

# The Effect of Online Video Advertising and Green Message on Electric Car Purchase Intention

Puji Prabowo<sup>1</sup> and Chandrasa Soekardi<sup>2</sup>

<sup>1</sup>Entrepreneurship Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia

<sup>2</sup>Mechanical Engineering Department, Mercu Buana University, Jakarta, Indonesia

**Keywords:** Electric Vehicle, Online Video Advertising, Advertising, Green Message, Purchase Intention, Environmentally Friendly.

**Abstract:** Previous research has shown that there are factors that influence the buying process of a product. This also happens in the green advertising process. This is related to the development of the electric vehicle industry in Indonesia with various brands. Currently, many brands are doing online video advertising for their electric car products. The purpose of this study is to see the effect of online video advertising of electric cars and green messages on purchase intention. This study uses SmartPLS to conduct PLS-SEM analysis. Through data analysis, the results showed a significant effect of online video advertising and green messages on purchase intention. There are several indicators that influence online video advertising, green messages, and purchase intention. The benefit of this research is to provide scientific development on electric vehicles, especially in Indonesia. In addition, the benefits of this research help manufacturers consider important factors that influence customer purchases towards electric vehicle.

## 1 INTRODUCTION

Today's consumers are becoming more environmentally conscious and tend to move towards green marketing strategies. Electric vehicle manufacturers need to increase consumer confidence in their brands and provide information that influences consumer purchasing behavior when selling products. Providing information about the benefits of using electric vehicles can increase consumer interest and willingness to buy. Studies conducted show that manufacturers who prioritize the benefits of environmental and social impacts can increase consumer interest in consuming environmentally friendly products (Tih et al., 2016; Alamsyah et al., 2020; Yang et al., 2020; Zang et al., 2022). With the availability of existing electric vehicles, manufacturers need to pay attention to conditions in the market, what factors attract consumers and influence their buying process (Zheltukhina et al., 2020).

With the growth of the electric vehicle industry in Indonesia, for manufacturers, they need to become a brand that consumers can see and choose. From the latest data, there is an increase in the use of electric cars in Indonesia as well as an increase in the number of power charging stations at various points in Indone-

sia. This is inseparable.

From the Presidential instruction regarding the recommended use of electric vehicles (Alfarizi, 2022; Respti and Pratama, 2023). Competition in the electric vehicle industry makes manufacturers must think about advertisements that can be received by consumers well to influence the buying process (Wijekoon and Sabri, 2021). In addition, it is also necessary to consider that this young generation is a potential user of electric cars in the future.

Currently the competition is very tight, consumers are faced with many choices (Zhang et al., 2015). Advertising is one of the strategies used by companies to introduce their products to the market (Katke, 2007). One of them is digital advertising which can help companies build brand awareness and spark consumer interest in products (Maniu and Zaharie, 2014). Social media such as YouTube can be used as online video advertising (Lee et al., 2015; Corstjens and Umblijs, 2012). In evaluating an advertisement, consumers see information, benefits and also how the advertisement can attract them (Smith, 2019; Rambe and Jafeta, 2017). Evaluating advertising value is part of consumer attitudes towards existing advertisements (Ducoffe, 1995).

### 1. Online Video Advertising

Content in online video advertising has a wide variety and aims to personalize according to the market so that consumers can accept it (Dehghani et al., 2016; Kim et al., 2013). In reviewing online video advertising, there are several things that need to be considered such as clear and relevant information for consumers (Lascăr and Mlady, 2017; C. et al., 2002). In addition, there is an entertaining side in the video to build interaction from consumers and brands without being distracted by other things (Firat, 2019; Tsang et al., 2004). Pleasure is one of the important things in enjoying online video advertising for consumers (Y. et al., 2009). And credibility is needed in online video advertising in order to increase trust from consumers (Yang et al., 2017; Brackett and Carr, 2001). To summarize, some important indicators are customization, informativeness, entertainment, credibility.

### 2. Green Message

The message conveyed in green marketing needs to influence and invite consumers to be involved in the sustainability of nature in the long term (Yang et al., 2016; Rahbar and Abdul Wahid, 2011). By carrying out green marketing, it can help companies build their credibility as a green company and this can build credibility that gives consumers trust in the brand (Hartmann and Apaolaza-Ibáñez, 2009; S et al., 2015; Knight et al., 2007). In other words, the green message has an influence on the marketing process that will be carried out by the company. A good message is to show the business of the company to protect the environment by providing environmentally friendly products. The effective step is to show what the efforts have been successfully carried out by the company, this will arouse trust and increase the beliefs of the customer. In addition, another indicator is a pleasant and favorable message can provide customer understanding of the green product offered (D'Souza and Taghian, 2005; Zinkhan and Carlson, 1995; PB and KK, 2012; Huang et al., 2014; Sheehan and Atkinson, 2012).

### 3. Purchase Intention

Purchase intention is the stage where consumers examine deeper information on a brand in the purchasing process after the selection process from several alternatives (Belch and Belch, 2012; Schiffman and Kanuk, 2010). Currently, brands are struggling to communicate not only the function of their products, but also focus on the emotional side (L., 2010). In the process, consumers

conduct in-depth research before buying green products (Chen and Chang, 2012). Information about product quality, benefits and also social impacts for consumers are the main considerations (Poluan et al., 2016; Wang and Tsai, 2014; Kang et al., 2012). These things can build trust from consumers towards brands (P et al., 2015). By building awareness and trust, consumers have a purchase intention for green products (Suki et al., 2016; Ali et al., 2011; Nik Abdul Rashid, 2009). Some of the points that can be seen are perceived value, subjective norm, trust, and awareness. This study aims to see if there is a significant impact of online video advertising and green messages on the purchase intention of customers.

## 2 METHODOLOGY

This research used a quantitative approach. The data collection method used is through an online survey with respondents from various cities in Indonesia. The selected respondents are young people aged around 18-35 years, as many as 200 people. Respondents were asked to view online video advertising on YouTube before filling out the survey. The research object chosen is one of the advertising videos for an electric car brand that has the highest sales in Indonesia in 2022. Data collection used a Likert scale from 1-5 to obtain data on the 3 variables being tested in this study. Each variable has different indicators that were asked to respondents. Processing of this research data using the PLS-SEM technique with the help of the Smart-PLS application to check the validity and reliability of existing data for factor analysis, the influence between variables and how significant the relationship between these variables is.

## 3 RESULTS AND DISCUSSION

From the data collected, the first data processing is to check the validity and reliability of the factors and variables. In the process, an inner test is carried out to obtain Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) data summarized in Table 1. The data instrument used has been tested to be very reliable, this can be seen from the construct data which has a Cronbach's alpha value above 0.81 and a composite reliability value whose value is 0.7. In the AVE value obtained, valid data has been obtained with a higher value than the correlation involving the construct. So, it can be concluded that the data used already has valid data from reliable instruments.

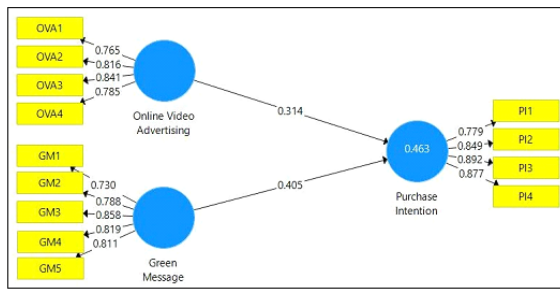


Figure 1: Hypothesis Model.

Table 1: Inner Test.

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Green Message	0.861	0.900	0.644
Online Video Advertising	0.816	0.878	0.643
Purchase Intention	0.873	0.912	0.723

Table 2: Outer Test.

Indicators	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
GM1 <- Green Message	0.730	0.731	0.041	17.783	0.000
GM2 <- Green Message	0.788	0.786	0.036	22.014	0.000
GM3 <- Green Message	0.858	0.857	0.022	39.143	0.000
GM4 <- Green Message	0.819	0.817	0.034	23.983	0.000
GM5 <- Green Message	0.811	0.809	0.029	27.868	0.000
OVA1 <- Online Video Advertising	0.765	0.763	0.042	18.162	0.000
OVA2 <- Online Video Advertising	0.816	0.816	0.022	36.586	0.000
OVA3 <- Online Video Advertising	0.841	0.842	0.023	36.166	0.000
OVA4 <- Online Video Advertising	0.785	0.784	0.032	24.298	0.000
PI1 <- Purchase Intention	0.779	0.778	0.045	17.280	0.000
PI2 <- Purchase Intention	0.849	0.849	0.029	29.663	0.000
PI3 <- Purchase Intention	0.892	0.893	0.014	65.690	0.000
PI4 <- Purchase Intention	0.877	0.876	0.017	50.689	0.000

From Table 2, the data shows the loading factor value data for each indicator in each construct. It can be seen from the outer loading or original sample data, that the loading factor value of the entire indicator is  $\geq 0.7$  so that it can be declared valid. From the Green Message data, it can be seen that 3 indicators have the largest value, namely indicators 3, 4 and 5. These indicators relate to Believable, Favorable, and Good messages. Furthermore, in Online Video Advertising which has a loading factor is indicators 2 and 3, namely the video provides information to consumers, and also the video shows credibility. And in Purchase Intention, respondents know the benefits of

using electric cars and from the video respondents can also trust the quality of the product.

Table 3: Hypothesis Test.

Correlations	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Message ->Purchase Intention	0.405	0.405	0.083	4.904	0.000
Online Video Advertising ->Purchase Intention	0.314	0.319	0.083	3.769	0.000

From Table 3, it is clear that the correlation of Green Message and Online Video Advertising to Purchase Intention has a significant relationship. This can be seen from both having P Values  $\leq 0.005$  so that it can be stated that the relationship between these constructs is very significant. In addition, when viewed from the T Statistics data, the number obtained is  $\geq 1.96$  so it can be concluded that there is a significant influence of Green Message and Online Video Advertising on Purchase Intention.

This research confirms that the clarity in the video about the product can provide information that can increase customer confidence in the credibility of electric car manufacturers (Lascăr and Mlady, 2017; C. et al., 2002; Yang et al., 2017; Brackett and Carr, 2001). In addition, the information in electric car advertisements can provide an overview to potential consumers to consider purchasing an electric car (Schiffman and Kanuk, 2010; L., 2010; Chen and Chang, 2012). The model built in this study successfully shows the influence of green messages and online video advertising on the intention of consumers to purchase electric cars. In addition, this study illustrates the importance of factors that need to be considered in providing green messages and producing online video advertising.

## 4 CONCLUSIONS

From the results of the study, the data showed a strong influence of online video advertising as well as green messages on electric car purchase intention. The placement of environmentally friendly messages helps online video

advertising to increase its value to be accepted and trusted by potential consumers. This research shows the benefits of using online video advertising to attract consumers to use electric cars. In both the automotive and corporate sectors, this study will help in understanding the perceptions of potential consumers from the latest electric vehicle advertisements. This is important for the younger generation who will be po-

tential buyers in the future. In addition, the research is useful in developing new perspectives in the science of electric vehicles. The limitations of this study are in the object of research that only uses online video advertising, for further research can be completed with various other mediums used by companies for marketing electric cars.

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