

CHAPTER II

THEORETICAL FOUNDATION

2.1. Perceived Brand Motivation

Brands play an important role in success in business. This is in accordance with the statement of Kotler and Keller (2021) which states the role and usefulness of the brand, namely:

1. Brands make it easy to order and search for products.
2. Brands help organize inventory records and accounting records.
3. The brand offers legal protection over the characteristics of the uniqueness of the product owned.
4. The brand signifies a certain level of quality so that satisfied buyers will make repeat purchases (consumer loyalty).
5. Brands can be a useful tool for securing a competitive advantage.

Based on this, it is important for a company to build a strong product or service brand name. Strong brand ownership will provide encouragement for people to be more motivated to choose and buy a brand. That is, people will have a higher motivation to choose or buy a product or service with a strong brand.

Parguel et al., (2009) stated that brand motivation as a consumer assessment of the company's motives from stimulus (S) results carried out by the company to get a response (R) from consumers (Theory S-R). Likewise, in implementing marketing communications, companies can arouse consumer motivation as a form of stimulus from their marketing communication activities (such as in advertising).

The motivations that drive consumers to take action is aimed at benefiting the company, such as: increasing sales, or sincere, or intrinsic, when the primary motive is to benefit society, such as reducing environmental impact (Parguel et al., 2009).

Marketing communication (advertising) is important because it affects consumers' evaluation of the company and affects their beliefs, attitudes, and intentions to buy (Myers et al., 2012). The stimulus in marketing communication sequence Hwang et al., (2016) can be known through two factors, namely:

1. Perceived Intrinsic Brand Motivation

Luthans (2011) defines intrinsic motivation as motives that become active or functional that come from within so that there is no need for external stimulation, because from within the individual there is already an urge to do something. In this study, perceived intrinsic brand motivation is the company's motive to persuade consumers to buy their products so that they can benefit the environment and society (Hwang et al., 2016).

2. Perceived Extrinsic Brand Motivation

Luthans (2011) defines extrinsic motivation as externally sourced motives that help determine a person's behavior. In this study, perceived extrinsic brand motivation is the company's motive to persuade consumers to buy their products through environmental campaigns with the main motive to increase sales (Hwang et al., 2016).

2.2. Environmental Concern

Environmental concern is an individual's concern or awareness of the environment. Junior *et al* (2022) states that individuals who seek to protect or improve the quality of the environment, save energy and natural resources and to reduce or eliminate the use of pollutants and toxic waste prefer to use products that are environmentally friendly or can be called "green products". Hwang *et al.*, (2016) define environmental concern as a general embrace or value orientation towards human relations with the environment.

Environmental concern is behavior in which consumers act in ways that can help protect the environment such as buying and consuming products that have minimal negative effects on the natural environment that produce minimal waste, using energy-efficient household appliances, or separating waste for recycling (Altinigne and Wuhler, 2015).

2.3. Attitude towards the Ads

Attitude is a thorough evaluation and allows a person to respond in a favorable way or not to the object being judged. Schiffman *et al.*, (2019) define attitudes as a learned tendency to behave in a pleasant or unpleasant way towards a particular object. Hwang *et al.*, (2016) define attitude towards the ads as one's attitude, positive or negative feelings about a advertising.

With regard to environmentally friendly products, attitudes to environmentally friendly products are conceptualized as consumers' beliefs or feelings towards environmentally friendly products and their influence on the

environment in terms of favorable and unfavorable tendencies (Chen and Chai, 2010). Barber et al., (2010) say that environmental attitudes are an excellent explanatory factor about consumers' intentions to pay for more green products. Likewise, Yadav and Pathak 's statement (2016) where attitudes are a stronger predictor of intention in environmental behavior studies, and attitudes towards consumer-owned green products will positively lead to a high level of green product buying intentions.

2.4. Purchase Intention

Zarrad and Debabi (2015) define buying intent as a motivating factor that influences a person's behavior to do something. Kotler and Keller (2021) define buying intent as consumer decisions regarding preferences over brands that are in a selection pool.

Consumer intention is the tendency of consumers to do something on what they like best. If the consumer has decided on the alternative to choose, then the consumer will carry out what is of interest. Attitude is an expression of consumer feelings about an object whether it is liked or not, and attitude can also describe consumer confidence in the attributes and benefits of the object. If the consumer has a positive response to the object, then he will try to obtain an object. Peter and Olson (2010) stated that there are two things that can help activate buying intentions, namely:

1. Consumer memory of the product brand, which is useful as a decision plan when consumers are faced with a purchasing situation.

2. Strive for its existence, namely through integration when consumers make the purchase decision process, such as salesoffers, promotions.

Schiffman et al., (2019) explain that external influences, awareness of needs, product introduction and evaluation of alternatives are actors that can give rise to consumer intent to buy. These external influences (inputs) consist of marketing efforts and socio-cultural factors. This shows that the company's marketing activities are a stimulus to obtain, inform, and convince consumers to buy and use products.

Purchase intent arises after an alternative evaluation process and in the evaluation process. According to Kotler and Keller (2021), consumer purchase intention is a consumer behavior in which consumers have the desire to buy or choose a product based on experience in choosing, using and consuming or even wanting a product. In other words, consumers have a desire to buy a product based on a brand.

Purchase intention is obtained from a learning process and thought process that shapes a perception. This purchase intention creates a motivation that continues to be recorded in his mind and becomes a very strong desire that in the end when a consumer must meet his needs will actualize what is in his mind (Kotler and Keller, 2021)

2.5. Print Media Advertising

Advertising is defined by Kotler and Keller (2021) as any form of presentation, promotion, idea that is non-personal related to goods or services and requires measurable costs. Morissan, (2015) defines advertising as all forms of non-personal presentation, promotion, and ideas about goods or services paid for by a sponsor. Based on the definition of advertising above, it can be concluded that advertising is a message that offers a product addressed to the public through a media.

Advertising is an important thing to do with the aim of supporting the success of a business. This is in accordance with the purpose of advertising both for producers and consumers. Kotler and Keller (2021) state that the purpose of advertising is:

1. Informative advertising. Advertising aims to provide information to the audience. Advertising is usually done in the early stages of the product life cycle, and is implemented vigorously. The manufacturer will provide detailed information to explain the product or service offered. Through informative advertising, the company provides information to the audience about new products, recommends new ways of use for a particular product, notifies about price changes, explains how a product works, and builds the image of the business entity.
2. Persuasive advertising. Is advertising that is persuading, generally done when the product begins to enter a period of growth in the product life cycle. This advertising is also carried out when the level of competition increases,

where the target of business entities is aimed at creating selective purchase demand/interest for certain brands.

3. Reminder advertising. Is an advertisement that is generally carried out at the maturity stage of a product, which aims to remind or justify the choices made by consumers towards a product.

The importance of advertising to support business success requires companies to use the right advertising media for the company's products or services. Craig and Shimp (2018) stated that there are many media that can be used as advertising media, namely:

1. Television Media. Television advertising media has indicators, namely the delivery of message content and advertising benefits, the use of advertising stars, the quality of advertising images, the length and period / frequency of airing.
2. Radio Media. Radio media has indicators of delivery of message content and advertising benefits, use of accompaniment music (jingle), advertising stars, length of time to read advertisements, period / frequency of ad display.
3. Media Magazine. Magazine media has indicators of delivery of message content, quality of advertising images, use of words / writing, advertising stars, ad size, placement of advertisements in magazine pages, period / frequency of publication of advertisements.

4. Newspaper Media. Newspaper media has indicators, delivery of message content, quality of advertising images, use of words / writing and advertising stars, placement of advertisements in newspaper pages.
5. Billboards. The indicators of billboard advertising are the delivery of message content, the quality of advertising images, the use of words / writing, advertising stars, determining the location of placement / advertising, the use of lighting equipment.

Tjiptono (2020) explained 4 media that can be used as advertising facilities, namely:

1. Print Media. Print media is static media and prioritizes messages with the number of words, images, or photos, both in color and black and white. The forms of advertising in print media are usually in the form of classified ads, display ads, supplements, pariwara, and public service advertisements. The types of print media are newspapers, magazines, tabloids, brochures, leaflets and others.
2. Electronic Media. Electronic media is media with technology and can only be used if there is a broadcast transmission service. The form of advertising in electronic media is usually in the form of sponsorship, participation advertisements (inserted in the middle of films or events), announcements of events / films, public service advertisements, jingles, plays, and others. Types of advertising on electronic media are television, radio, internet, and so on.

3. **Outdoor Media.** Outdoor media is advertising media (usually large) installed in open places such as on the roadside, crowd centers, or walls, and so on. Types of outdoor media includes billboards, baleho, posters, banners, pennants, transits (bus panels), giant balloons, and others.
4. **Bottom line media.** Bottom line media are media used to advertise products. Generally, there are four types of media used in low-line media, namely: exhibitions, direct mail, point of purchase, merchandising schemes, and calendars.

2.6. Previous Research

The following are some previous studies that have been conducted to test the influence of perceived intrinsic brand motivation, perceived extrinsic brand motivation and environmental concern on attitude toward the ads and purchase intention:

Table 2.1
Previous Research

No	Title, Author name, year	Research Variables	Research Methods	Research Results
1	Don't buy this jacket: Consumer reaction toward anti-consumption apparel advertisement (Hwang et al., 2016).	<ol style="list-style-type: none"> 1. Perceived intrinsic brand motivation 2. Perceived extrinsic brand motivation 3. Environmental concern 4. Attitude toward the ads 	Data analysis method using Structural Equation Modelling	<ol style="list-style-type: none"> 1. Perceived intrinsic brand motivation has a positive influence on attitude toward the ads 2. Perceived extrinsic brand motivation has a positive influence on attitude toward the ads 3. Environmental concern has a positive influence on attitude toward the ads

No	Title, Author name, year	Research Variables	Research Methods	Research Results
		5. Purchase intention		4. Attitude toward the ads has a positive influence on purchase intention
2	The mediating role of environmental attitude on the impact of environmental concern on green product purchasing intention (Onurlubas, 2022).	<ol style="list-style-type: none"> 1. Environmental concern 2. Environmental attitude 3. Purchase intention 	Data analysis method using structural equation modelling	<ol style="list-style-type: none"> 1. Environmental concern has a positive influence on environmental attitude 2. Environmental concern has a positive influence on purchase intention 3. Environmental attitude has a positive influence on purchase intention 4. Environmental attitude mediates the influence of environmental concern on purchase intention
3	Buying local food is not a question of attitude: an analysis of benefits and limitations (Peral and Arroyo, 2022).	<ol style="list-style-type: none"> 1. Altruistic benefits 2. Egoistic benefits 3. Extrinsic limitations 4. Intrinsic limitations 5. Attitude 6. Subjective norms 7. Perceived behavioral control 8. Moral norms 9. Behavioral intention 	Data analysis method using structural equation modelling	<ol style="list-style-type: none"> 1. Altruistic benefits have a positive influence on attitude, subjective norms, perceived behavioral control, moral norms 2. Egoistic benefits have a positive influence on attitude, subjective norms, perceived behavioral control, moral norms 3. Extrinsic limitations have a positive influence on attitude, subjective norms, perceived behavioral control, moral norms 4. Intrinsic limitations have a positive influence on attitude, subjective norms, perceived behavioral control, moral norms 5. Attitude, subjective norms, perceived behavioral control, moral norms have a positive influence on behavioral intention

No	Title, Author name, year	Research Variables	Research Methods	Research Results
4	The effects of consumption value, environmental concerns, and consumer attitudes towards consumer purchase intentions of electric cars (Riptiono, 2022).	<ol style="list-style-type: none"> 1. Social value 2. Functional value 3. Epistemic value 4. Environmental concern 5. Attitude toward green product 6. Green purchase Intention 	Data analysis method using structural equation modelling	<ol style="list-style-type: none"> 1. Social value have a positive influence on environmental concern 2. Functional values have a positive influence on environmental concern 3. Epistemic values have a positive influence on environmental concern 4. Environmental concern has a positive influence on attitude toward green product 5. Environmental concern has a positive influence on green purchase Intention 6. Attitude toward green product has a positive influence on green purchase intention
5	The Role of Extrinsic Religiosity on Consumer Green Hotel Selection in China (Wang, and Zhang, 2020).	<ol style="list-style-type: none"> 1. Extrinsic religiosity 2. Green purchase attitude 3. Green purchase intention 	Data analysis method using structural equation modelling	<ol style="list-style-type: none"> 1. Extrinsic religiosity has a positive influence on green purchase attitude 2. Extrinsic religiosity has a positive influence on green purchase intention 3. Green purchase attitude has a positive influence on green purchase intention
6	The Influence of Environmental Concern and Environmental Attitude on Purchase Intention towards Green Products: A Case Study of Young Consumers in Thailand (Maichum <i>et al.</i> , 2017).	<ol style="list-style-type: none"> 1. Environmental concern 2. Environmental attitude 3. Purchase intention 	Data analysis method using Structural Equation Modelling	<ol style="list-style-type: none"> 1. Environmental concern has a positive influence on the environmental attitude 2. Environmental concern has a positive influence on the purchasing intention 3. Environmental attitude has a positive influence on purchase intention

No	Title, Author name, year	Research Variables	Research Methods	Research Results
7	The Mediating Role of Attitude in the Relationship Between Extrinsic and Intrinsic Attributes of Japanese Frozen Foods and Consumers' Intention to Purchase Them: Evidence from Malaysia (Omar <i>et al.</i> , 2023).	<ol style="list-style-type: none"> 1. Extrinsic factor 2. Intrinsic factor 3. Attitude 4. Inten to purchase 	Data analysis method using Structural Equation Modelling	<ol style="list-style-type: none"> 1. Extrinsic factors has a positive influence on the attitude 2. Intrinsic factors has a positive influence on the attitude 3. Extrinsic factors has a positive influence on intent to purchase 4. Intrinsic factors has a positive influence on intent to purchase 5. Attitude has a positive influence on intent to purchase
8	Purchase Intention and Purchase Behavior Online: A Cross-cultural Approach (Pena-García <i>et al.</i> , 2020).	<ol style="list-style-type: none"> 1. Attitude 2. Buying impulse 3. Subjective norms 4. Self-Efficacy 5. Perceived behavioral control 6. Compatibility 7. Personal innovation in IT 8. Online purchase intention 9. Online purchase behavior 	Data analysis method using Structural Equation Modelling	<ol style="list-style-type: none"> 1. Attitude, buying impulse, subjective norms, self-efficacy, perceived behavioral control, compatibility, and personal innovation in IT has a positive influence on online purchase intention. 2. Online purchase intention has a positive influence on online purchase behavior.
9	Exploring the Consumer Behavior of Intention to Purchase Green Products in Belt and Road Countries: An	<ol style="list-style-type: none"> 1. Value cognitive 2. Individual environmental literacy 3. Extrinsic motive factor 	Data analysis method using Structural Equation Modelling	<ol style="list-style-type: none"> 1. Value cognitive, individual environmental literacy, and extrinsic motive factor has a positive influence on environmental attitude 2. Value cognitive, individual environmental

No	Title, Author name, year	Research Variables	Research Methods	Research Results
	Empirical Analysis (Chen <i>et al.</i> , 2018).	<ul style="list-style-type: none"> 4. Environmental attitude 5. Product attitude 6. Perceived monetary value 7. Purchase intention 		<ul style="list-style-type: none"> literacy, and extrinsic motive factor has a positive influence on product attitude 3. Value cognitive, individual environmental literacy, extrinsic motive factor, environmental attitude, product attitude, and perceived monetary value has a positive influence on purchase intention
10	The Formation of Attitudes and Intention towards Green Purchase: An Analysis of Internal and External Mechanisms (Yen and Hoang, 2023).	<ul style="list-style-type: none"> 1. Environmental concern 2. Health consciousness 3. Attitude toward green purchase 4. Online product review 5. Green purchase intention 	Data analysis method using Structural Equation Modelling	<ul style="list-style-type: none"> 1. Environmental concern, health consciousness, Online product review, and attitude toward green purchase has a positive influence on the green purchase intention 2. Environmental concern, health consciousness, and online product review has a positive influence on the attitude toward green purchase 3. Environmental concern and health consciousness, has a positive influence on the online product review. 4. Environmental concern has a positive influence on the health consciousness.

2.7. Research Hypothesis

2.7.1. The Effect of Perceived Intrinsic Brand Motivation on Attitude towards the Ads

Motivation is a state of personal nature that encourages an individual's desire to perform certain activities in order to achieve a goal. The motivation that exists in a person will manifest a behavior that is directed at the goal of achieving goals. In marketing practice, producers will pay attention to the motivation that comes from within consumers to be willing to do things as producers or marketers want. Likewise, what a producer or marketer does, advertising done by a company or company is carried out with the aim of creating a good consumer attitude on the company's products or services (Hwang et al., 2016).

The role of perceived intrinsic brand motivation in improving attitudes on environmentally friendly product advertising was found in the research of Hwang et al., (2016). In a study conducted on 1,300 college students in America found evidence that consumers' positive attitudes to buy a product advertised using environmentally friendly issues are influenced by the intrinsic motivation of a brand. Peral and Arroyo's (2022) research on 1,200 consumers in northern Europe also shows the significant influence of intrinsic brand motivation on attitudes toward the ads. Research by Omar et al., (2023) on 307 consumers of Japanese frozen food products that motivation derived from intrinsic factors influence consumer attitudes towards the ads. Referring to the results of several studies above, the authors put forward the initial hypothesis of the study as follows:

H1: Perceived intrinsic brand motivation has a positive influence on attitude toward the ads.

2.7.2. The Effect of Perceived Extrinsic Brand Motivation on Attitude towards the Ads

Another factor that influences consumer attitudes to buy an environmentally friendly product is the motivation of extrinsic stimuli. Extrinsic activation is motives originating from outside the self that also determine a person's behavior (Luthans, 2011). Extrinsic motives are created by producers in order to persuade consumers to buy their products. One of the extrinsic motivations used by producers in helping consumer attitudes is advertising that campaigns the environment (Hwang et al., 2016).

The influence of extrinsic motivation on attitudes to purchases was found in Peral and Arroyo's (2022) study. Consumers of fresh fruit products in Spain (northern Europe) have better purchasing attitudes due to stimuli from green marketing activities carried out by marketers. Research by Hwang et al., (2016) also provides support that consumer attitudes are getting better on fashion products (jackets) due to environmentally friendly marketing carried out by companies. Research by Chen *et al.*, (2018) conducted on 227 consumers of environmentally friendly products in Taiwan found clear evidence of the influence of extrinsic motivation on attitudes in the environment of life and attitudes on products. Referring to the results of several studies above, the authors put forward the initial hypothesis of the study as follows:

H2: Perceived extrinsic brand motivation has a positive influence on attitude towards the Ads.

2.7.3. The Effect of Environmental Concern on Attitude towards the Ads

The issue of environmental damage that is getting worse today requires many parties to be able to repair the damage to the living environment. One way that can be done is to actively participate in consuming environmentally friendly products. People's orientation to the environment has an influence on increasing consumer attitudes towards products produced in an environmentally friendly manner.

The influence of concern for the environment on consumer attitudes to buy environmentally friendly products was found in the research of Onurlubas (2018). His research Onurlubas (2018) conducted on 410 consumers in Izmir City, Turkey found empirical evidence of the influence of concern or awareness on the environment on attitudes to buy environmentally friendly products. Riptiono's (2022) research conducted on 220 electric car users in Central Java also provides support that concern for the environment increases their attitude to buy environmentally friendly motor vehicle products. Research by Maichum *et al.*, (2017) conducted on 412 young consumers in Thailand provides empirical evidence that attention to the environment affects the improvement of consumer attitudes towards environmentally friendly products. Yen and Hoang (2023) in their research conducted on 535 consumers of environmentally friendly products in Vietnam found empirical evidence of the influence of environmental concern on attitude toward green purchase. Referring to the results of several studies above, the authors put forward the initial hypothesis of the study as follows:

H3: Environmental concern has a positive influence on attitude towards the Ads.

2.7.4. The Effect of Attitude towards the Ads on Purchase Intention

One of the factors that influence consumer purchase intention on a product or service is consumer attitude towards the product or service concerned. The better the attitude of consumers on a product or service will have an influence on increasing consumer purchase intention on the product or service. Likewise for consumers who have an orientation to the environment. A good consumer attitude on a product where these products are made or marketed in an environmentally friendly manner will increase consumer purchase intent.

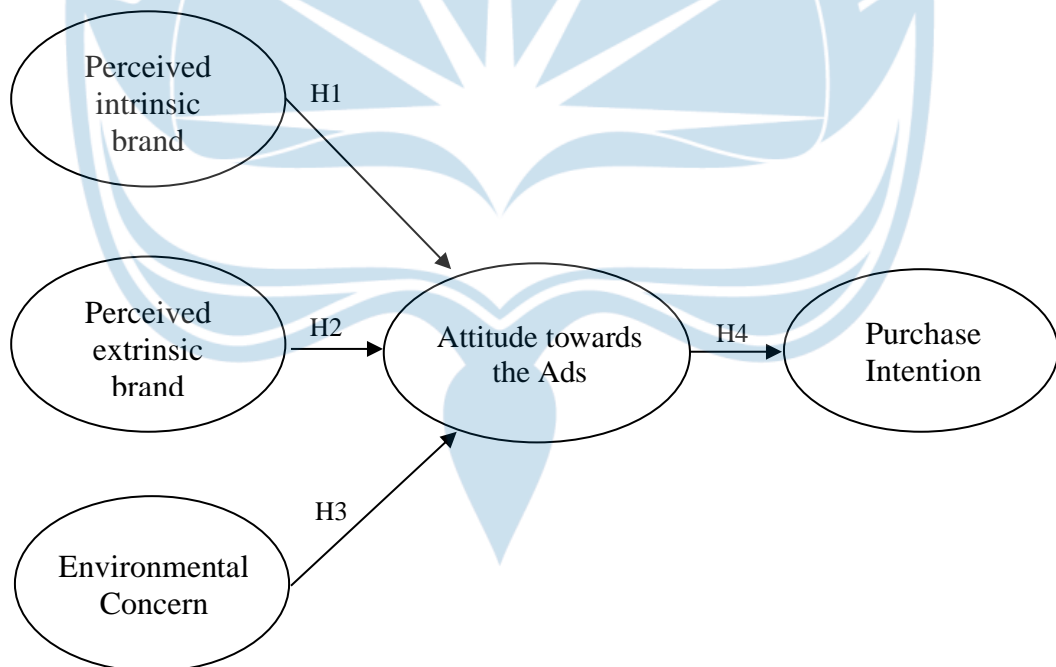
The influence of attitudes on environmentally friendly products on consumer development intentions is proven in Onurlubas (2018) research. The better attitude of consumers in Izmir City Turkey towards environmentally friendly products significantly arouses the intention of branding on these products. Likewise, what happens to consumers who use fashion products (jackets) in America, good consumer attitudes on jacket products produced in an environmentally friendly manner provide stimulation to increase consumer purchase intent. Riptiono's (2022) research also proves that high consumer purchase intentions in environmentally friendly vehicle products (electric vehicles) are influenced by consumer attitudes towards environmentally friendly products. Another study conducted by Wang and Zhang (2020) on 421 hotel service users who apply an environmental orientation also provides evidence that consumer attitudes towards environmentally oriented hotels are significantly able to increase consumer purchase intent. The influence of attitudes towards purchase intentions was also significantly found in the study of Pena-García et al., (2020) which took

the object of research of 584 consumers who bought online in Colombia and Spain. Referring to the results of several studies above, the authors put forward the initial hypothesis of the study as follows:

H4: Attitude towards the Ads has a positive influence on purchase intention.

2.8. Research Framework

The relationship between perceived intrinsic brand motivation, perceived extrinsic brand motivation, environmental concern and attitude toward the ads and purchase intention is described in a research framework as follows:



Source: Hwang *et al.*, (2016)

Figure 2.1
Research Framework