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The Effects of Self-benefit, Other-benefit, and Mixed
Appeals on Consumer's Response to The Green Hotel's Advertising

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Introduction

In the ongoing nowadays trend of green lifestyle, companies in various areas try to implement their strategies to become more sustainable and environmentally friendly. One of the reasons for companies to go green is to increase demand for their offerings from those that appreciate green behaviors (Raska, Shaw, 2012). A vast number of studies outline that it is now obvious that customers' minds have recently shifted. People are becoming more aware of environmental problems and are aiming to adjust their lifestyles in the way to be more sustainable (Wang, Wong, & Narayanan, 2019). In a National Geographic (2012) worldwide survey of 17,000 people, 56% described themselves as green or “one who avoids environmentally harmful products, minimizes waste, tries to save energy, and chooses environmentally friendly products as often as possible”. Another 30% expected to describe themselves as those who will identify themselves as “green” within the next five years (*National Geographic*, 2012). Moreover, A European Commission study (2013) reported that 77% of European Union respondents are willing to pay more for environmental products. Another fact outlined in the same study is that 55% of European Union citizens are aware of the environmental impact of the products they use and buy.

Apparently, this increase in customers' environmental awareness influences the hotel industry, which have been working on different management and marketing strategies focused on environmental issues (Kim & Kim, 2014; Hu, Parsa, & Self, 2010) and resulted in the development of “so-called green hotels that has become one of the most important recent innovations in the tourist sector” (Teng, Wu, & Liu, 2015, p. 2). Green hotels may be distinguished from ordinary hotels in that “they use products and services that minimize water and energy consumption and reduce solid waste output to protect the environment from further depletion of its natural resources” (Green Hotels Association, 2010).

Han and Kim (2010) found out that consumers are aware of the damage the hotel industry cause to the environment. Moreover, the growing number of consumers look for hotels communicating their green actions and protecting the environment (Kim, Lee, & Hur, 2012; Wang, Wong, & Algas, 2018). Scholars also indicate that people's willingness to stay particularly at the green hotel increases (Kim et al., 2012; Wang et al., 2018) and some of the customers are ready to pay more if they are confident in the hotel's environmental friendliness (Jauhari & Manaktola, 2007; Kotchen & Moore, 2008; Yesawich, 2007). Hence, there is an obvious need for green hotels to imply an appropriate communication policy, so that they are capable of providing effective communication with their customers to transmit green claims and perform generally better. One of the powerful marketing tools that have become a way to transmit green claims to consumers is green advertising.

A green claim is an essential component of green advertising. Depending on it and the appeal it refers to, a company may or may not successfully deliver the core of the message and, furthermore, create a positive attitude toward a brand. Therefore, green claims and appeals have an impact on the advertisement's effects. Three kinds of green appeals stated in the hotel ad, which are self-benefit, other-benefit and combined version of them two, are tested within this study. Their influence on the ad's effects have been examined in different environmental and charitable contexts (Grimmer & Woolley, 2014; White & Pelozo, 2009; Yang, Lu, Zhu, & Su, 2015), but not, to the knowledge of researches, particularly in the area of green hotels. Little empirical research directed toward exploring consumers' response to hotels' environmental advertising has been done (Hu, 2012). Furthermore, scholars indicate that no due attention was given to the role of values in green hospitality industry (Teng et al., 2015). In this research, the differences in ad's effects depending on the presence of self-benefit, other-benefit or mixed types of appeals in the ad will be examined. Furthermore, as

indicated in a number of further discussed studies, the effects of the ad vary depending on the degree of one's personal values and environmental concerns. Hence, we assume both of them will have the moderating effect in the causal relationship between the ad's appeal and the attitude toward the message stated in the advertisement, attitude toward the advertisement itself and attitude toward the brand.

Literature review

Self-benefit vs. other-benefit appeals

Environmental claims are seen as such which allow consumers to more easily differentiate between products in the market, so consumers can make better purchasing decisions in relation to the environment. Industries may choose to communicate environmental benefits through the use of advertising vehicles to promote these benefits (Environmental Claims: A Guide for Industry and Advertisers, 2009). Environmental claim is considered to be the most powerful mean of communicating the green messages to consumer (Hu, 2012; Olsen, Slotegraaf, & Chandukala, 2014). Furthermore, it might influence the consumers' attitudes (Eagly & Chaiken, 1993; Fazio, 2007) toward the message (Kim & Kim, 2014), advertisement (Kareklas, Carlson, & Muehling, 2012; Hu, 2012), brand (Olsen, Slotegraaf, Chandukala, 2014; Kareklas et al., 2012) and purchase intention (Kareklas et al., 2012). A claim might contain various possible environmental appeals.

De Groot and Steg (2007) introduce three dimensions of "reasons for being concerned about environmental problems" (p. 1820), namely they can be egoistic, altruistic and biospheric. They reckon that "people, who are concerned about environmental problems because of altruistic or biospheric reasons, will base their decision to act pro-environmentally on the perceived costs and benefits for the ecosystem and biosphere", or humanity in general (De Groot & Steg, 2007, p. 1820). On the other hand, people with high altruistic concerns

“will base their decision considering the cost and benefits of environmental behavior for them personally” (De Groot & Steg, 2007, p. 1820). Therefore, the common appeals created by marketers are either “egoistic” (i.e. highlighting the benefits of the donor) or “altruistic” (i.e. highlighting the benefits for others) (White & Peloza, 2009). In line with that, Yang et al. (2015) also distinguish between two similar benefit-related appeals in the field of green consumption. According to his research, the first type of benefit is related to the outcomes a person gains as a result of buying an advertised product (e.g. health gains, in context of organic food consumption), a so-called “self-benefit” appeal (Fisher, Vandenbosch & Anita, 2008). While the other, “other-benefit” appeal is connected with the gains of the other person, society or environment (Yang et al., 2015).

Both types, self-benefit and other-benefit, appeals have been broadly studied in marketing research field. Thøgersen (2011) in his research claims that the fact that “consumers buy “green” products, such as organic foods, for selfish reasons are usually accepted at face value” (p. 1052). Additionally, Batson (1987) in his study in social psychological field reckon people as “essentially selfish beings”. The idea of him that most humans are fundamentally selfish is found in many social psychological theories such as self-awareness, self-deception, self-monitoring, social comparison, social exchange, interdependence theories, and others (Fisher et al., 2008). Researchers who examined the consumption of organic food, suggest that personal health concerns is what initially drive attitudes toward organic food (Botonaki, Polymeros, Tsakiridou, & Mattas, 2006; Chrysohoidis & Krystallis, 2005; Harper & Makatouni, 2002; Magnusson, Arvola, Hursti, Åberg, & Sjöden, 2003; McEachern, Seaman, Padel, & Foster, 2005) and the purchase intention (Schifferstein & Ophuis, 1998; Soler, Gil, & Sanchez, 2002).

On the other hand, another plea of scholars admits that altruistic considerations might be crucial in terms of green consumption. Numerous researches indicate that consumers often choose “green” primarily because of its pro-social and pro-environmental behavior and it helps them to express their concern for common good (Thøgersen, 2011). Some consumers may make a purchase decision based exclusively on an environmental benefit stated in an ad (Laroche, Bergeron, & Barbaro-Forleo, 2001). According to Lee, Hsu, Han, & Kim (2010), consumers willing to choose a green hotel primarily because of the fact that their decision will contribute to saving the environment. A decision to purchase environmentally friendly products is often made not because of salient self-benefit, but advantages for the environment (Davis, 1994). Thus, from this point of view, the green consumption will be driven by the “other-benefit” appeal. Yang et al. (2015) in his research stated that “environmentally friendly consumption is more likely to occur when such consumption associates with the benefit of other” (p. 2).

Consequently, self-benefit and others-benefit views are considered to be conceptually unlike and conflicting (Suitner & Maass, 2008). However, a growing number of studies demonstrate that, in fact, both egoistic factors as well as altruistic factors simultaneously predict consumers' attitudes and purchase intentions toward green consumption (Kareklas et al., 2012; Aertsens, Verbeke, Mondelaers, & Huylenbroeck, 2009; Hughner, McDonagh, Porthero, Shultz, & Stanton, 2007; Umberger, McFadden, & Smith, 2009). In the research of Kareklas et al. (2012, p. 19) they admit that “unlike most purchases are egoistic (i.e., self-centered), concerns that are likely to drive organic purchase decisions are likely to extend beyond personal concerns and include “others based” concerns as well”. Moreover, they suggest that advertisers “should consider designing advertising messages that relate to personal benefits and environmental benefits in tandem, taking note of the synergies that may

be gained by emphasizing both” (Kareklas et al., 2012, p. 28). They consider this approach as an efficient strategy for advertisers to create a more positive response from consumers (Kareklas et al., 2012). Zhu (2012) came to the related conclusion and pointed out that “advertising claims emphasizing the positive impact that organic food consumption has on one’s own well-being (e.g., more nutritious, more natural) coupled with its indirect effect on others (e.g., contributing to a cleaner, less polluted environment for everyone) would appear to be most persuasive and effectual”.

In this research, we identify three outcome variables, that might be influenced by the message framing. They are: Attitude toward the message, attitude toward the ad and brand attitude. Previous studies found out that using green message appeals demonstrates an effect on the attitude toward the message (an overall evaluation or liking the message) (Diedring, 2008; Mitchell & Olson, 1981). Furthermore, an attitude toward the ad is shaped by the overall message evaluation (Mitchell & Olson, 1981) and subsequently predict attitude toward the brand (Homer, 1990). Thus, we assume serial-multiple mediation to occur (Mitchell & Olson, 1981; Cho & Choi, 2010). Namely, the appeals influence the overall attitude toward the message. Further, it contributes to the attitude toward the advertisement, which eventually shapes the attitude toward the brand. Hence, the effect of the serial-multiple mediation needs to be examined (Figure 1), so that the following testing hypotheses were formulated:

H1: The effects of the green hotel advertisements vary within three experimental groups exposed to three different types of appeals.

H2: Self-benefit-appeal ad has an impact on brand attitude by shaping attitude toward the ad through the message attitude.

H3: Other-benefit-appeal ad has an impact on brand attitude by shaping attitude toward the ad through the message attitude.

H4: Mixed-benefit-appeal ad has an impact on brand attitude by shaping attitude toward the ad through the message attitude.

H5: The ad of a green hotel containing mixed appeals will scores higher at the outcome variables, comparing to ads containing either only the first or the second appeal.

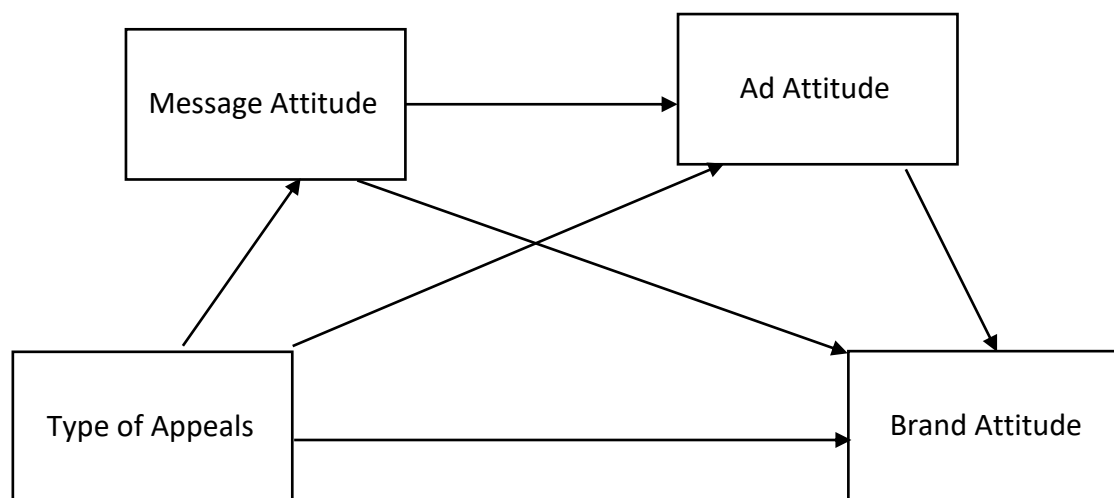


Figure 1. Theoretical Framework

Personal values

An attitude formation most probably takes place through an intensive interaction of cognitive and emotional processes (Hartmann, Apaolaza Ibañez, & Forcada Sainz, 2005). Cognitive representations of three basic human requirements are values, representing “biologically based needs of the organism, social interactional requirements for interpersonal coordination, and social institutional demands for group welfare and survival” (Schwartz & Bilsky, 1987, p. 550). According to Schwartz & Bilsky (1987), each of us holds numerous values and a varying degree of importance. They lead us to the personal choices we make. As an example, a person for whom the attainment of hedonic pleasure is a highly prioritized life goal should be more likely to attend and to buy products that afford hedonic pleasures

compared to people with other priorities. Therefore, a person whose value priorities emphasize personal and general security should be more likely to attend to, and to buy, products affording security from health threats, and so on (Thøgersen, 2011).

The decisions of environmentally responsible consumers are also shaped by personal values (Ottman, 1994). Egoistic, altruistic and biospheric values are considered to be essential for examining environmental beliefs and behavior (De Groot, Steg, 2007). Egoistic values are strongly connected with the individual outcomes, while altruistic and biospheric values “reflecting concern for the welfare of others” and “emphasizing the environment and biosphere” respectively (De Groot & Steg, 2007). Often these kinds of values influence environmental behavior indirectly, through beliefs, attitudes, and norms (Gärling, Fujii, Gärling, & Jakobsson, 2003; McCarty & Shrum, 1994; Stern, 2000) or affect the extent to which people are aware of environmental problems associated with their behavior (De Groot & Steg, 2007).

Considering the previous findings on environmental claims and appeals as well as on personal values, we assume that personal values will moderate the effect between the message appeals and the outcome variables. Rephrased, the extent to which consumer may react more positively to one or the other kind of appeal in the ad can depend on their degree of importance of certain values. Hence, the following hypotheses were formulated:

H6: The effects of the ads shaped by the message appeals vary for consumers according to their levels of values degree.

H7: The ad's effects are lower for the participants with a higher level of egoistic values who were exposed to the ad contained other-benefit or mixed benefit appeal rather than self-benefit.

H8: The ad's effects are higher to the participants with a higher level of altruistic and biospheric values importance who were exposed to the ad contained the other-benefit or mixed appeal rather than the self-benefit.

Environmental concerns

As discussed above, consumers are distinct in a way they respond to green marketing communications. The extent to which consumers may respond positively to the green ads may be examined through their level of environmental concerns. Environmental concern is a general attitude toward environmental protection (Weigel & Weigel, 1978), which may affect attitudes and environmental behavior (Schultz, 2001). Scholars have distinguished between two types of consumers: "those whose purchase behavior is greatly influenced by environmental concerns" and "those whose purchase behavior is minimally influenced by environmental concerns" (Grimmer & Woolley, 2014, p. 234).

People with a higher level of environmental concerns are more likely to choose brands associated with environmental friendliness (Pickett-Baker & Ozaki, 2008). In the study on attitudes toward green advertising, D'Souza & Taghian (2005) indicated that the higher level of concern for the environment one has, the more favorable attitudes they will convey toward the green ad. Purchase intention of the green products depends on the level of environmental concerns as well (Aman, Harun, & Hussein, 2012). Moreover, Han & Kim (2010) indicated that the intention to visit the green hotel also increases with a higher level of concerns for environment. Their findings correlate with the previous ones of ABTA (2008), Dalton, Lockington, & Baldock (2008), Munoz & Rivera (2002), which suggest that "customer's eco-friendly concerns are favoring environmentally friendly hotel business".

Environmental concerns are examined as moderator in this study (Figure 2). Thus, the following hypotheses were formulated:

H9: The ad’s effects are higher for the participants with a low level of environmental concerns when they exposed to the self-benefit appeal message rather than other-benefit or mixed benefit appeal.

H10: The ad’s effects are higher to the participants with a higher level of environmental concerns who were exposed to the ad contained the other-benefit or mixed appeal rather than the self-benefit.

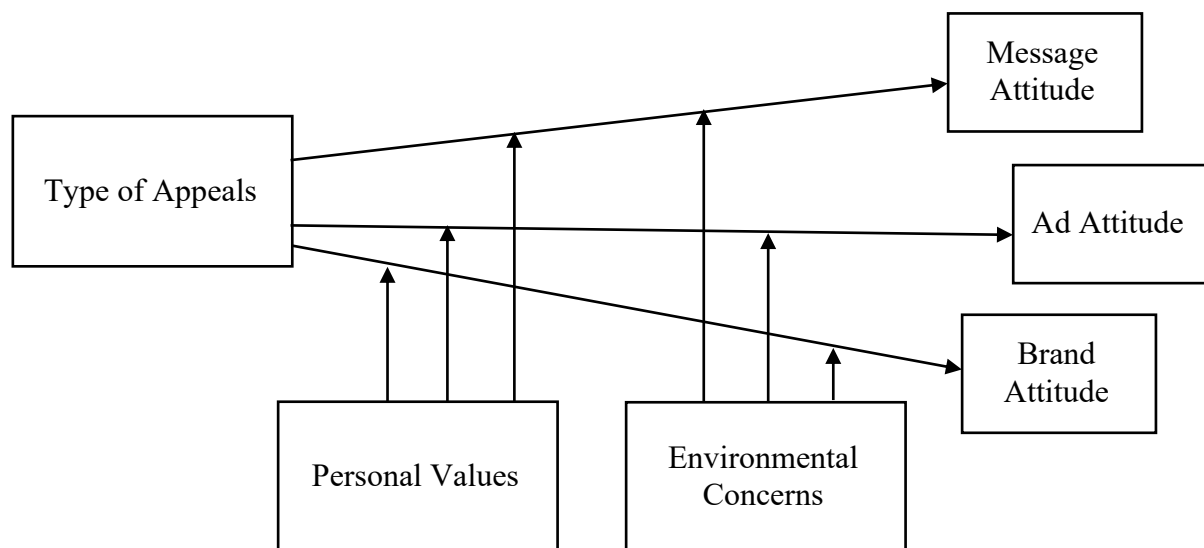


Figure 2. Theoretical framework

Method

Sample profile and experimental design

A quantitative approach of online survey experiment was utilized to explore the participants’ responses toward the advertising depending on the different types of appeal the advertising contains. Participants were exposed to the questionnaire and stimuli within the

between-subject design. Each group was exposed to two stimuli material, the advertising of the green hotel of the imaginary brand 'Greenzie'. Data was collected from the international sample (N=170), where 70% were females and half of them refer to the 18 – 24 year-old group.

The questionnaire was composed of 3 conditional parts. The first (pre-stimuli) part was ought to indicate the level of participant's environmental concerns and identify their value-orientation. Afterwards, participants were exposed to the stimuli material. In the next part of the questionnaire, respondents were asked to estimate the stimuli (advertisements) effects, such as the attitude toward the message, the attitude toward the advertising and the attitude toward the brand. The last part was devoted to the demographic collection.

Six different advertisements were utilized in this study within three experimental groups. The brand "Greenzie" stated in the stimuli-material was created exclusively for the study purposes in order to avoid the bias error possibly caused by the existing market brand. The type of the appeal was the manipulative part of the study so that experimental materials varied in their textual layout. Participants were randomly assigned to the different conditions of the experiment, forming three experimental groups. Namely speaking, the "self-benefit" appeal condition (n = 59) highlighted the health-related advantages for the hotel visitors (Appendix A). The "other-benefit" appeal condition (n = 55) contained the statements related to the actions the hotel takes in context of environmental protection, such as saving water resources, information on the recyclable packaging, reducing food waste (Appendix B). The advertising used in the combined condition (n = 56), held the verbal attributes from the advertising of both of the first and second experimental groups (Appendix C).

Measures

The measurement scales for the constructs and indicators in the present research were validated in the number of previous studies. All of the items of constructs presented in this study (Appendix D) were assessed by a 7-point Likert scale (1 – “strongly disagree”, 7 – “strongly agree”). In order to identify one's level of environmental concerns (Chronbach's $\alpha = .78$, $M = 6.15$, $SD = .71$), the scale used in the Chen and Tung (2014) research was implemented in the particular study. Chen and Tung (2014) measured the level of environmental concerns with eight measurement indicators, five of which were developed by Kim & Choi (2005) and other three by Fujii (2006). Value orientations were indicated as DeGroot and Steg (2007) had suggested, based on a short version of Schwartz's value scale (1992). The scale contains 13 values, covering egoistic (Chronbach's $\alpha = .84$, $M = 5.02$, $SD = 1.22$), altruistic (Chronbach's $\alpha = .83$, $M = 6.24$, $SD = .96$) and biospheric (Chronbach's $\alpha = .90$, $M = 6.17$, $SD = .93$) value orientations. Respondents were asked to indicate to what extent one value is important for them personally “as a guiding principle of their life”. In order to measure dependent variables attitude toward the advertising (Chronbach's $\alpha = .91$, $M = 5.65$, $SD = 1.11$) and brand attitude (Chronbach's $\alpha = .95$, $M = 5.80$, $SD = 1.04$) the measurements scales were obtained from Matthes, Wonnebreger, Schmuck (2013). The construct of attitude toward the message (Chronbach's $\alpha = .89$, $M = 5.48$, $SD = 1.13$) stated in the advertisement was measured with 4 items use in Wang (2003) research.

Results

Manipulation check

In order to check the effectiveness of manipulation, the manipulation check was conducted. To check out if the respondents clearly distinguished the appeals in the ads, a Chi-square test of independence was calculated comparing the frequency of the random generator

stimuli code drawn (1 – “self-benefit” stimuli, 2 – “other-benefit”, 3 – combined) in the manipulation check question (“How do you generally feel about the messages stated in the advertisement? Did they have more focus on (1) health gains, (2) environmental gains or (3) both?”). A significant interaction was found ($X^2(4) = 37.075, p < 0.001$). Namely, 77.8% of respondents identified the valence of health gains in “self-benefit” appeal stimuli; 49.3% of respondents defined “other-benefit” appeal stimuli as those which focused more on the environment and 37.5% connected the presence of combined stimuli with mixed gains. Although the Chi-square test reveals the general statistically significant dependence of manipulation check on the random assignment to different types of advertising appeals, still we consider the percentage of respondent's association between a certain type of appeal they were assigned to and the way they perceived the manipulation relatively low, especially in case of combined appeals. This might have violated the impact on the dependent variable.

Hypothesis testing

The analysis of the collected data was fully conducted using IBM SPSS Statistics Version 26 for MacOS.

A One-way ANOVA was conducted to compare the effects of different message appeals on the MA, AdAt, and BA. Levene's test for homogeneity of variance was not significant for all of the mentioned variables (*MA*: $F(167) = .020, n.s.$; *AdAt*: $F(167) = .740, n.s.$; *BA*: $F(167) = .191, n.s.$; *PI*: $F(167) = .189, n.s.$), hence the assumption of homogeneity of variance was met. An analysis of variance showed that none of the effects of message framing on dependent variables was significant (Table 1). Therefore, no difference in terms of advertisement's effect was indicated for three different groups. And so, H1 was not supported within this test.

In the next step, the independent variable of appeals was dummy coded, and the linear regression was conducted in order to test H5 and compare the effect on dependent variables of groups exposed to one single appeal in the advertising stimuli and group exposed to the combined appeals in the advertisement’s message.

Table 1

Summary of ANOVA

BA	Sum of Squares	df	Mean Square	F
Between Groups	3.022	2	1,511	1,379
Within Groups	182.938	167	1,095	
Total	185.960	169		

p = .255

AdAt	Sum of Squares	df	Mean Square	F
Between Groups	4.308	2	2.154	1.768
Within Groups	203.492	167	1.219	
Total	207.800	169		

p = .174

MA	Sum of Squares	df	Mean Square	F
Between Groups	5.751	2	2.875	2.301
Within Groups	208.677	167	1.250	

Total	214.428	169		
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p =.103				
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PI	Sum of Squares	df	Mean Square	F
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Between Groups	.164	2	1073.40	.065
Within Groups	212.088	167	22.89	
Total	212.251	169		
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p =.938				

Multiple regression was calculated to predict the message attitude based on three different appeals in the advertising. No differences between health and mixed groups in terms of predicting the message attitude ($B = .016, t = .078, p > .05$) were indicated. However, a marginal significance was indicated between the “other-benefit” appeal group and the combined one ($B = -.385, t = -1.812, p = .072$). Therefore, the group with “other-benefit” appeals will realize a .385 unit decrease as compared to mixed appeals group on the dependent variable of the message attitude. The message attitude for the “other-benefit” appeal group indicated a marginally significant increase as compared to mixed appeals group.

To proceed the analysis, the “other-benefit” appeal group was considered as the reference group and the cases were gradually filtered, selecting the participants with high altruistic values degree, high biospheric values orientation and finally high egoistic level of values one by one predicting message attitude, attitude toward the ad and the brand attitude. At the high levels of biospheric and altruistic values, the message attitude as well as the attitude toward the ad, are indeed predicted by the different kinds of appeals stated in the

green ad. All other tests concerning brand attitude were insignificant, as well as no significant regression models were indicated for participants with high egoistic values.

A significant regression equation was found for both mixed and self-benefit appeals predicting the attitude toward the message for participants with high biospheric values ($F(2, 138) = 3.353, p < 0.05$), with R^2 of .046 as well as for participants with the high degree of altruistic values ($F(2, 144) = 4.424, p < 0.01$) with R^2 of .058. The summary of regression coefficients is depicted at the *Table 2* and *Table 3*. Similar results were indicated in terms of predicting the attitude toward the ad with selected cases of high altruistic ($F(2, 144) = 3.651, p < 0.05$) with R^2 of .048 and marginally significant results were obtained for the cases with high biospheric ($F(2, 138) = 2.774, p = 0.066$) with R^2 of .039 value-orientation. For all of the cases “self-benefit” appeal and the mixed appeal approach worked better compared to the “other-benefit” appeal.

Table 2

Regression Coefficients for Appeals Predicting MA with High Level of Biospheric Values

Cases Selected

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	<i>p</i>
Health	.516	.227	.221	2.277	.024
Mixed	.506	.227	.217	2.231	.027

Table 3

Regression Coefficients for Appeals Predicting MA with High Level of Altruistic Values

Cases Selected

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	<i>p</i>
Health	.618	.215	.270	2.877	.005
Mixed	.451	.214	.198	2.110	.037

Table 4

Regression Coefficients for Appeals Predicting AdAt with High Level of Altruistic Values

Cases Selected

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	<i>p</i>
Health	.511	.204	.236	2.502	.013
Mixed	.437	.203	.203	2.149	.033

Table 5

Regression Coefficients for Appeals Predicting AdAt with High Level of Biospheric Values

Cases Selected

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	<i>p</i>
Health	.368	.228	.157	1.615	.109
Mixed	.542	.228	.224	2.302	.023

Moderator analysis

The two-way ANOVA conducted for testing the moderation of EnvC for testing the H9 and H10, indicated no main effect for the type of appeal the ad contains (*MA*: $F(2) = 2.551, n.s.$; *AdAt*: $F(2) = 2.542, n.s.$; *BA*: $F(2) = 2.383, n.s.$), none statistically significant were the results indicated for the interaction (*MA*: $F(26) = .771, n.s.$; *AdAt*: $F(26) = .394, n.s.$; *BA*: $F(26) = .577, n.s.$) on all of the dependent variables. Instead, not hypothesized, the ANOVA further revealed the main effect for environmental concerns (*MA*: $F(19) = 2.008, p = .012.$; *AdAt*: $F(19) = 2.652, p = 0.003$; *BA*: $F(19) = 2.500, p = .001$). Therefore, it was further decided to test the mean-differences in advertisement's effects depending on the degree of environmental concerns. The assumption of the homogeneity of variance was met (*MA*: $F(150) = 1.358, n.s.$; *AdAt*: $F(150) = 1.275, n.s.$; *BA*: $F(150) = .756, n.s.$) and the results indicated that the effects of environmental concerns on the dependent variables were

statistically significant ($MA: F(150) = 2.086, p = .008; AdAt: F(150) = 2.473, p = .001; BA: F(150) = 2.634, p = .001$). Hence, it could be claimed that although the appeals in the advertising do not have an effect on advertising effects (without defining the high level of values), nor the does the interaction, there is statistically significant difference in advertisement effects depending on the level of environmental concerns.

In order to reveal the hypothesized moderating effect of altruistic values (H8) again the two-way ANOVA test was conducted. Similarly, no significant effect of the independent variable ($MA: F(2) = .215, n.s.; AdAt: F(2) = .277, n.s.; BA: F(2) = .889, n.s.$), nor the interaction effect were indicated ($MA: F(18) = 1.608, n.s.; AdAt: F(18) = 1.315, n.s.; BA: F(18) = 1.448, n.s.$), but the main effect for the altruistic values turned out to be significant ($MA: F(15) = 4.611, p = .000.; AdAt: F(15) = 3.814, p = .000; BA: F(15) = 3.213, p = .000$). Similarly the interaction effects for both biospheric and egoistic values were tested. No significant effect of the independent variable was indicated in the first case ($MA: F(2) = 2.310, n.s.; AdAt: F(2) = 1.014, n.s.; BA: F(2) = .487, n.s.$) as well as in the second ($MA: F(2) = .795, n.s.; AdAt: F(2) = 1.373, n.s.; BA: F(2) = 1.993, n.s.$); nor was the interaction effects for both cases ($MA: F(22) = 1.527, n.s.; AdAt: F(22) = 1.320, n.s.; BA: F(22) = 1.090, n.s.$) and ($MA: F(31) = 1.010, n.s.; AdAt: F(31) = .915, n.s.; BA: F(31) = 1.120, n.s.$) respectively. However, not hypothesized, the main effect for biospheric values indicated the statistical significance for all of the variables, except BA ($MA: F(14) = 3.080, p = .000; AdAt: F(14) = .3.022, p = .000.; BA: F(14) = 1.530, n.s.$). This effect was not significant in terms of egoistic values.

Mediation analysis PROCESS model 6

As the serial-multiple mediation was hypothesized (H2, H3, H4), it was decided to test the model replacing the initial independent variable of appeals on the environmental concerns,

biospheric and altruistic values including them one by one to the model as predictors, since their main effects on the dependent variables had been indicated. Therefore, to test the serial-multiple mediation of attitude toward the message and attitude toward the advertisement in the relationship between environmental concerns and brand attitude, the regression-based approach and bootstrap method recommended by Hayes (2012) was utilized. To conduct the analysis, the SPSS PROCESS macro tool model 6 was used. The results are demonstrated at the Figure 3.

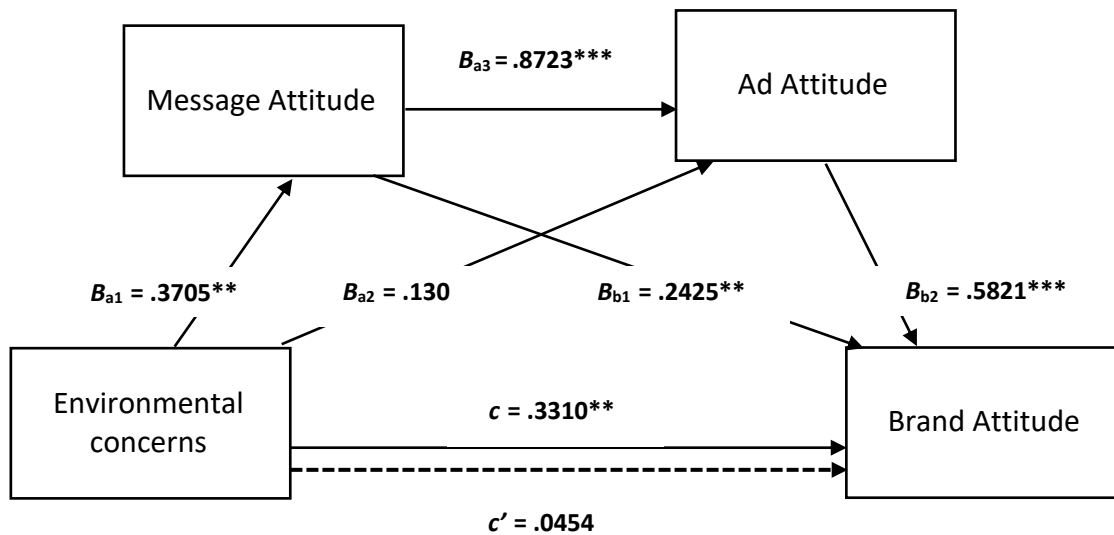


Figure 3. Serial-multiple mediation of message attitude and attitude toward the ad in the relationship between environmental concerns and brand attitude. * $p < .05$, ** $p < .01$, *** $p < .001$.

As the results indicated, the total effect ($c = .3310$, $SE = .1107$, $t = 2.9890$, $p < .01$) of environmental concerns on brand attitude was statistically significant. Furthermore, the effect of environmental concerns on the attitude toward the message ($B = .3705$, $t = 3.1233$, $p < .01$) was at the significant level as well, while the effect on the attitude toward the ad ($B = .8723$, $t = .2290$, $p > .05$) was non-significant. The direct effect of the attitude toward the message as the first mediating variable on the attitude toward the ad as the second one was at significant

level ($B = .8723, SE = .0360, t = 24.2210, p < .001$). At the same time the direct effects of mediating variables on brand attitude were at significant levels for message attitude ($B = .2425, SE = .0799, t = 3.0336, p < .01$) and for attitude toward the ad ($B = .5821, SE = .0808, t = 7.1997, p < .001$) as well. When all the mediating variables were simultaneously entered into the model, the relationship between environmental concerns and attitude toward the brand, in terms of direct effect, lost its significant level ($c' = .0454, SE = .0595, t = .7628, p > .05$). Hence, the mediating variables indeed had the role of mediators in the relationship between environmental concerns and attitude toward the brand. Additionally, the overall model was at the significant level ($F(3,166) = 160.7038, p < .001$) and explained 74.39% of the total variance in brand attitude.

Findings indicating the serial-multiple mediation of message attitude and attitude toward the advertisement in the relationship between altruistic value orientation and attitude toward the brand are disclosed at the Figure 4.

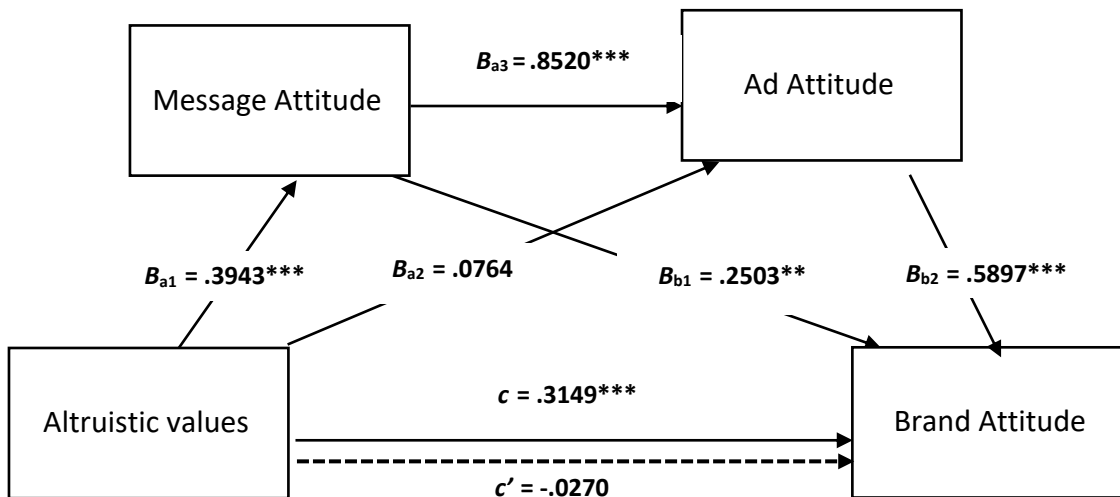


Figure 4. Serial-multiple Mediation of Message Attitude and Attitude toward the Ad in the Relationship between Altruistic Values and Brand Attitude. * $p < .05$, ** $p < .01$, *** $p < .001$.

In the Figure 4 it could be seen that the total effect ($c = .3149$, $SE = .0801$, $t = 3.9313$, $p < .001$) of altruistic values on brand attitude was at significant level. Furthermore, the direct effect of altruistic values on the attitude toward the message ($B = .3943$, $SE = .0846$, $t = 4.6616$, $p < 0.001$). However, no significance was indicated in the effect of altruistic values on ad attitude ($B = .0764$, $SE = .0429$, $t = 1.7794$, $p > 0.05$). The direct effect of message attitude as the first mediating variable on the second mediating variable of ad attitude ($B = .8520$, $SE = .0369$, $t = 23.1118$, $p < 0.001$) was at significant level. The direct effects of mediating variables on brand attitude indicated the significant effects of message attitude ($B = .2503$, $SE = .0797$, $t = 3.1408$, $p < 0.01$) and ad attitude ($B = .5897$, $SE = .0817$, $t = 7.2224$, $p < 0.001$). When all the mediating variables were simultaneously entered into the model, the relationship between altruistic values and attitude toward the brand, turned out to be not at the significant level ($c' = -.0280$, $SE = .0457$, $t = -.5901$, $p > .05$). Stemming from this results, mediating variables were observed to mediate the relationship between altruistic values and brand attitude. Furthermore, the overall model was at a significant level ($F(3,166) = 160.4006$, $p < .001$) and explained 74.35% of the total variance in brand attitude.

Findings on the serial-multiple mediation of message attitude and attitude toward the ad in the relationship between biospheric values to brand attitude are presented at the Figure 5. The total effect ($c = .2283$, $SE = .0857$, $t = 2.6641$, $p < .01$) of biospheric values on brand attitude demonstrates significance. Furthermore, the direct effect of biospheric values on message attitude indicates significance too ($B = .3627$, $SE = .0897$, $t = 4.0446$, $p < .001$). However, the effect of biospheric values on the attitude toward the ad did not reach the significant level ($B = .0538$, $SE = .0445$, $t = 1.2097$, $p > .05$). The direct effect of message attitude as the first mediating variable on the second mediating variable of ad attitude ($B = .8611$, $SE = .0365$, $t = 23.5760$, $p < 0.001$) was statistically significant. At the same time the

direct effect of both mediators on brand attitude indicated that the effects of message attitude ($B = .2569, SE = .00791, t = 3.2474, p < 0.001$) as well as ad attitude ($B = .5966, SE = .0806, t = 7.4064, p < 0.001$) were statistically significant (Step 3). When all the mediating variables were simultaneously entered into the model, the relationship between biospheric values and attitude toward the brand, turned out to be not at the significant level ($c' = -.0833, SE = .0465, t = -1.7918, p > .05$). Stemming from this results, mediating variables were observed to mediate the relationship between altruistic values and brand attitude. Furthermore, the overall model was at a significant level ($F(3,166) = 164.1126, p < .001$) and explained 74.78% of the total variance in brand attitude.

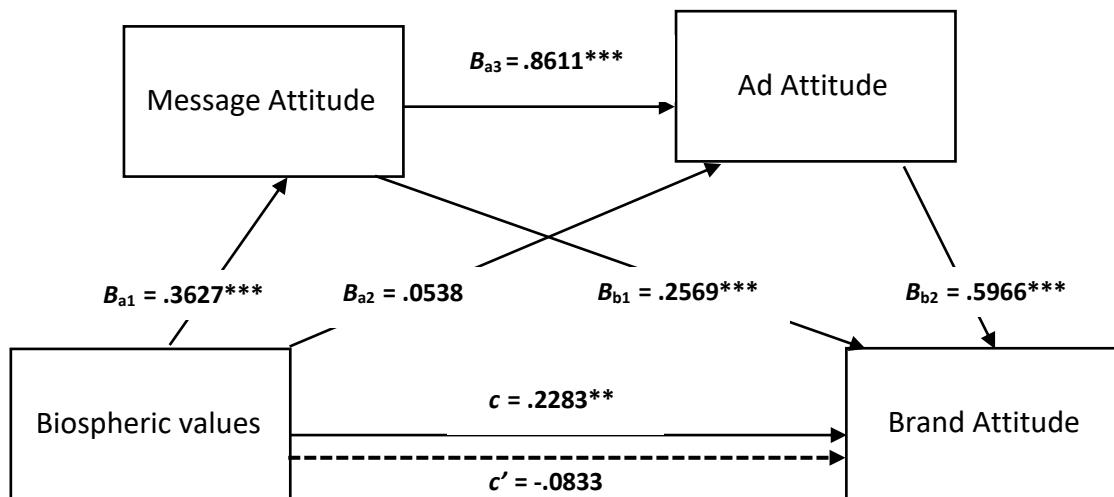


Figure 5. Serial-multiple Mediation of Message Attitude and Attitude toward the Ad in the Relationship between Biospheric Values and Brand Attitude. * $p < .05$, ** $p < .01$, *** $p < .001$.

Discussion

The study investigated the potential impact of the message appeals (other-benefit, self-benefit and mixed) stated in the green advertising on the attitude toward the message, attitude toward the ad and the brand attitude. The initial results indicated no significant difference between the three groups in terms of the dependent variables. Similar results were obtained in

the study by Grimmer & Wooley (2014). However, the marginally significant results were derived in the linear regression conducted later. The attitude toward the message stated in the 'Greenzie Hotel' advertising material changes depending on the appeal used in the ad (with the marginal significance revealed) and this fact gives credits of support to the H1. Thus, the self-benefit appeal and the combined variant of appeals tend to cause the better attitude toward the message than a single other-benefit appeal the ad contained. Whereas, these findings reject the H5 suggesting that the usage of the mixed-appeals approach will end up in the better ad's effects. The further tests indicated that there are indeed statistically significant differences in the groups when only cases with high degree of altruistic and a high degree of biospheric values are selected. It could be explained by realizing the origin of the green hotel concept. Initially, it stems from the idea of environmental protection and same promotes the hotel's green advertising (Chen & Tung, 2013). Hence, people with a high level of these values having the desire and interest in processing this kind of an ad and, furthermore, indicate favorable attitudes (Aman et al., 2012; Han & Kim, 2010). Similarly, the advertisement with combined message appeals and the one containing "self-benefit" appeal always scored higher on the dependent variables for participants with high biospheric and high altruistic values degree. Moreover, the single "self-benefit" appeal ends up in a more positive attitude toward the message and the ad, even comparing to the mixed appeals approach. These findings go in line with findings in numerous researches. For instance, Hartmann et al., (2005), Pickett-Baker & Ozaki (2008), Holmes, Miller, & Lerner (2002) and White & Peloza (2009), the last suggest that "people react more positively to the self-benefit than other-benefit appeals" (p. 111). However, it contradicts the studies related to green consumption, where more and more scholars argue that other-benefit appeals are crucial and more effective in the field and marketers should consider designing the message using both of

them at once (Kareklas et al., (2012), Zhu (2012), Fisher et al., (2008). Hence, this research supports the Batson's assumption (1987) that people are essentially selfish beings and react to the direct individual benefit from staying at the hotel still more positive comparing to generic environmental claim and the mixed one even though they are aware of the damage the hotel industry cause to the environment (Han & Kim, 2010).

The ambiguity of the results contradicting the H5 could be possibly explained by the lack of the stimuli materials' prominence for the participants, indicated in the manipulation check test. Moreover, the sample homogeneity in terms of the age (18-24) and gender (female) might also cause a lack of statistical power. Another possible explanation is the nature of hospitality service itself. In the research by Baker, Davis, & Weaver (2014), they found out that "concern regarding luxury diminishes the intention to stay in a green hotel" (p. 96), meaning that people do not want to sacrifice their comfort in any way. At the same time, consumers may even face personal loss if the purchase will have an obvious positive impact on the environment (Griskevicius, Tybur, & Van den Bergh, 2010). Additionally, consumers tend to behave in a 'greener' way at home than they are willing to do while they stay at the hotel (Baker et al., 2013).

The hypothesized moderation effect of values and environmental concerns was not revealed. Instead, the direct effects of environmental concerns, altruistic and biospheric values on the attitude toward the message, the advertisement, and the brand were indicated. This goes in line with studies conducted by (Poortinga, Steg, & Vlek, 2004; Steg, Drijerink, & Abrahamse, 2005; Stern, 2000). Furthermore, the initially hypothesized multiple mediation model was tested, replacing the independent variables of message appeals by the hypothesized moderators since their direct effect on all three independent variables was indicated. The test revealed the full mediation to occur in all three cases. Namely speaking,

the level of environmental concerns shapes the attitude toward the 'Greenzie Hotel' brand through the attitude toward the message and the attitude toward the green advertisement. With the growth of one's level of environmental concerns, the positivity of the response toward the ad and the brand also goes up. The full mediation through the same paths again occurs with altruistic and biospheric values serving as independent variables, so that the level of personal values influences the attitude toward the green hotel brand. Particularly in the way that the increase in one's level of altruistic/biospheric values will lead to the more positive attitudes toward the ad and the green hotel brand. Important is that in all three cases the path goes through the attitude toward the message which is predicted by the various previously tested message-appeals, however not in this model.

Practical implications

The study examined the importance of green marketing claims and their appeal in advertisement of green hotels. According to our research, the self-benefit appeal is the most efficient among all three tested. The self-benefit appeal is connected with individual gains a person clearly sees in the ad. At the same time, the mixed appeal approach is what fits better to the green hotels' nature and philosophy of the concept. It demonstrates the advantages of your stay in the hotel both for you and environment. However, the single environmental appeal works less powerful than the rest two. That is why the hotels acting in a green way should consider people's appreciation of their comfort above the environmental gains. It is indeed important for the hospitality industry to take an effort in increasing the general customers' environmental knowledge and concerns since their level influences the attitudes toward the green advertising and the green hotel brand itself in a positive way.

Limitations and future research

Although the respondents from all around the globe took part in the study, 46% of them were from Austria and Ukraine. No specifics of certain markets were concerned, nor the generalization to the population is possible. Moreover, the sample was not homogeneous in terms of gender, with 66% of female participants. Thus, the homogeneity of it and the control for geographical concentration should be taken into higher account in the future researches. Moreover, the wording part of the stimuli should be reconsidered in terms of appeals prominence for the participants, since they were not sufficiently powerful to enable participants to easily differentiate between mixed vs other and personal benefits. Only three types of appeals were tested in this research, whereas there are much more possible frames for environmental claims to be tested in the advertising for green hotel industry. For instance, the frames of environmental advertising conceptualized by Carlson, Grove, & Kangun (1993). Moreover, other possible moderators, such as environmental knowledge or environmental awareness could be tested since the role of the expected moderators in this study was not found. Moreover, another outcome variable such as purchase intention (intention to stay in the hotel) could be the one to further look at in the context of green hotels ads.

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Appendices

Appendix A – Self-benefit Appeals Stimuli



Appendix B – Other-benefit Appeals Stimuli



Appendix C – Mixed Appeals Stimuli

GREENZIE HOTELS PROTECT GUESTS' HEALTH AND ENVIRONMENT

We use only ecolabel cleaning products that guarantee the products environmental friendliness and are not harmful for our guests.

Our cleaning products:

- do not damage the indoor air quality
- are not harmful for guests' health
- do not contain any environmentally-damaging chemicals
- have fully recyclable packaging

GREENZIE
HOTELS & RESTAURANTS

THE FOOD AND DRINKS SERVED IN THE HOTEL IS THE AREA WHERE WE TAKE ACTION TO REDUCE THE IMPACT ON ENVIRONMENT AND PROTECT GUESTS' HEALTH

This means we have a dual responsibility to:

- Take part in a fight against food-related illnesses.
- We offer better quality, healthier, fresher food.

96% healthy food

Implement more sustainable food models to reduce the impact on the environment.

-30% of food waste is our goal for 2019

GREENZIE
HOTELS & RESTAURANTS

Appendix D – Items

Environmental Concerns (EnvC): Mankind severely abusing the environment; When humans interfere with nature it often produces disastrous consequences; The balance of nature is very delicate and easily upset; Humans must live in harmony with nature in order to survive; I think environmental problems are very important; I think environmental problems cannot be ignored; I think we should care about environmental problems.

Value orientations: Social power, wealth, authority, influence, ambition (egoistic value orientation, *EV*); equality, a world of peace, social justice, helpfulness (altruistic value orientation, *AV*); preventing pollution, respecting the earth, unity with nature, protecting the environment (biospheric value orientation, *BV*).

Attitude toward the advertisement (AdAt): bad – good; unpleasant – pleasant; unfavorable – favorable; unconvincing – convincing.

Attitude toward the message (MA): dislike – like; ineffective – effective; unpersuasive – persuasive; unappealing – appealing.

Attitude toward the brand (BA): bad – good; unattractive – attractive; negative – positive; not likable – likable; not recommendable – recommendable.

Green purchase intention (PI): I am willing to stay at green hotel while travelling ; I will make an effort to stay at a green hotel while traveling; I am likely to stay in a hotel implementing environmental strategies; I am more likely to stay in a green hotel over a non-green hotel.

Abstract

With the growth of consumers' awareness on the destructive effect the hotel industry has on the environment, an innovative concept of green hotels is rapidly spreading around the globe. Marketers in green hotels industry investing in advertising to promote the green value by creating the relevant message contexts for consumers with the usage of different appeals. In this research impact of the self-benefit, other-benefit and combined version of these two appeals on the advertisement's effects are examined. Results indicate that despite the importance of other-benefit appeals in green advertisement, the self-benefit appeal still ends up in the most positive response toward the green hotel ad among consumers. These results manifest the role of the message appeals in predicting the ad's effects, however only for consumers with high degree of altruistic and biospheric values. Although author assumed to reveal the moderation of personal values and environmental concerns, it was not confirmed within the statistical tests. However, a serial-mediation model was examined suggesting that environmental concerns and personal values shape the attitude toward the hotel brand through the message attitude and attitude toward the advertising. Hence, marketers in the hotel industry should be aware of the fact that personal gains are still prioritized for consumers. Yet shaping their environmental concerns and strengthening altruistic and biospheric values will eventually end up in a better brand attitude.

Keywords: Green Marketing, Green Hotel, Advertising Appeals, Benefit Association, Environmental Concerns, Personal Values

Abstrakt

Mit dem wachsenden Bewusstsein der Verbraucher von den zerstörerischen Auswirkungen der Hotelbranche auf die Umwelt breitet sich ein innovatives Konzept umweltfreundlicher Hotels rasch auf der ganzen Welt aus. Vermarkter in der grünen Hotelindustrie investieren in Werbung, um den grünen Wert zu fördern, indem sie die relevanten Nachrichtenkontexte für Verbraucher unter Verwendung verschiedener Anreize erstellen. In dieser Studie wird der Einfluss der self-benefit, other-benefit und kombinierte Version dieser zwei Anreize auf die Werbungseffekte untersucht. Die Ergebnisse zeigen, dass der selbst-benefit Anreiz, trotz der Bedeutung von other-benefit Appellen für die Green-Werbung, bei den Verbrauchern immer noch die positivste Reaktion auf die umweltfreundliche Hotelwerbung erzielt. Diese Ergebnisse machen deutlich, dass die Werbebotschaft bei der Vorhersage der Werbewirkung eine wichtige Rolle spielt, allerdings nur für Verbraucher mit einem hohen Grad an altruistischen und biosphärischen Werten. Obwohl der Autor davon ausgegangen ist, dass er die Mäßigung persönlicher Werte und Umweltbedenken offenlegt, wurde dies im statistischen Test nicht bestätigt. Es wurde jedoch ein serielles Vermittlungsmodell untersucht, das darauf hindeutet, dass Umweltsorgen und persönliche Werte die Einstellung zur Hotelmarke durch die Nachrichtenhaltung und die Einstellung zur Werbung beeinflussen. Vermarkter in der Hotelindustrie sollten sich daher der Tatsache bewusst sein, dass der persönliche Gewinn für die Verbraucher weiterhin Vorrang hat. Die Gestaltung ihrer Umweltsorgen und die Stärkung altruistischer und biosphärischer Werte werden letztendlich zu einer besseren Markenhaltung führen.

Schlüsselwörter: Grünes Marketing, grüne Hotels, Werbeeinsprüche, Benefizverein, Umweltbelange, persönliche Werte