
GREEN ADVERTISING AND PURCHASE INTENTION OF UNIVERSITY LECTURERS IN NIGERIA: THE MODERATING EFFECT OF PERCEIVED CORPORATE REPUTATION

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ABSTRACT

Green practices and eco-friendly behaviours have received increased visibility due to green advertising. While developed economies have witnessed significant research output on the subject of eco-friendly behaviours; there is relative paucity of research on green consumption in developing economies such as Nigeria. The purpose of the study therefore, is to examine the link between green advertising and purchase intention of university Lecturers in Nigeria; as well as the moderating influence of perceived corporate reputation on the link between green advertising and purchase intention. The study was premised on hierarchy of effects theory, elaboration likelihood model and sustainability model. The study administered 383 copies of questionnaire on the respondents, and retrieved 323 copies, which were all found useable. Convenient sampling methods was used to select participants drawn from three categories of Lecturers - professors, associate professors, and senior lecturers of universities in Nigeria. The study employed descriptive statistics using SPSS version in the first level of analysis while Partial Least Square structural equation modelling (Smart PLS 3.2.6) was applied to test the measurement and structural models and all psychometric properties met their thresholds. Findings revealed that consumer orientation advertising and corporate advertising dimensions of green advertising have moderate and weak positive relationship with purchase intention respectively; while celebrity advertising has a slightly negative but inconsequential linkage with purchase intention. Moreover, perceived corporate reputation has the highest magnitude and significant relationship with purchase intention.

Keywords: Celebrity advertising, consumer orientation advertising, green advertising, corporate advertising, perceived corporate reputation, purchase intention

INTRODUCTION

Stimulating effective communication on environmental issues between companies and consumers is increasingly becoming invaluable especially now that our physical environment is experiencing vast pollution and degradation. The present environmental concerns have made environmental pollution one of the major global issues (Wang et al., 2020) and have challenged organizations to adopt eco-friendly practices (Afridi et al., 2020), including green advertising (GA) whose central theme accentuate environmental protection, personal health, or protection of animal life (Iyer & Banerjee, 1993) or life in general. GA helps businesses to improve their sustainability (Pal & Khan, 2015), which in turn play significant role in eliminating pollution (Alnoor et al., 2019).

Human activities cause global environmental problems (United Nations Environment Programme [UNEP], 2008) that not only degrade, but also threaten the sustainability of the own planet (Chi et al., 2020; Dilchert & One, 2012). Thus, “the earth just like the human system must be consciously managed and catered for by all stakeholders; including, producers, governmental institutions, not for profit organizations and consumers” (Akekue & Amue, 2019). To elicit certain level of pro-environmental behaviour among consumers, and to demonstrate an organization’s dedication to sustainability, green communication strategies are needed to create and arouse consumer perception and stimulate environmentally friendly behaviour in them (Joshi & Kronrod, 2020). Such communication efforts bring consumers to the realisation of how their consumption patterns directly affect the environment (Ahmed et al., 2020) and what efforts they should make to address them. In more advanced climes, consumers seem are more aware of environmental issues (Chang et al., 2012) and demonstrate willingness to purchase environmentally-friendly products (Chen & Chang, 2012, 2013).

However, in developing countries such as Nigeria, environmental pollution and degradation arising (Oko & Nkamnebe, 2013) while green purchase behaviour is still at its infancy (Ukenna & Nkamnebe, 2016) and appears to be alien to some consumer segments (Akekue et al., 2023). Based on the fact that among the numerous pro-environmental patterns identified in Sub-Saharan Africa, green purchase intention and decision are the only ones presently practiced (Ukenna & Nkamnebe, 2016), it becomes clear that creating awareness through environmental communication especially on green purchase intention appears to be the right panacea for the present period, thus compelling more research in this area.

Another visible gap found in literature is in method of data analysis. While Akekue and Amue (2019) did a similar study using covariance-based structural equation modelling, Akekue and Wali (2020) carried out an exploratory analysis on some dimensions of green advertising. Akekue et al. (2023) empirically validated measurement models for green advertising and purchase behavior through confirmatory factor analysis. The present study attempts to add to the stock of knowledge on green advertising and purchase intention by adding consumer orientation advertising to the GA model and also adopting perceived corporate reputation as a moderating variable. Relying on suggestions from other studies (e.g. Akekue & Amue, 2019), this applied partial least square structural equation modelling (SmartPLS 3.2.6) in its analysis, thus deviating significantly from Akekue and Amue (2019).

Having identified the various literature gaps, a question thus arises in this study. How can the awareness level of Nigerian consumers be raised to ignite their purchase intention? Which dimension(s) of green advertising actually trigger green purchase intention in Nigeria? Leaning on Hierarchy of Effects (HOE) model (Lavidge & Steiner, 1961), Elaboration Likelihood Model (ELM) (Petty & Caccioppo 1981), and Sustainability Model (Ukenna & Nkamnebe, 2016); we are persuaded to believe that perceived corporate reputation moderates the relationship between green advertising (proxied by corporate advertising, celebrity advertising and consumer orientation advertising) and purchase intention. The study focuses on university lecturers in Nigeria as its data base.

LITERATURE REVIEW

Theoretical Framework

This study is premised on HOE (Lavidge & Steiner, 1961), ELM (Petty & Caccioppo 1981), and Sustainability Model -The PIF Model (Ukenna and Nkamnebe, 2016). HOE model is one of the traditional attitude change theories borrowed from psychology which suggests that consumers go through series of stages (cognitive stage, affective stage, and conative stage) before adopting an innovation (Smith et al., 2008). Corporate advertising and perceived corporate reputation constructs have linkages to this model.

ELM is an attitude change theory which provides a solid framework for understanding the underlying processes for effective persuasive communication (Caccioppo & Petty 1986). The theory stands on two pillars: the central route and the peripheral route (Caccioppo & Petty, 1986). The central route is based on

a person's thoughtful consideration of the true merit of an information while the peripheral route which does not necessitate the scrutiny of the true merit of an information presented may likely occur as a result of a simple cue in the situation context (Caccioppo & Petty, 1986 as cited in Akekue and Amue 2019).

The peripheral route is followed when a customer does not think deeply on the message content but rather rely on situational factors to determine his attitude. Celebrity advertising takes a peripheral route which demand little or no elaboration on an advertising information. It is through the central route that a person under a high degree of cognitive elaboration develops attitude (Hartmann & Apaolaza-Ibáñez, 2009, Akekue & Amue, 2019). A few studies have used ELM persuasion model to understand green advertising (Neese & Favia, 2013; Powell et al., 2017).

Personal relevance is another salient issue in ELM. Wagner and Petty (2011) asserts that personal relevance which is a motivational and ability factor influence message processing. Consumer orientation advertising highlight the need for advertising messages to address issues which are personally relevant to a consumer; especially issues on their benefits and personal values. The ability factor emphasizes that when consumers are able to understand, analyze or scrutinize a message, they may even recall a message if they are repeated many times.

The ability factor has direct bearing in this study because of the belief that advertising messages are often repeated. Our unit of analysis-the university lecturers have higher abilities to comprehend pro-environmental and sustainability issues because of their educational level (De Pelsmacker et al., 2005; Ukenna & Nkamnebe, 2016) and high intellectual capabilities to ruminate more on green advertising messages, thus giving credence to the relevance of ability factor in this study. Sustainability Model emphasizes patterns, inhibitors and facilitators (Ukenna and Nkamnebe, 2016) is a kind of road map to emerging researchers on pro-environmental behaviour in Africa. The model recognise among other patterns, purchase intention and green purchase decision as pro-environmental patterns practiced in sub-Saharan Africa.

Concept of Green Advertising

Green advertising (GAD) describes communication messages by firms which designed to create awareness about environmental issues and encourages the consumption of eco-friendly products (Krstić et al., 2021; Grillo et al., 2008). GAD is essentially communication about products produced in an eco-friendly manner or a company's commitment to environmental sustainability (Reich & Armstrong, 2016). To Fowler and Close (2012), green advertising is a type of advertising that creates awareness of environmental issues and suggests behaviours useful in minimizing or correcting these environmental problems.

Literature indicates that GAD is effective in influencing ecofriendly purchase intentions and behaviours (Yeng & Yazdanifard, 2015, as cited in Krstić et al., 2021). With GAD, firms attempt to project eco-friendly image, and thereby, influence green purchase decisions of customers (Krstić et al., 2021). Green advertising present advertised products as eco-friendly in that, their production process conserves resources or energy (Chang, 2011). To be categorized as green, an advertisement must include eco-friendly features as a strong selling proposition. GAD is multidimensional in nature, and in this study, we adopt corporate advertising (CAD), celebrity advertising (CEA) and consumer orientation advertising (COA).

CAD focus on company's image (Pomering et al., 2013; Kim et al., 2009; Hooghiemstra, 2000). It is an important avenue through which companies disseminate information on environmental issues (Hartmann et al., 2009). Rather than emphasize products, CAD focuses on enhancing a company's reputation and build support for products while communicating environmental activities of the firm to the general public (Schumann et al., 1991; Akekue & Amue, 2019). Corporate environmental advertising contains three basic elements: the advertisement of a statement of environmental corporate concern, an advertisement of its procedures, environmental improvement and the advertisement that focuses on certain environmental actions from which to gain some credits such as corporate social responsibility (Porter & Kramer, 2011;

Davis, 1994 as cited in Akekue- Alex & Amue, 2019; Lee et al., 2013; Schumann et al., 1991; Rothschild, 1987).

CEA is essentially the use of celebrities to present the firms' advertising messages with a view to influencing fans (Ohanian, 1991). Extant studies on celebrity advertising in conventional marketing literature include (Goldsmith et al., 2000; Hsu & McDonald, 2002; La Ferle & Choi, 2005; Khatri, 2006 as cited in Akekue & Amue, 2019). CEA has several components: knowledge and trustworthiness, appearance, product fit, popularity, performance, credibility (Han & Yazdanifard, 2015). However, attractiveness, expertise and trustworthiness are three dimensions of celebrities that make them unique (Solomon 2002). The defense of environmental conservation and protection issues by celebrity spokespersons have aroused interests in the business world (Intel, 2006) and because they are always in the public view (Choi & Berger, 2010), hence, might easily gain the attention of fans to a particular product or a given cause. It is on these arguments that we elected to choose celebrity advertising as a green advertising strategy that can arouse consumers' intents towards purchasing green products.

COA on the other hand, represent messages that consider and address the underlying motivations of the target market and their personal values in relation to environmental protection. Green product message focus on how green products solve these issues - that is the consumer's intrinsic motivations and personal environmental values. Consumer orientation advertising focuses on relationship between environmental action and positive interlinks between the constructs of perceived consumer effectiveness and locus of control (Davis, 1993). A consumer might be motivated to engage in environmentally conscious behaviour if they believe that their individual effort can make a difference and the degree to which they hold the belief that a reward is contingent upon their effort priority (Franke & Park, 2006).

Purchase Intention

Purchase intention is customers' predisposition to patronize a brand in the future. It represents customers' readiness and willingness to do business with a brand (Ateke & Didia, 2018). Intention strongly predict behaviour (Fishbein & Ajzen, 1975, as cited in Ateke & Didia, 2018), and that is why companies demonstrate interest in purchase intention. It indicates consumers' preference for a product in a product category and is connected to companies' profitability (Pooladireishahri et al., 2015). Firms induce purchase intention by responding proactively to feedback from customers; and by providing value adding services to customers' experience (Nwulu & Asiegbu, 2015). Favourable purchase experience reinforces customers' repurchase intention; and customers that get favourable experiences with a brand frequent are most likely to do business with the brand in the future (Chao-Min et al., 2010, as cited in Ateke & Didia, 2018). Purchase intention is often measured by *possible to buy*, *intend to buy* and *considered buying* (Fishbein & Ajzen, 1975, as cited in Ateke & Didia, 2018).

Corporate Advertising and Purchase Intention

Misleading environmental advertising claims generate low response to corporate advertising (Gray-Lee et al., 1994) but if consumers' response to CSR effort is reliable and strong, majority of companies would embrace the concept (Mohr & Webb, 2005). CSR information can validate authentic CSR programs and differentiate them from mere lip service CSR (Maignan, 2001). However, the quality of CSR communication is crucial even though responses to CSR efforts are information-dependent (Pomeroy et al., 2013). Marin et al. (2008) affirm a positive relationship between CSR efforts and consumer behaviour through multiple paths, while value advocacy advertising is a potent communication tool capable of influencing consumers' issue support behaviour and consumer purchase intention (Lee et al. 2013). Similarly, corporate advertising impact consumers' purchase intention (Kim et al., 2009), while CSR partially mediate the effect of green marketing awareness on purchase intention (Suki et al., 2016). Based on the foregoing, we hypothesize that:

H₀₁: There is no significant relationship between corporate advertising and purchase intention.

Celebrity Advertising and Purchase Intention

Sharma (2007) observes today's consumers may not be easily moved by celebrity advertising since in most cases, they still need enough information about the brand and other appeals. Based on the assertion of ELM, a celebrity's attractiveness is supposed to be a kind of peripheral route to elaborating an advertising message that induce a customer towards green products, especially when there is low consumer involvement (Wagner & Petty, 2011). In terms of image projection of a product, trustworthiness, expertise, objectivity and persuasiveness which are endorser attributes become indispensable (Till & Shimp 1998).

The adoption of prominent personalities in a firm's advertising has generated greater awareness because consumers consider them as more entertaining, thereby igniting greater perception and more positive feelings towards a brand (Solomon 2002). Khan and Lodhi (2016) affirm that advertising endorsement influences purchase behaviour. We therefore hypothesize that:

H₀₂: There is no significant relationship between celebrity advertising and purchase intention.

Consumer Orientation Advertising and Purchase Intention

Advertising must be relevant, meaningful and important to the audience and such relevance must be related to both the brand and informational properties of the advertisement (Ahmad, 2009). Similarly advertising relevance must be viewed in terms of 'consumer relevance' and 'brand-consumer relevance' (Yang, 2004). While we assume the two levels of relevance are geared towards consumer orientation, they should both address the extrinsic and intrinsic needs of the consumers. The product's eco-benefits must be perceived as real by the consumers (Davis, 1993). Thus, the advertiser must deliberately project those salient aspects of the green products that directly address consumer personal values and benefits.

Often, consumers ignore environmental concern and focus on personal health benefit (Vermeir & Verbeke, 2004) and majority of consumer attitude have been driven toward purchase of organic products because of health consideration (Botonaki et al., 2006). Thus advertising strategy tilted towards personal value, self-direction and personal achievement or egoistic consideration such as buying green product for one's health or safety might yield significant result (Kareklas, et al., 2014) and would consequently predict purchase intention (Ahmed & Juhdi, 2010; Yilmaz & Ilter, 2017). Poddar et al. (2009) reveal that customer orientation influences purchase intention. Various studies have confirmed perceived consumer effectiveness as a significant predictor of green purchase behaviour (Vermeir & Verbeke 2006; Verhoef, 2005; Kim & Choi 2005). Thus, we hypothesize that:

H₀₃: There is no significant relationship between consumer orientation advertising and purchase intention.

Corporate Reputation's influence on Green Advertising and Purchase Intention

Perceived corporate reputation as used in this study is a pervasive concept. Many observers argue that corporate reputation is a construct that affects how consumers react to brands (Fombrun 1996). From customers' perspective, "corporate reputation is an overall cognitive impression of an organization, formed on the basis of its (perceived) past performance, and judged in terms of its image, corporate identity and various marketing communications" (Wang et al., 2006). Reputation is so externally perceived that, managers have little or no control over it (Fombrun & Shanley, 1990).

Thus, it may be inferred that the perceptions and evaluations of different stakeholders constitute the building blocks of corporate reputation. Corporate reputation has been described as a strategic asset (Wang, et al., 2006). However, the value of this asset depends on stakeholder's evaluation. Thus, strong corporate communication is required to build a firm's reputation. (Johan & Noor, 2013; Fombrun, 1996). Advertising is crucial to managing corporate reputation because it is the success or failure of advertising choices that establishes corporate reputation in the eye of consumers (Gozukara & Yildirim, 2015; Johan & Noor, 2013; Shamma, 2012). In insurance, customers' intentions are shown to depend largely on company reputation (Yoon et al., 1993). We therefore hypothesize that:

H₀₄ Corporate reputation does not moderate the nexus between green advertising and purchase intention.

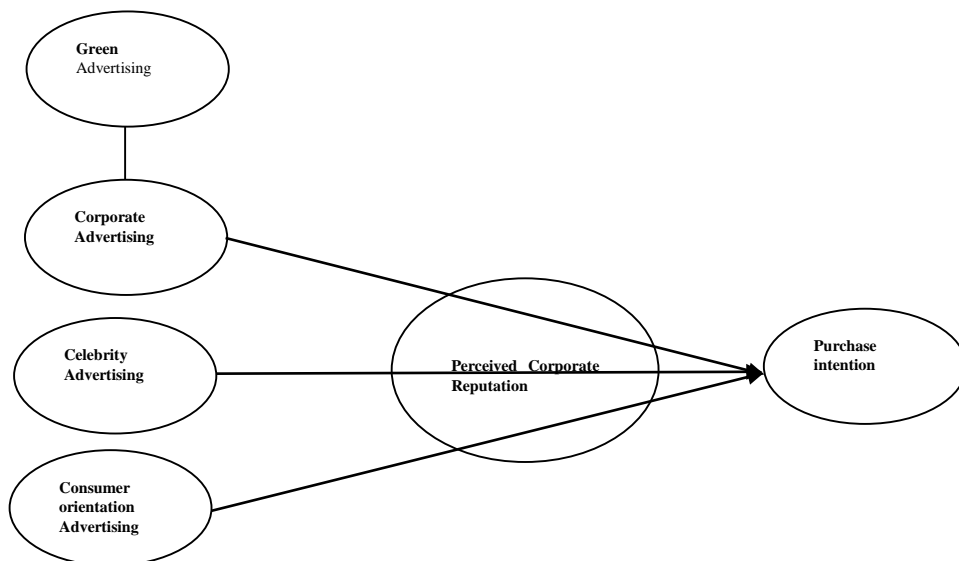


Fig. 1: Conceptual Framework of moderating effect of perceived corporate reputation on relationship between green advertising and purchase intention of university lecturers in Nigeria

Source:

Kim, W., & Cha, S. (2021). How attributes of green advertising affect purchase intention: The moderating role of consumer innovativeness. *Sustainability*, 13(8723), 2-10.

Ukenna, S. I., & Nkamnebe, A. D. (2016). Sustainable consumption behaviour in Sub-Saharan Africa: A conceptual framework. *Thunderbird International Business Review*, 59(1), 33-50.

METHODOLOGY

The research examines the relationship between green advertising and purchase intention of university lecturers in Nigeria. A survey research design was applied. 383 copies of structured questionnaire were conveniently administered on respondents, 323 copies of which were found useable in the final analyses. The questionnaire was designed in 5-point Likert scale. Respondents in the study comprise professors, associate professors and senior lecturers from six universities in South-South Nigeria. The instrument of study was tested in a pilot survey involving 30 participants (Professors, Associate Professors and Senior Lecturers) who were not part of the main study. The Cronbach's Alpha reliability test was applied using SPSS version 20.0 to ensure reliability. The alpha values for the various scale items passed the 0.7 threshold (Nunnally, 1978). Some copies of the instruments were allowed for experts' examination to ascertain face validity (Mokkink, et al., 2010). Further, construct validity (Fornell & Larcker, 1981), convergent validity and discriminant validity tests were conducted using factor analysis.

The study used stratified random sampling and purposive sampling techniques to select the participants of the study. To arrive at the needed sample size of 339, we applied Krejcie and Morgan (1970) formula for known population. While this sample size of 339 was chosen, it was generally assumed that not all questionnaires will be attended to by respondents and for an investigator to achieve a desired precision in this kind of scenario, over-sampling was required (Isreal, 1992, Naing et al., 2006). Scholars have recommended a random sample of 10% to 20% (Naing et al., 2006) based on this understanding, we added 13% to our sample size to accommodate for non-response. Thus, a total of 386 copies of questionnaire was administered.

The study operationalized CAD using a 3 items developed by Dean (2003, 2004), and modified by Lee et al. (2013). Celebrity advertising was operationalized using 4 items adapted from Ohanian (1991). Consumer orientation advertising was operationalized 2 items adapted from Haytko and Matulich (2008) and Kong et

al. (2014). Purchase intention was measured using 2 items adapted from Chan and Lau (2000) and 3 items from Kim, et al. (2013). Corporate reputation was operationalized 5 items adapted from Ponzi et al. (2011).

This study adopted Partial Least Squares Structural Equation Modelling (PLS-SEM) approach since the constructs have many indicator variables and structural paths designed to provide causal explanations (Hair et al., 2019). This study has a maximum of 5 structural paths connecting purchase intention, which gives a minimum sample size of 50. Thus PLS-SEM was used since the sample of this study is 323. Both the measurement model and the structural model were analysed. In this study, the exogenous construct is Green advertising, which comprises Corporate Advertising (CAD), Celebrity Advertising (CEA) and Customer Orientation Advertising (COA); while the endogenous latent variable is Purchase Intention (PIN). The hypothesized model also has Perceived Corporate Reputation (PCR) as a moderator.

Assessment of Measurement (Outer) Model

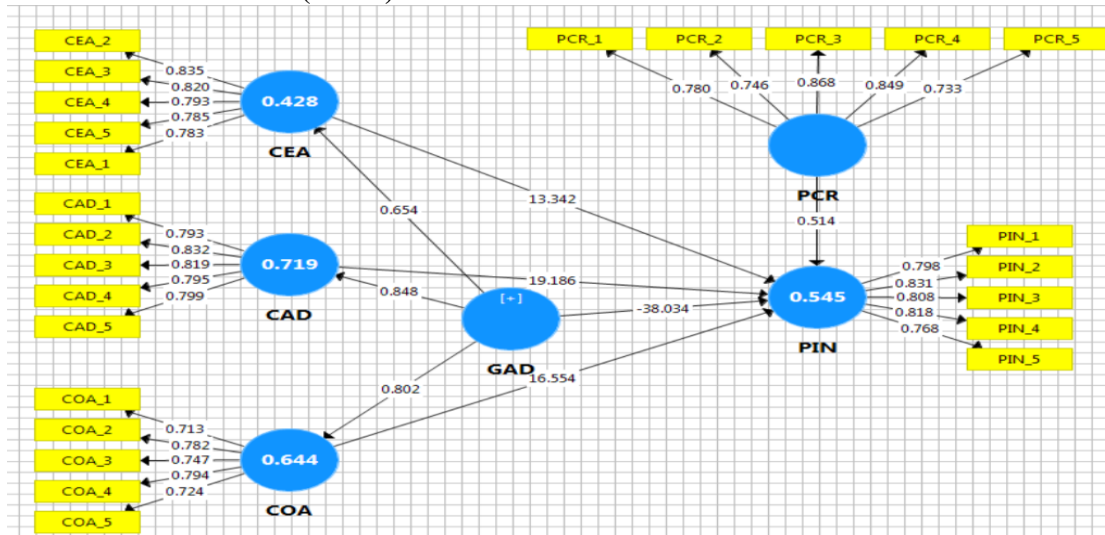


Fig. 2: Smart PLS 3.2.6 output for outer loadings of indicators

Fig. 2 shows the Smart PLS 3.2.6 output for outer loadings of the indicators. Also, Table 1 shows the Smart PLS-SEM output on the remaining components of the measurement model, which include: item reliability, convergent validity (indicated by Average Variance Extracted) and construct reliability.

Table 1: Measurement Model Output

Latent Variable	Indicators	Convergent validity			Internal consistency reliability		
		Loadings	Indicator reliability	AVE	Composite reliability ρ_c	Reliability Coefficient ρ_A	Cronbach's alpha (CA)
		>0.70	>0.50	>0.50	>0.70	>0.70	0.70 - 0.90
CAD	CAD_1	0.793	0.629	0.652	0.904	0.867	0.867
	CAD_2	0.832	0.692				
	CAD_3	0.819	0.671				
	CAD_4	0.795	0.632				
	CAD_5	0.799	0.638				
CEA	CEA_1	0.783	0.613	0.646	0.901	0.864	0.863
	CEA_2	0.835	0.697				
	CEA_3	0.820	0.672				
	CEA_4	0.793	0.629				
	CEA_5	0.785	0.616				
COA	COA_1	0.713	0.508	0.566	0.867	0.812	0.809
	COA_2	0.782	0.612				
	COA_3	0.747	0.558				
	COA_4	0.794	0.630				
	COA_5	0.724	0.524				
PCR	PCR_1	0.780	0.608	0.635	0.897	0.867	0.856
	PCR_2	0.746	0.557				
	PCR_3	0.868	0.753				
	PCR_4	0.849	0.721				
	PCR_5	0.733	0.537				
PIN	PIN_1	0.789	0.623	0.645	0.902	0.872	0.872
	PIN_2	0.831	0.691				
	PIN_3	0.808	0.653				
	PIN_4	0.818	0.669				
	PIN_5	0.768	0.590				

Note: CAD = Corporate Advertising, CEA = Celebrity Advertising, COA= Consumer Orientation Advertising, PCR = Perceived Corporate Reputation, PIN = Purchase Intention.

Source: SmartPLS 3.2.6 output on research data, 2023

Table 1 reveals that all the items for the latent variables loaded above 0.7 - the highest being PCR_3 (0.868), while the lowest is COA_1 (0.713). The result also reveals satisfactory levels indicator reliability which range between 0.508 (PCR_3) and 0.753 (COA_1). Moreover, all the latent indicators reported acceptable composite reliability scores, with the lowest being 0.867 (Consumer Orientation Advertising), while the highest is 0.904 (Corporate Advertising). The implication is that the proportion of the total composite variance which estimates the true-score variance of each latent variable exceeds the acceptable value of 0.7 (Wang & Stanley, 1970).

Also, the latent constructs scored reliability coefficient and Cronbach’s alpha values above the 0.7 threshold recommended by Nunnally and Bernstein (1994). Thus, the indicators are consistent in explaining the variances within the model. Table 1 also shows that all the latent constructs have AVE values exceeding the 50% cut off (Fornell & Larcker, 1981; Taylor & Hunter, 2003), with CEA having the lowest score (56.6%), while CAD scored the highest AVE (65.2%). Thus, the model passed the test for convergent validity.

Table 2: Test of Discriminant Validity - Fornell and Larcker (1981) criterion

Indicators	AVE	CAD	CEA	COA	PCR	PIN
CAD	0.652	0.808				
CEA	0.646	0.340	0.803			
COA	0.566	0.530	0.304	0.753		
PCR	0.635	0.359	0.038	0.431	0.797	
PIN	0.645	0.426	0.040	0.490	0.670	0.803

Source: SmartPLS 3.2.6 output on research data, 2023

The hypotheses were tested using the bootstrapping method which process produces the path coefficients (β) and their significance values, the coefficients of determination or predictive accuracy indicated by R^2 . Also, the predictive relevance (Q^2) has positive values indicating good fit index (Hair et al., 2014). The effect size of each dimension of the exogenous variable and the moderating effect were also tested.

This study bootstrapped 500 samples from the primary sample of 323 using random replacement method. The path coefficients and corresponding t -values were observed, thus providing evidence for accepting or rejecting the null hypotheses (Streukens & Leroi-Werelds, 2016). Path coefficients are evaluated in terms of sign, magnitude, and significance. A two tailed test, t values that exceed 1.96 are significant, while t values below 1.96 are non-significant (Hair et al., 2014)

Figures 3, 4, 5 and Table 3 show the standardized path coefficients and t -values of 3 main hypotheses (H_{01} - H_{03}), and two sub-hypotheses (H_{04a} and H_{04b}) that serve as forerunners to the fourth (moderating) hypothesis.

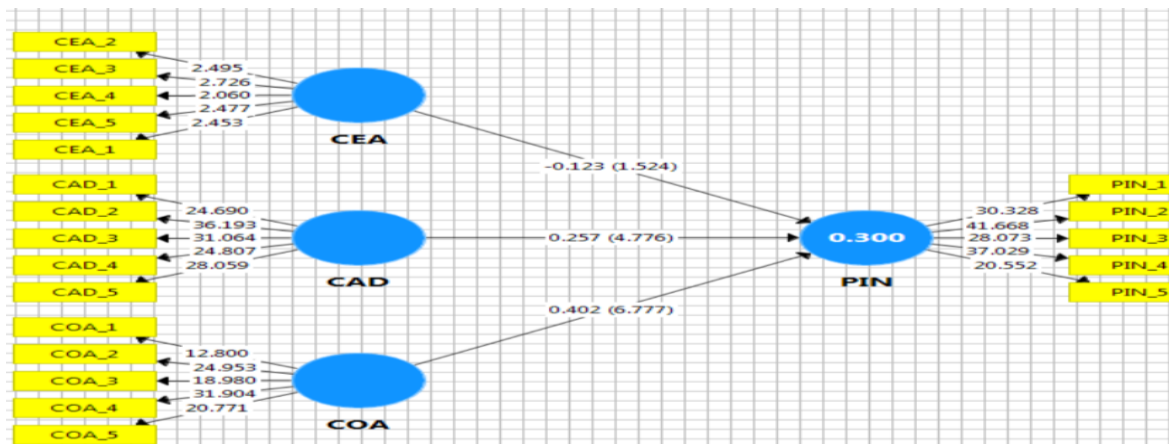


Fig. 3: Smart PLS 3.2.6 output for test of H_{01} - H_{03} , using 500 bootstrapped samples

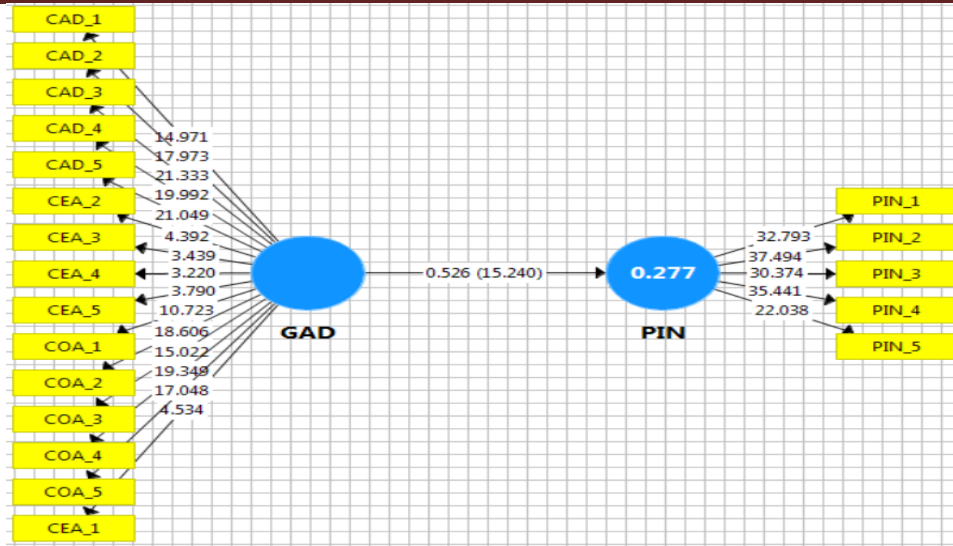


Fig. 4: Smart PLS 3.2.6 output for test of H_{04a}, using 500 bootstrapped samples

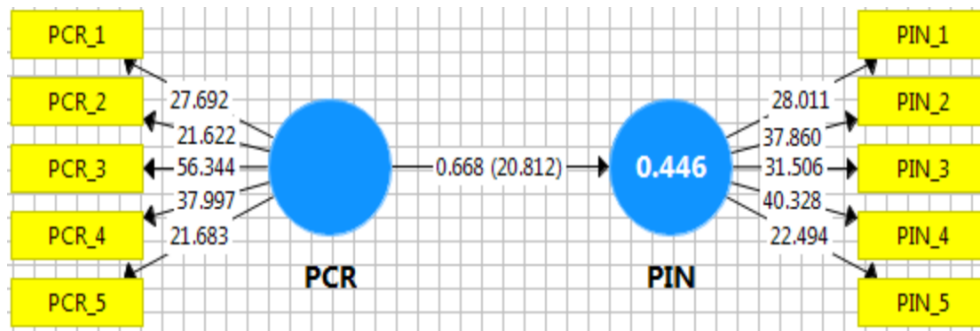


Fig. 5: Smart PLS 3.2.6 output for test of H_{04b}, using 500 bootstrapped samples

Table 3: Results of Test of Hypotheses

Null Hypothesis	Path (Relationship)	Path Coefficient (β)	Standard Deviation	t-Statistic	Decision
H ₀₁ :	CAD -> PIN	0.257	0.054	4.776	Fail to accept
H ₀₂ :	CEA -> PIN	-0.123	0.081	1.524	Accepted
H ₀₃ :	COA -> PIN	0.402	0.059	6.777	Fail to accept
H _{04a} :	GAD-> PIN	0.526	0.035	15.240	Fail to accept
H _{04b} :	PCR -> PIN	0.668	0.032	20.812	Fail to accept

Note: CAD = Corporate Advertising, CEA = Celebrity Advertising, COA= Consumer Orientation Advertising, PCR = Perceived Corporate Reputation, PIN = Purchase Intention, GAD= Green Advertising. T-statistic greater than 1.96 at 0.05% level of significance.

Source: SmartPLS 3.2.6 output on research data, 2020

Fig. 3, 4, 5 and Table 3 reveal weak, positive and significant path coefficient between CAD and PIN ($\beta = 0.257, t = 4.776$); a moderate, positive and significant path coefficient between COA and PIN ($\beta = 0.402, t = 6.777$); a strong, positive and significant path coefficient between GAD and PIN ($\beta = 0.526, t = 15.240$); and a strong, positive and significant path coefficient between PCR and PIN ($\beta = 0.668, t = 20.812$), while a weak, negative and non-significant path coefficient exists between CEA and PIN ($\beta = -0.123, t = 1.524$). Hence, H₀₁, H₀₃, H_{04a} and H_{04b} were confirmed while H₀₂ was not supported.

Table 4: Results of R^2

Endogenous Variable	Latent	Correlation Coefficient (R)	Predictive Accuracy (R^2)	Adjusted R^2
PIN		1.73	0.300	0.299
Reference values: R^2 , 0.19 = weak; R^2 , 0.33 = moderate; R^2 , 0.67 = substantial, Chin (1988)				

Source: SmartPLS 3.2.6 output on research data, 2020

Table 4 reported predictivity (R^2) value of 0.300 for Purchase Intention. Following the threshold conditions by Chin (1988), the model ($PIN = f \{CAD, CEA, COA\}$), shows a weak combined predictability, reaching an explained variance of 30%. However, this explains variation of the endogenous constructs meet the cut-off rule of 0.1(10%) (Falk & Miller, 1992). Table 4 also reports that the structural model has predictive accuracy of 30%. This only gives an idea of the total effect size of the entire model, but does not reveal the individual contribution of each exogenous latent variable to the explained variance in the endogenous latent construct.

Table 5: Construct Cross-validated Redundance (Total Q^2)

Endogenous Variable	Latent	SSO	SSE	$Q^2 = 1 - SSE/SSO$
CAD		1615.000	1615.000	
CEA		1615.000	1615.000	
COA		1615.000	1615.000	
PIN		1615.000	1317.444	0.184
Q^2 = Predictive Relevance; SSE= sum of squares of prediction errors; SSO = sum of squares of observations. Reference values: $Q^2 > 0$ = satisfactory predictive relevance, Hair et al., 2011.				

Table 5 shows that the bundle of exogenous latent variables present an acceptable cross-validated redundancy index ($Q^2 = 0.184 > 0$).

Table 6: Effect Size of the latent variables

Endogenous Variable	Exogenous Variable	R-Squared Included	R-Squared Excluded	f^2 - effect size	Remark on Effect Size
PIN	CAD	0.300	0.255	0.06	Small
	CEA	0.300	0.289	0.016	No effect
	COA	0.300	0.190	0.16	Medium
Reference values: , f^2 less than 0.020 = no effect; f^2 , 0.020 = small effect; f^2 , 0.15 = medium effect; f^2 , 0.35 = large effect (Cohen 1988)					

Source: SmartPLS 3.2.6 output on research data, 2020

Table 6 shows the effect sizes of CAD, CEA and COA on PIN. The calculated figures in Table 6 reveal that COA has a medium effect size ($f^2=0.16$), CAD has small effect size ($f^2=0.06$), while CEA has no effect size ($f^2=0.016$) on PIN.

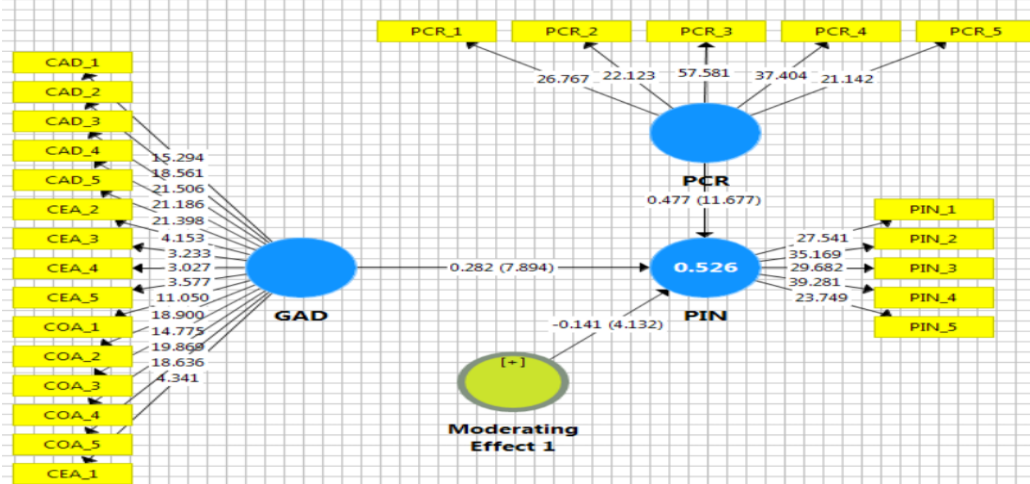


Fig. 5: Smart PLS 3.2.6 output for test of H₀₄, using 500 bootstrapped samples

Fig. 5 shows the new bootstrapped structural link between GAD and PIN in the presence of PCR. It can be seen that the beta (β) value of the interaction term is significant ($t = 4.132 > 1.96$). This satisfies Baron and Kenny’s (1986) conditions for moderating effect. Thus, hypothesis four which states that perceived corporate reputation does not significantly moderate the relationship between GAD and PIN was not supported.

Table 7: Effect Size of the moderating variable

Exogenous Variable	Endogenous Variable	R-Squared with moderator	R-Squared without moderator	f ² -effect size	Remark on Effect Size
GAD	PIN	0.526	0.277	0.525	Large

Source: Manual computation based on output from SmartPLS 3.2.6 2023

The extent of the moderating effect of PCR on the relationship between GAD and PIN was determined through the effect size criterion. Table 7 confirms that PCR has a large moderating effect ($f^2 = 0.525$) on the relationship between GAD and PIN. Thus, H₀₄ which states that PCR does not significantly moderate the relationship between GAD and PIN was rejected.

DISCUSSION OF FINDINGS

This study examined the relationship between GAD (corporate advertising, celebrity advertising and consumer orientation advertising) and PIN among university lecturers in Nigeria. The study also assessed the moderating role of perceived corporate reputation on the relationship between green advertising and purchase intention. The results of the empirical analyses showed a positive relationship between GAD and PIN. The study indicated a strong, positive and statistically significant relationship between green advertising and purchase intention ($\beta = 0.526, t = 15.240$). The GAD- \rightarrow PIN model also reported a weak but acceptable Predictive Accuracy ($R^2 = 0.277$).

The study also reported a positive, strong and significant relationship ($\beta = 0.668, t = 20.812$) between PCR and PIN. More curiously, the PCR- \rightarrow PIN model reports a moderate Predictive Accuracy ($R^2 = 0.447$). Our result shows a partial proof that none of the individual dimensions of GAD has strong relationship with PIN. Specifically, COA is moderately associated with PIN; CAD has a weak relationship with PIN; while CEA has a slightly negative but inconsequential linkage with PIN. This result validates the report of Ukenna and Nkamnebe (2016).

The result of predictive accuracy R^2 reveals that CAD, CEA and COA jointly explain a little less than 30% variance in PIN, while other unidentified variables are responsible for the remaining 70%. Thus, the model has a weak but acceptable predictive accuracy (Falk & Miller, 1992). The model, therefore, suggests that there is need to introduce more variables for an increase in the explained variance of the PIN construct. On predictive relevance Q^2 , our result shows the bundle of exogenous latent variables presenting an acceptable cross-validated redundancy index which means that the path model predicts the originally observed values very well and depicts a good model fit (Hair et al., 2014; Tenenhaus et al., 2005).

Our overall model reports that GAD (CAD, CEA and COA) accounts for a little below 30% variation in PIN. This finding can be adduced to the low level of awareness and consumers' slight knowledge of pro-environmental issues in general and also the inability of marketers to give adequate advertising coverage to green products in Nigeria. When consumers are environmentally conscious, they gravitates towards environmental related issues which may subsequently lead them to develop green purchase intention (Laroche et al., 2001).

CEA has no effect size on PIN, thus the negligible f^2 value of CEA reveals that it is by no means the principal input variable. Therefore, it could be interpreted that the combined influence of the other two dimensions (CAD and COA) on PIN still remains acceptable in the absence of CEA. However, the model strongly suggests that the most important dimension that contributes to the explained variation in PIN is COA. Findings on H_{01} reveal a positive and significant relationship between CAD and PIN. Though a somewhat weak relationship in this study, it supports some earlier studies e.g. Lee et al. (2013) and Marin et al., (2008) that confirm a positive relationship between CAD and PIN.

H_{02} specified the relationship between CEA and PIN. The non-directional hypothesis was confirmed with the result while a weak, negative and non-significant path coefficient exists between CEA and PIN ($\beta = -0.123$, $t = 1.524$). This goes contrary to the assertion that a consumer's affective disposition is capable of persuading him to accept an advertising message (Wagner & Petty, 2011), thus leading to attitude change or purchase intentions. In this instance, the consumers were not motivated by affective factors which are mere peripheral cues such as the celebrity's attractiveness, truthfulness or likeability. This appeared to suggest that the south-south academics' purchase intention cannot be influenced through a peripheral route using celebrities.

It can equally be assumed that university lecturers who are highly knowledgeable will never be moved by emotional cues but would rather prefer cognitive evaluation of a message or an object as highlighted in Lavidge and Steiner (1961) HOE model and the central route of ELM by Petty and Caccioppo (1981). This finding corroborate that of Gupta and Ogden (2009) that communication managers who desire to engage celebrity endorsers should consider a regular green consumer than a green celebrity since the former is more significant than the latter. Our study fails to corroborate these scholarly articles that support positive and significant relationship between celebrity endorsement and purchase intention. (La Ferle & Choi 2005, Goldsmith et al., 2000).

H_{03} captured the relationship between COA and PIN. Though this result does not support non-directional H_{03} but in line with our expectation apriori, a highly significant relationship between COA and PIN are supported. This explains the fact that personal benefits are strongly preferred by consumers over environmental advantages (McDonald & Lai, 2011). Purchase intent increases when consumers believe organic food to be safer and healthier than conventional food (Ahmad & Juhdi, 2010). Empirical evidence shows that advertising that focuses on personal concern such as health and environmental concerns would have greater impact in shaping consumer's intention to purchase green (organic) product (Kareklast et al., 2014). To increase consumer purchase intention of a green product, consumer promotion most focus on environmental and product specific consequences (Follows & Jobber, 2000). These supportive literature assertions have paid credence to the findings that consumer orientation advertising construct is capable of

influencing consumer purchase intention. (Kareklas, et al., 2014) and would consequently predict purchase intention (Ahmed & Juhdi, 2010; Yilmaz & Ilter, 2017; Poddar, et al., 2009).

H_{04a} depicts the relationship between GAD and PIN and reveals the three dimensions that were aggregated as (GAD), the bootstrapped model (Tenenhaus et al., 2005) shows that the overall exogenous latent GAD variable exhibits a strong sympathetic relationship to the endogenous latent PIN variable, even though the adoption of GAD will barely improve customers' PIN.

H_{04b} There was a confirmation of our expectation apriori while disconfirming our non-directional hypothesis that there was no moderating influence of corporate reputation on the nexus between green advertising and purchase behaviour in Nigeria. Our model partially suggests that the highest magnitude and significance of relationship goes to the linkage between the moderating PCR variable and endogenous latent PIN variable.

Extant literature reveals that companies that engage actively in corporate communications and reputation-building activities such as advertising or public relations help to improve, support and enhance their company's reputation and provide signal information to stakeholders (Fombrun, 1996; Fombrun & Shanley, 1990; Gozukara & Yildirim, 2015; Shamma, 2012) and supports in the same vein Wang et al. (2006) indicate that PCR plays a major role in generating, continuing and increases buying behaviours.

Further, HOE Model (Lavidge & Steiner, 1991), ELM (Petty & Caccioppo, 1986) and PIF Model (Ukenna & Nkamnebe, 1996) substantially support the GAD-PIN model which shows that CEA and PIN has negative and insignificant connection, but which disconfirm ELM that recognises peripheral route that demands no elaboration on advertising information. The combination of GAD dimensions used in this study had no previous usage in any other academic study based on our knowledge of extant literature. Hence, this study contribute to scholarship on green advertising and consumer behaviour.

CONCLUSION AND RECOMMENDATIONS

The following conclusions were thereby drawn based on the analysis of the study and discussion of the study findings. We conclude that corporate advertising with its positive sign and high significant show its potentiality as a good green advertising strategy. COA was found significant in influencing PIN. Therefore, designing green advertising messages that reflect a consumer's intrinsic needs, benefits, and values are very important as such would provoke their involvement in green product purchase. A green message that resonates with a consumer's health and safety values will drive him to be more environmentally concerned; especially since COA speaks beyond product augmentation to addressing the core- product issues. We therefore conclude that consumer orientation advertising has significant influence on PIN; and that CEA should be deemphasized as a strategy for promoting purchase intention.

The study also concludes that perceived corporate reputation significantly moderate the nexus between GAD and PIN. This means that PIN among university lecturers can be enhanced through corporate communication on green issues to boost between organisations and the consumer stakeholders. The practical implication of the large moderating effect of PCR on the relationship between GAD and PIN suggests that there will be a quantum leap in PIN if there is improvement in PCR where sustainable consumption and pro-environmental behaviour are still at a developing level.

We also recommend that other information-based advertising constructs applied in this study be used to elicit PIN in other industries, sectors and on other population segments in Nigeria. This particular study utilizes Partial Least Squares (PLS-SEM) - a variance-based structural equation modelling technique, and

therefore suggests that a covariance-based structural equation modelling (CB-SEM) technique for future studies. This study can also be approached from a qualitative perspective.

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