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THE ROLE OF CONSUMER HOPE, POSITIVE EMOTIONAL ADVERTISING, AND MULTI-CONTEXT NUMBERS IN DEVELOPING PURCHASE INTENTION AND WORD OF MOUTH OF ECO-EFFICIENT PRODUCT

The research investigates the impact of customer hope, positive emotional advertising, and multi-context number (MCN) brand strategy on purchase intention and word of mouth in the context of an eco-efficient product. This study uses a quantitative survey on an energy-saving lamp. The results indicated that consumer hope positively affects word-of-mouth; positive emotional advertising and multi-context numbers have a positive effect on purchase intentions. However, consumer hope has no impact on the intentions of purchase. This result is arising due to the consumer's skepticism. Positive emotional advertising also does not affect word of mouth. Meanwhile, the multi-context number does not affect word of mouth, which can explain the inability of consumers to explain the reasons for recommending brands to

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others. This study has implications for research in sustainability and the practice of developing new environmentally friendly products to encourage the increase of these product usages.

Key words: *eco-efficient product, consumer hope, multi-context number, emotional advertising, word of mouth.*

1. INTRODUCTION

Environmental damage requires companies to improve a management, development, and production scheduling system to determine the cycles of life of their raw materials and energy consumption products and processes. To strike a balance between flexibility in resources and environmental responsibility, green components and system development are in demand for environmentally friendly products, including socio-economic and environmental aspects (Honkasalo 2001), and customer responsiveness are appealing to green components and process innovation (Joshi & Rahman, 2015). Eco-efficiency products include an estimation (or a metric) for the early identification and systematic detection in existing and future business activities of economic and environmental opportunities and threats (Parthasarathie, Hart, Jamro, and Miner, 2005). The purchase of eco-efficient products has increased over the past few years. Consumers are willing to pay more for products with eco-efficient packaging tags (Lewis 2015). It is estimated that the market for green products doubles annually (Chen, Chen, & Tung, 2018). This situation is in line with consumer awareness about environmental problems around them and how the business world can participate in overcoming them (Katrandjiev, 2016). Communities demand that the business world offers environmentally friendly products (Barrios, Wilson, & Arias, 2017; Ojiaku, Achi, & Aghara, 2018). Consumers who buy products of non-energy-friendly can experience guilt, which makes them not enjoy the product too much and even stop buying products (Muller, Mazar, & Fries, 2016). Moreover, this also occurs in developing economies that are directly exposed to environmental degradation due to industrialization (Shanafelt et al., 2015). A study by Unilever (2017) surveyed of 20,000 adults from five countries revealed that 88% of their consumer is in India and 85% are in Brazil and Turkey stated that they feel better when purchasing sustainable products; higher than UK (53%) and US (78%).

Companies also try to advertise environmentally friendly products to consumers based on their market outlook (Tu, Zhang, & Chen, 2019). Unilever reported that their brands, which have integrated sustainability into their purpose and products, drive nearly half of the company growth in 2015 and increase 30% faster

than another part of their business (Unilever, 2017). The report also mentioned that a third of consumers are now buying brands based on sustainability issues, and 21% would actively choose a brand of sustainability credentials (Unilever, 2017).

Developments in the green economy require that competing brands innovate in branding strategies and advertising communication strategies to remain competitive in the marketplace (Lopes & Veiga, 2019; Suki, 2016). The right advertising communication strategy can result in higher purchases of green products. Research in the field of advertising communication strategy highlights the importance of persuasion aspects in encouraging purchases. In the context of eco-efficiency, emotions can play a substantial role in shaping consumer buying decisions (Mobrezi & Khoshtinat, 2016). However, products are generally offered using marketing strategies with neutral emotional components, so they are less effective in attracting consumers (Villarino & Font, 2015). Lopes and Veiga (2019) found that positively framed advertisements were generally able to increase purchases more than neutral or negative manner ads.

Besides, consumers are also looking for various clues, including brand names in purchasing products (Fazal-e-Hasan, Ahmadi, Kelly, & Lings, 2019). Previous research has shown that specific naming patterns can have a better effect on driving purchases (Rathee, Mishra, & Mishra, 2017). The name of products that contain numbers (alphanumeric) is known to affect consumer attitudes in making purchases (Kara, Gunasti, & Ross, 2015). The use of Multi-Context Number (MCN) in the product's names has a positive effect on consumer purchases (Ozcan and Gunasti, 2019). MCN is a number commonly used in the daily life of humans, such as multiples of 10 (decimal), multiples of 12 (duodecimal), and multiples of 60 (sexagesimal) (Ozcan & Gunasti, 2019).

This study examines how advertising communication and brand naming strategies affect brand purchases by including incorporating aspects of consumers' emotional connections to products. Hope is energy directed at goals and plans to achieve these goals (Bowman, 2013). Hopes of consumers are also considered for making purchases or repurchases (Fazal-e-Hasan et al., 2019).

This paper strengthens Ozcan and Gunasti (2019) results and Lopes and Veiga (2019) by combining MCN with advertising strategies on eco-efficient products. This study also includes a component of consumers' hopes to encourage purchase intentions (Fazal-e-Hasan et al., 2019). The inclusion of components of consumer hopes represents the psychological side of consumers who take part in purchasing green products (Yadav & Pathak, 2017). Many studies also include consumers' psychological components, which are independent of marketing actions in making green product purchasing decisions (Joshi & Rahman, 2015; Junior, da Silva, Gabriel, & Braga, 2015).

This study investigates the role of MCN, advertising communication strategies, and consumer hope related to purchasing intention and word of mouth. While research has been conducted to understand the effects of purchase intentions and words of mouth (Naumanen & Pelkonen, 2017; Sotiriadis & van Zyl, 2013) and consumer hopes of repurchase intentions (Fazal-e-Hasan et al., 2019), the role of advertising communication strategies using MCN are still very early because studies in the field of alphanumeric brands themselves are still developing (Kara, 2016). The involvement of the three variables in predicting purchase intention integrates emotional and cognitive aspects in explaining purchasing decisions. The consumer hope variable represents the emotional element, while the MCN variable represents the cognitive element. Advertising communication strategies contain choices between emotional strategies and informational strategies. Therefore, this study can complete other studies by offering broader extensions of previous studies by including cognitive and emotional elements and including variables from sellers and buyers.

This study examines the role of advertising communication strategy and MCN in the context of eco-efficient products. The observation in this context allows broader implications besides the aspects of private companies. In terms of promoting environmentally friendly behavior, governments can also use this study related to behavioral promotion strategies.

Finally, This study addresses the following contribution to the field of sustainability literature. First, integrating the psychological and marketing determinants in the context of pro-environment research into one model. Furthermore, it offers realistic advice to advertisers to consider what motivates consumer-buying attitudes regarding environmentally sustainable commodities and how best to boost customer purchase intention while retaining a competitive advantage. Third, it explains how sustainability concerns guide corporate managers to form approaches suitable for green consumerism.

2. CONCEPTUAL BACKGROUND AND HYPOTHESES

The theory of planned behavior (Ajzen, 1991) argues that a person's intention to behave is determined by attitudes, subjective norms, and perceptions of ease of behavior. In marketing, the expected behavioral intention is to make purchases and the intention to share information about positive experiences with brands and products. From the three determinants of intention, attitude is the main target of advertising. Attitude is an evaluation of both affective behavior (experiential attitude) and overall (instrumental attitude) (Montaño & Kasprzyk, 2015). A positive

attitude will lead to the intention to behave positively as well. Specifically, a positive attitude towards advertising is expected to encourage purchase intention and sharing behavior (Y.-L. Wu & Chen, 2016).

The determinants of attitude are very diverse and can derive from individuals, contexts, and marketers. In this study, we put forward three potential variables in giving effect to positive attitudes: one psychological variable, consumer hopes, and two variables from marketers; positive emotional content and MCN. Combining these two perspectives is relevant in the context of pro-environment behavior, one of which is to buy certain products specifically because it is better for the environment than other products (D. Lee, Kang, & Shin, 2017). The study of attitude determinants in the context of pro-environment behavior too often only involves psychological variables (Jaiswal & Singh, 2018; Maichum, Parichatnon, & Peng, 2016; Verma & Chandra, 2018). While on the other hand, studies in the field of marketing mostly only involve marketers and advertising variables (Y.-G. Lee, Byon, Ammon, & Park, 2016). Even if there are studies that include external variables, the variables often included are price variables (Irianto, 2015). Therefore, this research is conducted by integrating psychological and marketing perspectives into one model.

Furthermore, in this study, the attitude is assumed to directly lead to behavior so that attitudes are no longer measured. This argument is justified because studies in the field of attitudes towards brands and advertisements find relationships that are consistently very significant (Lee et al., 2017). We assume that by choosing one advertisement compared to another advertisement, the consumer means doing positive behavior in the advertisement, and therefore, it can be hypothesized that this leads to purchasing intention or information-sharing behavior.

2.1 Consumer Hope and Purchase Intention

Consumer hopes are concepts that are different from consumer expectations. The concept of hope is an emotional response that leads to the achievement of temporary goals, while expectations do not have to lead to the achievement of goals because they are only desires without definitive action (Fazal-e-Hasan et al., 2019). Hope is also different from optimism. Optimism is a personal characteristic that is common in various situations, while hope is a unique personal condition for a particular goal (Young, 2016). People who have hope will try to take various ways to achieve a goal, including taking on strategies to survive when the situation gets worse. From these differences, the concept of hope becomes a concept that is more relevant to the act of buying than the concept of expectations or optimism.

The previous research has shown that hopes play a role in encouraging consumer purchasing decisions (Fazal-e-Hasan et al., 2019; Kim, Galliers, Shin, Ryoo, & Kim, 2012; Poels & Dewitte, 2008). This research result can be explained through the collective sentiment theory (Durkheim, 1995). According to the collective sentiment theory, hope is a collective product derived from symbolic interaction and social relations (Beruchashvili, Moisio, & Gentry, 2010). Consumers raise hopes because they see various opportunities that are raised socially by their environment. These opportunities include the existence of the product or the persuasive actions that the adverts appear.

In addition, using the theory of planned behavior, the pressure to save energy is a sign of increased subjective norms (Ajzen, 1991) that encourage individuals to make energy-efficient efforts. In line with this, consumers will hope to achieve energy-saving goals, which is achieved by buying products that show energy-saving characteristics. Therefore, we hypothesize that:

H1: Customer hope has a positive effect on customer purchase intention.

2.2 Positive Emotional Advertising and Purchase Intention

The right advertising communication strategy can lead to a consumer's positive response (Kerr, Mortimer, Dickinson, & Waller, 2012). Various strategies have been examined to achieve this goal. One of them is by encouraging the consumer's emotional response. Research on consumer emotional responses to advertising, in general, advertisements that contain emotional elements are preferred and influence decision making and positive attitudes on brands (Cartwright, McCormick, & Warnaby, 2016).

According to the appraisal theory, a person's evaluation of a stimulus is biased based on an emotional condition (Fazal-e-Hasan et al., 2019). A person with positive emotions will underestimate the risk of disease while, on the contrary, someone with negative emotions exaggerates the risk of disease (Bowen et al., 2003). Expansion in the context of advertising leads to the potential that positive emotions induced by advertising can make one consider energy-saving problems to be unnecessary problems and less encouraging purchases. Meanwhile, negative emotions should lead to purchases because they result in anxiety in consumers.

Hitherto, Lopes and Veiga's research (2019) found the opposite; positive emotion that encourages the purchase of environmentally friendly products, rather than negative emotions. This condition is attributed to consumers who are more likely to buy to solve problems (remediation) than to do the prevention.

This result is in line with research on consumer emotional responses to advertisements that contain positive charges. Ads that use sentimental family situations can trigger warmth, affection, or friendship (Cartwright et al., 2016). Likewise, advertisements containing well-designed positive content can encourage brands to stand out from other brands and encourage a positive attitude towards the brand (Cartwright et al., 2016). Ads that arouse positive emotions attract consumers' attention; make memories that last, and help consumers understand the quality of products to encourage a positive attitude towards the product (Wu and Chen, 2016).

Concerning hopes, positive emotions can encourage purchases because consumers perceive that the advertisements result in the possibility of fulfilling hopes. Negative emotions add to the burden for consumers to solve problems using other solutions, especially if there is no harmony between the problems promoted and the problems faced by consumers. Therefore, we hypothesize:

H2: Positive emotional advertising has a positive impact on consumer purchase intention.

2.3 Multi-Context Number and Purchase Intention

Multi-context number (MCN) are numbers that contain multiples of 10, 12, and 60. These numbers are numbers that are very commonly used in various contexts so that they have associations in many aspects, both positive and negative aspects, including those that not clearly related to the brand attached (Ozcan and Gunasti, 2019). Some researches show that the placement of multiples of 10 in brand names in the form of letters leads to the decision to choose the brands rather than brands without multiples of 10 (Gunasti & Devezer, 2016; Gunasti & Ozcan, 2016). Consumers choose brands with ten numbers because they think the brand is more complete than product without these numbers (Gunasti and Ozcan, 2016).

Brands with numbers 12 and 60 are considered to contain perfection because of the association with 12 hours, 24 hours, or 360 degrees (Ozcan and Gunasti, 2019). In the research of Ozcan and Gunasti (2019), people preferred the brand "Amazon freight and logistics 360" to "Amazon freight and logistics" or "Amazon freight and logistics 364". This circumstance is because consumers perceive 360 numbers as comprehensive or complete services, in line with the perfection of a circle of 360 degrees.

The effectiveness of MCN is supported by numerical cognition theory, which states that humans tend to weigh numbers that are the easiest to be cognitively processed when exposed to numbers (Thomas & Morwitz, 2009). Because MCNs

are found in many contexts, humans are very familiar with MCNs, and hence, it is easier to process and associate them with various contexts.

Additionally, schema congruity theory (Mandler, 1981) argues that humans try to harmonize their thoughts, feelings, and behavior, so that they respect a piece of information that is under the previously compiled cognitive structures that unite these three things, called schemes (De Pelsmacker, Dana, & Verberckmoes, 2019). The scheme is the basis for conducting focused processing in the relationship between an entity as the basis of meaning (Harmon-Kizer, 2017). Congruent stimuli with a more acceptable scheme are following the hopes of the scheme, and they are easier to match with existing schemes (De Pelsmacker et al., 2019). Meanwhile, non-congruent stimuli are information that is unusual, meaning that it requires extensive processing so that incongruity can be resolved (Bhaduri & Ha-Brookshire, 2015). MCN is a part of the shared experience of humans. Its presence in various places and locations makes it easy for humans to place it in various schemes. Because of the high congruity of the MCN in the scheme in the human mind, brands with MCN attributes will be preferred and, therefore, positively addressed by consumers. This argument, therefore, leads to the following hypothesis:

H3: MCN in a brand name has a positive impact on customers' purchase intention.

2.4 Purchase Intention and Word-of-Mouth

Word-of-Mouth (WoM) is generally seen as one of the determinants of purchase intention because it provides recommendations based on people's experiences that are unrelated to product marketing (Naumanen & Pelkonen, 2017; Sotiriadis & van Zyl, 2013). In this case, WoM is claimed to be nine times more effective in encouraging purchases than advertising (Goyette, Ricard, Bergeron, & Marticotte, 2010). On the other hand, purchasing can also encourage WoM by recommending products to other people to feel the satisfaction felt by these consumers (Wnent, 2016). Even if the purchase is still in the form of intention, consumers can do WoM mediated by brand love (Yasin & Shamim, 2013). Brand love is the emotional attachment of consumers to a brand (Carroll & Ahuvia, 2006). The existence of brand love makes the relationship of purchase intention, and word-of-mouth can be insignificant if brand love cannot be measured, for example, on a new product. Nonetheless, word-of-mouth is one form of behavioral intention that can arise from determinants that are the same as determinants of purchase intention (W.-Y. Wu, Anridho, & Liao, 2015). Therefore, we hypothesize:

H4: Consumer hope has a positive impact on customer word-of-mouth

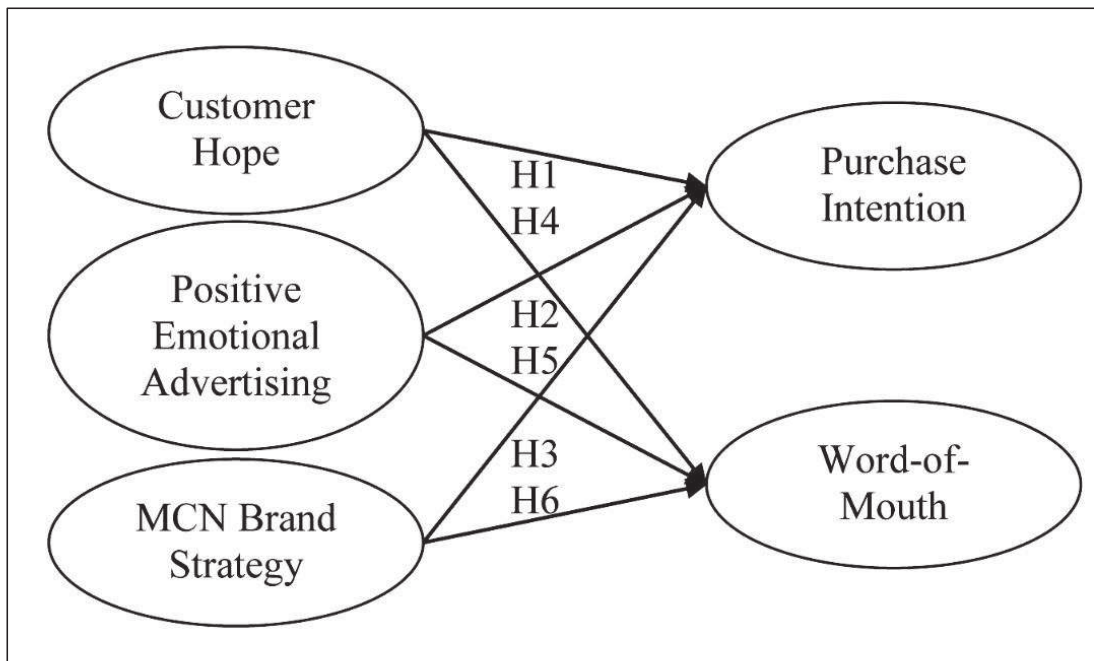
H5: Positive emotional advertising has a positive impact on consumer word-of-mouth

H6: MCN in a brand name has a positive impact on consumers' word-of-mouth

Figure 1 shows the relationships hypothesized in this study. This model shows the effect of consumer hope, positive emotional advertising, and MCN on its impact on two behavioral intentions, namely purchase intention and word-of-mouth.

Figure 1.

CONCEPTUAL MODEL



3. METHODOLOGY

This research distributes a total of 250 questionnaires. Each respondent was self-administered to prevent a low response rate to improve the generalizability of the findings. Results from the collection of research data were obtained by consumers who responded up to 193. The 181 valid questionnaires and the remaining

12 questionnaires were invalid, thus achieving a satisfactory response rate of 77.2 percent.

Survey base method with a sample of consumers who choose energy-saving lamps known by the public as ORION was held as a means to collect the data. This research places the ORION brand as an eco-friendly lamp, and we tested the consumer using an advertisement specifically designed to investigate consumer hope and emotional response towards the ORION lamp brand as an eco-friendly product.

Respondents were given a file containing an explanation of the study's nature and ethical considerations, along with the research questionnaire to be filled out. Participants were asked to answer in advance about their hopes, and then they were presented with nine writings containing a combination of three forms of emotional advertising (positive, neutral (informative), negative) and three brands (MCN, non-MCN, and no numbers). Finally, respondents were asked to fill out the purchase intention and word-of-mouth questionnaire. All questionnaires were measured on a five-point scale ranging from strongly disagree (1) to (5) strongly agree. The scale of the study was adopted from previous studies.

Table 1:

RESPONDENTS DEMOGRAPHIC INFORMATION.

Category	Distribution	n	Frequency (%)
Gender	Male	125	69,0
	Female	56	30,1
Age	18-25	19	10,4
	26-35	53	29,3
	36-50	70	38,7
	51-65	38	21,6
Education Level	Junior High School	7	3,8
	Senior High School	41	22,6
	Undergraduate	118	65,2
	Post Graduate Degree	15	8,3
Monthly Income	Rp 500.000- Rp.2.500.000	43	23,7
	Rp 2501.000- Rp7.500.000	56	31,0
	>Rp.7.500.000	82	45,3

The sample of this study consisted of 69.0% men and 30.1% women. The distribution of respondents by age category of 18-25 (9.3%), 26-35 (29.3%), 36-50 (38.6%) and 51-65 (21.0%). The majority of respondents have undergraduate education or higher (73.4%). Individual data related to income shows that consumers who have income between Rp. 500,000-Rp.2,500,000 are 23%, while most respondents have an income of more than Rp.2,500,000, which is as much as 76.3%.

Consumer hope was measured using three items from Fazal-e-Hasan et al. (2019). Design for nine advertisements, as described in Table 1. We choose 360, 24, and 180 as MCN since this is the most robust MCN number in Ozcan and Gunasti (2019) study. The number paired with 360 is 364 as a non-MCN number, while 24 and 180 are 26 and 183, respectively. Wordings for advertising were adapted from Lopes and Vega (2019). Positive emotional advertising using a non-alphanumeric brand is "Use the Orion electronic lamps and guarantee the future of whom you love!" Negative emotional advertising wording is, "Do not use electronic bulbs; Orion harms the environment and the future of the planet!" Neutral emotional advertising wording is "Besides saving electric energy; the Orion electric lamps last more than 8 thousand hours. Value your money respecting the environment!" For an alphanumeric brand, we simply change Orion to Orion360, Orion364, Orion24, Orion180, Orion26, and Orion183. Hence, we have nine combinations from three advertising wordings and three types of brands. Respondent asked to choose from the nine wordings, which is the most appealing one for buying the product. We randomize the statements for each questionnaire, so bias from the ordering of the question minimize. The nine versions of advertisements are:

1. Use the Orion electric lamps and guarantee the future of whom you love! (words-positive)
2. Besides saving electric energy, the Orion electric lamps last more than 8 thousand hours. Value your money respecting the environment! (words-neutral)
3. Do not use electronic bulbs Orion harms the environment and the future of the planet! (words-negative)
4. Use the Orion360 electric lamps and guarantee the future of whom you love! (MCN-positive)
5. Besides saving electric energy, the Orion24 electric lamps last more than 8 thousand hours. Value your money respecting the environment! (MCN-neutral)
6. Do not use electronic bulbs Orion180 harms the environment and the future of the planet! (MCN-negative)
7. Use the Orion364 electric lamps and guarantee the future of whom you love! (Non-MCN-positive)

8. Besides saving electric energy, the Orion26 electric lamps last more than 8 thousand hours. Value your money respecting the environment! (Non-MCN-neutral)
9. Do not use electronic bulbs Orion183 harms the environment and the future of the planet! (NonMCN-negative).

Purchase intention was measured by adapting three items from Wu & Chung (2016). For word-of-mouth, we adapted three items from Hudson, Huang, Roth, & Madden (2016). To reduce common method bias, we worded the questions positively and negatively. Further, we conduct Harman's one-factor test to test for common method bias (Mattila & Enz, 2002). The results of Harman's one-factor test show a value of 39.56%, which means it is lower than the 50% threshold so that it can be concluded that there is no common method bias. The disparity between the responses of the early respondents and late respondents is known as non-response bias (Lambert and Harrington, 1990). Methods used by Armstrong and Overton (1977) to check non-response bias by contrasting the first wave group of respondents with late respondents. This research compared questionnaire data on a range of demographic characteristics entered in the first wave and the last wave. Statistical output results show that there are no significant differences ($p > .05$; at 95% confidence intervals), so it can be concluded that non-response bias has no significant influence in this research.

The analysis is carried out using structural equation modeling (SEM). The procedure carried out includes two steps recommended by Gerbing & Anderson (1988), namely, examining measurement models and testing models. This requisite is because the psychometric properties of the validated instrument before the primary analysis was carried out (Hair, Black, Babin, & Anderson, 2010). Examining the measurement model is carried out on three psychological variables: consumer hope, purchase intention, and word-of-mouth. MCN variables and advertising communication are treated as dummy variables because they are categorical variables. A value of one is given for the choice of MCN or positive and a value of 0 for choices other than that. The value of the two variables was drawn from the respondents' choice of the nine advertisements presented. For example, a words-positive choice means having a value of MCN 0 and emotional advertising value 1, while a non-MCN-negative advertisement has a value of MCN 0 and emotional advertising 0.

The disparity between the responses of the early respondents and late respondents is known as non-response bias (Lambert and Harrington, 1990). One of Armstrong and Overton's (1977) techniques for testing non-response bias by comparing the first wave group of respondents and late respondents. This research compared questionnaire data on a range of demographic characteristics entered in

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4. RESULTS

4.1 *Measurement model*

Confirmatory Factor Analysis (CFA) was conducted to test the psychometric properties of the constructs. As expected, the resulted model has a good fit with $\chi^2 = 44.15$ $df = 24$, $\chi^2 / df = 1.84$ ($p < .001$), comparative fit index (CFI) = 0.974, standard root-mean-square (SRMR) = 0.033, incremental fit index (IFI) = 0.974 and root-mean-square error of approximation (RMSEA) = .0068. On the other hand, the value of the inter-item (α) consistency and the composite reliability are above 0.70 as the recommended cut-off (See Table 1). Hence, the model showed good reliability (Nunnally & Bernstein, 1994).

The detailed results of CFA in Table 1 demonstrates that all item loadings significant ($p < .001$), which indicates good convergent validity (Gerbing and Anderson, 1988). AVE of all constructs more than 0.50, alpha, and composite reliability more than 0.70 thresholds. All show good convergent validity.

For the inter-factor correlation matrix, Table 2 revealed a low correlation between the constructs. Compared to the square root of AVE of the entire construct, all the inter-construct correlation is lower. These are the sign of discriminant validity (Fornell & Larcker, 1981).

Table 2.

CFA RESULTS

Items	Item loading	Z-score	Cronbach alpha	CR& AVE
Customer Hope (Fazal-e-Hasan et al., 2019)				
CH1: I hope I can achieve my goals concerning this brand	0.877		0.825	CR: 0.825
CH2: I hope that the brand would benefit me	0.698	10.52		AVE: 0.613
CH3: When purchasing a brand, I am always hopeful that I shall achieve what I aim for	0.764	11.98		
Purchase Intention (Wu and Chung, 2016)				
PI1: I might consider purchasing the product	0.712		0.816	CR: 0.823
PI2: I think there is a high possibility that the product worth buying	0.895	8.81		AVE: 0.611
PI3: I am willing to buy the product	0.724	8.76		
Word-of-Mouth (Hudson et al., 2016)				
WOM1: I would recommend this brand to friends and relatives	0.692		0.804	CR: 0.804
WOM2: I will speak positively about this brand	0.836	9.97		AVE: 0.579
WOM3: I intend to encourage other people to buy the product from this brand	0.747	9.06		

(N = 181), all values are significant at $p < 0.001$

Table 3.

MEAN, STANDARD DEVIATION, AND INTER-FACTOR CORRELATION

Construct	Mean	SD	1	2	3	4	5
1. Customer Hope	4.40	0.60	(0.783)				
2. Positive Advertising	0.47	0.50	0.116	NA			
3. MCN	0.45	0.49	-0.008	0.434	NA		
4. Purchase Intention	3.32	0.60	0.108	0.469	0.617	(0.782)	
5. Word-of-Mouth	4.32	0.63	0.760	0.120	0.001	0.155	(0.761)

(N = 181) The square root of AVE is shown in parentheses; where SD standard deviation, NA not applicable, MCN multi-context number, AVE average variance extracted

4.2 Structural model

The results of structural model analysis shown in Table 3. The model has good fit with $\chi^2 = 90.21$ $df = 37$, $\chi^2/df = 2.44$ ($p < .001$), comparative fit index (CFI) = 0.943, standard root-mean-square (SRMR) = 0.030, incremental fit index (IFI) = 0.944 and root-mean square error of approximation (RMSEA) = .0089. The model, as illustrated in Figure 2, shown that consumer hope has a significant effect on word-of-mouth ($\beta = 0.956$, $p < 0.001$) but not on purchase intention ($\beta = 0.101$, $p > 0.05$). Positive advertising has a significant positive impact on purchase intention ($\beta = 0.235$, $p < 0.001$) but not on word-of-mouth ($\beta = 0.038$, $p > 0.05$). MCN also impact purchase intention significantly ($\beta = 0.616$, $p < 0.001$) but the results of MCN path to word-of-mouth is non-significant ($\beta = -0.014$, $p > 0.05$).

Table 3.

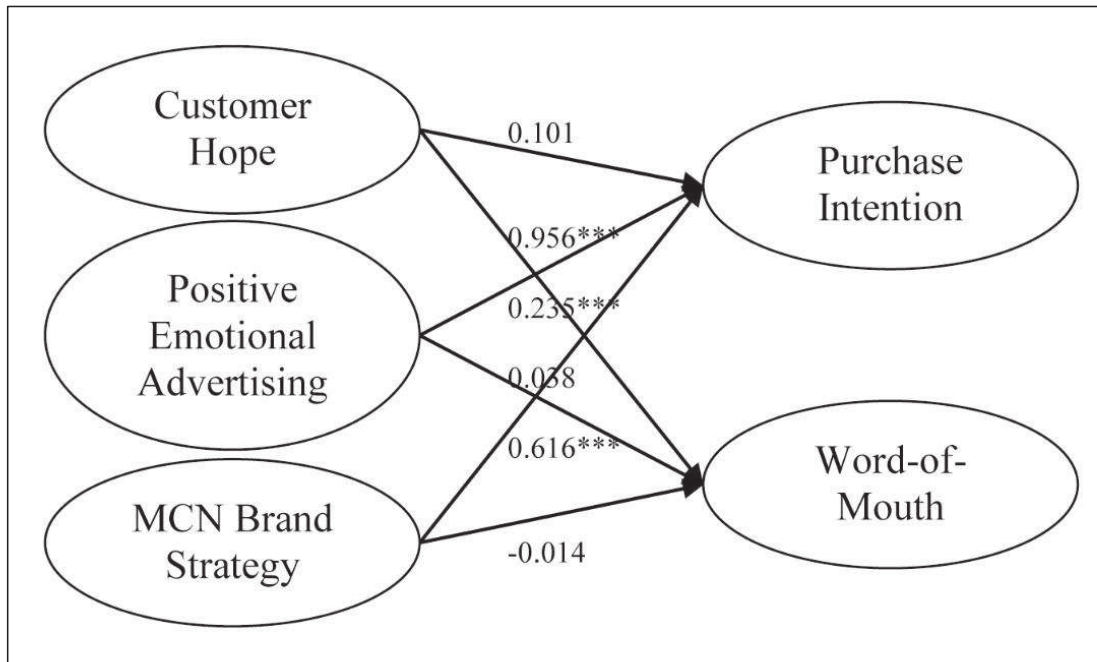
SEM RESULTS

Hypothesis	Estimates	Z value	Accepted/rejected
Customer Hope → Purchase Intention	0.101	1.57	Rejected
PEA → Purchase Intention	0.235***	3.37	Accepted
MCN → Purchase Intention	0.616***	7.29	Accepted
Customer Hope → Word-of-Mouth	0.956***	9.58	Accepted
PEA → Word-of-Mouth	0.038	0.67	Rejected
MCN → Word-of-Mouth	-0.014	-0.25	Rejected

(N = 181), *** $p < 0.001$; where PEA positive emotional advertising, MCN multi-context number

Figure 2.

RESULTS OF MODEL TESTING



5. DISCUSSION

This study extends previous studies regarding new brand marketing by considering psychological constructs and brand naming strategies, advertising strategies, and developing behavioral intention models related to purchasing and word-of-mouth. In line with this, this study advances the scope of predictors for new brands, especially brands of environmentally friendly products. This research provides a more comprehensive view in understanding consumer behavior intentions in responding to the sale of energy-efficient products with new brands based on the psychological state of the consumer and the strategic steps taken by marketers. Therefore, this study extends models from Fazal-e-Hasan et al. (2019), Ozcan and Gunasti (2019), and Lopes & Veiga (2019). Our research shows that advertisements containing positive emotions on brands containing MCNs can encourage purchase intentions on eco-efficient products. Meanwhile, consumer hopes for the product can encourage consumers to recommend brands to others.

However, our findings indicate that consumer hopes do not encourage purchase intention. A possible explanation that hopes only works for a known brand and the

resulting behavior is repurchase intention (Fazal-e-Hasan et al., 2019). However, some studies show that hope can encourage more expenditure (MacInnis & Chun, 2006) or purchase products that advertise using hope appeal (Kemp, Min, & Joint, 2015). This condition allows for purchase intention as a consequence of hope.

A second possible explanation would be that skepticism plays a significant role in product assessment (Young, 2016). The study shows that consumer skepticism could negatively influence their judgment on food products (Fenko, Kersten, & Bialkova, 2016). There is also a “green skepticism” concept in sustainable marketing literature, referring to consumer assigns different motives to the product, rather than what explicitly told by the product description (Leonidou & Skarmeas, 2017). Green skepticism adversely affects consumer purchase intention for green products (Kwong & Balaji, 2016). Past negative experiences on similar products could elicit skepticism on the consumer, hence balancing hope in evaluating purchase possibility. Instead, the consumer could recommend the product to others in order just to see that if the claim proved correct. This conclusion could be explained why consumer hope leads to word-of-mouth, not to purchase intention.

Interestingly, positive emotional advertising and MCN have no significant effect on word-of-mouth. One possible explanation for this result might be that there is a mediation process between emotional advertising and word-of-mouth and between MCN and word-of-mouth. Moreover, a previous study shows that the correlation between emotionally charged advertising and sharing behavior fully mediated by psychological desire (An & Lee, 2017). This study did not measure the psychological desire experienced by the participants; hence it misses the opportunity to address this explanation. Meanwhile, for MCN, the insignificant result could be attributed to consumer inability to explain why the brand worth considered. Several MCN has no apparent meaning or association with the brand, yet consumers are attracted to the brand containing the MCN (Ozcan & Gunasti, 2019). Having unable to explain why the brand is attractive to their peers, the correlation between MCN and purchase intention is positive, but it becomes insignificant when related to word-of-mouth.

Our research also found an excellent opportunity for marketers to use definite emotional appeal and MCN strategy to market eco-efficient products with new brands. The results of this study highlight a strong relationship between consumer hope and word-of-mouth. This outcome also has implications for companies that must use all three strategies at once to get purchases while encouraging word-of-mouth. Hopeful advertisements are generally ads that are positively emotionally charged so that they can encourage purchases as well as word-of-mouth. However, consumer skepticism must be removed by understanding what makes them skeptical of the claims given. In addition, advertisements that have strong and positive emotional characteristics are needed, so that they can encourage psychological

arousal that triggers word-of-mouth. Meanwhile, MCNs are only able to encourage purchases to consumers but do not encourage them to share their experiences with others. This outcome means that the MCN must always be included with a positive charge and give hope so that it simultaneously leads to purchase intention and sharing behavior.

6. FUTURE RESEARCH AND LIMITATIONS

This study has several limitations. Firstly, the study is a cross-sectional design. Hence causality is assumed in this research. Research with a longitudinal or experimental design would better address the limitation, mainly since advertising facilitates experimental studies.

The study was limited to one product and one population, urban in Indonesia; hence, it is not intended to be generalized. The model could be questioned in different settings, such as non-eco-efficient products or other country population. For example, consumer hope for a hedonic product could be different from hope for an environmentally friendly product. Young (2016) also noted that term of hope could have a different meaning in different societies, especially in Eastern and traditional societies. Fatalism could alter the meaning of hope for the consumer. Future research into different contexts would help clarify the concept and the model proposed in this research.

Another limitation is that this study could produce different results if other MCN employed rather than 360, 24, and 180. Ozcan and Gunesti (2019) acknowledge that their employed MCN did not produce identical results, while they employed about a dozen MCN. Further research on MCN effects on behavioral outcomes should be conducted to understand human numerical cognition and its effect on human behaviors.

Finally, we employ structural equation modeling as the analysis preferred in this study. The method, while compelling to test hypotheses, unable to carry many connected binary variables. This statistical result encourages us to drop several dummy variables related to emotional pairs (i.e. neutral and negative emotional advertising) and brand pairs (i.e., non-MCN and non-alphanumeric brand). Alternatives are also available to overcome this problem but unfortunately understudied. A statistical mechanism based on a pairwise likelihood was introduced by Liu and Bentler (2009). This approach maximizes an objective function for estimating thresholds based on the product of bivariate probabilities as well as parallel polychoretical and polyserial correlation.

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ULOGA POTROŠAČKE NADE, POZITIVNOG EMOCIONALNOG OGLAŠAVANJA I VIŠE-KONTEKSTNIH BROJEVA U RAZVIJANJU NAMJERE KUPNJE I USMENE PREPORUKE
EKOLOŠKI UČINKOVITOG PROIZVODA

Sažetak

Istraživanje ispituje utjecaj potrošačke nade, pozitivnog emocionalnog oglašavanja i više-kontekstne strategije brenda na namjeru kupnje i usmenu predaju u kontekstu ekološki učinkovitog proizvoda. Ovo istraživanje koristi kvantitativnu anketu o štednoj žarulji. Rezultati pokazuju kako potrošačka nada pozitivno utječe na usmenu preporuku; pozitivno emocionalno oglašavanje i više-kontekstni brojevi imaju pozitivan učinak na namjeru kupnje. Međutim, potrošačka nada nema utjecaj na namjere kupnje. Ovaj rezultat nastaje zbog skepticizma potrošača. Pozitivno emocionalno oglašavanje također ne utječe na usmenu preporuku. Dole, više-kontekstni brojevi ne utječu na usmenu preporuku, što može objasniti nemogućnost potrošača da objasne razloge zbog kojih drugima preporučuju brendove. Ova studija ima implikacije na istraživanje održivosti i praksu razvoja novih ekološki prihvatljivijih proizvoda kako bi se potaknulo njihovo povećano korištenje.

Ključne riječi: ekološki učinkovit proizvod, potrošačka nada, više-kontekstni brojevi, emocionalno oglašavanje, usmena preporuka