

Understanding the Effect of Advertising Values on Sustainable Product Purchase Intention: Extended Ducoffe Advertising Value Model

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Abstract

Following the advertising value model by Ducoffe, this study develops a conceptual framework, which provides several insights. First, three variables consist of informativeness, entertainment, and irritation of advertisement will be directly influencing purchase intention. Secondly, the researcher developed the mediator interaction to reveal the effect of the source of advertisements on influencer credibility between advertising value and sustainable product purchase intention. To address the research objective, an online survey will be carried out based on quantitative research methods. By using a purposive sampling, the Millennial generation were selected as a respondent. Meanwhile, the researcher will analyse data by using PLS SEM. The study was expected to be significant for all the variables. In hence, this study would be benefit for companies and digital marketers to deeply understand how customer view social media advertisement and create more effective advertisement structure.

Keywords: Ducoffe Advertising Value Model, Sustainable Product, Purchase Intention, Millennial Generation

Introduction

Environmental behaviour has become a popular marketing strategy for scholars and practitioners in recent decades (Lai and Cheng 2016; Jaiswal and Kant 2018; Kautish and Sharma 2020). Simultaneously, sustainable trend inspired consumers to change their consumption patterns, resulting in an increase in eco-sustainable behaviours (Nguyen et al., 2018; Pham et al., 2019; Yadav and Pathak, 2016), opening up new avenues for eco-research studies on sustainable behaviour (Paul et al., 2016; Prakash and Pathak, 2017; Kumar et al., 2017; Kautish and Sharma, 2020; Shukla, 2019; Kautish et al., 2020). In fact, although it is still relatively new in Asian countries, sustainable marketing is becoming a significant trend in today's corporate world (Khan & Mohsin, 2017). Due to increasing of environmental

consciousness and purchasing power, Asian customers have become the primary target market for global marketers (Lavuri et al., 2022).

In response to evolving consumer concerns, businesses are addressing sustainability more frequently in their marketing and advertising (Baum, 2012; Lee and Rim, 2018). Campaigns have been shown to contain a variety of pro-environmental or "green" themes and claims that describe a company's impact on the environment (Sander et al., 2021), such as statements that highlight the environmental advantages of a good or service (Banerjee et al., 1995). There has been an increase in this type of "green advertising," as well as a profusion of false environmental promises (Tateishi, 2018). Greenwashing is a term used to describe the practise of firms selectively disclosing positive information about their environmental or social impacts while not disclosing negative information in order to project an overly positive corporate image (Lyon and Maxwell, 2011). Recent developments in sustainability brand and green marketing have prompted a review of corporate communication ethics, as some sustainability marketing contains eco-manipulation (López-Viso), greenwashing (Szabo et al., 2020), and fake green or environmental marketing (Lukinovic and Jovanovic, 2019); as well as presenting claims promoted in sustainable brand marketing that customers, such as students, discovered to be false and or misleading (Lyon and Montgomery, 2015). It can be manifest that greenwashing may erode consumer and investor trust, reduce truly pro-environmental efforts on the part of businesses and consumers, and impede the creation of a truly sustainable society (Tateishi, 2018).

Several studies have found that ethical communication strategies, such as advertising and marketing, can influence customers to buy (Leong and Paim, 2015; Wu et al., 2022). In line with that, this research will shed light on the factors that will contribute to the development of effective long-term product advertising. Given the scarcity of research on greenwashing issues and the development of effective sustainable advertising in Malaysia (Ogiemwonyi et al., 2019; Tee et al., 2022), the researchers will concentrate on this topic.

Objectives of the Study

Based on this postulate, our research seeks to identify the antecedent that can facilitate the creation of effective advertisement and encourage practitioner of sustainable endeavors to avoid corporate greenwashing. Ducoffe Model with the intervention of influencer credibility as mediator.

The research objectives are as follows

1. To investigate the direct and significant effect of the antecedents of the advertising value model on sustainable product purchase intention
2. To study the indirect and significant mediation effect of influencer credibility between the antecedents of the advertising value model and sustainable product purchase intention

The rest of the article is organised as follows: First, the relevant literature and study variables are discussed, along with the corresponding hypotheses that form the conceptual model of the study. Second, the research methods for this study are described, followed by the expected results. Third, both theoretical and practical implications are addressed in the discussion section. The article concludes by highlighting the study's major limitations as well as future research directions.

Literature Review and Hypotheses Development**Sustainable Marketing Communication**

Green marketing communications are essential for inducing such behavioural changes, necessitating research into the type of green messaging that effectively appeals to and drives such change. While green marketing communication is not a new concept, there has been little research into it, particularly in terms of strategic communications and messages that appeal to consumers (Chwialkowska, 2018). Most of previous research has concentrated on green marketing communications that emphasise the perceived 'greenness' of the product or firm (Leonidou et al., 2014; Luchs et al., 2010) and message framing (Chang et al., 2015; White et al., 2011). They have generally ignored other factors such as consumers' pro-environmental values and emotional attachments to nature (Chwialkowska, 2018).

Advertising Value Model (Ducoffe, 1995)

Advertising value, according to Ducoffe (1995), is defined as consumers' perceptions of the value of advertising based on the uses and gratifications theory (Blumler and Katz, 1974), which proposes that consumers choose media that best satisfy their cognitive and affective needs in terms of personal needs and gratification-seeking motives. Based on previous literature review, an advertising value model addressing the most important aspects of social media content value (Alalwan, 2018; Arora and Agarwal, 2019; Murillo et al., 2016; Shareef et al., 2019). This theory was built based on three antecedents of advertising value: informativeness, entertainment and credibility added to the model (Dao et al., 2014). The concept introduced by Ducoffe (1995) will be used to identify the effects of the three antecedents of the advertising value model on their quality expectations.

Sustainable Purchase Intention

In this modern era, sustainable purchase intention has been an understudied factor, leaving a large gap to be filled (Huo et al., 2022). Intention is defined as a person's willingness to carry out a specific behaviour (Yadav and Pathak, 2017); and motive, such as readiness to act. Purchase intentions were defined by Spears and Singh (2004) as "an individual's conscious plan to make an effort to purchase a brand" (p. 56). Furthermore, scholars have observed that "behavioural intention is a measure of one's willingness to exert effort while performing certain behaviours" (Kassim and Ramayah, 2015, p. 399). Researchers from all over the world are interested in sustainable purchasing intentions (Bhattacharyya et al., 2023; Wang et al., 2023; Kim and Oh, 2022; Hasbullah et al., 2020). With the rapid expansion of the global economy, the number of green consumers has grown globally in the hope of preventing environmental degradation. Companies are investing, promoting ideas, and developing new strategies to position their green brands in their customer base, in order to remain competitive in the marketplace while achieving business sustainability (Suki, 2016).

Informativeness

Informativeness draws customers' attention to product details and functionalities, thereby communicating the value of the product and service (Martins et al., 2019). The provision of information enhances the value of online platforms such as a company website, product comparison platforms, and social media channels. Vlogs have grown in popularity as a credible source of destination information on social media (Xie et al., 2022). Vlogs are a powerful technique for destination promotion since they offer information such as broad concepts, thorough place reviews, and thorough travel tips. Vlogs also record individual

experiences that provide a destination a distinct perspective, enhancing its allure. Therefore, we suggest: The degree to which a company can enlighten its clients effectively will ultimately enable them to make better purchasing decisions (Alalwan, 2018). Align with that, the researcher proposed the hypotheses

H1: There is a positive significant impact of informativeness of advertisement on Millennial' purchase intention towards sustainable product.

Entertainment

The ability of an advertisement to capture and hold consumers' attention and interest by including the ideals of pleasure and fun (Ducoffe, 1995). The most important factor in fostering a favourable view of commercials is entertainment (Huu and Nguyen, 2014; Martins et al., 2019). Vlogs' penetration, acceptance, and broad use are all attributed to their entertaining quality. Through vlogs, viewers can see and participate in the vlogger's personal experience. The entertainment factor in travel vlogs influences tourists' attitudes toward the vlog and their intention to visit the destination. Tourists can better relate to the destination, and the entertaining element increases the vlog's value. Previous research has shown that entertainment in travel vlogs increases the perceived advertising value (Huu and Nguyen, 2014; Martins et al., 2019). Therefore, we posit

H2: There is a positive significant impact of entertainment of advertisement on Millennial' purchase intention towards sustainable product.

Irritation

Advertising irritation refers to the ways in which advertisements can irritate, offend, and influence customers or redirect their focus away from important objectives (Ducoffe 1995). Customers are puzzled and frustrated by advertising for a variety of reasons, including the failure of marketers to comprehend technology from the standpoint of consumers and poor optimization (Marquis, 2017; Shaw, 2018). Quick response (QR) code hypermedia, an earlier augmentation technology, has the ability to enhance consumer-brand connection, but its bad use has led to a subpar marketing campaign (McIvor, 2017). Customers will view advertising as unappealing and irritating if the strategies used in it insult their intelligence, are unduly deceptive, or both (Ducoffe et al., 1995). As entertaining and fun advertisement enhances affection, irritating media decreases affection towards the media (Ducoffe et al., 1995). Some users may find it inconvenient to scan their surroundings for an appropriate location for the application to work properly. Salem (2016) found that irritation influences customer intention, whereas Liu et al (2019) found that it has no effect on customer attitude. Therefore, the following hypothesis is proposed

H3: There is a negative significant impact of irritation of advertisement on Millennial' purchase intention towards sustainable product.

Influencer Credibility

The complexity of the sustainability challenge can only be addressed through shared knowledge, resources, and expertise (Biancardi et al., 2023). Influencer marketing was developed in several communication fields as a strategy that brands and advertisers use to promote their products and messages in light of social media's potential and in relation to

Instagram in particular. As a result, it has become one of the most recently developed strategies (Kim, 2022). In fact, the rise of social media influencers has fundamentally changed how businesses and people communicate, share, and discuss ideas and information (Tayaa and Bouzaabia, 2022). Influencers today offer avenues for quickly expressing thoughts to a large audience by publishing personal and influential material in digital communities. As a result of their success in marketing goods and services, businesses are increasingly using them as brand ambassadors and product endorsers (Janssen et al., 2022; Kim, 2022). It is not unexpected that their online word of mouth is deployed as an effective marketing tool given the expanding networks of followers they have built up on platforms like Instagram, TikTok, and YouTube (Ki et al., 2020; Kim, 2021). Due to their popularity, social media influencers have emerged as key sources of information about consumer products and the new thought leaders among young people (Janssen et al., 2022; Kim, 2022). We, therefore, argue that vlog credibility has a positive effect on advertisement value and propose the following hypothesis

H4: There is a positive significant mediating impact of influencer credibility between perception of advertising values on Millennial' purchase intention towards sustainable product.

Development of Conceptual Framework

The conceptual model (Figure 1) relies on the updated of Ducoffe (1995) model for measuring the perception of advertising values towards sustainable brand purchase intention. The model constructs a direct impact of informativeness, entertainment, irritation and the perception of the value of web ads influencing sustainable brand purchase intention. In addition, the researcher includes influencer credibility as a mediator on the relationship between the perception of the value of advertisement and sustainable brand purchase intention.

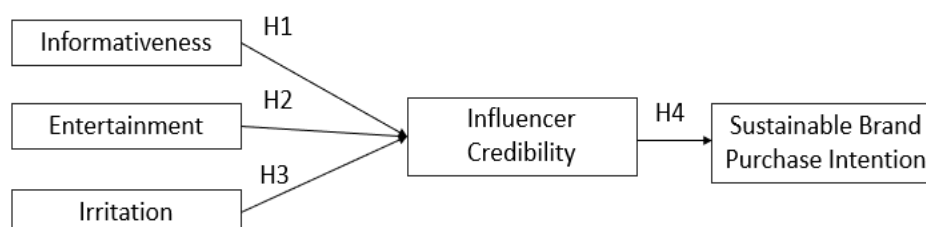


Figure 1: Extended Theoretical Model of Advertising Value (Ducoffe, 1995)

Research Methodology

This study is based on a quantitative approach that allows testing the perception of advertising values among constructs, and, because of this, it is considered the one that can best help reach the purpose of this research. Also, it is guided by a conception of conclusive research of a descriptive nature (Malhotra, 2012). Data collection was carried out through an online survey, with the provision of an access link via Google Forms. The target audience is represented by Millennial generation aged 23-38 belonging to this profile who are commonly related with strong concern about green issues and having the desire to live a sustainable lifestyle (Augustine et al., 2019).

Purposive sampling will be adopted in data collection method process. The researcher will send the questionnaire link to Millennial respondents. This online questionnaire consisted of two sections. The first section collected demographic data. The second section elicited the question about the perception of advertising values, and the intention to purchase sustainable product. Further, the data will be analysed using PLS SEM.

Expected Findings

Based on all the hypotheses in the research model, the results were expected to be significant. The Ducoffe advertising value model is suitable to be implemented to promote sustainable product in Malaysia.

Conclusion

Essentially, this study is an extension from the theoretical lens of advertising value model (Ducoffe et al., 1995), with the mediating roles of influencer credibility. This study will apply quantitative study which included Millennial respondents who will participate in an online survey collected via purposive sampling technique. The respondents will consist of Malaysian Millennial generation aged between 23 and 38 years old. Throughout this study, it is clear that the media, through social advertising, can play an influential role in delegating awareness principles to educate and encourage general public environmental awareness-to-concern. Enforcement must be more aggressive in spreading awareness, and stakeholders must instil trust in local communities at the grassroots level about the environmental issues and challenges that the planet faces. More active and leadership roles are required to encourage greater environmental responsibility among Malaysian communities. As a result, the public's behavioural approach and attitude toward disposable goods and purchasing will change significantly. Education must be one of the strategies in fostering environmental awareness among the general public, particularly young consumers, because they are the largest cohort on the planet, and thus using them as agents of change to solve environmental issues and challenges is critical because they can play a role in shaping the present-day lifestyle for the generation that would drive more sustainable design or consumption to ensure that sustainable practices are followed.

Theoretical and Contextual Contributions

Coherent to theoretical justifications, this present study adopted the advertising value model (Ducoffe et al., 1995) to provide a more holistic picture in explaining the effective structure of advertisement in promoting sustainable product. In advertising domain, this model has been applied to build the foundation in advertising designs and effective communication strategies. Meanwhile, influencer credibility covered the mediating variable. All these incorporate variables that are beneficial to comprehend consumers' decision-making process in light of sustainable product.

Concurrently, as consumers demand greater transparency from the brands they buy from and interact with, it is critical for businesses to align their organisations around this promise. Competitive advantage is built to strengthen their image by highlighting their unique ways of creating sustainable product concepts. Understanding multiple points of view is critical for marketers, who can use the matrix to clearly communicate what a sustainable product means to individual businesses, thereby preventing greenwashing (Brydges et al., 2022).

Practically, this study provides practitioners with guidelines for developing effective strategies for designing effective advertisements that not only help firms reap personal benefits, but also benefit the environment and society. The message will be visible through the information communicated via hang tag, advertisements, and labelling by deploying an effective structure that includes (various product attributes and components) (Bhatta, 2020).

Limitation and Avenue of Studies

The current research is focused on the perception of advertising values of sustainable product. The future research needs to go beyond the perception of advertising values towards creating brand sustainability by incorporating more variables into the study with a larger dataset from several emerging markets and preferably with longitudinal data. Future studies also can include other generation as a sample to get other result.

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