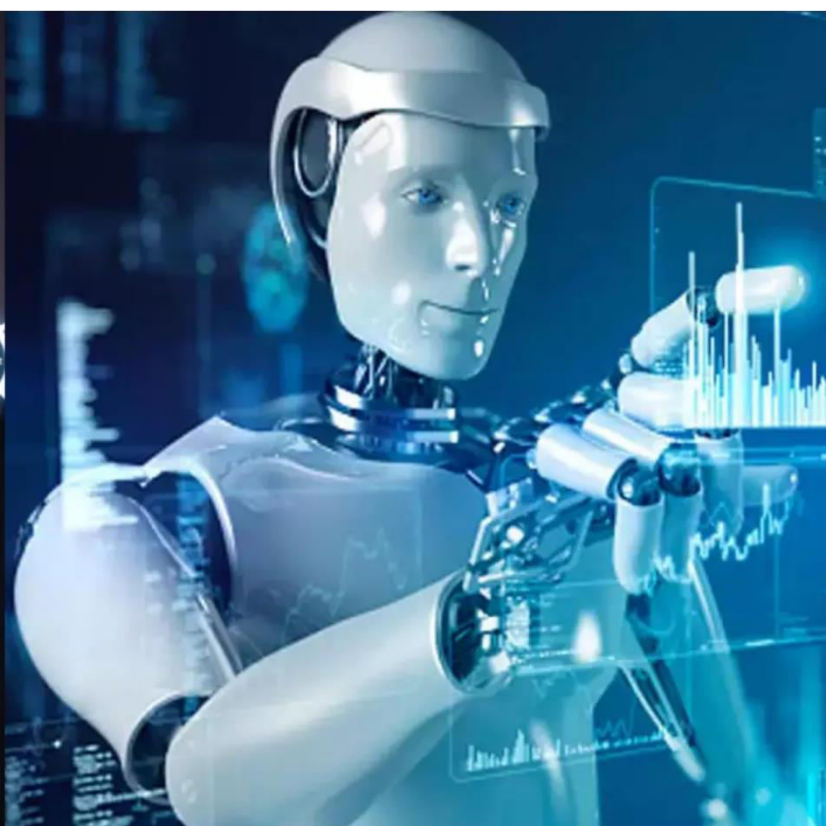




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Attention Element of AIDA Model and Retailing of Organic Products: An Observational Study in the Retail Sector of the Sultanate of Oman

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ABSTRACT: This study aims to examine the ‘attention’ element of the AIDA model within the market of organic products in Oman, especially with the increase in spontaneous purchase of products and also it is important for retailers to know how to attract customers’ attention effectively. Therefore, this study investigates the factors and strategies that help attract consumers’ attention to organic products displayed in the retail shops, which provides marketers with useful ideas to develop marketing campaigns that target increasing the visibility of products in the market and boosting their sales. This study examines how retailers in Oman can capture the first ‘attention’ stage of AIDA model. Consumer awareness of organic options in Oman is still emerging, making it crucial to understand how visual marketing elements draw consumers’ attention. By investigating visual factors in retail settings, this research aims to inform strategies that raise product visibility and stimulate sales of organic products. The research uses an observational study conducted in several retail outlets across Oman. Researcher systematically observed consumer behavior at organic product displays, recording how visual stimuli, such as packaging colors, imagery, and shelf placement, captured attention. The sample included diverse stores in both urban and rural areas, and observers logged data on customer gaze direction and dwell time near organic sections. Ethical protocols were followed; observer remained unobtrusive, and all data were recorded anonymously without interacting with shoppers. Observations took place over several weeks, covering busy and off-peak hours to capture typical consumer behavior. Data analysis reveals that visual elements significantly affect consumer attention. Products with bright, eye-catching colors and well-designed packaging drew noticeably more glances from shoppers. Prominent shelf placement (such as eye-level positioning and end-of-aisle displays) also increased visibility. In particular, packaging featuring appealing images (for example, photos of fresh produce or native plants) captured interest more effectively than plain or generic designs. These results suggest that carefully designed visual cues are powerful drivers of initial consumer attention in the organic market. These findings indicate that aligning visual stimuli with local norms boosts consumer attention to organic products in Oman. The study concludes that visual marketing strategies are critical for capturing consumers’ attention in a nascent organic market. The results underscore that culturally tailored, visually striking packaging and in-store displays significantly enhance product awareness. These insights yield practical recommendations. Retailers should enhance in-store displays with clear signage, product demonstrations, and end-cap placements to draw the eye. Packaging should use vibrant colors, simple health claims, and familiar imagery. Digital media campaigns can enlist trusted local influencers and storytelling about organic farmers to capture attention online. Policymakers can support these efforts through education programs and certification schemes. Together, these strategies will raise awareness and expand the organic market in Oman. This research contributes to understanding consumer behavior by isolating the attention stage of the AIDA model in a developing organic market.

KEYWORDS: AIDA model, organic products, observational study, retail sector, Sultanate of Oman

I. INTRODUCTION

The growing awareness of health benefits and environmental concerns has increased global interest in organic products. In Oman, the market for organic products is still developing and remains a niche compared to conventional products. Capturing consumer attention is an essential step in promoting organic products, especially in a competitive retail environment. This study focuses on the ‘attention’ element of the AIDA model to understand how visual marketing techniques such as packaging, color usage, product placement, and display design can influence consumer behavior

towards organic products in Oman. The study aims to help marketers and retailers develop effective strategies to attract more customers to organic products and support the growth of the organic market in the Sultanate. This study aims to examine the 'attention' element of the AIDA model within the market of organic products in Oman, especially with the increase in spontaneous purchase of products and also it is important for retailers to know how to attract customers' attention effectively. Therefore, this study investigates the factors and strategies that help attract consumers' attention to organic products displayed in the retail shops, which provides marketers with useful ideas to develop marketing campaigns that target increasing the visibility of products in the market and boosting their sales.

Need for the study: Organic marketing is still limited locally compared to conventional marketing as marketers face challenges in attracting consumers to organic products. This slow market growth is attributed to lack of customer awareness. This study seeks to assess customer interest in organic products using the 'attention' component of the AIDA model to identify barriers and opportunities to enhance interest and encourage purchases.

Research questions

1. What is the relationship between visual stimuli and the attention element of AIDA model of marketing with reference to retailing of organic products in the Sultanate of Oman?
2. What is the degree of eye-catching colours and the level of image-presence on the package of organic products in the retail shops in the Sultanate of Oman?
3. What is the degree of attractive display of organic products in the retail shops in the Sultanate of Oman?
4. What is the level of differential placement of organic products in retail shops in the Sultanate of Oman, and what eye-catching changes occur in the behavior of shop traffic as a result of the visual stimuli of these organic products?
5. What are the positive body language cues and progressive facial expressions in the behavior of shop traffic as a result of the visual stimuli of organic products in retail shops in the Sultanate of Oman?

Research objectives

1. To find out the relationship between visual stimuli and the attention element of AIDA model of marketing with reference to retailing of organic products in the Sultanate of Oman
2. To find out the degree of eye-catching colours and the level of image-presence on the package of organic products in the retail shops in the Sultanate of Oman
3. To find out the degree of attractive display of organic products in the retail shops in the Sultanate of Oman
4. To find out the level of differential placement of organic products in retail shops in the Sultanate of Oman, and what eye-catching changes occur in the behaviour of shop traffic as a result of the visual stimuli of these organic products
5. To find out the positive body language cues and progressive facial expressions in the behaviour of shop traffic as a result of the visual stimuli of organic products in retail shops in the Sultanate of Oman

Problem Statement: Despite the global increase in demand for organic products, the organic request in Oman remains fairly underdeveloped due to low consumer mindfulness and limited marketing sweats. In a competitive retail terrain, landing consumer attention is the essential first step toward impacting purchase gesture. Still, there's a lack of focused exploration on how visual marketing rudiments specifically affect consumer attention to organic products in Oman. Without a deep understanding of these factors, marketers struggle to produce poignant juggernauts. Thus, this study aims to explore how visual stimulants in retail settings impact consumer attention toward organic products, addressing a critical need for effective marketing strategies to support the growth of the organic sector in the Sultanate. Scope of the study: The study was carried out among consumers in Oman, specifically targeting individuals who are exposed to or have an interest in organic products. The main objective was to understand how the 'attention' element of the AIDA model influences consumer behavior, particularly regarding the purchasing of organic products in the retail sector.

II. LITERATURE REVIEW

In recent times, global interest in organic products has surged due to lesser consumer mindfulness of their health benefits and environmental impact. Organic products, seen as healthier and further sustainable, have gained fashion ability worldwide. Still, in Oman, the organic request remains underdeveloped due to factors like limited consumer mindfulness, advanced prices, and weak marketing sweats. The AIDA model, particularly the 'attention' stage is critical for engaging consumers. This study focuses on relating visual marketing tactics, similar as packaging and

product placement, to capture consumer attention toward organic products in Oman. The findings aim to help marketers enhance mindfulness and support the growth of the organic request, aligning Oman with global consumption trends.

AIDA Model: The AIDA model is a marketing communication framework that outlines the sequence of steps a consumer goes through when interacting with an advertisement. AIDA stands for Attention, Interest, Desire, and Action. The first step, Attention, involves capturing the viewer's attention, as failure to do so will likely result in the ad being ignored. This can be achieved through engaging images, catchy music, or the use of popular celebrities. Once attention is captured, the coming step is to make interest by creating an emotional connection or demonstrating how the product can break a problem or ameliorate the consumer's life. The third step, Desire, focuses on converting interest into a strong desire for the product by pressing its unique benefits and features, making the consumer feel they need it. Eventually, the Action stage encourages the consumer to take action, similar as making a purchase or seeking further information, frequently through clear calls to action similar as limited- time offers, abatements, or emphasizing the product's benefits (Tampubolon, 2024).

Attention element of AIDA model

Capturing Consumer Awareness: In today's saturated market, consumers are bombarded with a plethora of advertisements daily. To stand out, marketers must craft messages that immediately capture attention. This initial engagement is crucial; without it, progressing to the interest, desire, and action stages becomes improbable. As highlighted in a study on the AIDA model's application in new communication methods, attention is the first critical step in engaging consumers with advertising content (Muluka & Kassegn, 2025).

Building Interest and Engagement: The interest-building phase, where you must provide content that engages the audience and informs them about the product or service. Strategies such as storytelling, case studies, or customer testimonials can be used to generate interest. It's also important to build trust and credibility by providing valuable information and addressing any objections the audience may have, which helps pave the way for the next stage of the AIDA model (Zhao, 2026).

Enhancing Brand Recall: Attention plays a pivotal role in enhancing brand recall. When consumers are drawn to an advertisement or promotional content, they are more likely to remember the brand in future purchasing scenarios. This heightened recall can influence consumer choices, especially in competitive markets. Research indicates that attention-grabbing advertisements significantly improve brand recognition and recall (Srinivas, 2026).

Facilitating Consumer Decision-Making: By capturing attention, marketers can effectively convey key messages that inform and influence consumer decision-making. An attentive audience is more receptive to persuasive information, which can guide them toward making a purchase. The AIDA model underscores that attention is the initial step that leads consumers through a sequential process culminating in action (Theodore, 2026).

Measuring Advertising Effectiveness: The degree to which an advertisement captures attention serves as a metric for its effectiveness. High attention levels often correlate with increased consumer interest and higher conversion rates. Marketers utilize attention metrics to assess and refine their advertising strategies, ensuring optimal engagement. Studies have shown that attention is a critical factor in determining the success of advertising campaigns (Boykoff, 2026).

Visual stimuli and attention element of AIDA model

Impact of Color, Shape, and Typeface on Visual Attention: An Eye Tracking Study on Brand Logo: This study delves into the effect of various design elements, such as color, shape, and typeface, on the visual attention of consumers toward brand logos. By using eye-tracking technology, the authors observe how different visual characteristics influence brand perception, offering valuable insights for marketers looking to refine their logo designs for better attention capture (Ke, 2026).

Utilizing Eye-Tracking in Advertising: Preliminary Findings: In this research, eye-tracking technology is used to examine how visual elements in advertisements capture consumer attention. The study focuses on preliminary findings related to the effectiveness of visual stimuli in engaging audiences. The results demonstrate how targeted visuals in advertisements significantly increase the chances of retaining consumer interest, making it essential for advertisers to carefully design ad visuals (Aura, 2024).

Online Reviews Meet Visual Attention: A Study on Consumer Patterns in Advertising, Analyzing Customer Satisfaction, Visual Engagement, and Purchase Intention: This study integrates eye-tracking with big data analysis to explore how visual engagement with online reviews impacts consumer behavior. It focuses on the relationship between visual attention and factors such as customer satisfaction, engagement, and purchase intention. The findings suggest that consumers are more likely to engage with visual content when it is aligned with positive reviews, which directly influences their purchasing decisions (Li, 2025).

Influence of Dynamic Content on Visual Attention During Video Advertisements: This research investigates how dynamic visual content, such as animation or motion graphics, influences consumer attention in video ads. The study finds that dynamic content significantly increases viewer engagement and attention, suggesting that advertisers can enhance their video ads' effectiveness by incorporating more dynamic visuals to hold attention (Haram & Sanghun, 2026).

Visual Attention, Behavioral Intention, and Choice Behavior: The study examines how older consumers engage with sports marketing visuals, focusing on visual attention and its effects on behavioral intentions and decision-making. By utilizing eye-tracking technology, the authors highlight the crucial role of visual appeal in capturing attention and influencing choice behavior, particularly among older demographics (Woo, 2025).

Adaptation of Visual Attention: Effects of Information Presentation in Idea Selection: This paper explores how different methods of presenting information, such as static vs. dynamic formats, influence the visual attention of individuals during idea selection. The study provides insights into how the presentation of visual stimuli in ads can enhance attention and foster better decision-making processes (Zhang, 2026).

The Effect of Social Media Advertisements on the AIDA Model for Young Consumers in India: This study investigates how visual stimuli in social media ads impact the AIDA model, particularly in engaging young consumers in India. The research demonstrates that visually appealing and interactive content plays a significant part in landing attention, fostering interest, and driving purchase intentions among the youngish demographic (Venugopal, 2026).

Eye-Tracking Analysis of Visual Attention to Advertising Appeals in Digital Media: This study uses eye-tracking technology to analyse how consumers allocate their visual attention to different advertising appeals in digital media. It provides a comprehensive look at how specific types of visual elements similar as emotional or instructional cues — attract further attention and influence consumer responses in the digital geography (Symeonidis, 2025).

Comparative Study of Visual Attention to Static vs. Dynamic Advertisements: An Eye-Tracking Approach: This comparative study uses eye-tracking to measure the differences in consumer visual attention between static and dynamic advertisements. The results indicate that dynamic advertisements — those incorporating stir or vitality — are more effective in capturing and holding consumer attention compared to stationary bones (Shoufen, 2025).

III. RESEARCH METHODS

Descriptive research design was used to conduct the study on the attention element of the AIDA model of marketing with reference to merchandising of organic products in the Sultanate of Oman. The study relied on primary and secondary sources to collect information. Primary data were collected using a structured questionnaire from a sample of 100 retail customers chosen applying convenience method. Additional information was collected from secondary sources similar as electronic sources. A structured questionnaire was used to collect data from the consumers in Oman about how visual stimulants attract their attention to organic products in retail shops. The questionnaire focused on elements like product colours, packaging, display arrangement, and consumer similar as eye movement and body language. This data collection directly supports the study's goal of analysing the 'attention' stage in the AIDA model, providing insights into how effectively organic products prisoner consumer interest in Oman.

Limitations of the study: The study was conducted under several limitations, the most important of which were lack of data regarding the chosen topic and hesitation of the customers to respond to the survey.

Anticipated contributions of the study: The study aims to provide insights into the factors that influence consumer attention towards organic products, such as packaging, colors, display arrangement, and shelf placement. This

understanding can help marketers, retailers, and policymakers to design better marketing strategies that attract more consumers to organic products. In addition, the research seeks to identify the challenges and opportunities in increasing the visibility of organic products in the Omani retail market. By analysing consumer behavioural patterns and visual marketing techniques, the study can offer useful suggestions for improving product awareness and promoting healthier and more sustainable consumption choices. Overall, the research is expected to contribute valuable information and practical insights that can support decision-making, marketing planning, and the wider adoption of organic products among consumers in Oman.

IV. ANALYSIS

The retail outlets and their specific branches included in the study are Nesto Hypermarket, Hyper Max, Lulu Hypermarket and Kenz Hypermarket. Nesto Hypermarket, located in a busy residential area of Al Hail, Muscat, attracts a wide range of consumers from middle-income families, known for its accessibility and variety of organic products. Hyper Max, the Al Mawaleh Branch, is a popular shopping destination among local residents, especially for groceries and health-related items that offers a diverse selection of organic products, making it ideal for collecting data from health-conscious consumers. Lulu Hypermarket ,Al Maabilah branch, one of the busiest branches, drawing in a mix of expatriates and Omanis. Kenz Hypermarket, Al Khoud Branch, is a well-known local market in a vibrant neighbourhood with a diverse customer base. These branches were selected to ensure diversity in geographic location, customer profiles, and purchasing behaviour. The aim was to capture a representative sample of consumers who may encounter organic products during their regular shopping experiences. This multi-location approach also helps in understanding how attention to organic products may vary depending on store environment and regional consumer preferences.

Table 4.1 Availability of organic products at retail outlets

Response	No. of Respondents	Percentage (%)
Yes	100	100
No	0	0
Total	100	100

All the stores in the study offer organic products, indicating that organic options are widely available and suggesting that they are an established part of the retail environment. The absence of a "NO" segment further reinforces this, supporting the idea that organic products have achieved strong market penetration in the surveyed locations.

Table 4.2 Organic product categories

Response	No. of Respondents	Percentage (%)
Vegetables	22	22
Fruits	22	22
Pulses	19	19
Cereals	33	33
Others	4	4
Total	100	100

Vegetables and fruits, each representing 22%, are equally represented, indicating that fresh organic produce is a significant part of the product range. Pulses, at 19%, including beans, lentils, and peas, form a smaller but notable segment. Cereals account for the largest portion at 33%, suggesting a high demand for grains such as organic rice, oats, and wheat. The "Others" category, at 4%, is the least common and includes products like biscuits and jam. Overall, the chart highlights the dominance of cereals, vegetables, and fruits, reflecting consumer preference for staple organic foods.

Table 4.3 The colours of the organic products in the retail shop are eye-catching.

Response	No. of Respondents	Percentage (%)
Strongly disagree	10	10
Disagree	0	0
Neither disagree nor agree	30	30
Agree	30	30
Strongly agree	30	30
Total	100	100

A significant portion of the respondents (60%) agreed or strongly agreed that the colors used on organic products are visually appealing and capture attention. Only 10% strongly disagreed, and none disagreed. This implies that color is a strong visual element in marketing organic products. The 30% who remained neutral might indicate that while colors are noticeable to many, there is still room to enhance the color schemes for a broader appeal.

Table 4.4 The packaging of the organic products in the retail shop has a positive image presence

Response	No. of Respondents	Percentage (%)
Strongly disagree	10	10
Disagree	0	0
Neither disagree nor agree	40	40
Agree	20	20
Strongly agree	30	30
Total	100	100

Half of the respondents recognized the packaging as having a positive visual image, which is encouraging. However, the high percentage of neutral responses (40%) suggests that many customers might not find the packaging distinctive or memorable. Improving design elements like font, labeling, and eco-friendly materials could increase impact and shift neutral perceptions toward positive agreement.

Table 4.5 The display of the organic products in the retail shop is attractive.

Response	No. of Respondents	Percentage (%)
Strongly disagree	0	0
Disagree	20	20
Neither disagree nor agree	40	40
Agree	0	0
Strongly agree	40	40
Total	100	100

Here, responses are more polarized. While 40% strongly agreed the display is attractive, another 40% were neutral, and 20% disagreed. The absence of “Agree” responses (A = 0%) is interesting and may indicate a lack of consistency in the display presentation. Some stores may have appealing layouts while others might not. This inconsistency could be improved by creating unified display standards across all retail outlets.

Table 4.6 The organic products in the retail shop are placed differently (distinctly) from other products.

Response	No. of Respondents	Percentage (%)
Strongly disagree	0	0
Disagree	10	10
Neither disagree nor agree	20	20
Agree	40	40
Strongly agree	30	30
Total	100	100

This is one of the most positively viewed aspects of the study. The fact that 70% of respondents noticed distinct placement means that organic products are effectively differentiated from non-organic items. Such clear segmentation helps customers locate organic options more easily and enhances brand identity. Only 10% disagreed, indicating overall success in shelf strategy and product organization.

Table 4.7 The behavior of the shop traffic as a result of the visual stimuli of organic products in the retail shop has a change in their eye-capturing.

Response	No. of Respondents	Percentage (%)
Strongly disagree	9	9
Disagree	19	19
Neither disagree nor agree	23	23
Agree	24	24
Strongly agree	25	25
Total	100	100

Nearly half of the participants agreed that the visual design of organic products captures shoppers' attention. This is a moderate but promising result, showing that visual cues such as color, placement, and lighting may affect where customers focus. However, the combined 28% disagreement and 23% neutral suggests that not all shops are equally successful in this area. Enhancing visual impact through creative branding, digital signage, or interactive features might help.

Table 4.8 The shop traffic as a result of the visual stimuli of organic products in the retail shop has positive body language towards the organic products kept in the shelves.

Response	No. of Respondents	Percentage (%)
Strongly disagree	20	20
Disagree	16	16
Neither disagree nor agree	23	23
Agree	27	27
Strongly agree	14	14
Total	100	100

This item reflects how customers physically respond to the presence of organic products whether they slow down, approach the shelf, or show signs of interest. While 41% agreed or strongly agreed, the high rate of disagreement (36%) and neutrality (23%) means body language responses are not consistently positive. This suggests that the current visual setup may attract attention, but not always encourage engagement. More inviting arrangements (sample stations, spotlight lighting, or clean layouts) could improve this.

Table 4.9 The behavior of the shop traffic because of the visual stimuli of organic products in the retail shop has a progressive facial expression towards the organic products kept in the shelves.

Response	No. of Respondents	Percentage (%)
Strongly disagree	24	24
Disagree	20	20
Neither disagree nor agree	19	19
Agree	24	24
Strongly agree	13	13
Total	100	100

Facial expressions are subtle indicators of emotional engagement. Only 37% of respondents noticed positive expressions (like smiling or interest), while 44% disagreed, and 19% were neutral. This suggests that organic products, although visually acceptable, may not yet be emotionally compelling or exciting for many customers. Incorporating storytelling elements, human-centered design, or emotional branding could help improve the emotional connection with the product.

V. FINDINGS

This chapter presents the key findings derived from the study, providing a comprehensive understanding of how visual marketing elements influence consumer attention toward organic products in Oman. Based on the analysis of observational data, the chapter highlights the major trends, consumer responses, and critical factors that impact the "Attention" stage of the AIDA model. It also offers practical suggestions for marketers and retailers aiming to improve the visibility and attractiveness of organic products. Finally, the chapter concludes by summarizing the implications of the study, proposing recommendations for future research, and emphasizing the importance of culturally tailored marketing strategies to stimulate the growth of the organic market in the Sultanate of Oman.

The study yielded several key findings regarding how the "Attention" component of the AIDA model influences consumer behavior in the context of organic products in Oman:

1. Low initial awareness: Many consumers in Oman have limited awareness about organic products, which hinders their ability to even consider such products during the purchase process. This highlights a gap at the very beginning of the AIDA model.
2. Visual elements matter: Eye-catching designs, attractive packaging, and culturally familiar colors and imagery significantly contribute to drawing the consumer's attention to organic product offerings.
3. Social media plays a central role: Platforms such as Instagram and TikTok are effective in capturing the attention of younger audiences, particularly through influencer endorsements and engaging short-form content.
4. Cultural alignment increases attention: Messages that align with Omani cultural and religious values—such as health, family, and halal purity—are more likely to resonate and capture initial attention.
5. Information clarity boosts engagement: Clear and simple explanations about the benefits of organic products attract more attention than overly technical or generic marketing messages.

VI. SUGGESTIONS

Based on the study's findings, the following suggestions are made to improve the effectiveness of attention-based marketing strategies for organic products in Oman:

1. Raise awareness through public education: Government agencies, NGOs, and businesses should work together to educate the public about the benefits of organic products via schools, events, and campaigns.
2. Leverage local influencers: Collaborations with trusted Omani influencers can help products gain visibility and trust, especially among young adults and families.
3. Create culturally tailored content: Use Arabic language, local dialects, traditional attire, and references to local customs in marketing materials to immediately resonate with the target audience.
4. Focus on storytelling: Share real-life success stories of local organic farmers or consumers who have experienced benefits from using organic products.
5. Optimize in-store displays: Attention-grabbing in-store placements with clear signage, samples, and demonstrations can help reach consumers who may not be active online.
6. Continuous research and testing: Marketers should conduct regular consumer feedback studies and A/B testing to determine which attention strategies are most effective across different segments of the Omani population.

VII. IMPLICATIONS

The findings of this study have several theoretical and practical implications for both researchers and marketing practitioners. On a theoretical level, this research enriches the existing body of literature on the AIDA model by focusing specifically on the "Attention" component within the context of organic product marketing in the Sultanate of Oman—a topic that has received limited scholarly attention. By isolating the "Attention" phase, this study offers a nuanced understanding of how consumer awareness is initially triggered in emerging markets with developing organic sectors.

From a practical perspective, the study underscores the importance of crafting marketing strategies that are not only visually appealing but also culturally relevant. In a market like Oman, where traditional values play a significant role in shaping consumer behavior, marketers must tailor their campaigns to align with local customs, beliefs, and preferences. The research suggests that gaining consumers' attention is the foundation for further engagement, making it an essential step for companies seeking to increase market share in the organic products industry.

Moreover, the study implies that effective attention strategies may have a ripple effect across the remaining stages of the AIDA model (Interest, Desire, Action). If marketers succeed in capturing attention through well-designed campaigns, it increases the likelihood of consumers progressing to the next stages of decision-making. This highlights the strategic importance of investing in the initial stages of customer engagement, especially in markets where awareness of organic products is still relatively low.

VIII. RECOMMENDATIONS

Based on the study's findings and implications, the following recommendations are proposed for marketers, businesses, and future researchers:

1. Design culturally resonant marketing campaigns: Use visuals, slogans, and narratives that reflect Omani traditions, values, and language to capture the attention of local consumers effectively.
2. Invest in digital marketing channels: Platforms such as Instagram, TikTok, and YouTube are popular in Oman and can be used to deliver attention-grabbing content through short videos, infographics, and testimonials.
3. Use educational content to attract attention: Consumers in Oman may still be strange with the benefits of organic products. furnishing factual, easy- to- understand content can spark curiosity and raise mindfulness.
4. Collaborate with local influencers and community figures: Influencers who are trusted by the public can play a significant part in drawing attention to organic products and enhancing brand credibility.
5. Utilize sensory marketing elements: Visuals, colours, packaging, and indeed scent (in stores) can significantly impact attention. These rudiments should be designed to appeal to Omani consumers' preferences.
6. Conduct more localized studies: Future research should explore the attention element in different regions of Oman and among colorful demographic groups to identify further targeted strategies.

IX. CONCLUSION

This study has provided valuable insights into the role of the "Attention" component within the AIDA marketing model in the specific context of organic product promotion in Oman. It emphasizes that without securing consumer attention, it is difficult to achieve the subsequent stages of engagement—Interest, Desire, and Action. In a market where organic consumption is still developing, attention-grabbing strategies are not just optional but essential for growth.

The research findings illustrate that culturally appropriate, visually engaging, and informative marketing approaches are most effective in drawing the attention of Omani consumers. By focusing on what captures initial interest, marketers can create more impactful campaigns that lay the groundwork for long-term brand loyalty and sustainable consumer behavior.

Furthermore, this study contributes to academic knowledge by exploring a relatively under-researched market and topic. It opens up new avenues for future research on how various demographic, psychological, and cultural factors influence attention in green marketing. As consumer awareness of environmental and health issues continues to rise globally, understanding how to gain and maintain attention will be increasingly important for marketers seeking to position their products effectively in emerging markets like Oman.

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