

Revisiting Stimuli Development Process in Advertising Research

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Abstract

Nowadays, consumers are more environmentally sensitive when it comes to purchasing high investment products such as real estates and automotive products. Realizing this fact, some companies are moving toward providing a greener solution for its consumer. One of the preferable ways to advertise this green solution is by using environmental appeals. However, there is still much to be discovered about the problems associated with an environmental advertisement. This issue has not been discussed in recent year. This extends findings from studies by integrating current issues and scenario regarding green consumption in Malaysia context. Aside from that, this paper reviews the procedure of developing green advertisement stimuli in the field of green automotive. The systematic stimuli development was posed by this paper to provide a better recommendation concerning green advertising related to green public policy and automaker.

Keywords: Advertisement Stimuli, Green Marketing, Sustainable Claim.

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Introduction

There is a growing demand for green products in Malaysia. This shows that Malaysian consumers are willing to pay more to support a green product (Ramayah *et al.*, 2010). This phenomenon has become apparent and has attracted few companies to change their marketing approach toward a more environmentally sensitive approach. These companies strive to improve their image by integrating environmental image through effective integrated marketing communication (IMC). Empirical studies have shown few green advertising has become a preferred tool of IMC due to consistent growth of interest in environmental degradation and harmful consumption (Dahlstrom, 2010). However, many companies are making a false statement by using misleading and ambiguous approach to portray themselves as environmentally sensitive companies (Govindan *et al.*, 2015; Kumar and Polonsky, 2017).

Previous research has highlighted the lack of authenticity in green advertisement and genuine marketing communication (Majláth, 2016). However, this issue has seldom discussed recently and been resolved systematically. Hence, the purpose of this paper is to discuss step by step procedure on developing environmental sensitive advertisement/stimuli by integrating recent empirical development and issues regarding green advertisement.

For this study, the subject context used is a green vehicle in general or Energy Efficient Vehicle (EEV) as specific. Transportation is a basic necessity. By moving motorised vehicles from one place to another, we produce harmful carbon emission on daily based. Transportation also represents approximately 24 per cent of global emission and the second-highest sector that contribute to global emission. In recently, fuel scarcity and fluctuation of fuel's price has become a crucial reason for the consumer to adopt environmentally sensitive transportation option. Hence, the explanation above has shown reason to select EEV as underscored in the context of the study.

Green Integrated Marketing Communication

IMC revolved from one-sided communication toward two-sided communication. In this study, IMC has been defined as a coordination of elements of the promotional mix with the consistent message delivered at every contact point between consumer and company. It is essential to build the value of the product in the marketplace. Companies strive to achieve consistency in the value and messages sent, as well as a useful product associated with an advertisement (Dahlstrom, 2010). An extension of conventional IMC, green IMC integrated green value and environmental awareness into delivering or creating the value of advertising. Table 1 shows various approaches followed in defining IMC.

Green Integrated Marketing Communication Using Sustainable Claim

Within the automotive industry, consumers have been exposed to a lot of both visual and verbal advertising that is designed to influence their purchase decision. Within the scope of environmental consumption, the consumer is highly alert about and visual or verbal advertising used by the firm that portrays their environmental reputation or image. Magnier and Schoormans (2015) describe a sustainable claim as a statement made by a firm that involves visual and verbal statements used to influence their environmental performance or image. The combination of visual and verbal claims increases the number of arguments provided by the package and as such increases its strong impact by giving individuals more information to think about (Cacioppo and Petty, 1984; Eagly and Warren, 1976).

Their prior attitudes and beliefs generally influence Consumers' perceptions and behaviours. Consumers that are highly involved with a specific topic react differently to product information relevant to that topic than other consumers. Consumers' attitude towards sustainability is often referred to as environmental concern (Bickart and Ruth, 2012; Kilbourne and Pickett, 2008; Mohr *et al.*, 1998) Research has shown that consumers with a high level of environmental concern react to

information about sustainable products differently than consumers with low levels (Bamberg *et al.*, 2003; Van Birgelen *et al.*, 2009). These consumers are more vigilant about environmental information.

Table 1: Emergence of IMC definition over time

Author/Year	Definition/Concept introduced
Novelli (1989)	<ul style="list-style-type: none"> • Coordination and consistency of messages and communication channel. (one sight, one sound) • Use of a variety of communication discipline to work in synergy based on a comprehensive plan • IMC as concept
Caywood <i>et al.</i> (1991)	<ul style="list-style-type: none"> • Inclusion of consumer prospects • Behavioural responses
Caywood <i>et al.</i> (1991)	<ul style="list-style-type: none"> • Nurture relationship and customer loyalty • IMC as process
Duncan and Moriarty (1994)	<ul style="list-style-type: none"> • Profitable relationship • Expanded audience scope from consumers to other stakeholders
Nowak and Phelps (1994)	<ul style="list-style-type: none"> • The reinforced notion of consistency, behavioural responses • Strategic business process • The expanded notion of brand communication
Schultz and Schultz (1998)	<ul style="list-style-type: none"> • Measurability • Specific more explicitly the multiple markets-inclusive of an external and internal audience • Use in green marketing
Peattie and Crane (2005)	<ul style="list-style-type: none"> • Green labelling and standard • Full commitment of resources, compliance and safety of the environment • Educating and enhancing the green value
Dahlstrom (2010)	<ul style="list-style-type: none"> • Consistent message built within the company to external stakeholder

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Typology of Sustainable Claim

There had been an effort to classify environmental claims. Among the earliest studies, Carlson *et al.* (1993) that use content analysis, the researcher proposed four typologies, as shown in Figure 1 below. Empirical studies had shown that typologies were highly reliable and effective when the four typologies are used together (Carlson *et al.*, 1993; Chan, 2000).

<p>1) Product Orientation</p> <ul style="list-style-type: none"> - Inputs - Packaging - Overall value 	<p>2) Process Orientation</p> <ul style="list-style-type: none"> - Raw Material - Process
<p>3) Image Orientation</p> <ul style="list-style-type: none"> - Planet preservation - Animal life preservation - Personal Health Preservation 	<p>4) Environmental Facts</p>

Fig. 1. A Typologies of Sustainable Claim (Carlson *et al.*, 1993)

Over the years, several researchers highlighted the importance of advertisement claim's authenticity. In particular, it was reported that consumers better receive advertisement that provides detailed, relevant, understandable and supported information on green products' environmental benefits. In other words, to make product choices more consistent with their environmentally responsible desire, consumers would prefer to have more concrete information about the eco-friendly attributes of green products (Dahlstrom, 2012).

This study will integrate five typologies into a sustainable claim. Dahlstrom (2010) had highlighted IMC roles to educate the consumer on green consumption while fulfilling and complying environmental standards. The consumers at present are becoming more aware and educated about the environmental claim (Mahlia *et al.*, 2012). A comprehensive eco-certification scheme used in the automotive industry is a catalyst to monitor the practices of green advertisers. Malaysia adopted motor vehicle energy labelling from European Union standard.

Motor vehicle energy labelling standard had been used as a minimum requirement for EEV, and it is usually based on fuel consumption or emission that had proven EEV to be an efficient alternative to preserve the environment. In Malaysia, EEV specification based on kerb weight and fuel consumption per 100KM distance (MAA, 2014; Mohamed, 2015). Kerb weight is the total weight of a vehicle is fully equipped with all necessary operating consumables without either passenger or cargo. By integrating new typology, it will make the green advertisement more comprehensive and compelling (Mohamed, 2015).

Stimuli Development Procedure

As mention above, this paper purpose a systematic procedure to develop an effective advertisement stimulus. To achieve that objective, a few steps need to be followed, as mention in figure 2. This stimuli development procedure has been derived from two primary references which are Morales *et al.* (2017); Perdue and Summers (1986). Morales *et al.* (2017); Perdue and Summers (1986).

Perdue and Summers (1986) describe stimuli development procedure involve validating the stimuli from academician expert and industry expert. However, empirical studies have shown there is a lack of concern regarding consumer opinion and blind stimuli judgement (involving non-expert and blinded respondent's background). This had been supported by Morales *et al.* (2017) that describe the importance of keeping instrument and stimuli used in the study near to realistic setting. Hence combining these opinions, more systematic stimuli development procedure is proposed as shown in Figure 2.

Gathering Information From Review



The review had shown that the credibility of the firm and environmental performance would affect the decision made by the consumer. Therefore, the stimuli will be designed without any brand association in which will exploit purchase decision. The research adopts approach and methodology from Carlson *et al.* (1993); Carlson *et al.* (1996). As mention in chapter two, there are four typologies of sustainable claim, which is a product-oriented, process-oriented, environmental image and environmental facts.

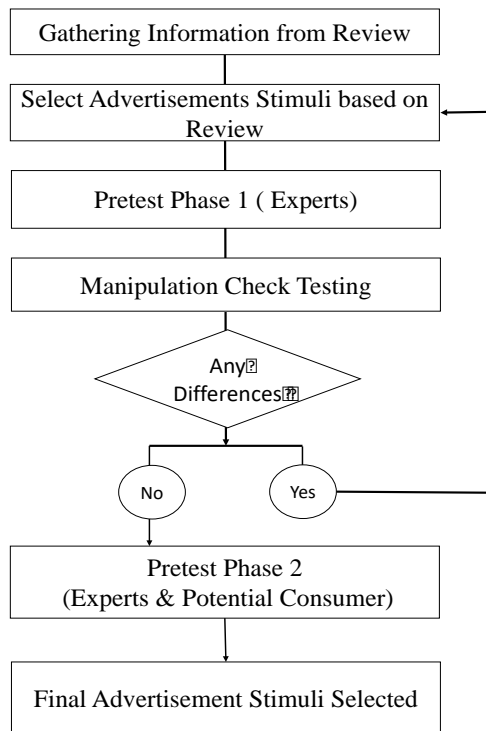


Fig. 2. Research Stimuli Development's Procedure

Table 2: Typologies of Sustainable Claim

Typologies	Description
Product Oriented	The claim focuses on the environmentally friendly attributes of the product.
Process Oriented	The claim has been made based on an organisation's internal technology, production technique and/or disposal method that yields environmental benefits.
Environmental Image	The claim associates an organization with an environmental cause or activity for which there is broad-based public support.
Environmental Facts	The claim involves an independent statement that is ostensibly factual from an organization about the environment at large or its condition.

Sources: Carlson *et al.* (1993) and Carlson *et al.* (1996)

Table 2 shows the typologies of the sustainable claim. Product-oriented and process-oriented are closely related to production and product features. While image orientation and environmental orientation focusing on brand and company's image, this study only uses specific environmental claims which provide detailed, relevant, understandable and supported information on green products' environmental benefits are better received by consumers. In other words, to ensure stimuli more consistent with environmentally responsible behaviour, respondents should expose with more concrete information about the eco-friendly attributes for EEV. Empirical results, along with the notions of substantive and associative claims had shown that substantive claims would yield more favourable consumer responses than associative claims.

On the other hands, for this study, misleading or deceptive claims are conceptualised as image-enhancing claims, claims that containing falsehoods and vague/ambiguous claim. Previous studies have shown that product-oriented and image-oriented claims have more tendency as misleading claim than process-oriented and environmental facts (Carlson *et al.*, 1993; Carlson *et al.*, 1996). Thus, an advertisement that falls into typologies that mention above will not be included in this study. The stimuli should have concrete and proven information that have validation from related authorities. In this study, stimuli should portray information complying with EEV specification, as shown in Appendix 1.

Selecting Advertisement Stimuli Based on Review

The researcher had independently pool an initial investigation by examined few advertisements that already been used form varies magazine, blog, website, newspapers and social media. Overall, this process involves approximately 100 environmental advertisements. Then based on a literature review, the researcher selected five different advertisements that appropriate with the Malaysia market and understanding. Then the researcher analysed the advertisements for presenting suitable stimuli, as shown in Appendix 2. These five advertisements were selected without integrating brand association. The message framing for this study is described in Appendix 3. Before choosing the final stimuli, the advertisement will go through a few more procedure such as pre-test that will describe in the next subsection.

Pretesting Phase One (Academician and Industry Expert)

One of the important elements in implementing stimuli in the experimental study set up is pretesting the stimuli. The pre-testing will help the researcher to acknowledge issues relating to the stimuli before distributing it to the real respondents for real data collection. The stimuli pre-testing is conducted to improve the quality, reliability and validity, to identify the strengths and weaknesses of the stimuli used in the study and to avoid the image that provides unnecessary idea, and inappropriate phrasing (Fetters *et al.*, 2013; Kuppelwieser *et al.*, 2017). Moreover, during the pre-test, the additional form was used to ensure only substantive advertisement will be used for this study, as shown in Appendix 4.

From the first pretest (Appendix 5), few changes had been made. Final stimuli will be designed without any brand association and brand image. It will reduce the bias in the advertisement. Besides that, some brands have their brand association such as Toyota brand been associated with fuel-saving products due to the continuous improvement of their engine (the United States Environmental Protection Agency, 2016). One expert advises focusing on one vehicle segment, which is segment B (Super Mini Car). This will help to narrow down the technical specification and information that will display in the advertisement. From the first pretest phase, both experts suggest Advertisement 3 as best suited stimuli for this study, image and word used in the advertisement were more concrete and simpler for the Malaysian context.

Manipulation Check

The manipulation check test had been conducted to gain insight into the phenomenon of interest (Malhotra, 2012). This manipulation check involved a few printed advertisements. The scales for the manipulation check was derived from (Oppenheimer *et al.*, 2009). Based on the typologies above, the researcher had identified a few printed advertisements for manipulation check. The questionnaire is adopted from Alniacik and Yilmaz (2012), measuring a few dimensions of a sustainable claim such as information, strength, concreteness, realism, environmental fact and information. The questionnaire and printed advertisements used in the manipulation check attached in Appendix 6. The respondents used for manipulation check is 50 undergraduate students from varies social science faculties. This group was chosen due to their lack of knowledge regarding the subject (automotive product) and lack of financial capabilities. This will help to reduce bias in judging the stimuli.



Table 3 (appendix A) shown the result gained from the questionnaire (Appendix 7) used for manipulation check. The respondents have been chosen due to lack of judgement in term of purchasing power and technical specification for vehicle. As overall, printed advertisement 3 has the highest mean, 5.65 with a standard deviation of 0.96. Hence, printed Advertisement 3 has been chosen as stimuli for this study

Pretesting Phase Two (Industry Expert and Prospect Consumer)

Lastly, the second pre-test has been conducted. The experts and candidates for pre-test were listed Appendix I. From the result displayed in Appendix 8, the changes can be divided into three, the method used in distributing the questionnaire, final stimuli used in this study and questionnaire used for manipulation check. The advertisement used for manipulation check should be prominently displayed. It will help the respondent for better understanding and judgement to answer the questionnaire. Hence, A4 size advertisement will be used in the manipulation check and overall study. Due to the language barrier, the questionnaire used will also change to bilingual language questionnaire. It will help better understanding and smooth the process of answering the questionnaire for manipulation check, as shown in Appendix 6. Aside from that, the final stimuli will be used the simple technical phrase to ensure respondents' understanding.

Final Stimuli Selected

As shown in Appendix 7, printed Advertisement 3 (Appendix 2) was chosen for this study. From the real advertisement, the researcher made some changes to suited specification and characteristic of segment B vehicles. Aside from that, it will help to reduce biases such as brand association, price assumption and technical expectation. The advertisement is combining two typologies which is product and image orientation. Leaf icon, green colour and eco wording been used to symbolize environmental image. The information used in the advertisement is describing technical specification about the product. The details for the advertisement were shown in Appendix 9 and Table 4 (Appendix B)

Conclusion

Currently, technologies that sensitive toward environment had becoming trends. As one of the most significant industries that contributed to carbon emission, automaker starting to adopting these technologies to the market. Due to this, the government has created few policies to ensure the technologies used is up to the standards of reducing the impact on the environment (Agency, 2017). The automotive industry has become more competitive due to increasing awareness of this industry's effect on the environment. Since then, automakers try to stay relevant by integrating new technologies that sensitive toward the environment by reducing the carbon emission and fuel consumption.

On the other hand, there still potentials for the automaker to misuse or abuse environmental advertisement. Consumers prefer an environmentally sensitive product that can convey the altruistic personality of themselves. However, accurate information should be informed, and the consumer should make an intelligent choice on their purchase. IMC is a crucial tool in delivering a product's value to a broader audience. However, there is still lacking in standards or guidelines in identifying the authenticity of green advertisement. Competitive market pressure has provided an opportunity for companies to misleading their environmentally concerned consumer. Consequently, some empirical studies need to be done to resolve this issue.

The most crucial finding in this study is the step by step procedure in developing an effective green advertisement that integrates green labelling. This allows the advertisement to be more authentic and genuine. The authentic advertisement will be persuasive and believable for the consumer. By following the procedure, an effective advertisement can be created, and it helps companies to persuade their consumer. Nevertheless, this study is one of the few initial studies to

improve stimuli development procedure and a lot more aspects of advertisement need to investigate and fine-tuned. The study employs one type of advertising mediums (Printed Advertisement). Researchers in the future can explore other interactive media such as television or social media. It will be more beneficial as that medium can display interactive elements such as video, colour etc.

Nowadays, consumers are more environmentally sensitive when it comes to purchasing high investment products, such as automotive products. Realizing this fact, some companies are moving toward providing a greener solution for its consumer. However, in this competitive market, some of the frontline companies such as Volkswagens, Renault, Fiat, Mercedes, Opel, Suzuki and Nissan are struggling to stay consistent in being 'green' or 'sustainable'. This phenomenon can be called as 'greenwashing practices'. It should have rectified and cannot be taken lightly as more and more companies have integrated environmental advertisement into their IMC practices.

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Appendices


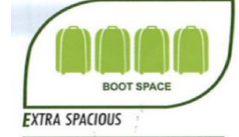


Appendix A

Table 3: Manipulation Check Result

	Image Strength		Advertisement Suitability		Information Belief		Attractiveness		Sufficient Information		Mean	SD
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
PA1	4.64	1.9	4.94	1.04	4.84	1.22	4.34	1.60	4.80	1.09	4.71	1.03
PA2	4.64	1.26	5.02	1.29	5.10	1.19	4.44	1.31	4.48	1.33	4.74	0.98
PA3	5.74	1.137	5.84	1.09	5.30	1.09	5.84	1.28	5.54	1.01	5.65	0.96
PA4	4.42	1.39	5.08	1.09	5.00	1.23	4.94	1.316	5.44	0.907	4.98	0.90
PA5	5.62	1.44	5.32	1.45	5.46	1.36	5.12	1.44	4.48	1.53	5.2	1.23

Appendix B

Table 4: Elements in Stimuli and Its Justification

Image	Description	Justification
	Element used to describe environmental aspects of product. The image orientation typology is used in this advertisement.	The words used in the advertisement describe key aspect of EEV, which is low emission and fuel consumption.
	Element used to describe improvement in term of vehicle space. The product orientation typology is used in this advertisement.	The words used in the advertisement describe the boot space in the vehicle and also improvement in legroom.
	Element used to describe technical aspects of product. The product orientation typology is used in this advertisement.	The words used in the advertisement describe the technical specification for the vehicle.
	Element used to describe economical aspects of product. The product orientation typology is used in this advertisement.	Message persuasion been used by showing the valuable element of purchasing EEV. The word "5.5L/100KM" is the statement of EEV fuel standard for segment B.



Appendix I Expert Panel

Code	Academic Qualification	Position	Area of Specialization
Phase One			
S1	PhD	Senior Lecturer	Business/Management/Entrepreneurship
S2	Master	Automotive Sales Manager	Brand Management/Public Relation
Phase Two			
S3	Master	Automotive Sales Manager	Brand Management/Public Relation
S4	Degree	Automotive Blog Sub-Editor	Advertisement/Automotive

Appendix 1 Car Classifications According to Segments and Body Styles

Car Size	Car Segment	Body Styles	Kerb Weight
Economy Car	Segment A	• Micro Car	801-1,000
	Segment B	• Hatchbacks	1,001-1,250
Family Car	Segment C	• Small Family/Compact Car	
		• Large Family Car	
Saloon/ Sedan	Segment D	• Full-size	1,250-1,550
		• Crossover/SUV	
Luxury Vehicle	Segment E	• Minivans/MPV	
		• Compact Executive	
Luxury Vehicle	Segment F	• Executive/Mid Luxury	
		• Full Size Luxury	1,801-2,050
Off Roader	Segment G	• Wagon	
		• Sport Car	
Off Roader	Segment H	• Sport Utility Car	2,051-2,350

Appendix 2 Printed Advertisement Used in Research

Printed Advertisement 1

Printed Advertisement 2

Printed Advertisement 3

Printed Advertisement 4





Printed Advertisement 5

Appendix 3 Potential Stimuli Characteristic

Printed Advertisement	Typologies	Description	Substantive/ Associative	EEV Specification Compliance
Printed advertisement 1	Product orientation	Describe information about the technical and environmental related features of the vehicle.	Substantive	Yes
Printed advertisement 2	Environmental fact and product orientation	Describe that automaker is trying to launch EEV in sedan vehicle category. Information related to technical and environmental are also displayed in the advertisement.	Substantive	Yes
Printed advertisement 3	Environmental fact and product orientation	Describe information about the technical and environmental related features of the vehicle.	Substantive	Yes
Printed advertisement 4	Process orientation	Describe the processes of producing EEV, which involve few improvements to ensure the vehicle produce less emission and consume less fuel.	Substantive	Yes
Printed advertisement 5	Environmental image and product orientation	Describe information about the technical of the vehicle with environmental illustration.	Substantive	Yes

Appendix 4 Advertisement Evaluation Sheet

Expert							
Ad Number	Typologies	Acceptable Claim	Vague/ Ambiguous	Omission in Claim	False Claim	Combination B,C and /or D	Comments
		A	B	C	D		
1							
2							
3							
4							
5							

Appendix 5 Stimuli Pretest Phase One Result

Expert	Variables	Items	Expert's Remarks	New Items (Improved after Pretest)
S1	Manipulation check questionnaire	How believable is the environmental information portrays in this advertisement? <i>Adakah anda percaya akan maklumat alam sekitar menggambarkan iklan ini?</i>	The word 'believable' is not suitable. Preferable to amendment to 'suitable'.	How suitable is the environmental information portrays in this advertisement? <i>Adakah maklumat alam sekitar yang digunakan sesuai untuk iklan ini?</i>
		The type of car used in the advertisement	Focus on one car segment, it will help to reduce biased that may exist in the study.	Researcher decide to use segment B, super mini car segment which involves sedan or hatchback design car. Most automakers will produce their EEV range in this segment
		Brand association and brand image	Image and word used in the advertisement	Researcher should acknowledge some image that been associated with automaker and words that assemble automaker mantra in their advertisement.
S2		Printed advertisement 2 and 4	The image and symbol have been used in the advertisement	The image and symbol used in the advertisement assemble a specific brand image.
		Car segment	Listing of EEV according to car segment	Kindly check the list and few more EEV listing should be done.

Appendix 6

Questionnaire Used in Manipulation Check

Thank you for your cooperation. The data gained from this study will be used as a part of a doctoral thesis. This research investigates the effect of environmental-related claim toward purchase intentions of Energy Efficient Vehicle (EEV). In simple term, EEV is the vehicle that uses alternative energy or less fuel energy and emitted less Carbon Dioxide (CO₂).

This questionnaire is asking for your opinion on few advertisements used in Malaysian automotive industry.

Terima kasih atas kerjasama anda. Data yang diperolehi daripada kajian ini akan digunakan sebagai sebahagian daripada tesis kedoktoran. Penyelidikan ini menyiasat kesan tuntutan berkaitan alam sekitar ke arah niat pembelian Kenderaan Cekap Tenaga (EEV). Dalam istilah mudah, EEV adalah kenderaan yang menggunakan tenaga alternatif atau kurang tenaga bahan api dan mengeluarkan kurang Karbon Dioksida (CO₂). Soal selidik ini meminta pendapat anda mengenai beberapa iklan yang digunakan dalam industri automotif Malaysia.

Kindly read and understand the instruction

Sila Baca dan Fahami Arahan

Information: This questionnaire consists of five sections and five printed advertisements. Kindly complete all the five sections. I seek your opinion on a few characteristics of printed advertisements.

Makluman: Soal selidik ini mengandungi lima seksyen dan pengiklanan cetak. Soal selidik meminta pendapat anda mengenai beberapa ciri-ciri pengiklanan cetak

Printed advertisement 1

Pengiklanan Cetak 1

a) How strong is the environmental image/element used in this advertisement?

Berapa kuat imej / elemen persekitaran yang digunakan dalam iklan ini

	1	2	3	4	5	6	7	
Weak <i>Lemah</i>								Strong <i>Kuat</i>

b) How realistic is this advertisement to be used in the automotive industry?

Adakah iklan ini realistik untuk digunakan dalam industri automotif?

	1	2	3	4	5	6	7	
Unrealistic <i>Tidak</i>								Realistic <i>Realistik</i>



c) How suitable is the environmental information portrays in this advertisement?
Adakah maklumat alam sekitar yang digunakan sesuai untuk iklan ini?

	1	2	3	4	5	6	7	
Unsuitable Tidak								Suitable Sesuai

d) Are you attracted to this advertisement?
Adakah anda tertarik dengan iklan ini?

	1	2	3	4	5	6	7	
Unappealing Tidak								Attracted Menarik

e) Does advertisement has a sufficient amount of information about the product?
Adakah iklan ini mengandungi maklumat yang lengkap mengenai produk?

	1	2	3	4	5	6	7	
Inadequate tidak								Sufficient Mencukupi

Appendix 7 Result for Manipulation Check

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
PA1 Strength	50	3	7	4.64	1.191
PA1 Realistic	50	3	7	4.94	1.038
PA1 Believe	50	3	7	4.84	1.218
PA1 Appeal	50	2	7	4.34	1.599
PA1 Information	50	2	6	4.80	1.088
PA2 Strength	50	1	7	4.64	1.258
PA2 Realistic	50	2	7	5.02	1.286
PA2 Believe	50	2	7	5.10	1.182
PA2 Appeal	50	1	6	4.44	1.312
PA2 Information	50	1	6	4.48	1.328
PA3 Strength	50	1	7	5.74	1.322
PA3 Realistic	50	1	7	5.82	1.137
PA3 Believe	50	1	7	5.30	1.093
PA3 Appeal	50	1	7	5.84	1.283
PA3 Information	50	3	7	5.54	1.014
PA4 Strength	50	1	7	4.42	1.386
PA4 Realistic	50	3	7	5.08	1.085
PA4 Believe	50	1	7	5.00	1.229
PA4 Appeal	50	2	7	4.94	1.316
PA4 Information	50	3	7	5.44	.907
PA5 Strength	50	1	7	5.62	1.441
PA5 Realistic	50	1	7	5.32	1.449
PA5 Believe	50	2	7	5.46	1.358
PA5 Appeal	50	2	7	5.12	1.438
PA5 Information	50	1	7	4.48	1.529
PA1	50	2.80	6.40	4.7120	1.02552
PA2	50	1.60	6.00	4.7360	.98432
PA3	50	1.40	7.00	5.6480	.96092
PA4	50	3.00	6.60	4.9760	.90318
PA5	50	1.80	6.60	5.2000	1.23288
Valid N (listwise)	50				



Appendix 8 Stimuli Pretest Phase Two Result

Expert	Variables	Items	Expert's Remarks	New Items (Improved after Pretest)
S2	The information in the advertisement.	The word used in the advertisement.	The word used a technical phrase and respondent may not understand the word.	Word used in the stimuli will use simpler phrase to ensure respondents' understanding.
	Printed advertisement selected for the study	The information and image used in the advertisement.	Adding few bold words to highlight EEV advantages	Bold word that symbolise EEV.
S3	The advertisements used in the study.	Size of advertisement used in manipulation check's questionnaire.	Green colour and eco wording is not enough for symbolizing environment. There is a global standard for EEV.	Adding word/symbol that associated to global EEV standard which is L/100 km.
	Language used	Language used in manipulation check's questionnaire is English.	The size of advertisement used in the questionnaire is small and hard to read the words used in the advertisement.	The advertisement was resized to one per page compare to quarter of page before.
			The questionnaire should use bilingual language to ensure the respondent understand the questionnaire better.	Bilingual manipulation check's questionnaire will be used.

Appendix 9 Final Stimuli Used

ENERGY EFFICIENT VEHICLE
 NOW OPEN FOR BOOKING

<p>ECO-FRIENDLY</p> <ul style="list-style-type: none"> • Cleaner & Quieter Engine • Low Emission • Low Fuel Consumption 	<p>EXTRA SPACIOUS</p> <ul style="list-style-type: none"> • 550L Boot Space • Spacious Legroom 	<p>EASY DRIVING</p> <ul style="list-style-type: none"> • Front Corner Sensors • Electric Power Steering 	<p>ECONOMICAL</p> <ul style="list-style-type: none"> • Affordable OTR Price • 5 Year Warranty • Travel up to 5.5 L/ 100KM
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