

UNDERSTANDING THE EFFECTIVENESS OF ESG ADVERTISING ON CONSUMER PURCHASE INTENTION: AN ELABORATION LIKELIHOOD AND DAGAMAR MODEL APPROACH

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Abstract

The present study examines how central and peripheral cues in Environmental, Social, and Governance (ESG) advertising influence consumer trust in products and brands and how these trust dimensions subsequently affect purchase intention through consumer involvement and attitude. Grounded in the Elaboration Likelihood Model (ELM) and the Defining Advertising Goals for Measured Advertising Results (DAGMAR) framework, the study explores the sequential process by which ESG advertising shapes consumer decision-making. A quantitative, cross-sectional research design was employed, and primary data were collected from consumers across Odisha, India, using a structured online questionnaire between February and March 2026. A simple random sampling technique yielded 310 valid responses, which were considered adequate for structural equation modelling. The data were initially screened and analysed using IBM SPSS Statistics 28, followed by Partial Least Squares Structural Equation Modelling (PLS-SEM) using Smart PLS 4.0 to test the proposed hypotheses. The findings reveal that among the central route cues, perceived quality and transparency significantly enhance trust in the product, whereas advertising credibility and perceived greenwashing do not have significant effects. Within the peripheral route, emotional resonance, brand familiarity, and advertising attractiveness significantly strengthen trust in the brand, while advertising clutter is found to be insignificant. The results further indicate that trust in both the product and the brand positively influences consumer involvement, which subsequently enhances consumer attitude. A favourable attitude, in turn, significantly increases purchase intention toward ESG-advertised products. Overall, the findings support the sequential mechanisms proposed by both ELM and DAGMAR, demonstrating that meaningful ESG advertising cues effectively guide consumers through the stages of awareness, comprehension, conviction, and action, ultimately fostering stronger purchase intentions and offering valuable implications for marketers promoting sustainable products.

Keywords: ESG Advertising; ELM model; DAGMAR model; Sustainability; Green Advertising; Green Claims

Introduction

In recent years, firms have increasingly incorporated Environmental, Social, and Governance (ESG) themes into their marketing communication strategies to demonstrate responsible business practices and strengthen relationships with stakeholders. As consumers become more conscious of sustainability issues, organizations are using ESG-oriented messages to highlight their sustainable initiatives and differentiate their brands in highly competitive markets. Corporate engagement in CSR and ESG initiatives is widely considered to generate meaningful marketing benefits for organizations. Such initiatives can assist firms in strengthening product positioning while potentially reducing overall marketing expenditures. Prior research highlights that aligning marketing strategies with a company's CSR and ESG commitments can help organizations achieve competitive advantage. Prior evidence points to the fact that these initiatives contribute to building a favourable corporate image, attracting and retaining customers, enhancing brand loyalty and brand value. These advantages become particularly important in periods of market uncertainty, where responsible business practices can reinforce consumer confidence and long-term brand relationships. As a result, organizations are increasingly incorporating ESG themes into their advertising strategies to communicate responsible business practices and build stronger relationships with socially conscious consumers. A joint report by McKinsey & Company and Nielsen IQ found that products featuring ESG-related claims experienced an average cumulative growth of 28% over a five-year period, compared with 20% growth for products that did not include such claims, highlighting the growing influence of sustainability messaging on market performance. In this regard, ESG advertising has become an important means of communication that, in addition to indicating the social and environmental responsibility of a firm, also directly influences the perception of a consumer about the brand and his or her purchasing behaviour.

Literature Review

ESG Advertisement, DAGMAR and ELM Framework

ESG advertising refers to promotional communication in which firms highlight their environmental, social, and governance (ESG) initiatives such as environmental protection, ethical labour practices, social responsibility, and transparent governance to demonstrate sustainability commitment and build positive stakeholder perceptions. ESG advertisements aim to inform consumers about responsible business practices while enhancing brand credibility and encouraging sustainable consumption behaviour. In advertising research, the DAGMAR framework is broadly adopted to evaluate the communication effectiveness of advertising campaigns. The framework explains that advertising influences consumers through sequential stages: awareness, comprehension, conviction and action through which advertising messages inform consumers, shape attitudes, and ultimately guide purchase behaviour.

DAGMAR Model explains advertising effectiveness through four communication stages:

- Awareness: The point at which consumers become conscious of the existence of a brand or product. Advertising aims to capture attention and ensure recognition.
- Comprehension: At this stage, consumers understand the message, including the product features, benefits, or claims communicated in the advertisement.
- Conviction: Consumers develop a favourable attitude or belief about the brand after understanding the message, increasing their preference for the product.
- Action: The final stage where consumers take behavioural steps such as purchasing, trying, or seeking more information about the product.

The Elaboration Likelihood Model (ELM), proposed by Richard E. Petty and John T. Cacioppo, is a prominent theory in advertising and persuasion research that explains how individuals process persuasive messages and form attitudes. The model conceptualizes information processing through two distinct pathways: the central route and the peripheral route. Within the central route involves careful and thoughtful evaluation of message arguments, where individuals actively analyse the quality and relevance regarding the information presented. In

contrast, the peripheral route relies on simple cues such as attractiveness, emotional appeal, or source credibility, where individuals make judgments without extensive cognitive effort. The route through which a message is processed depends on the individual's level of motivation and ability to assess the information. Concurrently, the DAGMAR Model explains advertising effectiveness through sequential communication stages: awareness, comprehension, conviction, and action. The DAGMAR framework, in conjunction with ELM, assists in explaining the steps in which consumers react to ESG advertising, whereas ELM elucidates how consumers process the ESG message in the four stages cognitively. Therefore, the combination of the DAGMAR Model with the Elaboration Likelihood Model will offer a holistic way of studying ESG advertising message impacts on consumer perceptions, attitudes, and intentions to purchase.

i. Awareness Stage and the Beginning of Central Route Processing

The awareness stage represents the initial point at which consumers become conscious of an advertisement and begin paying attention to its content, as proposed in the DAGMAR Model. At this stage, cues such as credibility and transparency help capture attention and signal whether the organisation appears trustworthy in communicating its claims.

ii. Comprehension Stage and Central Route Elaboration

In the comprehension stage, consumers move beyond recognition and begin interpreting and evaluating the actual content of the advertisement. This stage aligns with the central route of the Elaboration Likelihood Model, where individuals carefully examine the quality of the arguments presented in the message. During this evaluation, consumers may also assess whether the organisation's sustainability claims are genuine or constitute greenwashing. By analysing the strength and authenticity of the information, comprehension enables consumers to form more reasoned and informed judgments about the advertisement and the organisation.

iii. Awareness through Peripheral route

At the awareness stage, consumers are first exposed to the advertisement and their attention is often captured through peripheral cues rather than detailed information processing, as explained in the Elaboration Likelihood Model. Elements such as emotional resonance and the attractiveness of the advertisement contribute significantly to draw initial attention and making the message noticeable. These cues help stimulate interest and encourage consumers to recognize the brand or message, consequently fostering the advancement of awareness within the communication process described in the DAGMAR Model.

iv. Comprehension through Peripheral Route

In the comprehension stage, consumers begin to interpret the meaning of the advertisement; however, when cognitive effort remains low, understanding may still occur through peripheral cues. Brand familiarity helps consumers quickly interpret the message based on prior knowledge and experiences with the brand. Simultaneously, the presence of advertising clutter in the advertising environment may influence how effectively the message is processed and understood. These peripheral cues shape consumers' interpretation of the advertisement even without extensive evaluation of the message arguments.

v. Conviction through Trust, Consumer involvement & Building Attitude

The conviction stage represents the point at which consumers develop a firmly held conviction in the advertised brand after progressing through awareness and comprehension. At this stage, trust placed in the product and trust in the brand be instrumental in reinforcing confidence in the organisation's claims and offerings. When consumers perceive the product as reliable and the brand as credible, they are more likely to form a sensible trust towards the product. In addition, consumer involvement increases the personal relevance of the message, encouraging individuals to engage more deeply with the information presented. Through this process, consumers develop a more favourable attitude toward the brand and advertisement,

strengthening their conviction and making them more receptive to future behavioural responses.

vi. Action through Purchase intention

The action stage represents the final step in the communication process where consumers translate their developed beliefs and attitudes into behavioural outcomes. In this context, purchase intention serves as a key indicator of the consumer's readiness to buy the product. When consumers develop favourable attitudes, it leads to strong conviction toward the advertising message, they are more likely to form a positive intention to purchase.

Although research on ESG has expanded significantly in fields such as corporate finance, particularly focusing on corporate disclosure and sustainability reporting, scholarly attention to ESG in advertising remains relatively limited. Moreover, prior research has rarely combined information-processing perspectives with the sequential stages through which advertising influences consumers. Therefore, it is essential to investigate ESG advertising by integrating these perspectives to better understand how such messages influence consumer responses, leading to the formulation of the following research questions:

RQ1: How do central route cues and peripheral route cues influence consumer trust in product and brand in ESG advertising?

RQ2: How do consumer trust, involvement, and attitude influence purchase intention toward ESG-advertised products?

RQ3: How do the stages of awareness, comprehension, conviction, and purchase explain the process through which ESG advertising leads to consumer purchase intention?

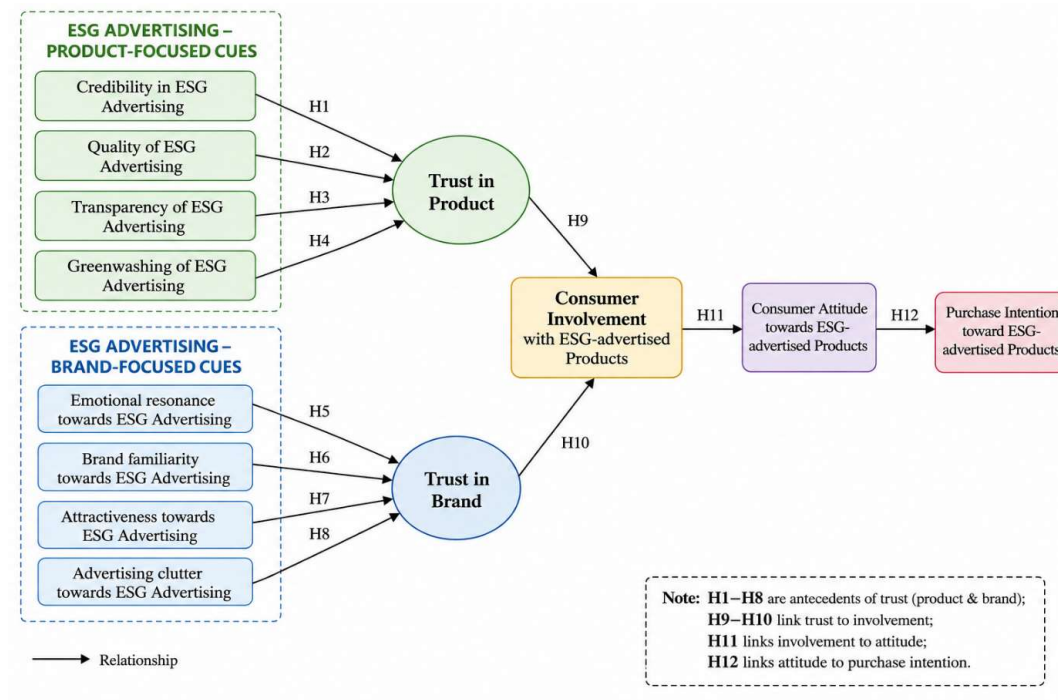
Research Objectives

RO1: To investigate the effect of central and peripheral route cues in ESG advertising on consumer trust in product and brand.

RO2: To analyse the role of consumer trust, involvement, and attitude in shaping purchase intention toward ESG-advertised products.

RO3: To investigate how awareness, comprehension, conviction, and purchase stages explain the development of consumer purchase intention toward ESG-advertised products.

Conceptual Framework



Source: Authors own compilation

Hypothesis Formulation

- H1: Credibility in ESG Advertising positively influence Trust in Product
- H2: Quality of ESG Advertising positively influence Trust in Product
- H3: Transparency of ESG Advertising positively influence Trust in Product
- H4: Greenwashing of ESG Advertising negatively influence Trust in Product
- H5: Emotional resonance towards ESG Advertising positively influence Trust in Brand
- H6: Brand familiarity towards ESG Advertising positively influence Trust in Brand
- H7: Attractiveness towards ESG Advertising positively influence Trust in Brand
- H8: Advertising clutter towards ESG Advertising negatively influence Trust in Brand
- H9: Trust in Product positively influence Consumer involvement with ESG-advertised products
- H10: Trust in Brand positively influence Consumer involvement with ESG-advertised products
- H11: Consumer involvement positively influences Consumer attitude towards ESG-advertised products
- H12: Consumer attitude positively influences purchase intention toward ESG-advertised products

Research Methodology

Study Design

This study adopts a quantitative, cross-sectional research design to examine how ESG advertising cues influence consumer responses. Data will be collected from consumers using a structured questionnaire designed to measure constructs such as central and peripheral advertising cues, trust in product and brand, involvement, attitude, and purchase intention

Development of Measuring instrument

The measurement items employed in this study were adapted from established and validated scales reported in the existing literature on advertising, consumer behaviour, and sustainability communication. All constructs were measured using multiple items to ensure adequate representation of each concept. A five-point Likert scale was employed to capture respondents' perceptions, ranging from 1 = strongly disagree to 5 = strongly agree. The adaptation of established scales helps ensure the reliability and validity of the measurement instrument. The sources of all questionnaire items and their respective constructs are presented in Table II.

Sampling Procedure and Sample size

This study used a simple random sampling technique to collect data from consumers exposed to ESG-related advertising through a structured questionnaire. In this method, each individual in the target population has an equal chance of being selected, which helps reduce sampling bias. The sample size was determined using the rule of thumb for PLS-SEM, which suggests that the minimum sample size should be ten times the maximum number of structural paths pointing to any construct or ten times the largest number of indicators used in the model. The final sample consisted of 310 valid responses, which exceeds the recommended threshold and is therefore adequate for conducting PLS-SEM analysis.

Data Collection Procedure and Data Screening

A survey-based structured online survey questionnaire through google form developed specifically for this study was used to collect data from consumers of the state of Odisha, India. The data in this study were collected over a period of two months (February 2026 to March 2026). From this period, a total of 344 questionnaires were registered by the respondents. Once the data collection process had ended, their responses were examined to identify partially filled or inconsistent questionnaires. After this screening, 310 valid responses remained that were used for the statistical analysis of the study.

The collected data were analysed using statistical software tools. Initially, IBM SPSS 28 Statistics was used for data screening, coding, and descriptive analysis. Subsequently, Smart PLS 4.0 was employed to perform Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess both the measurement model (reliability and validity of constructs) and the structural model (testing the hypothesized relationships). These tools are widely used in marketing and consumer behaviour research for analysing complex models involving multiple latent constructs.

Results

Demographics Distribution

The demographic distribution of the 310 respondents indicates that male respondents (66.5%) outnumber female respondents (33.5%). In terms of age, the majority of participants fall within the 31–60 years category (52.3%), followed by the 18–30 years group (31.9%), while respondents above 60 years (15.8%) represent the smallest proportion. Regarding occupation, a significant portion of respondents are service holder (77.1%), whereas business professional (22.9%) constitutes the remaining segment. In terms of monthly income, respondents report balanced proportion with Less than ₹50,000 (39.7%) and earning between ₹50,001 and ₹1,00,000 (38.4%), followed by above ₹1,00,000 (21.9%). With respect to advertisement exposure, digital and social media (62.3%) emerge as the most prominent source through which respondents encounter advertisements, followed by television (25.8%), while print media (11.9%) accounts for the lowest level of exposure among the respondents.

Table 1. Data Analysis tools

Demographic Variable	Category	Frequency(N=310)	Percentage (%)
Gender	Male	206	66.5
Gender	Female	104	33.5

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Age	18–30 years	99	31.9
Age	31–60 years	162	52.3
Age	Above 60 years	49	15.8
Occupation	Service Holder	239	77.1
	Business Professionals	71	22.9
Monthly Income	Less than ₱50,000	123	39.7
Monthly Income	₱50,001–₱1,00,000	119	38.4
Monthly Income	Above ₱1,00,000	68	21.9
Medium of Advertisement Exposure	Digital & social media	193	62.3
Medium of Advertisement Exposure	Television	80	25.8
Medium of Advertisement Exposure	Print Media	37	11.9

Source: Compiled from Survey Data

Common Method Bias

The post-hoc Harman's single-factor test indicated that no single factor explained the majority of the covariance; the first factor accounted for only 22.68% of the variance, which is well below the 50% benchmark. Consequently, CMB does not appear to be a significant issue in this study.

The measurement model was assessed using Smart PLS 4.0. The model fit indices indicated acceptable fit, with NFI = 0.775, for estimated model which is less than 0.9 suggesting that the proposed model adequately fits the data.

Measurement model Analysis

The measurement model was assessed by examining its reliability and validity through two primary steps: convergent validity and discriminant validity. First, convergent validity was established by evaluating factor loadings, composite reliability (CR), Cronbach's alpha (α), and the average variance extracted (AVE). As presented in Table 3, all item factor loadings exceeded the recommended threshold of 0.5 and were statistically significant, indicating that the items adequately represented their respective constructs. The internal consistency of the constructs was confirmed, with Cronbach's alpha values ranging from 0.813 to 0.941 and composite reliability (CR) scores ranging from 0.865 to 0.962, both surpassing the acceptable benchmark of 0.70. Furthermore, the average variance extracted (AVE) for each construct exceeded the minimum criterion of 0.50, with values ranging from 0.685 to 0.915, thereby providing strong evidence of convergent validity.

Table 2. Demographics Distribution

Constructs	Factor loadings	Cronbach alpha	Composite Reliability (rho_c)	AVE	VIF	R2 and Results	F2 and Results	Q2 and Results
Credibility (CR)	0.971	0.934	0.865	0.685	1.025		0.009, Small	
Credibility (CR)	0.800	0.934	0.865	0.685	1.025		0.009, Small	
Credibility	0.688	0.934	0.865	0.68	1.02		0.009, Small	

(CR)				5	5		all	
Quality (QL)	0.847	0.862	0.915	0.78 3	1.18 6		0.087,Sm all	
Quality (QL)	0.907	0.862	0.915	0.78 3	1.18 6		0.087,Sm all	
Quality (QL)	0.899	0.862	0.915	0.78 3	1.18 6		0.087,Sm all	
Transparen cy (TR)	0.835	0.813	0.889	0.72 8	1.21 0		0.030,Sm all	
Transparen cy (TR)	0.882	0.813	0.889	0.72 8	1.21 0		0.030,Sm all	
Transparen cy (TR)	0.842	0.813	0.889	0.72 8	1.21 0		0.030,Sm all	
Greenwash ing (GR)	0.926	0.940	0.958	0.88 3	1.00 6		0.006,Sm all	
Greenwash ing (GR)	0.923	0.940	0.958	0.88 3	1.00 6		0.006,Sm all	
Greenwash ing (GR)	0.969	0.940	0.958	0.88 3	1.00 6		0.006,Sm all	
Emotional resonance (ER)	0.939	0.932	0.956	0.88 0	1.01 2		0.241, Medium	
Emotional resonance (ER)	0.930	0.932	0.956	0.88 0			0.241, Medium	
Emotional resonance (ER)	0.945							
Brand Familiarity (BF)	0.946	0.941	0.962	0.89 4	1.00 3		0.099,Sm all	
Brand Familiarity (BF)	0.946	0.941	0.962	0.89 4	1.00 3		0.099,Sm all	
Brand Familiarity (BF)	0.944	0.941	0.962	0.89 4	1.00 3		0.099,Sm all	
Attractiven ess (ATS)	0.930	0.913	0.945	0.85 2	1.00 7		0.033,Sm all	
Attractiven ess (ATS)	0.919	0.913	0.945	0.85 2	1.00 7		0.033,Sm all	
Attractiven ess (ATS)	0.920	0.913	0.945	0.85 2	1.00 7		0.033,Sm all	
Advertisin g clutter (AC)	0.961	0.940	0.959	0.88 7	1.02 1		0.003,Sm all	
Advertisin g clutter (AC)	0.950	0.940	0.959	0.88 7	1.02 1		0.003,Sm all	
Advertisin g clutter (AC)	0.915	0.940	0.959	0.88 7	1.02 1		0.003,Sm all	

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Trust in Product (TP)	0.920	0.917	0.947	0.857	1.078	0.173, Weak	0.035, Small	0.124, Small
Trust in Product (TP)	0.930	0.917	0.947	0.857	1.078	0.173, Weak	0.035, Small	0.133, Small
Trust in Product (TP)	0.928	0.917	0.947	0.857	1.078	0.173, Weak	0.035, Small	0.102, Small
Trust in Brand (TB)	0.958	0.907	0.956	0.915	1.078	0.283, Weak	0.028, Small	0.245, Medium
Trust in Brand (TB)	0.955	0.907	0.956	0.915	1.078	0.283, Weak	0.028, Small	0.224, Medium
Consumer involvement (CI)	0.873	0.851	0.909	0.770	1.000	0.079, Weak	0.140, Small	0.049, Small
Consumer involvement (CI)	0.888	0.851	0.909	0.770	1.000	0.079, Weak	0.140, Small	0.060, Small
Consumer involvement (CI)	0.871	0.851	0.909	0.770	1.000	0.079, Weak	0.140, Small	0.042, Small
Attitude (ATT)	0.928	0.921	0.950	0.863	1.000	0.123, Weak	0.381, Large	0.027, Small
Attitude (ATT)	0.921	0.921	0.950	0.863	1.000	0.123, Weak	0.381, Large	0.023, Small
Attitude (ATT)	0.938	0.921	0.950	0.863	1.000	0.123, Weak	0.381, Large	0.023, Small
Purchase intention (PI)	0.888	0.888	0.930	0.817		0.276, Weak		0.018, Negligible
Purchase intention (PI)	0.903	0.888	0.930	0.817		0.276, Weak		0.017, Negligible
Purchase intention (PI)	0.920	0.888	0.930	0.817		0.276, Weak		0.020, Small

Source: Compiled from Survey data

Note: - CR- Credibility, QL- Quality, TR- Transparency, GR- Greenwashing, ER- Emotional Resonance, BF- Brand Familiarity, ATS- Attractiveness, AC- Advertising Clutter, TP- Trust in Product, TB- Trust in Brand, CI- Consumer Involvement, ATT- Attitude, PI- Purchase Intention

Second, discriminant validity was assessed using two complementary approaches: the Fornell-Larcker criterion and the heterotrait-monotrait (HTMT) ratio of correlations. Following the Fornell-Larcker criterion, the square root of the AVE for each construct (presented on the diagonal of Table 4) was greater than its highest correlation with any other construct, indicating that each construct shared more variance with its own indicators than with other constructs. Additionally, all HTMT ratios were below the conservative threshold of 0.85, with values ranging from 0.017 to 0.624 (Table 5), further confirming that discriminant validity was not a concern in this study. Collectively, these results demonstrate that the measurement model possesses adequate reliability, convergent validity, and discriminant validity, thereby justifying the subsequent structural analysis.

Table 3. Fornell-Lacker Criterion Test for Discriminant Validity

Cons	AC	AT S	AT T	BF	CI	CR	ER	GR	PI	QL	TB	TP	TR
AC	0.94 2												
ATS	0.08 4	0.92 3											
ATT	0.10 0	0.23 7	0.92 9										
BF	0.04 7	0.02 2	0.07 0	0.94 5									
CI	0.00 1	0.38 4	0.35 0	0.10 7	0.87 7								
CR	0.12 4	0.07 0	0.08 8	- 0.13 9	0.09 3	0.82 8							
ER	0.10 8	0.01 4	0.17 1	0.01 1	0.26 6	- 0.08 5	0.93 8						
GR	0.00 2	0.07 4	0.09 4	0.01 2	0.11 9	0.02 4	0.12 9	0.94 0					
PI	0.29 8	0.33 1	0.52 5	0.19 7	0.13 3	- 0.19 4	0.20 7	0.18 5	0.90 4				
QL	0.24 9	0.21 1	0.27 3	0.13 6	0.06 2	- 0.02 6	0.10 6	0.04 7	0.43 2	0.88 5			
TB	0.11 5	0.17 0	0.43 7	0.27 6	0.21 6	- 0.08 3	0.42 8	0.04 9	0.41 8	0.24 6	0.95 6		
TP	0.46 2	0.55 1	0.55 3	- 0.01 1	0.23 2	0.10 2	0.09 3	0.09 7	0.56 3	0.36 0	0.26 9	0.92 6	
TR	0.15 1	0.30 9	0.24 4	0.07 2	0.16 4	0.13 2	0.00 8	0.07 6	0.24 2	0.38 8	0.13 9	0.30 2	0.85 3

Source: Compiled from Survey data

Table 4. Measurement model Analysis

Cons	AC	AT S	AT T	BF	CI	CR	ER	GR	PI	QL	TB	TP	T R
AC													
ATS	0.10 0												
ATT	0.10 1	0.25 6											
BF	0.04 8	0.03 8	0.07 5										
CI	0.03 4	0.43 3	0.39 7	0.11 8									
CR	0.06 4	0.09 1	0.10 4	0.13 9	0.17 3								
ER	0.10	0.02	0.18	0.03	0.29	0.07							

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	1	6	2	1	8	5							
GR	0.01 7	0.07 5	0.09 1	0.02 9	0.12 4	0.04 3	0.14 1						
PI	0.31 8	0.36 5	0.57 7	0.21 7	0.15 5	0.26 8	0.22 5	0.19 7					
QL	0.27 0	0.23 6	0.30 6	0.14 9	0.08 9	0.10 2	0.11 6	0.05 2	0.49 3				
TB	0.11 4	0.18 6	0.47 9	0.29 9	0.24 4	0.08 5	0.46 2	0.05 5	0.46 6	0.27 9			
TP	0.50 7	0.60 1	0.60 2	0.03 2	0.26 1	0.05 8	0.09 8	0.09 2	0.62 4	0.40 2	0.29 6		
TR	0.17 7	0.35 8	0.28 2	0.08 4	0.19 7	0.20 1	0.03 6	0.08 6	0.28 8	0.46 3	0.16 4	0.35 0	

Source: Compiled from Survey data

Structural Model Analysis

Upon establishing the validity and reliability of the measurement model, the subsequent phase involved an assessment of the structural model. This analysis was undertaken to examine the variance in the endogenous constructs and to determine the strength of both direct and indirect effects among the latent variables.

Multicollinearity Testing

The Variance Inflation Factor (VIF) values should ideally remain below 3 or not exceed 3.33 . In the current study, the inner model VIF values ranged from 1.00 to 1.210, indicating that collinearity is not a concern as shown in Table 2.

Coefficient of determination (R²)

As shown in Table 2, the R² results indicate that the model explains 17.3% (TP), 28.3% (TB), 7.9% (CI), 12.3% (ATT), and 27.6% (PI) of the variance in the respective endogenous constructs. Overall, these values reflect weak explanatory power, although TB and PI demonstrate relatively higher variance explained compared to the other constructs.

Effect Size (f²)

According to , f² values of 0.02, 0.15, and 0.35 represent small, medium, and large effect sizes, respectively. As shown in Table 2, the f² results show that most constructs have small effect sizes. ER demonstrates a moderate effect, while ATT shows a large effect, suggesting a strong influence compared to other constructs.

Prediction accuracy (Q²)

As shown in Table 2, the Q² predict results indicate that the model has moderate predictive relevance for TB, small predictive relevance for TP, CI, and ATT, and negligible to very low predictive relevance for PI.

Testing of Hypothesis

Table 5. Results of Structural Relationship

Hypothesis	Structural relationship	Path coefficient(β)	T statistics	P values	Results
H1	CR→TP	0.085	0.753	0.451	Rejected
H2	QL→TP	0.292	5.049	0.000	Supported
H3	TR→TP	0.173	3.086	0.002	Supported
H4	GR→TP	0.068	1.086	0.277	Rejected
H5	ER→TB	0.418	9.199	0.000	Supported
H6	BF→TB	0.266	5.596	0.000	Supported
H7	ATS→TB	0.154	3.029	0.002	Supported

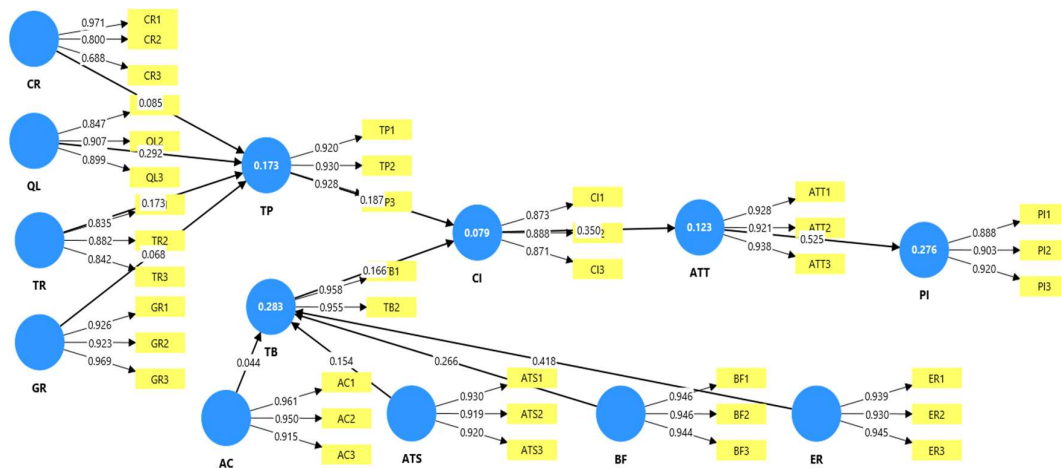
H8	AC→TB	0.044	1.004	0.315	Rejected
H9	TP→CI	0.187	3.283	0.001	Supported
H10	TB→CI	0.166	2.470	0.014	Supported
H11	CI→ATT	0.350	6.759	0.000	Supported
H12	ATT→PI	0.525	12.525	0.000	Supported

Note: p value<0.05

Source: Compiled from Survey data

Out of the twelve hypotheses tested, nine hypotheses were supported while three were not supported. H2 and H3 were supported, showing a significant positive influence on Trust in Product (TP) with p-values less than 0.05. H5, H6, and H7 were supported, indicating a significant positive influence on Trust in Brand (TB) with p-values less than 0.05. H9 and H10 were supported, showing a significant positive influence on Consumer Involvement (CI) with p-values less than 0.05. H11 was supported, indicating a significant positive influence on Attitude (ATT) with a p-value less than 0.05, and H12 was also supported, showing a significant positive influence on Purchase Intention (PI) with a p-value less than 0.05. In contrast, H1 and H4 were not supported as they failed to show a significant influence on Trust in Product (TP), and H8 was not supported as it showed no significant influence on Trust in Brand (TB), with all these hypotheses having p-values greater than 0.05. Overall, the model confirms that most hypothesized relationships are statistically significant except H1, H4, and H8.

Figure 1. Measurement Model Assessment



Source: Generated from Smart PLS 4

Findings

Findings Based on ELM Perspective (Central Route vs Peripheral Route)

From the Elaboration Likelihood Model (ELM) perspective, the findings highlight differential effects of central and peripheral route variables on trust formation and subsequent behaviour.

Under the central route, which involves cognitive evaluation, quality ($\beta = 0.292$, $p < 0.001$) and transparency ($\beta = 0.173$, $p = 0.002$) are found to be significant, indicating that consumers rely on substantive, information-based cues for forming trust in product. In contrast, perceived credibility of the advertisement ($\beta = 0.085$, $p = 0.451$) and greenwashing ($\beta = 0.068$, $p = 0.277$) are non-significant. This suggests that although credibility is theoretically a key cognitive cue, in this context it does not exert a meaningful influence on trust unless it is reinforced by concrete product-related evidence such as quality and transparency.

Under the peripheral route, which relies on affective and heuristic cues, emotional resonance ($\beta = 0.418$, $p < 0.001$), brand familiarity ($\beta = 0.266$, $p < 0.001$), and attractiveness ($\beta = 0.154$, $p =$

0.002) are significant, indicating their strong role in building trust in brand through emotional and experiential appeal. However, advertising clutter ($\beta = 0.044$, $p = 0.315$) is non-significant, implying that excessive advertising exposure does not enhance persuasion. Overall, the ELM-based findings confirm that central route factors primarily influence trust in product, while peripheral route factors primarily influence trust in brand, and both pathways ultimately converge to influence consumer involvement and purchase intention.

Findings Based on DAGMAR Perspective

From the DAGMAR framework, the results confirm a hierarchical progression of consumer response across four stages:

At the awareness stage, consumers are exposed to multiple cues; however, only selected factors demonstrate effectiveness. Transparency ($\beta = 0.173$, $p = 0.002$), emotional resonance ($\beta = 0.418$, $p < 0.001$), and attractiveness ($\beta = 0.154$, $p = 0.002$) are found to be significant, indicating that clear information and emotionally appealing elements are effective in capturing consumer attention. In contrast, perceived credibility of the advertisement ($\beta = 0.085$, $p = 0.451$) and greenwashing ($\beta = 0.068$, $p = 0.277$) are non-significant, suggesting that mere exposure to credibility cues or vague sustainability claims does not strongly influence consumers at the initial stage.

At the comprehension stage, where deeper understanding takes place, quality ($\beta = 0.292$, $p < 0.001$) and brand familiarity ($\beta = 0.266$, $p < 0.001$) significantly contribute to consumer interpretation of the message. However, advertising clutter ($\beta = 0.044$, $p = 0.315$) is found to be non-significant, indicating that excessive or repetitive advertising does not enhance understanding and may dilute message effectiveness.

At the conviction stage, consumers form internal beliefs through trust in product and trust in brand, both of which significantly influence consumer involvement. Specifically, trust in product ($\beta = 0.187$, $p = 0.001$) and trust in brand ($\beta = 0.166$, $p = 0.014$) are significant, confirming that both cognitive and affective trust mechanisms play a role in strengthening consumer engagement.

Finally, at the action stage, the behavioural outcome is realized through purchase intention, which is strongly driven by preceding stages. The results show that attitude significantly influences purchase intention ($\beta = 0.525$, $p < 0.001$), confirming that consumers translate their conviction into actual behavioural intent only after forming a favourable attitude.

Conclusion

The study concludes that consumer decision-making follows a systematic and hierarchical process, progressing from awareness to comprehension, conviction, and finally action, supported by dual-route information processing. The findings confirm that central route factors, particularly quality and transparency, play a critical role in building trust in product, while peripheral route factors, such as emotional resonance, brand familiarity, and attractiveness, are more influential in developing trust in brand. Importantly, not all variables contribute equally, as perceived credibility of the advertisement, greenwashing, and advertising clutter are found to be non-significant, indicating that consumers are selective in processing marketing stimuli and respond primarily to meaningful and relevant cues. The study further establishes that both trust in product and trust in brand enhance consumer involvement, which subsequently shapes attitude and purchase intention, with attitude emerging as the strongest predictor of behavioural intention. Overall, the results validate the integration of DAGMAR and ELM frameworks, demonstrating that effective marketing communication must combine cognitive clarity and emotional appeal to successfully influence consumer behaviour.

Limitations of the Study

The study has certain limitations that should be acknowledged. First, the research is based on a cross-sectional design, which captures consumer perceptions at a single point in time and does

not account for changes in attitudes or behaviour over time. Second, the study relies on self-reported data, which may be subject to common method bias and social desirability bias. Third, the model focuses on selected variables within the DAGMAR and ELM frameworks, and other potentially relevant factors such as cultural influences, personal values, or situational variables were not included. Additionally, the non-significant results for credibility, greenwashing, and advertising clutter may be context-specific and could vary across different product categories or consumer segments. Finally, the study may have limited generalizability, as the sample is restricted to a specific demographic or geographic context.

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