

# THE INFLUENCE OF EXPOSURE TO GREEN ADVERTISING AND PERCEIVED RISK ON SMOOT PURCHASE INTENTION

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## ABSTRACT

*Smoot is a smart electric motorcycle brand that aims to tackle the air pollution issue in Indonesia. Smoot applies green advertising tactic on their Instagram (@smootmotor), which is targeted to Indonesians who are found to care about the environment. However, Smoot sales are still fluctuating and way under its target. It is found that there is a number of risks that is perceived by Indonesian citizens toward the usage of electric motorcycle. This study aims to find the influence of exposure to green advertising and perceived risk on Smoot purchase intention by applying Cognitive Response Approach and Theory of Planned Behavior. Using explanatory quantitative method and simple linear regression analysis technique, this study found that there is a positive significant influence of exposure to green advertising on Smoot purchase intention and there is a negative significant influence of exposure to green advertising on Smoot purchase intention.*

**Keywords:** *exposure to green advertising, perceived risk, purchase intention, electric motorcycle*

## ABSTRAK

Smoot adalah merek sepeda motor listrik pintar yang bertujuan untuk mengatasi masalah polusi udara di Indonesia. Smoot menerapkan taktik iklan ramah lingkungan di Instagram mereka (@smootmotor), yang ditargetkan kepada orang Indonesia yang peduli terhadap lingkungan. Namun, penjualan Smoot masih berfluktuasi dan jauh di bawah targetnya. Ditemukan bahwa terdapat sejumlah risiko yang dirasakan oleh warga Indonesia terhadap penggunaan sepeda motor listrik. Studi ini bertujuan untuk menemukan pengaruh terpaan iklan hijau dan persepsi risiko terhadap niat beli Smoot dengan menerapkan *Cognitive Response Approach* dan *Theory of Planned Behavior*. Menggunakan metode kuantitatif eksplanatori dan teknik analisis regresi linier sederhana, studi ini menemukan bahwa terdapat pengaruh positif yang signifikan dari terpaan iklan ramah lingkungan terhadap niat beli Smoot dan terdapat pengaruh negatif yang signifikan dari persepsi risiko terhadap niat beli Smoot.

**Kata Kunci: terpaan iklan ramah lingkungan, persepsi risiko, niat membeli, motor Listrik, Smoot**

## **BACKGROUND**

A myriad of brands aims to create more environmentally friendly products, including electric vehicle that is expected to decrease carbon emission that harmfully impacts the earth. The government also supports the actualization through a number of regulations, including the given subsidy to Indonesian citizens who hold an identity card (Menteri Perindustrian Republik Indonesia, 2023). The usage of electronic vehicles is expected to reduce gas and carbon emission that become one of the contributors for air pollution. According to a survey conducted by Populix, 85% of the 1.002 respondents do not own electric vehicle, with the rest of them having electric motorcycle (13%) and electric car (7%) (Populix, 2022). Moving onto the intention scope, the majority of the respondents are still in the consideration phase to purchase electric motorcycle in the next five years by 56% (Populix, 2022). Hence, the

adaptation of electric vehicles is still considered to be low in Indonesia.

Smoot is one of the Indonesian electric motorcycle brands that aims to support the electric ecosystem Indonesia by providing electric motorcycle that helps reducing gas and carbon emission from transportation industry. The specific brand itself adopts a battery swapping model, which is more time and cost efficient than petrol-based motorcycles. This brand also offers a lifetime guarantee for its users and has an application called “SWAP” to boost the electric ecosystem in Indonesia. Therefore, electric motorcycles bring many benefits to the users and the environment. Rosyeni, the Director of Sales and Partnership of Smoot, is optimistic about Smoot sales as there are many partnerships that have been conducted with numerous dealers (Firlana, 2023). With the brand’s optimism and ambition, Smoot targets 50.000—100.000 units in 2023 with

projected sales of 2.000 units per month (Firlana, 2023).

Despite Smoot Motor's ambitions and optimism, its sales are still found to be fluctuating and under target. From the target of selling of 50.000—100.000 units in 2023, they only sold approximately 5% of the target as of June 2023. It is also found that Smoot has a low brand awareness, compared to other competitors, being Honda, Polytron, Viar, Alva, Gesits, U-Winfly, Selis, and United. Smoot is found to only achieve 29% brand awareness, while the electric motorcycle with the highest brand awareness is Honda by 58% (Arifin, 2024).

One of the efforts that Smoot puts into increasing their sales is implying green advertising as one of their marketing strategies. Smoot applies the green advertising strategy on their Instagram official account. They mention the environmental benefits numerous times on their Instagram post, indicating that their products are environmentally friendly. Their efforts are also shown in the

hashtag #SolusiBukanPolusi, which is targeted for their products that aim to reduce carbon emission in Indonesia. The placement of the environmental benefits is also accompanied by benefits in terms of efficiency that would be felt by the customers when they use Smoot electric motorcycle. The said effort can be shown on the statement "Mudah Kemana Saja Tanpa Emisi", which implies the customer will feel two benefits by using Smoot electric motorcycle, emission free and easy to navigate.

*According to a survey conducted by (Katadata, 2021), the majority of the Indonesian respondents prioritize the environment more than the economic growth.* The survey takes 4.020 of their respondents from all around Indonesia that fall within the age of 17—35 years old. This data exemplifies that a high number of Indonesians pay attention to the existing environmental issues and care about protecting it.

There are implications on the public's purchase consideration, emphasizing more on how there is still

little acknowledgment about the quality and service that electric motorcycle offers. The Indonesia citizens' concerns revolve around the struggle to find public electric vehicle charging stations that is shown by the percentage of 71,2%. The top reason that holds the second place is electric vehicle being expensive by 62%. The next reason is limited distance by 52%, which is then followed by battery and operational replacement, charging duration, performance and safety, model and options, and others (Katadata, 2023). This data provides a paradox between the perceived risk from Indonesian citizens and the advantages of Smoot that refutes the adaptation barriers, as their products have minimal maintenance cost, are time efficient, and many swapping stations have been found in Indonesia. The data explains how the perceived risks felt among the respondents hold them back from choosing electric motorcycle as their mode of transportation.

## **RESEARCH OBJECTIVE**

This study intends to see the influence of exposure to green

advertising and perceived risk on Smoot purchase intention.

## **THEORETICAL FRAMEWORK**

### **Cognitive Response Approach**

The cognitive response approach provides a grasp on the process behind a purchase intention that begins with exposure to an advertisement (Belch & Belch, 2003). This approach reflects on how an individual develops a cognitive response after they see or hear an advertisement (Belch & Belch, 2003). Cognitive response also highlights the assumption that marketing communication serves as a tool that facilitate its audience to purchase a product or service (Fill, 2013). This approach emphasizes how an individual processes an information that they are exposed to. Burton et al. (2019) in their study found that after the respondents being repeatedly exposed to an ad, they go through a cognitive process, which then leads them to have a purchase intention. Another study also found that exposure to an advertisement has a significant influence on purchase intention (Kang

et al., 2012; Paragitha & Alif, 2019; Qader & Bin Zainuddin, 2011; Septian et al., 2018). Cognitive response also become a positive motivation for consumers to perform a transaction (Burton et al., 2019). Applying this approach to this study's context, this

### **Theory of Planned Behavior**

To determine the influence of perceived risk on Smoot purchase intention, the Theory of Planned Behavior (TPB) by Ajzen can serve as a bridge to explain the relation between those variables. TPB was originally developed from Ajzen's theory of reasoned action (TRA) (Ajzen, 1991). The Theory of Planned Behavior uses three variables that explain behavioral prediction, which are individual attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). The usage of the Theory of Planned Behavior in this research is considered to be more suitable as the perceived behavior control variable, which what differs TPB from TRA, align with perceived risk more.

approach serves a portrayal of how individuals being exposed to Smoot's green advertising can lead them to developing an intent to purchase their products. This approach helps this study to discuss the influence of exposure on Smoot purchase intention.

Perceived behavioral control becomes a behavioral intention predictor that emphasizes how individual's ability can measure their intention to perform a behavior (Ajzen, 1991). This variable raises concerns about a person's possibilities and resources that they might take into account before making a purchase (Ajzen, 1991). If one perceives that they are in their capacity to perform a behavior, they are most likely to do the said behavior. This also refers to how the individual thinks the behavior is demanding to perform, which revolves around one's perception and expectancies (Ajzen, 1991). If the individual perceives that they need to go out of their way to conduct a behavior and it is less probable for them

to succeed in the behavior, it is less likely for them to arrive to an action.

Perceived behavioral control as a variable is specifically in congruent with perceived risk, which highlights one's uncertainty and perception of possible loss. The elements that shape perceived risk (financial, performance, physical, psychological, time risk, and social risk) explain how individuals form their capability and control in performing a behavior. For instance, those elements can reduce a person's confidence to adopt Smoot electric motorcycle, as those elements can hold the individual back from developing a cognitive thought that they are capable in buying Smoot for daily use. Perceived behavioral control can be a direct predictor for measuring one's intention towards a behavior (Ajzen, 1991). Several academicians also utilize the Theory of Planned Behavior within a similar scope, including a study by Nguyen et. al. (2019) that finds green perceived risk affects green purchase intention negatively and significantly. Hence, this study hypothesizes perceived risk to

influence Smoot purchase intention negatively.

## **HYPOTHESES**

1. H1: There is a positive significant influence of exposure to green advertising on Smoot purchase intention
2. H2: There is a negative significant influence of perceived risk on Smoot purchase intention

## **RESEARCH METHOD**

This study aims to explore this topic by utilizing an explanatory quantitative method to see if there is a causal condition between the variables and the object of research (Park et al., 2020). The variables in this research are categorized into independent and dependent variable, in which the independent variables are Exposure to Green Advertising and Perceived Risk, and the dependent variable is Smoot Purchase Intention.

Non-probability sampling is utilized in this research, which the term refers to as a sample collecting

technique that its samples are selected systematically rather than random (Sekaran & Bougie, 2016). Non-probability sampling involves purposive, accidental, quota, saturation, and snowball sampling. Between those techniques, purposive is applied in this scope as it emphasizes the usage of relevant informants (Sekaran & Bougie, 2016). In this study, 100 respondents of @smootmotor Instagram followers are the sample to help the author to achieve a more coherent and relevant result.

## **RESULTS AND DISCUSSION**

### **The Influence of Exposure to Green Advertising on Smoot Purchase Intention**

This study finds that there is a positive significant influence of exposure to green advertising (X1) on Smoot purchase intention (Y). When exposure to green advertising increases, Smoot purchase intention increases. This study's finding is also backed up by a previous study by Jennifer Lee Burton, Jan Gollins, Linda E. McNeely, and Danielle M. Walls in 2018. Their

study found that exposure to an advertisement have a positive influence on purchase intention, in which exposure to an advertisement can trigger audiences' motivation to purchase. The higher the exposure, the higher the purchase intention. This aligns with this study's findings of exposure to green advertising having a positive influence on Smoot purchase intention, which also means the higher the exposure to green advertising the higher the intention to purchase Smoot. Another study by Paragitha & Alif (2019) also finds that exposure to an advertisement influences purchase intention significantly.

This findings align with Cognitive Response Approach, which states that purchase intention begins with exposure to an advertisement (Belch & Belch, 2003). Cognitive Response Approach also explains that an advertisement, which is a part of marketing communication, links the bridge between the audience and their purchase intention (Fill, 2013). Exposure to an advertisement can trigger audiences' motivation to

purchase. Hence, Cognitive Response Approach proves that there is a positive significant influence of exposure to green advertising (X1) on Smoot purchase intention (Y).

### **The Influence of Perceived Risk on Smoot Purchase Intention**

Based on this study's findings, there is a negative significant influence of perceived risk (X2) on Smoot purchase intention (Y). When perceived risk increases, Smoot purchase intention decreases. This study findings align with Theory of Planned Behavior by Ajzen, which consists of perceived behavioral control as a direct behavior predictor. Perceived behavioral control refers to how the individual thinks the behavior is demanding to perform, which revolves around one's perception and expectancies (Ajzen, 1991). Perceived behavioral control as a variable is specifically in congruent with perceived risk, which highlights one's uncertainty and perception of possible loss. This theory argues that perceived behavioral control can affect one's

intention to perform a behavior. As perceived risk has similar means to perceived behavioral control, perceived risk can be considered to be able to measure intention to perform a behavior, which in this study is purchase. Hence, based on the data gathered and the supporting theory, it is proven that perceived risk has a significant negative influence on Smoot purchase intention.

Previous studies also find the same result by using Theory of Planned Behavior, one of them being a research by Lăzăroiu et al. (2020), which finds that there is a relation between perceived risk and purchase intention. Another study that is in a similar scope is one by Nguyen et al. (2019) that also supports the findings of this study, in which they find that the independent variable, green perceived risk, has a negative significant influence on the dependent variable, green purchase intention. Reza Rahmadi, Susi Susesti Adianti, Kristiningsih, and Adrianto Trimarjono in 2023 further backs up this study's findings, in which if the perceived risk increases, the purchase



intention for electric motorcycle purchase intention decreases. Hence, all of the previous studies that become the reference for this study show the same result, in which perceived risk influences purchase intention negatively and significantly.

## **CONCLUSION**

1. The result of this study found that there is a positive significant influence of exposure to green advertising (X1) on Smoot purchase intention (Y). Hence, when exposure to green advertising increases, Smoot purchase intention increases.
2. The result of this study found that there is a negative significant influence of perceived risk (X2) on Smoot purchase intention (Y). Hence, when perceived risk increases, Smoot purchase intention decreases.

## **RECOMMENDATION**

1. This study served as an empirical evidence that exposure to green advertising and perceived risk influence Smoot purchase intention by applying Cognitive Response Approach and Theory of Planned Behavior. This study backs up the theories application in Smoot context. . This study recommends future academicians to investigate other variables that may influence Smoot purchase intention.
2. This study provided findings that exposure to green advertising has a positive significant influence on Smoot purchase intention and perceived risk has a negative significant influence on Smoot purchase intention. The author expects that this research can be utilized as a source or data for Smoot to develop its marketing communication strategy.
3. The understanding of the influence of exposure to green

advertising and perceived risk on Smoot purchase intention was expected to help electric motorcycle brands to drive their marketing communication strategy from. This study can be used as a data to create a more targeted advertising or campaign. This research can also facilitate consumers to come to an acknowledgment about the process behind their purchase intention.

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