



Certification Meets Content: How Perceived Brand Certification and Social Media Marketing Interact to Shape Purchase Intention

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Abstract

Despite sustained scholarly interest in sustainable agricultural marketing, the mechanisms through which product certification signals and social media community engagement jointly shape consumer satisfaction and downstream behavioral intentions in experiential farmers' market settings remain poorly understood. Drawing on Social Identity Theory (Tajfel & Turner, 1979), this study proposes and empirically tests an integrative model in which social media marketing experience and perceived product certification converge as antecedent drivers of customer satisfaction, which in turn fosters word-of-mouth recommendations and revisit intentions. Survey data were collected from 215 verified attendees of the Shennong Market — a government-facilitated, certified farmers' market in Kaohsiung, Taiwan — and analyzed via structural equation modeling (SPSS 26.0; AMOS 18.0). Results indicate that both social media marketing experience and product certification positively predict customer satisfaction, which fully mediates their effects on consumers' post-visit behavioral intentions. Critically, the effect of social media marketing experience on satisfaction substantially exceeds that of certification alone, underscoring the primacy of community-embedded digital engagement in this context. Theoretically, the findings extend Social Identity Theory to the sustainable agri-food domain by demonstrating how certification credibility and participatory digital engagement jointly reinforce consumers' collective market identification and satisfaction. Practically, the study equips farmers' market operators with evidence-based guidance on how to strategically balance digital community cultivation with transparent certification communication to maximize consumer loyalty and sustain pro-environmental purchase behavior.

Keywords: certification signals; customer satisfaction; farmers' market; post-purchase intentions; social identity theory; social media marketing

Introduction

The accelerating depletion of natural resources, the accumulation of waste, and the degradation of ecosystems have emerged as pressing concerns within the global sustainable development agenda (Bergianti et al., 2025). Conventional marketing paradigms, which have been shaped by consumerism-driven logic that continuous demand stimulation to meet short-term commercial objectives, have generated substantial and enduring environmental consequences. As awareness of the negative externalities of unsustainable consumption intensifies, scholarly inquiry into environmentally responsible consumer behaviour has expanded considerably. This expansion has encompassed its antecedents, behavioural barriers, and intervention strategies (Bergianti et al., 2025). In direct response, the United Nations Sustainable Development Goal 12—"Responsible Consumption and Production"—explicitly calls upon all industries to critically re-examine prevailing production and consumption patterns (Bui et al., 2025).

Within the sustainable consumption literature, the agricultural sector occupies a strategically significant position, given its far-reaching implications for food safety, public health, land-use efficiency, water resource management, and biodiversity conservation. Organic food represents a salient domain of green consumption; however, consumer purchase intentions in this context remain constrained by multiple psychological and structural factors (Devi et al., 2023; McEachern et al., 2005). The Theory of Planned Behavior (TPB) has been widely applied to predict purchase intentions, with empirical evidence

consistently identifying attitudes, subjective norms, and perceived behavioral control as significant antecedents of consumers' willingness to visit and purchase at farmers' markets (De Cannière et al., 2009). Concurrently, Means-End Chain (MEC) theory and its associated laddering methodology have been employed to elucidate how consumers cognitively link product attributes—such as freshness—to functional outcomes—such as health benefits—and ultimately to terminal values such as well-being and quality of life. Taken together, these developments indicate that farmers' market research is progressing toward more sophisticated cognitive-structural models capable of capturing the value hierarchies that motivate sustainable consumer behavior.

The agricultural sector occupies a strategically significant position within the sustainable consumption literature, given its implications for food safety, public health, land use efficiency, water resource management, and biodiversity conservation. Organic food represents a prominent manifestation of green consumption, consumer purchase intentions in this domain remain constrained by multiple factors (Devi K, Singh G, Roy SK, Cúg J (2023); McEachern M, Seaman C, Padel S, Foster C , 2005). Recent scholarship on farmers' markets has moved beyond assessments of economic performance to examine the psychological mechanisms underlying consumer decision-making. The Theory of Planned Behavior (TPB) has been widely employed to predict purchase intentions, with empirical evidence consistently identifying consumer attitudes, subjective norms, and perceived behavioral control as significant antecedents of willingness to visit and purchase at

farmers' markets (Marie H  l  ne De Canni  re, Patrick De Pelsmacker, Maggie Geuens, 2009). Concurrently, researchers have applied Means-End Chain (MEC) theory and its associated laddering methodology to investigate how consumers cognitively connect product attributes—such as freshness—to consumption outcomes—such as health benefits—and, ultimately, to personal values such as well-being and quality of life. Taken together, these developments suggest that farmers' market research is advancing toward more refined cognitive structural models that capture the value hierarchies motivating sustainable consumer behavior.

With respect to certification and labeling mechanisms, consumer knowledge of sustainability labels has been positively associated with purchase intentions, suggesting that initiatives aimed at enhancing eco-label awareness may serve as an effective lever for stimulating green consumption demand (Li et al., 2024). Agricultural traceability systems have similarly been shown to strengthen consumer trust, and consumers generally demonstrate a willingness to pay a price premium for traceable products. From a strategic standpoint, firms that proactively align their core competencies with evolving sustainability demands are better positioned to sustain long-term competitive advantage. Indeed, embedding environmental responsibility into corporate strategy not only reflects a genuine commitment to corporate social responsibility but also creates substantive pathways for growth and value creation.

Social media has fundamentally restructured the dynamics of organizational–consumer communication,

displacing conventional one-way broadcast models in favor of interactive, many-to-many engagement architectures (Li et al., 2024). For farmers' markets — venues whose viability depends critically on community trust and sustained physical patronage — social media marketing constitutes a strategic mechanism through which organizers can extend their outreach beyond geographic confines and calibrate digital content to local cultural practices and consumption lifestyles. Within this context, farmers' market organizers may leverage a diverse repertoire of content strategies to enhance consumer satisfaction and stimulate repurchase intentions. Cognitive posts — operationalized as content conveying factual and utilitarian information such as vendor listings, pricing schedules, and operating hours — function to reduce consumer uncertainty and facilitate efficient decision-making under such time-constrained conditions.

In Taiwan, Kaohsiung City's Shennong Market provides an illustrative case of municipal-level sustainable agricultural marketing. Through a collaborative model in which local government partners with small-scale farmers, the market integrates environmentally responsible practices into the consumer experience via on-site experiential activities and quality certification schemes (2021, SARAH). This arrangement represents an emergent co-creation model in which government, producers, and consumers jointly generate sustainable value. Nevertheless, systematic empirical inquiry into the specific marketing mechanisms that drive consumers' sustainable purchase intentions within this context remains limited. The present study addresses this gap by examining the causal relationships among certification label

perception, social media marketing functions, and sustainable purchase intention, to advance agricultural marketing theory and inform the development of local sustainability policy.

To address this gap, the present research develops and empirically validates an integrative theoretical framework that elucidates the causal mechanisms linking perceived certification labels, social media marketing functions, and sustainable purchase intention in farmers' markets. Grounded in Social Identity Theory (Tajfel & Turner, 1979), this study examines the extent to which cognitively framed digital content and traceability-based certification schemes interact to foster consumer trust, satisfaction, and subsequent behavioural intentions. The Shennong Market in Kaohsiung City, Taiwan, serves as the empirical setting, providing a theoretically generative and practically relevant context for interrogating the intersection of institutional co-creation, digital marketing communication, and sustainable consumption behavior.

This study advances the extant literature through two principal contributions. First, it extends Social Identity Theory to the domain of sustainable agricultural marketing by demonstrating how the temporal framing of social media content differentially conditions consumer responses — thereby enriching theoretical understanding of construal-congruent communication within prosocial consumption contexts. Second, it contributes to the certification and labeling literature by identifying consumer trust as a mediating mechanism through which traceability systems translate into sustainable purchase intentions, thus offering a more theoretically nuanced and empirically

grounded account of the label–intention relationship.

Literature Review

Social Media Marketing Functions and Sustainable Purchase Intention

Brand communities function as vital intermediary structures linking consumers, brands, and markets, fostering engagement and loyalty through shared identities and collective interaction. With the proliferation of digital platforms, scholarly attention has shifted from offline to virtual brand communities, deepening theoretical foundations through frameworks such as social identity theory (Tajfel, H., & Turner, J. C. (2004)) and strengthening empirical rigor through experimental designs and structural equation modeling. In the contemporary marketing landscape, brand authenticity has emerged as a construct of central strategic importance, as consumers increasingly seek immersive, value-congruent narratives rather than purely transactional exchanges. This transition—evident across both traditional leisure contexts and digital peer-to-peer (P2P) platforms—has transformed consumption venues into what may be termed "communities of experience," wherein shared identity and relational engagement assume primacy over mere service acquisition.

Social networking sites constitute a prominent form of virtual brand community, enabling users to construct public profiles, maintain existing relationships, and engage with like-minded others around shared interests (Hung, K.-H., & Lin, C.-Y. (2015).; Kuss, D. J., & Griffiths, M. D. (2017)). Consumer attachment to these communities is inherently multidimensional. Ho

(2015) demonstrated that members of Facebook brand communities simultaneously develop consumer–community identification and consumer–company identification, each of which independently and positively predicts civic behaviors such as purchase intentions and positive word-of-mouth. Critically, however, this identification is not static over time. Ho, C. W. (2015) introduced a more dynamic perspective, finding that relationship duration exerts an influence on the identification–behavior relationship, suggesting that community members traverse a recognizable sequence of psychological phases.

Rahmadani, A., & Sutirman, T. W. (2025) conducted an in-depth examination of brand communities maintained by three major smartphone manufacturers—Samsung, Sony, and Huawei—on Instagram. Through systematic coding of user-generated comments and brand-initiated content, the study illuminated how brand post strategies shape consumer attitudes, purchase decision processes, and decision-making styles, while offering practical guidelines for managing consumer behavior within social media environments. The sustainability of brand communities is further contingent upon ongoing service innovation. The introduction of experiential service formats—such as catch-and-eat offerings and integrated digital payment systems—transforms single-purpose venues into multifunctional recreational spaces. Conceptualizing brand communities as assemblages (Bhattacharyya, J., & Dash, M. K. (2021)) provides an integrative theoretical lens through which diverse community components—such as certification badges, physical service environments, and digital reviews—can be understood not

merely as brand attributes but as expressive and territorializing factors that stabilize community identity and sustain its boundaries. Within this framework, topic consistency in digital P2P platforms functions as the digital analog of accuracy and service proficiency in physical consumption contexts.

Brand communities, traditionally conceptualized as organic, consumer-driven social structures organized around shared brand affinity, are reconceptualized in the present study as deliberate marketing activities strategically orchestrated by firms to foster engagement, loyalty, and sustainable consumption behaviors (Changani, S., & Kumar, R. (2023)). In the context of Kaohsiung City's Shennong Market, this reconceptualization is particularly salient: local government agencies and small-scale farmers jointly cultivate both virtual and physical community spaces—including social media groups and experiential market events—to integrate quality certification schemes, participatory interactions, and trust-building rituals that collectively drive sustainable purchase intentions.

Value of Product Certification in Consumer Behavior

Certifications serve as credence attributes, unverifiable post-purchase, reducing information asymmetry (Comyns, B., Figge, F., Hahn, T., & Barkemeyer, R. (2013)). Product certifications have evolved from voluntary differentiators to essential trust mechanisms amid rising greenwashing skepticism and regulatory pressures aligned with UN Sustainable Development Goals (SDGs) 12 and 13 (United Nations, 2015). In saturated markets, consumers exhibit "authenticity fatigue," prioritizing third-party verified labels

over self-reported claims (Comyns, B., Figge, F., Hahn, T., & Barkemeyer, R. (2013). Growing consumer demand for food transparency has accelerated the proliferation of traceability, sustainability, and organic certifications in agri-food markets, yet the mechanisms through which these designations shape consumer perception and purchase behavior remain incompletely understood.

When consumers encounter a certification label on a food product, they actively interpret the encoded signal, ascribing meaning to it in ways that may or may not align with the certifying body's intended message. This interpretive process significantly shapes product preferences: Consumers might accurately decode a sustainability label yet remain skeptical of its claims, or they could favor a certified product despite incomplete understanding of its designation (Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005)). Crucially, how consumers construe label information fundamentally determines their trust in the certification (Jiang, P., Jones, D. B., & Javie, S. (2008). Said, M., Hassan, F., Musa, R., & Rahman, N. A. (2014). addressed this gap by examining how Italian consumers perceive and respond to multiple certification types, with particular attention to the moderating roles of gender and geographic affiliation. the study demonstrated that certifications function as central heuristics in purchase decision-making, primarily through their associations with product safety and quality. Critically, both gender and geographic identity were found to significantly moderate consumers' certification valuations, suggesting that the persuasive efficacy of sustainability labeling is not uniform but is instead contingent upon

sociodemographic boundary conditions.

Social Identity Theory

Social Identity Theory (SIT) offers a robust theoretical lens for examining how group memberships shape individuals' emotions, values, and behavioral tendencies (Tajfel, H., & Turner, J. C. (2004)). Social Identity Theory (SIT), originally formulated by Tajfel and Turner (1978, 1986), posits that individuals develop their personal identity through affiliation with specific social groups or organizations, deriving a meaningful component of their self-concept from such membership. The theory contends that individuals exhibit a systematic tendency to categorize themselves within social groups — encompassing organizations, brands, or communities — that are perceived to possess positive prestige and distinctive characteristics, thereby serving the dual psychological function of enhancing self-esteem and fostering a sense of belonging. Within the organizational behavior literature, this identification process has been shown to manifest behaviorally in employees' propensity to internalize organizational successes as personal achievements and to experience criticism directed at the organization as analogous to a personal affront (Tajfel & Turner, 1986).

In light of the aforementioned theoretical perspectives, Social Identity Theory (SIT) has undergone a progressive evolution, extending beyond its origins in intergroup psychology to assume a foundational role in contemporary marketing strategy. The explanatory power of SIT rests on the ability of brand signals to activate identity-relevant self-categorisations and to satisfy individuals' psychological positioning

needs within specific social contexts, encompassing applications ranging from employer branding to consumer engagement. Drawing on this theoretical foundation, the present study employs SIT as a conceptual lens to investigate how farmers' market branding and digital content strategies align with consumers' social identities, thereby informing trust formation and sustainable behavioural intentions.

Research Methodology

To address this research gap, the present study examines the effects of customer experiences with product certifications and social media marketing activities on future behavioral intentions, using consumers at the Shennong Market in Kaohsiung City as the research sample. This study investigates the determinants of social media marketing and sustainability certifications and purchase intentions engaged in Facebook-based social marketing activities for agricultural products, the hypothesized relationships among which are depicted in Figure 1.

To empirically test this framework, the present study employs a structured, process-oriented survey instrument designed to capture participants' perceptions, attitudinal responses, and behavioral intentions within a naturalistic consumption setting. The constructs of outputs and outcomes are operationalized through quantitative indicators, consistent with established measurement conventions in the consumer behavior literature (Ahmmadi, P., Rahimian, M., & Movahed, R. G. (2021); Lavoye, V., Mero, J., & Tarkiainen, A. (2021)). It is important to note that, given the cross-sectional survey design, causal inference falls outside the scope of the

present investigation; the findings should accordingly be interpreted as evidence of associative rather than directional relationships.

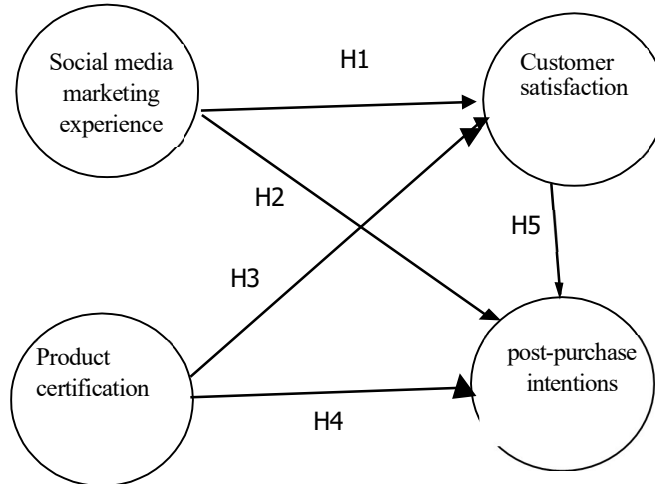
Grounded in Social Identity Theory (Tajfel, H., & Turner, J. C. (1986), the survey instrument was developed to systematically assess participants' perceptions of agricultural product certification value and their social media marketing experiences at the Shennong Farmers' Market in Kaohsiung City. As the study centers on firsthand consumption experiences and post-visit repurchase intentions as the primary units of analysis, the questionnaire was organized around two thematic domains. The first domain captures respondents' sociodemographic and visit-specific profiles, encompassing gender, age, educational attainment, monthly household income, expenditure during the focal visit, awareness of and familiarity with agricultural product certification labels, engagement with the market's social media presence, and repurchase intentions.

Based on the review of previous literature, the following working hypotheses are presented to be tested in this study::

- H1: Social media marketing experience positively affects customer satisfaction.
- H2: Social media marketing experience positively affects post-purchase intentions.
- H3: Product certification positively affects customer satisfaction.
- H4: Product certification positively affects post-purchase intentions.

H5: customer satisfaction positively affects post-purchase intentions.

Figure 1.



Research Conceptual Framework

Construct Definitions and Measurement

In this study, social media marketing experience is operationalised as consumers' prior exposure to content pertaining to the Shennong Market or agricultural markets more broadly across social media platforms. This construct is measured using a four-item scale adapted from Li et al. (2023), which was originally developed and validated in sustainable consumption contexts. The scale has been refined to capture consumers' affective predispositions toward promotional content encountered within the Shennong Market's official Facebook brand community. Product certification is operationalized as consumers' perceived level of agricultural product certification under a good agricultural practice (GAP) scheme, wherein relevant products are subject to safety inspections and rigorous quality verification conducted by

independent third-party organizations. Satisfaction is defined as the overall evaluative judgment that consumers form regarding their experience of visiting the Shennong Market. Future behavioral intention is conceptualized as consumers' self-reported propensity to engage in positive word-of-mouth communication and to revisit the Shennong Market following participation in farmers' market events.

Measurement items for each construct were adapted from established scales in the extant literature. Satisfaction was assessed using four items adapted from Gotlieb et al. (1994), including a representative item such as "Attending the Shennong Market is a wise choice." Future behavioral intention was measured using two items following Oliver (1989), including "I would be willing to visit the Shennong Market again in the future." All items were rated on a five-point Likert-type scale anchored at 1 (strongly disagree) and 5 (strongly agree).

In addition to the primary constructs, a set of demographic variables was incorporated to characterize the respondent sample. These included gender, age, educational attainment, occupation, frequency of visits to the Shennong Market, and place of residence.

Sampling Design and Data Collection

The present study sought to examine the relationships among consumers' perceived product certification, social media marketing experience, and future consumption intentions within the empirical context of the Shennong Market in Kaohsiung City, Taiwan. The target population comprised individuals who had participated in agricultural market events organized by the Shennong Market during 2023.

To ensure that all respondents possessed direct experiential familiarity with the research context, a purposive sampling strategy was employed (Patton, 2002). A structured eligibility screening criterion was administered at the outset of the survey instrument to identify qualifying participants. Specifically, respondents were required to satisfy two conditions concurrently: (a) having attended at least one agricultural market event organized by the Shennong Market within the preceding two years, and (b) having been exposed to the Facebook brand community page associated with these events — that is, constituting part of the market's active social media audience. Respondents who did not meet both criteria were excluded from further participation. Following the application of these eligibility criteria, a total of 220 valid responses were retained for subsequent analysis.

This study employs SPSS 26.0

and AMOS 18.0 to conduct both descriptive analyses and overall model assessments. Basic descriptive analyses are performed using the original Likert response scales to examine the central tendencies, dispersion, and distributional characteristics of the sample. For overall model analysis, item scores measured on different Likert scales are analyzed via structural equation modeling (SEM) using AMOS.

Consistent with the two-stage analytical procedure recommended by Gefen et al. (2011), structural equation modeling (SEM) was employed to test the hypothesized relationships among the focal constructs. In the first stage, a measurement model was estimated to assess the reliability and construct validity of the latent variables, with particular attention to indicator factor loadings, composite reliability (CR), and average variance extracted (AVE). Progression to the second stage was contingent upon the measurement model demonstrating acceptable psychometric properties and model fit. Subsequently, a structural model was estimated to examine the direction, magnitude, and explanatory power of the hypothesized causal pathways among constructs (Gefen et al., 2011).

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The online survey was administered over a two-day data collection window spanning February 25 to February 26, 2023. An initial pool of 260 questionnaires was obtained. Following systematic screening procedures,

Table 1. Reliability and Convergent Validity Assessment

Variable	Item No.	Standardized Factor Loadings	CR	AVE	Cronbach's a Value
Social media marketing experience	SSM01	0.947	0.847	0.648	0.913
	SSM02	0.943			
	SSM03	0.880			
Product certification	PC01	0.973	0.969	0.886	0.955
	PC02	0.973			
	PC03	0.913			
	PC04	0.903			
customer satisfaction	CS01	0.946	0.945	0.86	0.883
	CS02	0.947			
Post-purchase intentions	PPI01	0.959	0.958	0.919	0.913
	PPI02	0.958			

Note 1: In the table, Composite Reliability = CR, Average Variance Extracted = AVE.

responses were excluded on the basis of three criteria: (a) internally inconsistent response patterns, (b) incomplete item responses, and (c) otherwise invalid entries. After the application of these exclusion criteria, 215 valid responses were retained, yielding an effective response rate of 82.6%. The resulting sample of 215 cases constitutes the analytical basis for all subsequent statistical procedures reported in the

present study.

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certification ($\alpha = .955$), attitudes toward social media marketing experiences ($\alpha = .913$), customer satisfaction ($\alpha = .883$), and future behavioral intentions ($\alpha = .913$). All values substantially exceeded Nunnally's (1978) recommended threshold of .70, thereby confirming high internal consistency and scale reliability sufficient for the main study.

The measurement model was evaluated by means of confirmatory factor analysis (CFA) in accordance with the psychometric criteria established by Fornell and Larcker (1981). Across the four focal constructs — product certification, attitudes toward social media marketing experiences, customer satisfaction, and future behavioral intentions — the following results were observed.

Composite reliability (CR) values were .847, .969, .945, and .958, respectively, all substantially greater than 0.8.

Research Results

Sample Characteristics

The final sample of 215 valid respondents exhibited a robust and broadly representative demographic profile, aligning with the target consumer base of the Shennong Market. In terms of gender composition, the sample was relatively balanced, with female respondents constituting a slight majority (52.0%) and male respondents accounting for 47.0%. The age distribution was predominantly concentrated within the economically active and digitally savvy segment, with 57.9% of participants falling within the 26–45 age bracket. The sample demonstrated a high level of educational attainment,

with 81.3% of respondents holding a college degree or higher. This suggests a consumer base with a sophisticated informational capacity to process complex product certifications and engage with nuanced digital marketing content. Regarding occupational classification, students represented the largest single cohort (38.2%), followed by service sector professionals (25.2%), reflecting the market's appeal to both younger demographics and the local workforce. Furthermore, the sample captured a meaningful spectrum of market familiarity, as 33.1% of

respondents were first-time visitors, providing necessary variance in prior experience with the focal retail context. Finally, the overwhelming majority of participants (85.9%) were residents of Kaohsiung City, reinforcing the Shennong Market's strategic positioning as a locally embedded, community-oriented agri-food destination. This geographic concentration ensures that the findings are grounded in the specific socio-economic context of the regional sustainable food ecosystem.

Table 2. Coefficient Matrix

Concepts	Social media marketing experience	Product certification	Customer satisfaction	Post-purchase intentions
Social media marketing experience	1.00	0.9277**	0.9027**	0.5277**
Product certification	0.927**	1.000	0.846**	0.5477**
Customer satisfaction	0.902**	0.846**	1.000	0.587**
post-purchase intentions	.567**	.547**	.587**	1.000

The value of the main diagonal represents the square root of AVE

To assess the discriminant validity of the measurement model, we followed the criterion proposed by Gefen, Rigdon, & Straub, 2011). As illustrated in Table 2, the square root of the Average Variance Extracted (AVE) for each latent construct (represented by the diagonal elements) exceeds the correlation coefficients between that construct and any other construct in the model. This provides strong empirical

evidence that each construct captures a unique theoretical domain, distinct from other variables in the integrative framework. Furthermore, the inter-construct correlations are statistically significant ($p < .01$) and align with the hypothesized directions. While the correlation between Social Media Marketing Experience and Product Certification is relatively high ($r = .927$), the distinctiveness of these constructs is

maintained as their respective AVE square roots remain superior to their shared variance. To further mitigate concerns regarding multicollinearity, we conducted a Variance Inflation Factor (VIF) analysis, with all values falling well below the conservative threshold of 5.0, confirming the strength of the structural model for subsequent hypothesis testing.

The results of this study systematically clarify the mechanisms through which social media marketing experiences and product certifications influence customer satisfaction and future behavioral intentions within an agricultural market setting, thereby providing concrete managerial implications for the marketing and sustainable image-building of small-to-medium-scale farmers' markets. Structural equation modeling (SEM) was conducted using AMOS 18.0 to evaluate the proposed model and hypotheses. The model demonstrated acceptable fit: $\chi^2 = 689.052$, $p < .001$.

The significant χ^2 value indicates a non-trivial discrepancy between the implied covariance matrix of the proposed theoretical model and the observed covariance matrix of the empirical data, suggesting imperfect model-data correspondence. As this index is well-documented to be highly sensitive to sample size — inflating as a monotonic function of N — such that even trivially small and substantively negligible model misspecifications may yield a statistically notable χ^2 value in large samples (Gefen, D., Rigdon, E. E., & Straub, D. (2011; Anderson, J. C., & Gerbing, D. W. (1988)). Accordingly, the χ^2 result is interpreted with appropriate caution and is supplemented by alternative goodness-of-fit indices less susceptible to sample-size

dependency. Supplementary indices further confirm the model's viability: GFI = .857, RMSEA = .077 (below .08), NFI = .925, AGFI = .807, CFI = .869, IFI = .870, RFI = .801, PNFI = .725, and PGFI = .607. These values are considered tolerable for complex multi-construct models (Hu & Bentler, 1999).

Discussion of Hypothesized Path Relationships

The results reveal that social media marketing experience exerts a strong and statistically significant positive effect on both customer satisfaction ($\beta = 0.899$, $t = 52.625$, $p < .001$) and post-purchase intentions ($\beta = 0.601$, $t = 19.271$, $p < .001$), thereby supporting Hypotheses 1 and 2, respectively. While the direction of these findings aligns with the broader trajectory of recent scholarship, the magnitude of the observed effects considerably exceeds that reported in comparable studies. This discrepancy holds theoretical significance..

With respect to the social media marketing experience–customer satisfaction pathway, Jamil et al. (2022) documented a significant positive effect of social media marketing activities on consumer satisfaction in a general consumer sample drawn from Facebook and Instagram users in Pakistan. A meta-analytic synthesis further reported the social media marketing–customer satisfaction relationship across multiple studies and brand contexts. Consumers who engage with this community's social media ecosystem are not passive recipients of promotional messages; rather, they function as active co-constructors of a collective identity grounded in mutual trust, place attachment, and shared ecological

Table 3. Path Relationship Examination Table

Hypothesis	Path	Path coefficient	t-Value	p-Value
H1	Social media marketing experience → customer satisfaction	0.899	52.625	0.00** *
H2	Social media marketing experience → post-purchase intentions	0.601	19.271	0.00** *
H3	Product certification → customer satisfaction	0.087	2.307	0.021*
H4	Product certification → post-purchase intentions	0.236	-0.069	0.318
H5	customer satisfaction → post-purchase intentions	0.623	20.393	0.00** *

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

values.

Regarding the social media marketing experience–post-purchase intentions pathway, recent research has confirmed that social media marketing activities exert significant influence on consumer purchase intentions, with satisfaction and social identification identified as key mediating mechanisms within that relationship. Studies applying Stimulus-Organism-Response (S-O-R) frameworks in e-commerce contexts similarly demonstrate that

social media marketing activities positively predict relationship quality constructs—including commitment, trust, and satisfaction—which in turn drive repurchase intentions. Notably, the present study's direct effect of $\beta = 0.601$ on post-purchase intentions suggests that, in local agri-food market settings, social media marketing experience exerts a comparatively more immediate and concentrated influence on behavioral intentions, one that appears to operate without requiring the extended mediating processes

documented in larger-scale retail environments. This finding is consistent with work by Zheng et al. (2023), who demonstrated that social identity significantly reduces consumers' psychological distance toward green food products and directly strengthens purchase intention, suggesting that community identification in value-congruent food market contexts can accelerate the cognition-to-behavior sequence. In farmers' market settings, where social media content—such as harvest documentation, vendor narratives, and sustainability storytelling—directly bridges producer and consumer, the psychological proximity between the two parties may render elaborate trust-building detours unnecessary, translating marketing experience more efficiently into behavioral intention than is possible in anonymous, large-scale retail environments.

Regarding product certification, H3 was supported: product certification exerted a small but statistically significant positive effect on customer satisfaction ($\beta = 0.087$, $t = 2.307$, $p = .021$), indicating that consumers perceive certification labels and third-party safety inspections as credible quality signals, which in turn enhance their satisfaction experience. H4, however, was not supported; product certification did not yield a statistically significant direct effect on post-purchase intentions ($\beta = 0.236$, $t = -0.069$, $p = .318$), suggesting that the influence of certification on behavioral intentions may operate primarily through the mediation of customer satisfaction rather than through a direct pathway. Customer satisfaction, in turn, was found to significantly and positively predict post-purchase intentions ($\beta = 0.623$, $t = 20.393$, $p < .001$), supporting H5 and affirming its pivotal mediating

role in the proposed model.

These findings yield significant implications for both theoretical advancement and managerial practice. Managerially, the considerable effect of product certification on customer satisfaction offers market operators empirical justification for investing in certification programs and traceability labelling. These investments are anticipated to generate returns through heightened customer satisfaction, subsequently strengthening loyalty and repeat patronage. Theoretically, the preliminary findings extend Social Identity Theory (Tajfel & Turner, 1986) into consumption contexts by demonstrating that certification mechanisms and community-embedded social media participation jointly reinforce consumers' collective identification with the Shennong Market and its associated "eco-friendly agricultural products" brand community. This collective identification engenders a virtuous cycle in which elevated satisfaction translates into subsequent behavioural intentions.

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