

# CHAPTER 1

## INTRODUCTION

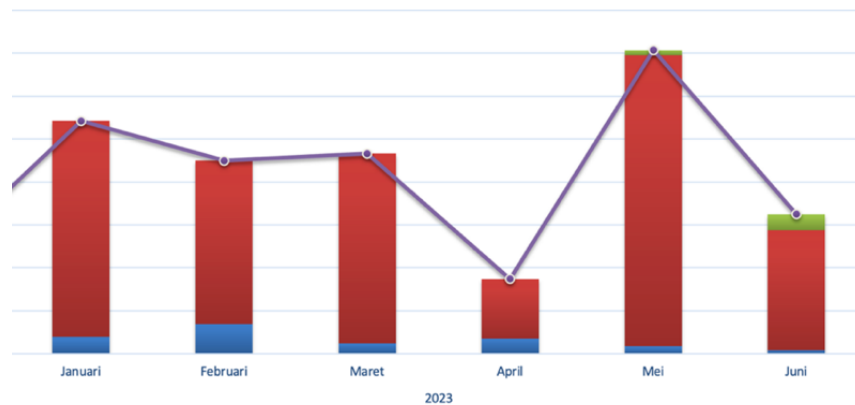
### 1.1 Research Background

According to a report by Global Alliance on Health and Pollution in 2019, Indonesia is reportedly to be the fourth country that have the highest number of annual premature air pollution-related deaths. This statistic shows that pollution is a subject that needs to be taken seriously, considering it causes a high loss of population. Pollution disrupts humans' health to an extent where it rises a nation's death toll. Moreover, it is the largest environmental contributor to inflicting health risks. Compared to other aspects that are detrimental on one's crucial being, pollution exceeds tobacco, alcohol, drug, high sodium diet, HIV, and other contributors on the high number of death toll globally individuals are likely to be exposed to air pollution that is accounted to the result of household activities, industrialization, and urbanization. Given the circumstances where Indonesia garners a high number of pollution-related deaths, many parties target to create a better situation, including the government, companies, or individuals.

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

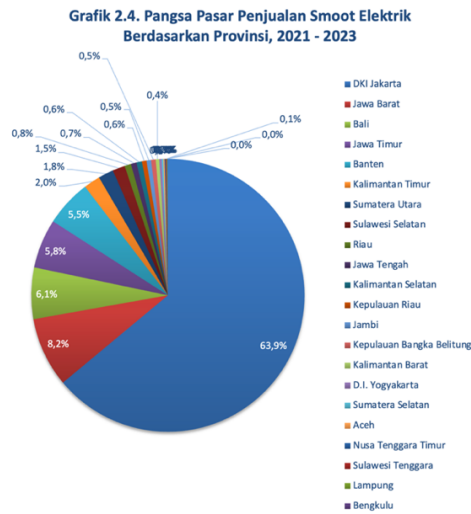
usage of electronic vehicles is expected to reduce gas and carbon emission that become one of the contributors for air pollution. According to a survey conducted by Populix, 85% of the 1.002 respondents do not own electric vehicle, with the rest of them having electric motorcycle (13%) and electric car (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).



*Figure 1.1-1 Smoot Electric Sales Based on Category from January 2023 to June 2023 (Data Industri Research, 2023).*

Despite Smoot Motor’s ambitions and optimism, its sales are still found to be fluctuating and under target. According to the data presented on Figure 1.2, the blue graph represents the sales of Tempur A/T, the red graph represents the sales of Tempur Facelift A/T, and the green graph represents the sales of Zuzu A/T, as all of which are Smoot motor products. The chart starts to experience spike from January 2023 until June 2023, with the amounts of units exceeding the number of 500 and the Tempur Facelift A/T dominating the number of Tempur A/T and Zuzu A/T. In the interim mentioned, Smoot sales experience a significant downturn in April 2023 and June 2023, with the number of approximately 100--400 units. As of June 2023, the sales of Smoot have only achieved approximately 2.500 units from the target in 2023 being 50.000—100.000 units. 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).



*Figure 1.1-2 Smoot Sales Market Share, 2021—2023 (Data Industri Research, 2023)*

The sales for Smoot Motor itself do not spread equally all over Indonesia. The sales are dominated by big cities in Indonesia, with DKI Jakarta playing the key role. Based on the graph above, the sales market share for Smoot are dominated by DKI Jakarta by 63,9% (Data Industri Research, 2023). The other provinces who dominated the sales market share are majorly provinces that are in the island of Java. The second dominating province is West Java with the percentage of 8,2%, which is then followed by Bali (6,1%), East Java (6,1%), Banten (5,8%), East Kalimantan (2,0%). Meanwhile, North Sumatra, South Sulawesi, Riau, Central Java, South Kalimantan, Riau Islands, Jambi, Bangka Belitung Islands, West Kalimantan, D.I. Yogyakarta, South Sumatra, Aceh, East Nusa Tenggara, Sulawesi Tenggara, Lampung, and Bengkulu numbers remain under 1% for its sales market share.



*Figure 1.1-3 Smoot's Green Advertising on Instagram*

One of the efforts that Smoot puts into increasing their sales is implying green advertising as one of their marketing strategies. On Figure 1.4-6, 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.

Persuasive messages also appear on their Instagram post, which can be shown through “Bersama Kita Bisa Membawa Perubahan Untuk Indonesia Maju”

and “Hijaukan Bumi, Birukan Langit, Untuk Kebaikan Kita Semua dan Generasi yang Akan Datang.” The messages mentioned explicitly persuade Indonesians to contribute to the development of Indonesia by using Smoot electric motorcycles. The statements implicate that Indonesians hold such power to the actualization of a clean environment.

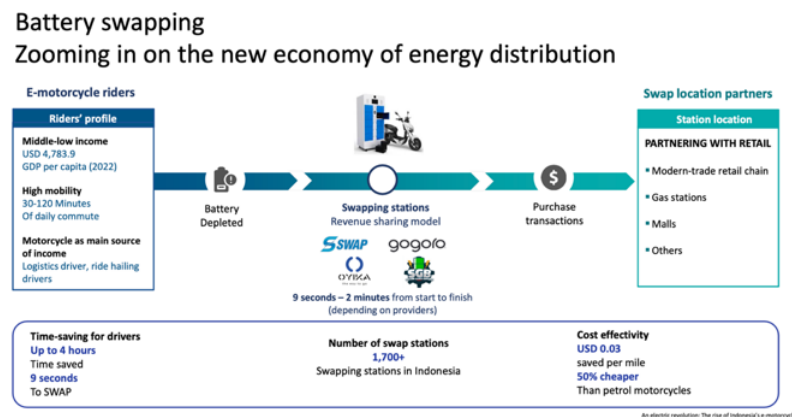
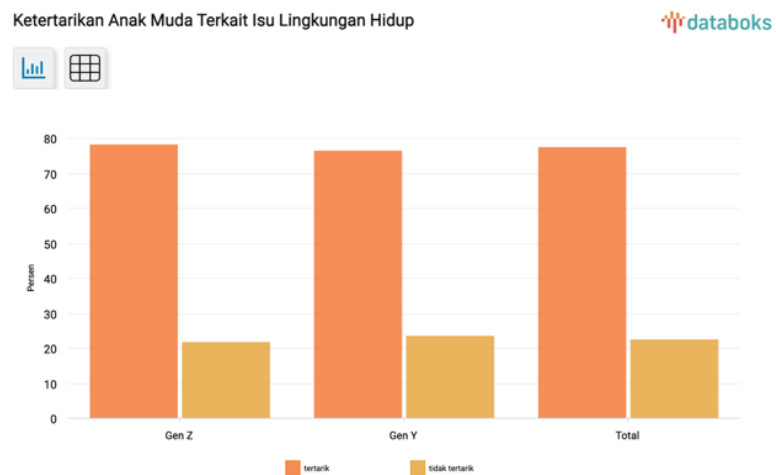


Figure 1.1-4 Battery Swapping Model Distribution (Deloitte & Foundry, 2023)

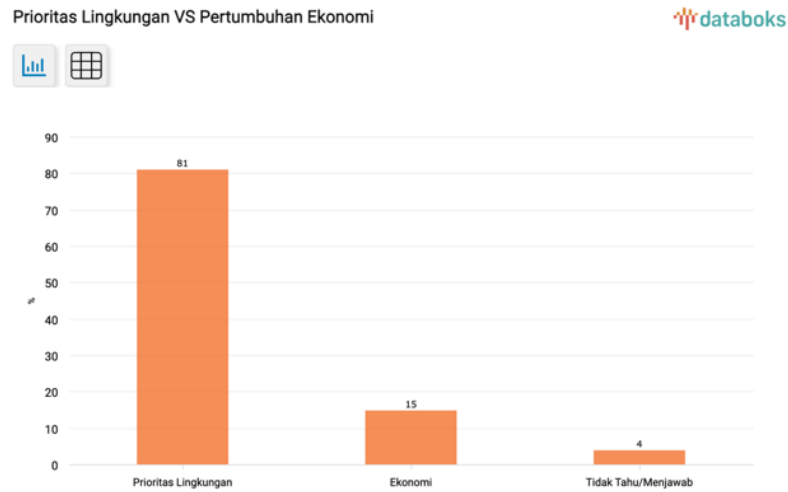
Smoot electric motorcycle unique advantage is the battery swapping model it adopts. The swapping model has more advantage values rather than charging model or petrol-based motorcycle, with it being more time and cost efficient. According to the model provided above by Deloitte & Foundry, it shows that e-motorcycle riders are mostly middle-low income, have high mobility, and utilize motorcycles as their primary income source (Deloitte & Foundry, 2023). The swapping stations for this model can be found in modern-trade retail chains, gas stations, malls, and others (Deloitte & Foundry, 2023). And the time it takes from the moment the battery is depleted until purchase transactions is 9 seconds to 2 minutes (Deloitte & Foundry, 2023). Thus, because of the 9-second period for

battery swapping, the time saved the riders would obtain is up to four hours, and the cost for battery swapping system is also 50% cheaper than petrol-based motorcycles (Deloitte & Foundry, 2023). There are also more than 1,700 stations of this model spread in Indonesia.



*Figure 1.1-5 Indonesia's Interest in Environmental Issues (Katadata, 2021)*

Environmental issue is one of the vital concerns that holds the people's interests, including Indonesians with its endangering polluted area. According to the data published in Katadata in 2021, 77,4% of the 1.200 respondents (14—40 years old) are interested in environmental issues, while only 22,6% of the respondents do not pay attention to environmental issues. In Gen Z and Gen Y results, both of the results indicate that there is an elevating amount of people who care about the environment. This data showcases that a great number of Indonesians are aware of the environmental issues that they currently face. The reason of their interest in these matters is 715% of them think the environment will be worse in the future.

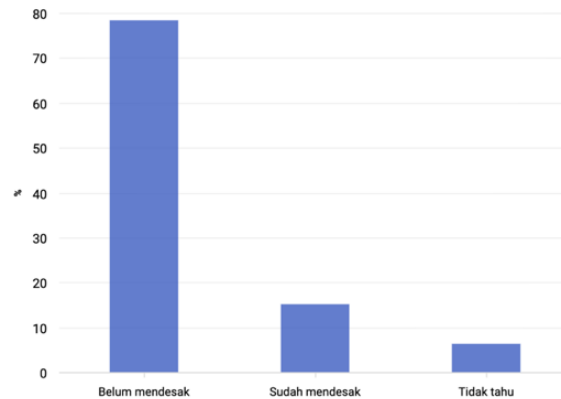


*Figure 1.1-6 . Indonesian’s Priority of Environment VS Economic Growth  
(Indikator Politik Indonesia, 2021)*

The environmental issue also has been a priority for some people, as the world runs within mother nature. The presented data shows that most of the respondents prioritize the environment more than economic growth by 81% and only 15% of the respondents prioritize economic growth more than the environment. The majority of them consider that nurturing the environment is still mandatory even if it might slower 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.




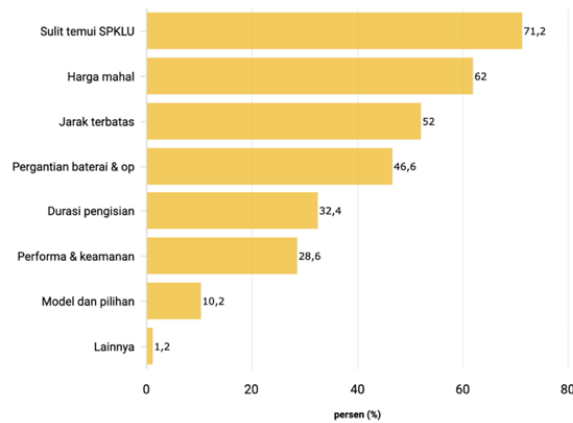
Pendapat Responden Tentang Penggunaan  
Kendaraan Listrik Sebagai Transportasi  
Pribadi/Umum (2022)



*Figure 1.1-7 Respondents' Perception Towards the Usage of Electric Vehicles as Public or Private Transportation (Katadata, 2022)*

Comprehending the Indonesia precarious environment and the supremacy of using electric motorcycle, electric motorcycle usage shall be supported for the solution it offers. Nevertheless, 78,4% of the respondents consider that electric vehicles usage is not urgent yet, despite their interest in the product (Katadata, 2022). Meanwhile, 15,2% of the respondents consider that the usage of electric vehicles is urgent and 6,4% of the respondents claim to not know (Katadata, 2022). This data provides a paradox between the public interest and their purchase. The data indicates that the public still has relatively limited knowledge about the benefits of electric motorcycles and the urgency of creating a clean environment. Hence, they do not pay enough attention to electric motorcycle information.

Proporsi Alasan Hambatan Adopsi Kendaraan Listrik di Indonesia (2022) 



*Figure 1.1-8 Proportion of Reasons for Barriers to Electric Vehicle Adoption in Indonesia (2022) (Katadata, 2023)*

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. Based on the data presented, 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 (46,6%), charging duration (32,4%), performance and safety (28,6%), model and options (10,2%), and others (1,2%) (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.

## **1.2.Problem Statement**

Air pollution becomes the highest factor that causes global death toll, in which Indonesia also becomes the fourth-ranked country to have the highest number of air pollution-caused deaths. A myriad of brands aims to support the government effort in leveraging the electronic ecosystem in Indonesia to create a clean environment for its citizens. Smoot is one of the said brands in Indonesia that provides electric motorcycles that are environmental friendly, low cost, and time efficient, due to the battery swapping system they adopt. Their sales target in 2023 is 50.000—100.000 units, specifically 2.000 units per month. To achieve the target, Smoot applies green advertising as their marketing strategy, which can be seen on their social media post, enabling their audience to be exposed. They strive to achieve a more accelerated electric ecosystem in Indonesia. According to Belch & Belch (2003), exposure to an advertisement can lead to a purchase intention. Green marketing serves as a tool to achieve one's objectives and an opportunity to exploit the public's concerns on environmental issues (Polonsky, 1994). Indonesians are also found to be aware of the existing environmental issues and aim to take care of the environment. According to Balderjahn (1988), consumers having a positive attitude towards the environment have more tendency to utilize a higher number of environmentally friendly products. Hence, Indonesians that have been found to develop a positive attitude towards environmental concerns shall start using green

products, such as battery-based motorcycle rather than petrol-based motorcycle that is sold by Smoot.

Nevertheless, the sales for electric motorcycles are still being way under target. As of the start of the last quarter of 2023, the sales of electric motorcycles have only reached 1.2115% of the given subsidy quota (Fadilah, 2023). Smoot experiences a fall short in its sales, despite its efforts to utilize green advertising. Smoot applying green advertising does not seem to go as expected, given the sales have only reached approximately 5% of the target in 2023. It is also found that they still have low brand awareness, compared to other electric motorcycle brands (Arifin, 2024). The barriers of electric motorcycles adaptation from Indonesians' perspective are found to be holding them from choosing electric motorcycle as their mode of transportation. Therefore, this situation creates a gap between the target sales of electric motorcycles, exposure to green advertising, perceived risk, and Indonesians' purchase intention.

To address the given issue, this research inquires questions as the following:

1. How big is the influence of exposure to green advertising on Smoot purchase intention?
2. How big is the influence of perceived risk on Smoot Purchase Intention?

### **1.3 Research Objective**

This study intends to see the influence of exposure to green advertising and perceived risk on Smoot purchase intention.

## **1.4 Research Significance**

### **1.4.1. Academic**

The comprehension of how the exposure to green advertising and perceived risk have impacts on the purchase intention of Smoot Motor serves as an empirical evidence of the Theory of Planned Behavior and Cognitive Response Approach application.

### **1.4.2. Practical**

This study delves into the influence of exposure to green advertising and perceived risk on Smoot purchase intention, which can be used as a source or data for future academicians that inquire the same or similar scope.

### **1.4.3. Social**

The understanding of the possible effects of the exposure to green advertising and perceived risk Smoot Motor purchase intention helps Smoot Motor or other electric motorcycle brands to achieve a further understanding of the factors influencing their sales.

## **1.5 Theoretical Framework**

### **1.5.1 State of the Arts**

This study draws references from previous studies that have been conducted in both local, Indonesia, and international context.

The first research is entitled “*Revisiting the Relationship between Ad Frequency and Purchase Intentions: How Affect and Cognition Mediate Outcomes At Different Levels of Advertising Frequency*”, which is written by Jennifer Lee

Burton, Jan Gollins, Linda E. McNeely, and Danielle M. Walls in 2018. This study inquires how repeated exposure can have an impact on purchase intention and which motivation that mediates the link the most, including cognitive and affective factors. The Super Bowl XLVII advertisement becomes the pinnacle of this study and takes 651 consumers for its respondents. The method utilized in this study is ANOVAs. This study found that the higher the repetition of the advertisement, the higher the purchase intention. The results also show that the consumers go through positive affect, negative affect, and cognitive thoughts process after they are repeatedly exposed to an advertisement, which leads them to develop a purchase intention. Emotional factors also become more of a motivation rather than cognitive factors.

The second study is a quantitative research titled “*Theory of Planned Behavior Approach to Understand the Influence of Green Perceived Risk on Consumer’s Green Product Purchase Intentions in an Emerging Country*” that is written by Thi Thu Huong Nguyen, Zhi Yang, Thi Thuy Nga Nguyen, and Cao Thi Thanh in 2019. This research adopts the Theory of Planned Behavior to analyze the influence of green perceived risk on green purchase intention, with green vegetable as their object. This study is conducted in Vietnam with Vietnamese green consumers becoming their respondents. This study finds that green perceived risk influences green purchase intention negatively.

The third research that is going to be this literature reference is “*Consumers’ Decision-Making Process on Social Commerce Platforms: Online Trust, Perceived Risk, and Purchase Intentions*” by George Lăzăroiu, Octav Neguriță, Iulia Grecu,

Gheorghe Grecu, and Paula Cornelia Mitran in 2020. This article's research focuses on the consumer decision-making process, the factors that influence social commerce purchase intentions and attitudes, the impact of perceived risk on the likelihood that consumers will shop online, and consumer trust and purchasing behavior on online retailing platforms. The research finds that there is a relation between online trust, perceived risk, and the research subject's purchase intention.

The fourth study is entitled as "The Effect of Advertising Exposure on Attitude Toward the Advertising and the Brand Purchase Intention in Instagram" that is written by Paragitha Kusuma Wardhani and Gunawan Alif in 2019. This study aims to explore the advertising exposure measures (emotional appeals, creativity, information, and entertainment) that are most significant in influencing consumer's attitude, which then influences purchase intention. The study is a quantitative research that utilizes SEM method and Cognitive Response Approach. This study is conducted in Indonesia and chooses Instagram to be its advertising location. As a result, entertainment and informativeness are two measures that are most prominent in showing its influence on attitude. Attitude towards the advertisement also has greater impact on purchase intention than attitude towards the brand.

The last study is "The Impact of Product Quality, Risk Perception, Perceived of Usefulness on Electric Motorcycles Purchase Intention in Surabaya" by Reza Rahmadi, Susi Susesti Adianti, Kristiningsih, and Adrianto Trimarjono in 2023. This study utilizes a quantitative method and non-probability purposive sampling technique. The independent variables in this study are product quality,

risk perception, and perceive of usefulness, while the dependent variable is electric motorbikes purchase intention. This study found that product quality and perceive usefulness have a positive significant influence on electric motorcycle purchase intention in Surabaya. Meanwhile, perceived risk has a negative significant influence on the dependent variable.

The five literature reviews mentioned above become a fundamental basis for this research, which aims to explore the influence of the exposure to green advertising and perceived risk on electric motorcycle purchase intention. The literatures mentioned have explained the factors behind electric motorcycle purchase and how the same variables are applied to certain context. Regardless of the similar variables used in previous literatures, the combination of the independent variables, Exposure to Green Advertising (X1) and Perceived Risk (X2) and the dependent variable, Smoot Purchase Intention (Y) have not been studied in the context of Smoot, hence the conduct of this study.

### **1.5.2. Research Paradigm**

This quantitative research uses a positivist paradigm whereas it emphasizes the essence of factual data and solitary truth, which from the positivist perspective, the objectivity of reality means it can be observed, measured, anticipated, tested, and causally consistent (Park et al., 2020). By this means, positivist paradigm is objective rather than subjective that studies non measurable spectrums. This study is conducted using quantitative method that values valid data to calculate the



indicators and drive its answer from. Hence, positivist paradigm is most suitable for this study.

### **1.5.3. Exposure to Green Advertising**

Green advertising is a fragment of green marketing. Green marketing itself refers to as a range of strategies that target a specific audience while meeting their needs and desires with the least amount of negative impact on the environment (Polonsky, 1994). Green advertising is a move intended by a brand to exploit the consumer's concerns on environmental issues by promoting their products that are less harmful to the nature. It can be defined as environmentally friendly-related messages that target individuals who concern on the environment (Zinkhan & Carlson, 1995). Some parties think that brands contribute to the endangering environmental issues, making them seek brands that are more acknowledging the potential of them harming the environment and aim to preserve it. Natural causes that are frequently blamed on companies are shortages of raw materials, increased cost of energy, and increased pollution (Kotler et al., 2004). Hence, pressures are given to brands to strive for a better environment. Green advertisement serves as an argumentation that these brands preserve the environment, exploiting their target market's concerns on the matter.

To inform the public about a brand's innovation regarding environmental concern, media is often utilized to disseminate their actions rapidly. The usage of media makes the audience exposed to certain information, including advertising or marketing that is intended by a company. Audience exposed to an advertising means

that they have had the opportunity to view the advertisement (Shimp & Andrews, 2012). Ardianto (as cited in Deborah et al., 2022) highlights that exposure can be defined as an activity towards an information or a message, that encompasses seeing, reading, and hearing. An individual that has an experience towards a message that is distributed through individuals or groups can also be considered as an exposed individual. Advertising exposure can also be defined as the process where a person comes into contact with and pays attention to a commercialized message (Septian et al., 2018). Audience's exposure to an advertising is found to be effective in altering one's behavior (Shimp & Andrews, 2012). The higher the exposure the higher the awareness (Hornik, 2016). The higher the exposure also the higher the likeliness of positive attitude development towards the ad (De Pelsmacker et al., 2013). A study found that media exposure significantly affects purchase intention, in a way that high exposure to an advertising will also increase an individual's awareness, which leads to their purchase intention (Qader & Bin Zainuddin, 2011). It is also found that a high repetition of messages or exposure leads to a behavior that is implied in the advertising (Hornik, 2016). Exposure can be operationalized by measuring consumers' knowledge on the product and tagline (Shimp, 2000).

Smoot executes its green advertising on social media, specifically Instagram @smootmotor, enabling its followers or other Instagram users to be see, read, or hear their marketing efforts. By this means, in this research, exposure to green advertising can be referred to as the process where a person comes into contact with and pays attention to a commercialized message by Smoot that promotes products

that are less harmful to the environment, which can be measured by individuals' knowledge on the product and the tagline.

#### **1.5.4 Perceived Risk**

Perceived risk involves various elements that shape perceived risk, which then influence customer's purchase intention. The influence itself is found to be a negative influence or a moderating factor on their intention to purchase a product or service. (Jun, 2020); (Lăzăroiu et al., 2020); (Kim et al., 2005). The risks that are commonly found are financial, performance, physical, psychological, time, and social risk (Kotler & Keller, 2016). Each type of risk can be considered as financially independent, in which the effects are not sequential. Hence, if one type of risk experiences a decrease, other types of risks are not impacted by it (Jacoby & Kaplan, 1972). Financial risk itself can be referred to as the potential of an individual to lose money or lose an opportunity of gain (Jun, 2020). Next, performance risk emphasizes how there is a distinct possibility between one's expectation and the reality (Jun, 2020). By this means, the information that they are exposed to may create an expectation towards a product or service, in which the reality turns out not meeting their expectation.

Physical risk implies how there is a possibility that the product or service is not safe in terms that they may cause harm or injury (Jacoby & Kaplan, 1972). Applying this concept to the electric motorcycle situation, individuals or customers may have a consideration on to which extent does the motorcycle is safe. On the other hand, psychological risk elaborates the possibility of how a product or service

can impact their mindfulness negatively (Jun, 2020). The electric motorcycle users may have a prejudice on how complex the performance of the product, which disturbs their peace of mind. Last, social risk can be defined as the situation where an individual's decision-making process leads them to the probability of negative perception by their peers for their purchase (Jun, 2020). If one considers purchasing a unit of electric motorcycle, they may also consider that their peers possibly throw negative comments if they did a transaction. How customers or individuals perceive risk from a product or service is considered as one of the significant elements that influence purchase intention (Jun, 2020). Time risk explains how consumers consider the period the purchasing process takes and the probability of product failure, leading them to take more time to find other alternatives (Kotler & Keller, 2016). Hence, in identifying perceived risk of Smoot, several indicators can be measured, including financial, performance, physical, psychological, time risk, and social risk.

#### **1.5.5. Smoot Purchase Intention**

Purchase intention can be defined as the process where consumers have an option and are ready to do a transaction or money and pledge exchange to purchase a product or service with an ownership right (Kotler & Keller, 2016). According to Schiffman, purchase intention is the choice of an action between two or more alternatives (Schiffman & Wisenblit, 2019). Given the definitions, purchase intention can be seen as an action, which an individual performs when they are given two or more alternatives of product or service that leads them to conduct a

transaction. In this study, Smoot Motor purchase intention can be defined as the situation where individuals have two or more alternatives of motorcycle that leads them to do a transaction of Smoot.

Purchase intention can be measured through belief towards a product, and certainty to choose (Orth et al., 2007). An individual's belief towards a product can be referred to as the extent to which an individual has a confidence that the product is right for them. Thus, to measure individuals' intention to purchase Smoot, the research subject's confidence in the product's relevance to them is calculated. Certainty to choose can be defined as the assurance to adopt a product, meaning the research subject's belief to choose Smoot is observed.

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

### **1.5.6.1. 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 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.

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

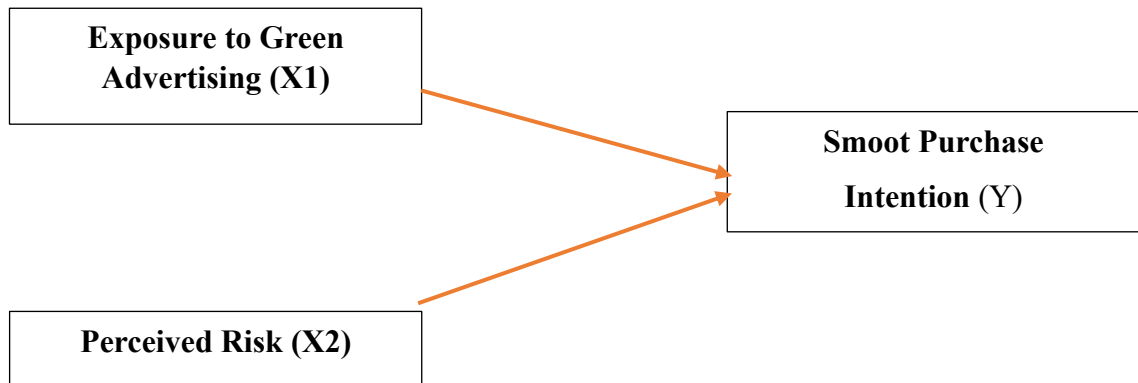
#### **1.5.7.1. Theory of Planned Behavior**

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.

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.

## 1.6. Hypotheses



*Figure 1.6.1 Hypotheses Diagram*

H1 : There is a positive significant influence of exposure to green advertising on Smart purchase intention

H2 : There is a negative significant influence of perceived risk on Smart purchase intention

## 1.7. Conceptual Definition

### 1.7.1 Exposure to Green Advertising

Exposure to green advertising can be conceptualized as the process where a person comes into contact with and pays attention to a commercialized message that promotes products that are less harmful to the environment, which can be



measured by individuals' knowledge on the product and the tagline (Septian et al., 2018; Shimp, 2000).

### **1.7.2 Perceived Risk**

How respondents perceive risks that come with purchasing a product, which is understood through their perspective and barriers that hold them from using one, specifically financial, performance, physical, psychological, time risk, and social risk (Kotler & Keller, 2016).

### **1.7.2 Smoot Purchase Intention**

The state where the consumers have an option and ready to make a transaction on products, which can be measured through belief towards a product and certainty to choose a product (Orth et al., 2007).

## **1.8 Operational Definitions**

### **1.8.1 Exposure to Green Advertising**

To measure the process where a person comes into contact with and pays attention to a commercialized message that promotes products that are less harmful to the environment that is executed by Smoot, these measures can be taken into account (Septian et al., 2018; Shimp, 2000):

1. The extent to which the respondents know the content of the advertisement message
2. The respondents know the tagline of the advertisement

### **1.8.2 Perceived Risk**

How the respondents perceive risk that comes with purchasing Smoot can be observed by using the following indicators (Kotler & Keller, 2016):

1. The extent to which financial risk the individuals perceive in using Smoot
2. The extent to which functional risk the individuals perceive in using Smoot
3. The extent to which physical risk the individuals perceive in using Smoot
4. The extent to which psychological risk the individuals perceive in using Smoot
5. The extent to which social risk the individuals perceive
6. The extent to which time risk the individuals perceive

### **1.8.3 Smoot Purchase Intention**

The state where the consumers have an option and ready to make a transaction on Smoot's products can be observed by using the following measures (Orth et al., 2007):

1. The extent to which individuals believe Smoot electric motorcycle is right for them
2. The extent to which individuals choose Smoot electric motorcycle

## **1.9 Research Method**

### **1.9.1 Research Type**

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. By using this research approach, this research maintains objectivity in measuring factual data to generalize its findings, as it is done through the positivist approach. By this means, the findings of this research is based on the data that is gathered from the questionnaire distribution to test the hypotheses proposed in this study (Sekaran & Bougie, 2016)

### **1.9.2 Population**

The population in this study is people follow @smootmotor on Instagram and all genders. The choice of population is due to the variable used in this research that is exposure to green advertising, that needs people who are most possible to come across their green advertising contents. The significant relevance of the population helps this research in providing the habits and patterns of individuals who potentially come across Smoot contents frequently. Hence, this research aims to explore the possible causal condition between the population's exposure to green advertising, perceived risk, and Smoot purchase intention or adoption.

### **1.9.3 Sample**

#### **1.9.3.1 Sample Collecting Technique**

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, @smootmotor Instagram followers are the sample to help the author to achieve a more coherent and relevant result. The purposive sampling is recommended for achieving a more coherent finding (Sekaran & Bougie, 2016).

#### **1.9.3.2 Sample Size**

Roscoe argued that a research must have a minimum of 30 samples (Sekaran & Bougie, 2016). Hence,, this study have a minimum of 30 respondents that follow @smootmotor on Instagram.

### **1.9.4 Types and Sources of Data**

The data that is obtained in this quantitative research is numerical data that is explained descriptively.

#### **1.9.4.1 Primary data**

The primary data of this research is gathered from direct information that is obtained through questionnaires distribution to the specific sample. The data that is gathered through the questionnaires is then processed to obtain an objective result.

#### **1.9.4.2 Secondary Data**

Existing relevant literature studies in the form of books, journals, thesis, articles, and others serve as a secondary data that is additional.

#### **1.9.5 Data Collection Technique**

Questionnaires were employed as the data collection tool in this study. A research instrument questionnaire is a formal set of structured questions that correspond with the research's variables and designed to collect data and insights from research participants in writing in a systematic and consistent manner.

#### **1.9.6 Data Processing**

##### **1.9.6.1 Editing**

The procedure comprises thoroughly going over the questions that the researcher has submitted. The goal of editing is to reduce errors and exclusions from the set of questions that were answered. Thus, the researcher is responsible to ensure the data obtained is reliable.

##### **1.9.6.2 Coding**

Data sorting and categorization are accomplished through the use of coding. It entails labelling, separating, compiling, and organizing the data using shorthand codes. In this stage, the researcher must recognize and categorize each response using a symbolized numerical score so the data can be processed in statistical computer program.

### **1.9.6.3 Tabulating**

Tabulating in data processing encompasses the data into a tabular format that structurally arrange the data in tables and columns. The tables specification that will be used are align to the research topic.

### **1.9.7 Data Analysis Technique**

A simple linear regression is applied in this study as this study inquires the influence of two independent variable on one dependent variable separately (Sekaran & Bougie, 2016). The inquiries itself are driven from the theories that are applied in this study, which are Cognitive Response Approach and Theory of Planned Behavior. This data analysis technique helps to examine the influence of the independent variables, Exposure to Green Advertising (X1) and Perceived Risk (X2), on the dependent variable, Smoot Purchase Intention (Y).