to buying organic food products, markets should prioritize and evaluate the message structure carefully so gain optimum result on sales conversion.

4.3. Further Studies

While the study has offered new insights about effectiveness of communication message structure in two different cultural contexts, there is scope of further studies. It is explained below:

- While this study has explored the effectiveness of communication message structure on cultural context for organic food products, deeper investigation is possible for different generations of customers such as Gen Z and Millennials. It is possible that different age groups have different sensitivity to communication message structure, further study can potentially investigate that.
- Further studies can be possible with specific focus on particular product that fall into the category of organic food. By exploring specific type of organic food product, it is possible to understand the sensitivity of customers in different products within the category in cultural or demographic context.

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APPENDICES

Appendix 1: Interview Questionnaire

Dear Respondent,

My Name is Md Mayaraj Mahabub, a master's degree student from the University of Vilnius surveying for accomplishing the requirement of degree completion. This research survey is only for academic purpose. It will not be used for commercial purposes. This study aims to investigate how the structure of communication messages influences consumer trust in organic foods, comparing scenarios in Bangladesh and Lithuania. This study is conducted for a master's thesis. All information will be erased after the academic formalities. No personal information is used during the study.

Please answer the following question:

Screening Question

(1) Have you purchased organic food products in last one year?

- I. Yes
- II. No

(2) Are you aged above 18 years old?

- I. Yes
- II. No

If your answer is Yes, Please move forward with the questionnaire. If your answer is No, you are requested NOT to fill up the questionnaire.

Demographic Information:

Please CIRCLE only ONE response from the following:

1. **Country**
 - Lithuania
 - Bangladesh
2. **Gender**
 - Male
 - Female
 - Prefer not to say
3. **Occupation**
 - Student
 - Employed
 - Business Owner

- o Unemployed
- o Others

4. Age

Please write number of years

5. Monthly Income

- o Less than EUR 1000
- o Between EUR 1000- EUR 1999
- o Between EUR 2000- EUR 2999
- o Between EUR 3000- EUR 3999
- o Equal or More than EUR 4000

Interview Questions

The questionnaire is 5-page. Please, respond to all of the questions below.
Please tick() the box on the left of statement which applies to you which applies to you

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My culture affects how risky I think purchasing organic food products is	1	2	3	4	5
My culture affects how I judge different communication messages in terms of quality when it is related to organic food products	1	2	3	4	5
My culture affects my purchase decision on organic food products when i perceive the source of information to be credible	1	2	3	4	5
My culture affects my responses to design or pictures in communication messages related to organic food products.	1	2	3	4	5
My culture influences how I perceive the transparency and honesty of information about organic food products.	1	2	3	4	5
The way a communication message is received affects how I think about buying organic food products.	1	2	3	4	5

A good communication message related to organic food products can make the information seem authentic and appealing to me.	1	2	3	4	5
The way communication messages about organic food products are delivered influences my reaction to visual or emotional cues.	1	2	3	4	5
The message structure can affect my perception of the credibility of the information source related to organic food products.	1	2	3	4	5
I think of transparency of information differently depending on how the communication message is structured, particularly in relation to organic food products.	1	2	3	4	5
My perception on risk impacts if i want to buy organic food products	1	2	3	4	5
My perception of quality of argument impacts on my decision to buy organic food products	1	2	3	4	5
If the message look appealing, I am more likely to buy organic food products	1	2	3	4	5
If the sources seems trustworthy to me, i am more likely to purchase organic food products	1	2	3	4	5
If the provided information seems clear and honest, I am more willing to purchase organic food products	1	2	3	4	5

Appendix 2: Results from SPSS

Reliability of Data

Table 4

Cronbach's Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.821	15

Source: Compiled by Author

Table 5

Testing Hypothesis 1

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My culture affects how risky I think purchasing organic food products is	200	4,67	0,532	0,038

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My culture affects how risky I think purchasing organic food products is	44,43371	1990		1,67	1,595886	1,744114

Source: Compiled by Author

Testing Hypothesis 2

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My culture affects how I judge different communication messages in terms of quality when it is related to organic food products	200	4,49	0,924214	0,065352

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My culture affects how I judge different communication messages in terms of quality when it is related to organic food products	22,79969	1990		1,49	1,361129	1,618871

Source: Compiled by Author

Table 7

Testing Hypothesis 3

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My culture affects my responses to design or pictures in communication messages related to organic food products.	200	4,67	0,737441	0,052145

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My culture affects my responses to design or pictures in communication messages related to organic food products.	32,02611	1990		1,67	1,567172	1,772828

Source: Compiled by Author

Table 8

Testing Hypothesis 4

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My culture affects my purchase decision on organic food products when I perceive the source of information to be credible	200	4,66	0,543948	0,038463

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My culture affects my purchase decision on organic food products when I perceive the source of information to be credible	43,15844	199	0	1,66	1,584153	1,735847

Source: Compiled by Author

Table 9

Testing Hypothesis

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My culture influences how I perceive the transparency and honesty of information about organic food products.	200	4,675	0,529886	0,037469

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My culture influences how I perceive the transparency and honesty of information about organic food products.	44,70412	199	0	1,675	1,601114	1,748886

Source: Compiled by Author

Table 10

Testing Hypothesis

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The way a communication message is received affects how I think about buying organic food products.	200	4,495	0,918801382	0,064969069

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The way a communication message is received affects how I think about buying organic food products.	23,0109501	199	0	1,495	1,36688382	1,62311618

Source: Compiled by Author

Table 11

Testing Hypothesis 7

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
A good communication message related to organic food products can make the information seem authentic and appealing to me.	200	4,685	0,712963241	0,050414114

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
A good communication message related to organic food products can make the information seem authentic and appealing to me.	44,70412	199	0	1,675	1,601114	1,748886

Source: Compiled by Author

Table 12

Testing Hypothesis 8

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The way communication messages about organic food products are delivered influences my reaction to visual or emotional cues.	200	4,725	0,61748	0,043662

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The way communication messages about organic food products are delivered influences my reaction to visual or emotional cues.	22,79969	199	0	1,49	1,361129	1,618871

Source: Compiled by Author

Table 13

Testing Hypothesis 9 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The message structure can affect my perception of the credibility of the information source related to organic food products.	200	4,675	0,529886	0,037469

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The message structure can affect my perception of the credibility of the information source related to organic food products.	33,10721	199	0	1,675	1,575232	1,774768

Source: Compiled by Author

Table 14
Testing Hypothesis 10 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I think of transparency of information differently depending on how the communication message is structured, particularly in relation to organic food products.	200	4,49	0,924214	0,065352

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I think of transparency of information differently depending on how the communication message is structured, particularly in relation to organic food products.	22,79969	199	0	1,49	1,361129	1,618871

Source: Compiled by Author

Table 15
Testing Hypothesis 11 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My perception on risk impacts if I want to buy organic food products	200	4,675	0,715496	0,050593

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My perception on risk impacts if I want to buy organic food products	33,10721	199	0	1,675	1,575232	1,774768

Source: Compiled by Author

Table 16

Testing Hypothesis 12 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
My perception of quality of argument impacts on my decision to buy organic food products	200	4,73	0,615626	0,043531

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My perception of quality of argument impacts on my decision to buy organic food products	39,74151	1990		1,73	1,644158	1,815842

Source: Compiled by Author

Table 17

Testing Hypothesis 13 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
If the message looks appealing, I am more likely to buy organic food products	200	4,655	0,554538	0,039212

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
If the message looks appealing, I am more likely to buy organic food products	42,20672	1990		1,655	1,577676	1,732324

Source: Compiled by Author

Table 18

Testing Hypothesis 14 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
If the sources seem trustworthy to me, i am more likely to purchase organic food products	200	4,465	0,950416	0,067205

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
If the sources seem trustworthy to me, i am more likely to purchase organic food products	21,79911	1990		1,465	1,332475	1,597525

Source: Compiled by Author

Table 19

Testing Hypothesis 15 (One-Sample T-Test)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
If the provided information seems clear and honest, I am more willing to purchase organic food products	200	4,645	0,801365	0,056665

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
If the provided information seems clear and honest, I am more willing to purchase organic food products	29,03023	1990		1,645	1,533259	1,756741

Source: Compiled by Author

Difference in Cultural Dimensions between Lithuania and Bangladesh

Table 20

Group Statistics on Country (Bangladesh and Lithuania)

Group Statistics

Description	"Where do you live in?"		Mean	Std. Deviation	Std. Error
	N				
My culture affects how risky I think purchasing organic food products is	Bangladesh	91	4.79	.409	.043
	Lithuania	109	4.57	.599	.057
My culture affects how I judge different communication messages in terms of quality when it is related to organic food products	Bangladesh	91	4.67	.578	.061
	Lithuania	109	4.34	1.116	.107
My culture affects my responses to design or pictures in communication messages related to organic food products.	Bangladesh	91	4.80	.600	.063
	Lithuania	109	4.56	.821	.079
My culture affects my purchase decision on organic food products when i perceive the source of information to be credible	Bangladesh	91	4.77	.449	.047
	Lithuania	109	4.57	.599	.057
My culture influences how I perceive the transparency and honesty of information about organic food products.	Bangladesh	91	4.80	.401	.042
	Lithuania	109	4.57	.599	.057
The way a communication message is received affects how I think about buying organic food products.	Bangladesh	91	4.68	.555	.058
	Lithuania	109	4.34	1.116	.107
	Bangladesh	91	4.84	.522	.055

A good communication message related to Lithuania organic food products can make the information seem authentic and appealing to me.	Bangladesh	109	4.56	.821	.079
The way communication messages about Bangladesh organic food products are delivered influences my reaction to visual or emotional cues.	Bangladesh	91	4.42	.790	.083
	Lithuania	109	4.98	.192	.018
The message structure can affect my perception of the credibility of the information source related to organic food products.	Bangladesh	91	4.80	.401	.042
	Lithuania	109	4.57	.599	.057
I think of transparency of information differently depending on how the communication message is structured, particularly in relation to organic food products.	Bangladesh	91	4.67	.578	.061
	Lithuania	109	4.34	1.116	.107
My perception on risk impacts if i want to buy organic food products	Bangladesh	91	4.81	.536	.056
	Lithuania	109	4.56	.821	.079
My perception of quality of argument impacts on my decision to buy organic food products	Bangladesh	91	4.43	.791	.083
	Lithuania	109	4.98	.192	.018
If the message look appealing, I am more likely to buy organic food products	Bangladesh	91	4.76	.479	.050
	Lithuania	109	4.57	.599	.057
If the sources seems trustworthy to me, i am more likely to purchase organic food products	Bangladesh	91	4.62	.679	.071
	Lithuania	109	4.34	1.116	.107

If the provided information seems clear and honest, I am more willing to purchase organic food products	Bangladesh	91	4.75	.769	.081
	Lithuania	109	4.56	.821	.079

Demographic Information

Table 21

Frequency Analysis of Age

"Where do you live in?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bangladesh	91	45.5	45.5	45.5
	Lithuania	109	54.5	54.5	100.0
	Total	200	100.0	100.0	

Source: Compiled by Author

Table 22

Frequency Analysis of Gender

"What is your gender?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	144	72.0	72.0	72.0
	Female	56	28.0	28.0	100.0
	Total	200	100.0	100.0	

Source: Compiled by Author

Table 23

Occupation

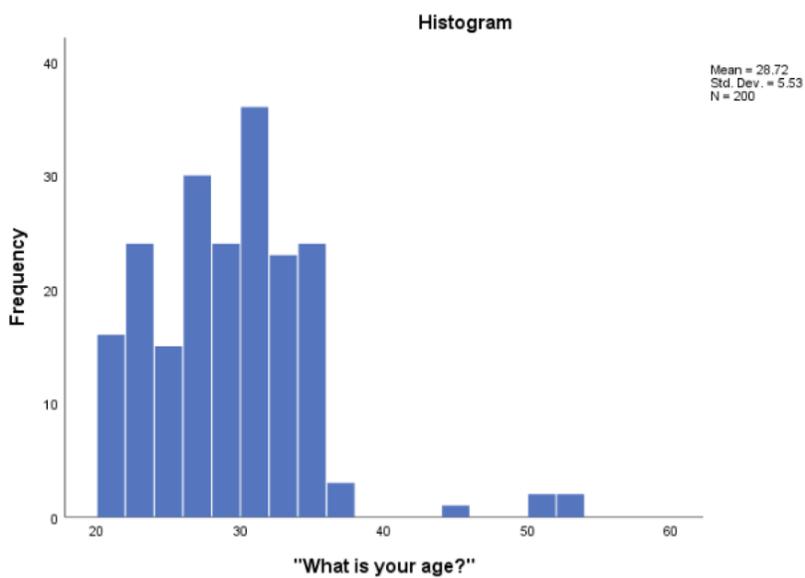
"What is your current occupation?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	163	81.5	81.5	81.5
	Employed	25	12.5	12.5	94.0
	Business Owner	6	3.0	3.0	97.0
	Unemployed	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Source: Compiled by Author

Figure 2

Histogram of Age Distribution



Source: Compiled by Author

Table 24

Income Levels

"What is your monthly income?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than EUR1000	169	84.5	84.5	84.5
	Between EUR 1000 and EUR 1999	25	12.5	12.5	97.0
	Between EUR 2000 and EUR 2999	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Source: Compiled by Author