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The 9th International Conference on Marketing and Retailing**ADVERTISING AND CONTEXT AWARENESS VALUES OF
GREEN PURCHASE ADVERTISEMENTS ON SOCIAL MEDIA**

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Abstract

This study proposed a comprehensive conceptual framework of green purchase intention from the context of social media advertising. Companies need to know the correct combination of advertising strategies to apply to persuade consumers to purchase green products. Few studies have examined how to improve green consumers' engagement with messages despite social media advertising's great potential. Based on the advertising value model of Ducoffe and the importance of context awareness value, this study identifies the antecedents of both advertising and context awareness values which influence attitude towards social media advertisement and green purchase intention. This study adds to the extant literature by incorporating context awareness value in promoting a favourable attitude towards advertisement that subsequently leads to green purchase intention. Understanding the interplay of factors promoting advertising and context awareness values and the impact of both values on attitude towards advertisement and green purchase intention will provide greater insights about green advertising on social media. The quantitative research methodology will be used in this study. The respondents' data will be collected by distributing self-administered questionnaires to them via convenience sampling.

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Keywords: Advertising value, context awareness value, Ducoffe's advertising value model, green purchase intention, social media advertising

1. Introduction

Companies have focused their efforts on providing eco-friendly products and services to fulfil environmental needs due to the increase in sustainable consumption, ecological issues in the society and consumer environmentalism (Ishaq & Di Maria, 2019). Nguyen-Viet (2022) found green advertising as one of the stimulating factors of green purchase. Since consumers are increasingly becoming more aware of environmental protection, their attitude towards green purchase advertising has been recognised (Nguyen et al., 2018). Green advertising is related to the attitude of the consumer towards the advertisement (Kim et al., 2019). It enables companies to portray themselves as marketers of green products (Agarwal & Kumar, 2021), but green marketing can backfire if consumers perceive the communication misleading. Many researchers have shown that consumers somehow stay sceptical about green advertising (Kyu Kim et al., 2021) even though they have attempted to understand and accept green advertising.

Social media has become a good option for marketers to develop engaging and persuasive green messages with sceptical green consumers when the characteristics of social networking sites (SNS) are well-understood (Kyu Kim et al., 2021). Businesses are spending more on social media advertising and companies have also shifted from traditional media advertisement platforms to social media (Chi, 2011; Lee & Hong, 2016). During the last decade, consumer behaviour has gone through changes and with the growth of social media, marketers are changing their focus to social media websites such as Facebook, Instagram and Twitter (Djafarova & Rushworth, 2017). Researchers and practitioners are focusing on social media advertising's value (Saxena & Khanna, 2013) because customer engagement with social media is an important factor directly related to the increase in sustainable purchase intentions (Zhao et al., 2019).

Companies in the green market need to inform consumers about the green benefits of environmentally friendly products through effective communication strategies (Pérez et al., 2019). Social media marketing has a large positive impact on green buying behaviour (Sun & Wang, 2019) as companies can use social media to enhance their marketing practices in different ways (Hamouda, 2018) such as developing and building customers' relationships and enhancing their brand and corporate images. In addition, social media offers experience sharing, advice and fast information search for consumers. Social media use improves green product purchasing behaviour by enhancing awareness of environmental issues (Östman, 2014). Due to the increasing importance of green marketing and its characteristics, there is a need to examine factors impacting green purchase intention from social media advertising's perspective.

Identifying the antecedents that would encourage or inhibit the conversion of a consumer's advertising and context awareness values into attitude towards advertisement and subsequently green purchase intention can provide insights for future researchers and marketers. Previous studies have extensively investigated the effect of context-awareness and discovered a positive relationship between contextual elements and behavioural intention (Chen, 2008; Li & Zhong, 2016). This study advances social media advertising's existing knowledge through the advertising value model of Ducoffe (1996) as the underpinning theory and incorporates context awareness value in the framework.

2. Problem Statement

Although being ethical in nature, green products are generally seen to be of lower quality and more expensive as compared to non-green products (White et al., 2019; Yan et al., 2020). Companies need to understand the correct combination of advertising strategies to apply to persuade consumers to purchase green products. Few research has examined how to improve green consumers' engagement with messages despite social media advertising's great potential (Kyu Kim et al., 2021). In addition, the studies on consumers' attitude towards advertising have been scattered (Ghosh et al., 2022). The concept of advertising value did not address the factors demonstrating individual characteristics such as context awareness value (Lee et al., 2017). In the pre-purchase stage, the context awareness value of an advertisement greatly influences consumers' advertising attitude (Huang et al., 2022) and the overall attitude of consumers towards the advertisement greatly determines the success of the advertising (Ghosh et al., 2022). Therefore, this study aims to address the research gap by creating a conceptual framework which consists of the antecedents of advertising values and context awareness values to promote a favourable attitude towards green advertisement and subsequently green purchase intention.

3. Research Questions

What are the variables used to create a conceptual model that addresses the research gap of green purchase intention in social media advertising?

4. Purpose of the Study

This objective of this study is to create a conceptual framework that applies the advertising value model of Ducoffe which consists of the antecedents of advertising values, attitude towards green advertisements and green purchase intention as well as adding the variable context awareness values.

5. Literature Review

5.1. Green Purchase Intention

Intention is the subjective possibility of people participating in specific behaviours and purchase intention is the possibility of consumers eagerly embracing specific purchase behaviours (Fishbein & Ajzen, 1975). Green products refer to products which are regarded less harmful to the ecological environment like water, air and land (Liu et al., 2020). Similarly, green services are the services that reduce adverse effects on the environment. Green purchase intention is the willingness and possibility of an individual to show a preference for green products as compared to the other conventional products when considering their purchase (Nik Abdul Rashid, 2009). Green purchase intention is the key pillar of green purchase behaviour (Prentice et al., 2019). A positive attitude towards green product helps increase purchase intention and create a sustainable future for a country (Sreen et al., 2018). Many studies have been conducted to investigate the influence of various variables such as a person's culture, ethnicity, environmental knowledge, environmental attitude, individual behaviour, past behaviour, confidence and

social influence on green purchase intention (Joshi & Rahman, 2016; Lee, 2014; Sreen et al., 2018; Zhang et al., 2018). However, this study uses the advertising value model of Ducoffe to examine green purchase intention and includes the context awareness variable.

5.2. Development of Framework - Ducoffe's Advertising Value Model

Advertising value is the judgement of consumers about the relative worth of an advertisement (Ducoffe, 1995). Ducoffe's model has three antecedents – informativeness, entertainment and irritation which predict advertising value and attitude towards advertising. Brackett and Carr (2001) later included the fourth predictor, credibility, to the model to predict advertising value. According to Murillo et al. (2016), this model is extensively applied to understand the perceptions of users and the attitudes towards advertising.

This model provides the support for evaluating the conclusive factors affecting advertising value for green advertisements. Other than this advertising value model by Ducoffe, there are other models that are applied to determine the benefit of advertising from a humanistic view. Nonetheless, the Ducoffe model provides a psychological evaluation from the consumers' perspectives of the actual worth of a certain advertising tactic rather than the source or technology where the message in the advertisement is distributed. In other words, the Ducoffe's model evaluates the extent to which the advertising approach satisfies the need of consumers. This study extends the Ducoffe's advertising value model by adding the context awareness variable. Context awareness refers to the acknowledgement of situations comprising contextual information (Lee et al., 2017) such as personalisation and activity. Personalisation is a factor necessary to understand individual circumstances and a main factor which contributes to advertisement value (Al Khasawneh & Shuhaiber, 2013; Kim & Han, 2014; Lee, 2010; Xu, 2006). Another significant factor is activity, which is a person's search history (Kaplan, 2012; Partridge & Begole, 2011) because this person's personal circumstances cannot be recognised if his or her past behaviours are unknown.

5.3. Attitude towards Advertising

Attitude generally refers to a person's favourable or unfavourable feelings and assessments about carrying out a certain behaviour (Fishbein & Ajzen, 1975). Advertising attitude in the social media advertising context is an inclination to respond favourably or unfavourably towards the social media services' advertising contents (Luna-Nevarez & Torres, 2015). In previous studies, advertising attitude positively influenced purchase intention (Xu et al., 2009). If the consumers' advertising attitudes are positive, they will feel that the advertising is beneficial to them and will generally be more willing to accept it.

5.4. Advertising Value

Value is the foundation of judgement, attitude and action where it includes advertising or other areas of social life (Beatty et al., 1985). Advertising value is the entire portrayal of the advertising's worth based on consumers' perceptions (Zeng et al., 2009) and was initially discussed within an online community (Ducoffe, 1996). It refers to people's subjective assessment of the value of an advertisement

and its significance (Abbasi et al., 2021). There is a significant relationship between attitude towards web and traditional advertising and the perceived value of an advertisement based on Ducoffe's advertising value model (Ducoffe, 1996; Brackett & Carr, 2001). A consumer perceives advertising value to be high when the advertising can offer valuable, relevant and useful information (Ducoffe, 1996; Zeng et al., 2009).

5.5. Entertainment, Informativeness, Irritation and Credibility

Advertising value is determined by entertainment, informativeness, irritation (Ducoffe, 1995) and credibility (Brackett & Carr, 2001). Advertising entertainment is related to the consumers' responses to the pleasure and enjoyment gotten from an advertisement (Ducoffe, 1996). In other words, it is the preferability of an advertisement. Entertaining messages about the product and its features advertised will make the product more familiar to consumers and get them involved in it (Hosseinikhah Choshaly & Mirabolghasemi, 2022). Different from entertainment, advertising informativeness refers to the capability of advertising to convey optional product information to users (Ducoffe, 1996). Marketers ensure consumers obtain relevant and up-to-date information to create awareness (Tsang et al., 2004) and promote behavioural intention (Zabadi et al., 2012). Irritation is another factor, but it negatively affects the perceived value of an advertisement (Aaker & Bruzzone, 1985). It refers to the degree to which the message is annoying, insulting (Tsang et al., 2004) or irritating (Muzaffar & Kamran, 2011). Finally, advertising credibility is defined as advertising contents which are truthful, believable and honest (MacKenzie & Lutz, 1989) and it influences consumers' willingness to accept the advertising message and see some value in the advertisement.

5.6. Context Awareness Value

Context awareness refers to the understanding of contextual information based on situations. It refers to the system which applies context to offer appropriate information and/or services to users. This relevance relies on the task of the user. Different types of context-awareness applications have been developed for various service sectors and these applications utilised context to offer appropriate information to customers based on their tasks at hands (Hsieh & Yuan, 2016). Advertising channels also transmit personalised advertisements to consumers to improve consumers' access to useful information.

5.7. Personalisation and Activity

In view of the latest trend of social media, consumers' attitude towards an advertisement relies on personalisation (Gaber et al., 2019). An advertisement takes into consideration the personal circumstances of its prospective customers. While television and newspaper advertisements are delivered to unspecified target audiences, most advertising channels deliver optimal advertisements to their targeted consumers to improve their access to useful information and increase the advertisements' effectiveness (Lee, 2010). Activity is an individual's search history (Kaplan, 2012; Partridge & Begole, 2011) and a reaction under certain circumstances (Lee et al., 2017). Marketers produce an advertisement based on a person's search history, activities and action to make it more relevant to the consumers. Context awareness value in the

pre-purchase stage strongly impacts the advertising attitude of a person (Huang et al., 2022) and it can be enhanced by personalisation and activity.

6. Hypothesis of Study

6.1. Entertainment and Advertising Value

Advertising satisfies the hedonic needs of consumers by providing pleasure, enjoyment, emotional release and relaxation (Edwards et al., 2002; Muntinga et al., 2011). The social media advertising content is expected to offer users entertainment values that depend on the advertisement's executional styles such as virtual direct experience, interactivity and message appeals (Zhang & Mao, 2016). Advertisers offer entertaining advertising because it enhances the effectiveness of their messages. Several research on social media advertising have found that perceived entertainment positively influenced perceived advertising value (Dao et al., 2014; Saxena & Khanna, 2013). Therefore, the following hypothesis is posited:

H1 Entertainment positively influences Advertising Value.

6.2. Informativeness and Advertising Value

According to Lee et al. (2011), informative advertisements offer consumers with convenient, real-time and appropriate information. They allow consumers to make a decision based on the highest value. Therefore, one of the main interests in choosing social media is to do information search and exchange (Muntinga et al., 2011) which includes accuracy, relevance and convenience. Consumers can scan, share and learn new information from the other consumers and followers through the comments posted below the product or service advertisements (Hamouda, 2018). Several studies including Zeng et al. (2009) and Dao et al. (2014) have found that informativeness influenced consumers' perceived value of social media advertising. The information of a social media advertisement should be given attention because it is the main antecedent of advertising value (Hamouda, 2018). The impact on advertising value increases when the advertising provides more information to the consumers (Saxena & Khanna, 2013). Therefore, the hypothesis below is developed:

H2 Informativeness positively influences Advertising Value.

6.3. Irritation and Advertising Value

Although entertainment and informativeness offer consumers with appropriate and appealing information, consumers might also feel irritated viewing advertisements such as feeling annoyed or insulted (Ducoffe, 1996). They are less likely to be persuaded by these advertisements. Past studies have found that irritation negatively influences advertising value although the degree of the effect is diverse based on the advertising channel (Sun et al., 2010; Xu et al., 2009). For social networking sites, advertising irritation may be caused by goal interruption and consumers' worry about the loss of privacy

(Taylor et al., 2011). As such, irritation is perceived to cause an unfavourable effect on advertising value. Therefore, the hypothesis below is posited:

H3 Irritation negatively influences Advertising Value.

6.4. Advertising Credibility and Advertising Value

Content is regarded as trustworthy and reliable in social media advertising because comments are shared and displayed in the contents (Chu & Kim, 2011). According to Logan et al. (2012), consumers expressed their expectations about the factualness and fairness of advertising. It is important to create credible advertisements because regular perception of unreliable advertisements decreases advertising effectiveness considerably (MacKenzie & Lutz, 1989). Consumers tend to perceive the advertisement to be more worthy and valuable when they think the advertising is trustworthy and credible (Hamouda, 2018). Therefore, the hypothesis below is developed:

H4 Advertising Credibility positively influences Advertising Value.

6.5. Personalisation and Context Awareness Value

Advanced computing and internet technology have enabled companies to access users' preferences and needs as well as send personalised advertising messages which match these users' preferences (Tran et al., 2020; Tucker, 2014). This enables social media advertising to convey advertisements which take personal circumstances into consideration. Personalised advertising has been found to positively impact advertising value (Lee et al., 2017). Advertising value will increase if advertisements are personalised for consumers because these advertisements are created based on the understanding of an individual's circumstances. Consumers feel a better inclination towards the advertisements because these advertisements are directly related to them in terms of demographics or psychographics. Therefore, the following hypothesis is proposed:

H5 Personalisation positively influences Context Awareness Value.

6.6. Activity and Context Awareness Value

Many social media advertisements are transmitted based on consumers' past activities. Many people carry out different Internet activities through their smartphones (Lee et al., 2017). When doing these activities such as mobile gaming and Internet searches, different consumer log data are gathered. Social media advertisements are disseminated based on this log data analysis. Hence, consumers see greater context awareness value when the social media advertisement enhances its consideration of consumers' previous activities. Therefore, the hypothesis below is developed:

H6 Activity positively influences Context Awareness Value.

6.7. Advertising Value and Attitude towards the Advertisement

Attitude generally refers to a person's favourable or unfavourable assessments and feelings about conducting a certain behaviour (Fishbein & Ajzen, 1975). In social media advertising, Luna-Nevarez and Torres (2015) defined attitude as a propensity to respond to advertising content on social media favourably or unfavourably. According to Ducoffe (1996) as well as Brackett and Carr (2001), attitude towards web and traditional advertising significantly impacted the advertisement's perceived value. Consumers' attitude towards advertising also depends on perceived advertising value and personalisation (Gaber et al., 2019). Therefore, the hypothesis below is posited:

H7 Advertising Value positively influences Attitude towards the Advertisement.

6.8. Context Awareness Value and Attitude towards the Advertisement

Advertisements transmit messages to influence consumers' cognitive changes, promoting temporary emotional changes and giving them enjoyment (MacKenzie & Lutz, 1989). People's attitude is changed positively when they are more open and familiar with advertising information which matches their personal circumstances (Yang et al., 2013). Context awareness values that occur following the social media advertisements' characteristics, influences consumers' attitudes towards products or services. It can be regarded as causing an effect on the advertising attitude as advertising information is geared more towards personal conditions (Lee et al., 2017). Therefore, the hypothesis below is developed:

H8 Context Awareness Value positively influences Attitude towards the Advertisement.

6.9. Attitude towards the Advertisement and Purchase Intention

Advertising aims to evoke consumers' purchase intention (Ghosh et al., 2022) and purchase intention is perceived by researchers as a benchmark of advertising effectiveness (Aktan et al., 2016). According to the Technology Acceptance Model (TAM) and the Theory of Planned Behaviour, attitude is one of the predictors of consumers' behavioural intention (Ghazali et al., 2018). Past studies have proven the direct influence of attitude towards the advertisement on buying intention (Anubha & Jain, 2022; Ghosh et al., 2022). Therefore, the hypothesis below is posited:

H9 Attitude towards the Advertisement positively impacts Purchase Intention.

Based on the above hypotheses (H1 to H9), Figure 1 Conceptual Framework is developed:

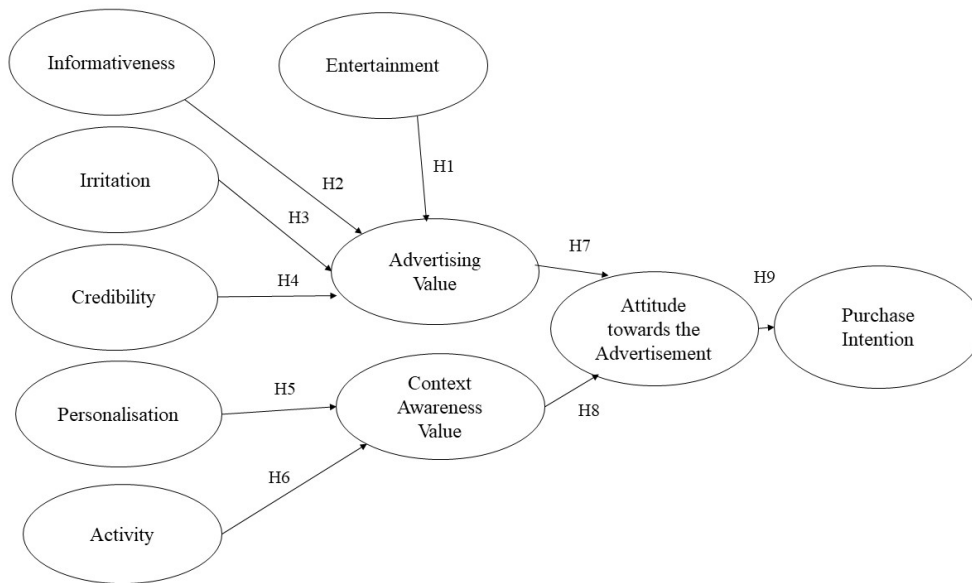


Figure 1. Conceptual Framework

7. Research Methods

This study will be executed using the quantitative methodology. The sample will be prospective green consumers who are exposed to green advertisements in the social media. The non-probability sampling through convenience sampling will be adopted and a self-administered questionnaire consisting of established measures of the variables will be distributed to respondents to test the conceptual framework.

8. Findings

This paper attempts to propose a conceptual model that investigates the antecedents of advertising and context awareness values for green products in social media advertising. After data collection and data analysis, the result of this study can be compared with previous studies which examined the predictors of advertising value, attitude towards advertisements and purchase intention of other products or services using social media advertising.

9. Implication

9.1. Theoretical Implication

This study has set forward a number of hypotheses that are consistent with the proposed conceptual model. The hypotheses will go through empirical validation to provide both theoretical and managerial contributions for understanding the antecedents of green purchase intention in social media advertising. This study will look at the relationships among entertainment, informativeness, irritation, credibility, personalisation, activity and advertising value as well as context awareness value that could lead to attitude towards the advertisement and green purchase intention. Few studies have included

context awareness value to examine the influence of attitude towards the advertisement. Hence, this study develops a conceptual model of green purchase intention by focusing on advertising and context awareness values in social media advertising.

9.2. Practical Implication

First, the outcome will provide information about the factors which enhance both advertising and context awareness values and whether these two values lead to a favourable attitude towards advertising and subsequently green purchase intention. Second, identifying the antecedents of advertising and context awareness values will provide green marketers with insights into social media advertising strategies. For example, if the results demonstrate that context awareness value influences attitude towards the advertisement, green marketers can develop advertisements that focus on personalisation and consumers' activity.

10. Conclusion

To conclude, this paper attempts to propose a conceptual model that investigates the antecedents of advertising and context awareness values to predict green purchase intention in social media advertising. Both advertising and context awareness values are important in enhancing attitude towards the advertisement and subsequently green purchase intention. This exploratory research will be conducted via the quantitative methodology. A self-administered questionnaire will be developed using established measures and the questionnaire will be distributed to the respondents who are prospective green consumers. The study's findings will be able to aid marketers in coming out with meaningful advertising messages as information in the advertisement should be able to promote a favourable attitude among consumers.

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