

THE ROLE OF CONSUMER HOPE, POSITIVE EMOTIONAL ADVERTISING, AND MULTI-CONTEXT NUMBERS IN DEVELOPING PURCHASE INTENTION AND WORD OF MOUTH OF ECO-EFFICIENT PRODUCT

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Abstract	The research investigates the impact of customer hope, positive emotional advertising, and multi-context number (MCN) brand strategy on purchase intention and word of mouth in the context of an eco-efficient product. This study uses a quantitative survey on an energy-saving lamp. The results indicated that consumer hope positively affects word-of-mouth; positive emotional advertising and multi-context numbers have a positive effect on purchase intentions. However, consumer hope has no impact on the intentions of purchase. This result is arising due to the consumer's skepticism. Positive emotional advertising also does not affect word of mouth. Meanwhile, the multi-context number does not affect word of mouth, which can explain the inability of consumers to explain the reasons for recommending brands to others. This study has implications for research in sustainability and the practice of developing new environmentally friendly products to encourage the increase of these product usages.
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