THE INFLUENCE OF ARGUMENT QUALITY AND PERIPHERAL SIGNALS ON BATIK ADVERTISING TO CONSUMER ATTITUDE MODERATED BY CONSUMER INVOLVEMENT TOWARDS BATIK

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Abstract

This study propose a conceptual framework to examine the influence of argument quality and peripheral signals on batik advertising to batik consumers' attitude moderated by their involvement with batik. We hypothesize that both argument quality and peripheral signals in batik advertising will affect batik consumer attitude, but their involvement will strengthen the influence of argument quality on attitude and weaken the influence of peripheral signals on attitude. We hope that the model used in this study can be used to empirically examine Elaboration Likelihood Model in different contexts such as cultural products.

Keywords: Advertising, Promotion, Elaboration Likelihood Model, Batik, Customer Involvement

INTRODUCTION

The existence of batik in Indonesia is inseparable from the long history of batik origins and its presence in other countries. Batik was first performed in ancient Egypt, but experienced the largest growth in Java since the 7th century and was introduced to Europe by Dutch traders in the 17th century ("Batik", 1984:353). In its development, batik patterns and motifs have deep meaning with regard to social status, community, history, and cultural heritage (UNESCO nomination form, 2009). UNESCO legitimized Indonesian Batik as Masterpiece of Oral and Intangible Heritage of Humanity on 2nd October 2009. This inauguration is an international recognition of Indonesian culture.

Although domestic batik sales have increased from 2008, batik imports have also increased. Data processed from Indonesian Central Bureau of Statistics (BadanPusat Statistik, n.d.) shows an increase in batik import in 2013 compared with 2012. Traditional batik import increased from 1,321,526 kg (US $ 37,431,349) to 1,392,444 kg (US $ 41,972,893) while printed batik increased from 7,451,834 kg (US $ 70,796,459) to 8,932,743 kg (US $ 77,989,435). Batik import data is obtained by using the code of HS (Harmonized System) 2012. HS 2012 includes 60 codes for "printed by traditional batik process" and 59 codes for "other/not printed by traditional batik process".

Description of "printed by traditional batik process" and "other/not printed by traditional batik process" on HS 2012 shows that the categorization is based on a process of making batik. This categorization is in accordance with the definition of batik by Encyclopedia Americana, Encyclopedia of Indonesia, UNESCO, and Ministry of Industry of Republic of Indonesia in which batik is the process of coloring by hand and using wax as color barriers ("Batik",1984; "Batik",1990; UNESCO, 2009; Kementerian Perindustrian Republik Indonesia, 2007). Based on the definition, there are only three original/traditional batiks, namely, *batik tulis* (hand drawn), *batik cap* (hand stamped), and *batik kombinasi* (hand-drawn and stamped). Printed batik or textile batik or so-called batik printing is done by a machine and does not use wax. Printed batik is an imitation of traditional batik and not batik products.

Consumer perceived value is the ratio between total benefits perceived by consumers and total sacrifices made by consumers to obtain these benefits (Kotler & Keller, 2012:). If there is a choice to fulfill the same need, then consumers will evaluate the value of products that can satisfy the same need and give weight to different attributes for different consumer groups. Consumers' beliefs and attitudes will influence their purchasing decisions (Kotler & Keller, 2012:190-191). Printed batik import indicates that there are consumers who perceive the value of printed batik is higher compared to traditional batik.Consumer decision to choose traditional batik or textile batik may be influenced by their beliefs and attitudes. Affecting consumers' attitude towards traditional batik will influence their decision to choose between traditional batik or textile batik.

What is an effective way to communicate the difference between traditional batik and textile batik? Berkowitz, Kerin, Hartley, &Rudelius (2000:500-501) described that advertising and public relations have the highest level of importance in the pre-purchase stage. Kotler and Keller (2012:516) also illustrated that advertising and publicity are the most effective for awareness and understanding stage.

Elaboration Likelihood Model (ELM) explains how attitude can be influenced by argument quality and peripheral signals in advertising (Petty, Cacciopo, & Schumann, 1983;

Petty & Cacciopo, 1986).If previous ELM researches used product of comprehensive exam (Petty, Cacioppo, & Heesacker, 1981), razor (Areni & Lutz, 1988; Petty et al., 1983), pet insurance (Dotson & Hyatt, 2000), IT acceptance (Bhattacherjee & Sanford, 2006),chocolate (Harari, Lampert, & Wilzig, 2007), and blog (Fu & Chen, 2012), then there has never been any study that tests ELM on batik. This research is going to test ELM in batik advertising.

LITERATURE REVIEW

ELM explains how message processing is influenced by the level of involvement of the message recipient(Petty et al., 1983; Petty & Cacciopo, 1986). At high involvement, attitude is more influenced by argument quality than peripheral signals in an ad (central route). At low involvement, attitude is more influenced by peripheral signals than argument quality in an ad (peripheral route). Involvement as the moderating variable is determined by motivation, opportunity, and ability to process the message.

Attitude is generally and relatively enduring evaluations people have of other people, objects, or ideas (Petty & Cacioppo, 1986; Petty et al., in press). Attitude toward a brand would be more positive if the brand is considered to be favorable and more negative if the brand is considered to be unfavorable (Shimp, 2003). Attitude can influence behavior. The more favorable attitude towards the goods (or brand), the more likely the person to buy or use the goods (or brand). But having a favorable or unfavorable attitude toward an object does not mean the same behavior toward the object (Peter & Olson, 2002).

Attitude is latent constructs (Zikmund, Babin, Carr, & Griffin, 2010; Cooper & Schindler, 2011). Attitude includes cognitive, affective, and cognative aspect (Ajzen & Fishbein, 1980; Schiffman & Wisenblit, 2015). Previous research results show that attitude can be influenced directly by argument quality (Petty, Cacioppo, 1983; Areni & Lutz, 1988; Dotson & Hyatt, 2000; Harari et al., 2007; Fu & Chen, 2012) or indirectly through perceived usefulness (Bhattacherjee & Sanford, 2006).

There are several definitions of argument quality. Petty & Cacioppo (1986:133) defines argument on ELM as "bits of information contained in a communication that is relevant to a person's subjective determination of true merits of an advocated position". Petty, Priester, & Brinol (2002:176) argues that an argument is "the most relevant information to explain true meaning". Fennis & Stroebe (2010:17) defines argument quality as "what is communicated about the product and thus, the strength or persuasiveness of the arguments used to support a position or offer".

Perhaps the most appropriate definition of argument in the context of advertising is "specific claims about the product attributes or demonstrations of functional and psychosocial

consequences, along with supporting evidence" (Peter & Olson, 2002:438). Based on that definition, then different arguments are used for different advertised products because of different product attributes.

In the case of a razor, arguments can be in the form of design, sharpness, rust prevention, handle, edge, angle placement, size, shapes, colors (Petty et al., 1983; Areni& Lutz, 1988). In the case of writing proficiency exams, the argument can be in the form of percentage number of evaluators who are also university writing proficiency exams evaluators (Hennesey& Andersen, 1990). In the case of IT acceptance, the argument can be in the form of whether the subject believes that the information given is informative, helpful, valuable, and persuasive (Bhattacherjee & Sanford, 2006). In the case of chocolate, arguments can be in the form of taste and package (Harari et al., 2007). In the case of a blog, the argument can be in the form of blog comments (Fu & Chen, 2012).

In this study, argument is defined as information in ads that is relevant to the product. Because the advertised product in this study is batik, then the arguments that can be included in the advertisement are related with batik, such as batik making process and motifs. Since previous studies show that argument quality affects attitude (Areni & Lutz, 1988; Petty et al., 1983; Hennesey & Andersen, 1990; Dotson & Hyatt, 2000; Bhattacherjee & Sanford, 2006; Harari et al., 2007; Fu & Chen, 2012), then this study proposes the following:

H1. Argument quality on batik advertising has a positive effect on batik consumer attitude.

Previous researches' results also show that attitude can be influenced by peripheral signals (Areni& Lutz, 1988; Petty et al., 1983; Dotson & Hyatt, 2000; Bhattacherjee& Sanford, 2006; Harari et al., 2007; Fu & Chen, 2012).

Perhaps the simplest definition of peripheral signal is "anything other than the product" (Peter & Olson, 2002:438). Blackwell et al. (2012:487) define peripheral signal as stimuli devoid of product-relevant information. Peripheral signal involves elements that are not relevant in a message (Shimp, 2003:247). But even if it is not related or relevant to the product, attitude can still be changed if the product is associated with strong peripheral signals or weak peripheral signals that are continuously attached to the object to be addressed (Petty &Caccipo, 1986:129,131).

In the case of a razor, the peripheral signal can be in the form of product endorser (Petty et al., 1983; Areni& Lutz, 1988). In the case of writing proficiency exams, the peripheral signal can be in the form of expert endorsement (Hennesey& Andersen, 1990). In the case of pet insurance, the peripheral signal can be in the form of a religious symbol (Dotson & Hyatt, 2000).

In the case of IT acceptance, the peripheral signal can be in the form of source credibility (Bhattacherjee & Sanford, 2006). In the case of chocolate, the peripheral signal can be in the form of character attractiveness (Harari et al., 2007). In the case of a blog, the peripheral signal can be in the form of a number of comments (Fu & Chen, 2012).

Another literature review shows various forms of peripheral signals like number of arguments, extreme position, suspicious source, dislike to magazine in which ads are shown (Aakers& Myers, 1987), reciprocity, consistency, social proof, liking, authority, scarcity (Martin, 1999; Cliffe, 2013), background music, source factors, humor, religious symbol (Dotson & Hyatt, 2000), imagery, emotion, association, celebrity, music (Duncan, 2005:144), sex, money, celebrity (Jae &Delvicchio, 2004), source credibility, source likeability, people reaction to the message (O'Keefe, 2008:147), picture on printed advertising, scenery or actor on television advertising (Peter & Olson, 2002:439), background music, scenery, attractive model, salesman physical appearance, salesman dressing, salesman talk accent, cute babies, sexy people, and amazing scenery (Shimp, 2003:247).

In this study, peripheral signal is defined as information in ads that is not relevant to the product. Some peripheral signals that can be used in batik advertisement are model and advertising background. Previous studies' results show that peripheral signals can affect attitude (Petty et al., 1983; Areni& Lutz, 1988; Hennesey& Andersen, 1990; Dotson & Hyatt, 2000; Bhattacherjee& Sanford, 2006; Harari et al., 2007; Fu & Chen, 2012). Hence, this study proposes:

H2. Peripheral signals on batik advertising have a positive effect on batik consumer attitude.

The initial concept of involvement from Krugman (1965 in Greenwald & Leavitt, 1984:581-582) is a "bridging experiences, connections, or personal references". In the concept, communication for high involvement is directed to change beliefs while for low involvement is directed to change perception. As consequences, change in attitude on the consumer with a low level of involvement is more likely to occur after trial compared to direct communication (Greenwald & Leavitt, 1984:582).

Schiffman & Wisenblit (2015:165) defined consumer involvement as "the degree of personal relevance or the product purchase holds for the consumer". High-involvement purchases are very important for consumers, high risk, and provoke problem solving and information processing extensively. Low-involvement purchases are not so important, low risk, and create limited information processing.

Involvement plays an important role in ELM. Involvement can affect how people process information. When a person level of involvement is high, then that person will follow central route where argument quality will be more influential to attitude than peripheral signals. When a person level of involvement is low, then that person will follow peripheral route where peripheral signals will be more influential to attitude than argument quality. (Petty et al., 1983; Petty &Cacioppo, 1984; Petty &Cacioppo, 1986). This means involvement has a positive moderating effect on the association between argument quality and attitude and negative moderating effect on the association between peripheral signals and attitude.

In ELM, Petty and Cacioppo (1986) measured involvement from motivation and ability. Motivation includes personal relevance, need for cognition, personal responsibility, and so on. Ability is seen from interruption, repetition, previous knowledge, the completeness of the message, and so on. O'Keefe (2008:1475) used the term elaboration motivation and elaboration ability while Shimp (2003:239) used the term MOA (Motivation Opportunity Ability).

In this study, involvement is defined as the degree of personal relevance or the product purchase holds for the consumer (Schiffman & Wisenblit, 2015). Involvement in this study is involvement with batik, which means a person's personal relevance with batik.

There are different findings where involvement does not moderate the association between argument quality and peripheral signals that way. Bhattacherjee& Sanford (2006) used user expertise and job relevance as involvement. User expertise has a positive moderating effect on the central route and negative moderating effect on the peripheral route, but job relevance has a positive moderating effect on the central and peripheral route. Harari et al. (2007) study result shows that involvement does not have a moderating effect on the central and peripheral route on young people aged 4-15.

However, there are researches that support that involvement has a positive moderating effect on association between argument quality and attitude and negative moderating effect on the association between peripheral signals to attitude (Areni& Lutz, 1988; Hennesey& Andersen, 1990; Dotson & Hyatt, 2000; Bhattacherjee& Sanford, 2006; Fu & Chen, 2012). Therefore, this study proposes:

H3. Involvement has a positive moderating effect on the association between argument quality and batik consumer attitude.

H4. Involvement has a negative moderating effect on the association between peripheral signals and batik consumer attitude.

Relationships between variables and hypotheses in this study are illustrated in Figure 1 where argument quality and peripheral signals have a positive influence on attitude, involvement has a positive effect on the association between argument quality and attitude, and involvement has a negative effect on the association between peripheral signals and attitude.

Figure 1. Proposed Research Framework
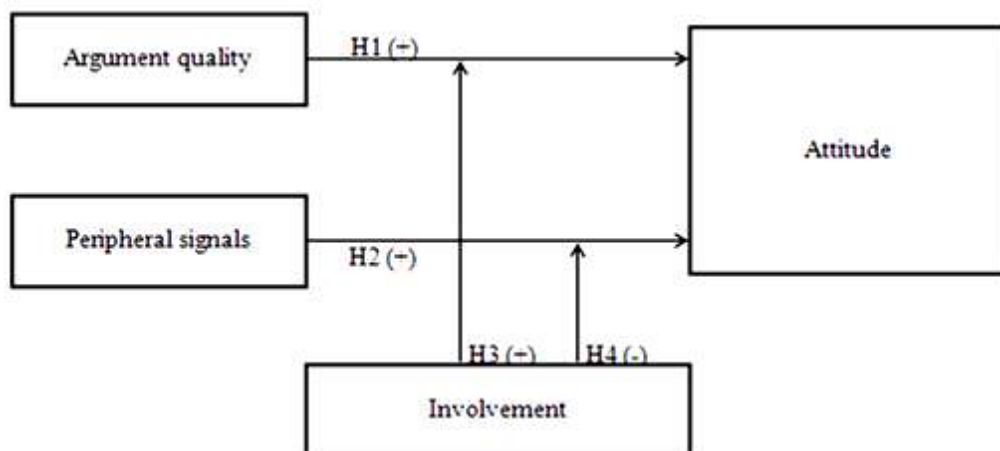
CONCLUSIVE REMARKS

Although there have been many ELM researches, there has never been any study that tests ELM on batik advertising. Batik as Indonesian cultural product is not the same with common products such as razor, chocolate, pet insurance, and blogs that are used in the ELM previous research.

We propose a conceptual framework to test the influence of argument quality and peripheral signals on batik advertising to batik consumers' attitude moderated by their involvement with batik. We hypothesize that both argument quality and peripheral signals will influence batik consumer attitude, but consumer involvement will have influence on the association between argument quality and peripheral signals with attitude. Involvement will strengthen the influence of argument quality on attitude and weaken the influence of peripheral signals on attitude. These hypotheses are consistent with previous ELM researches findings.

We hope that the model used in this study can be used to examine Elaboration Likelihood Model in different contexts such as cultural products. We argue that the challenges in designing ELM in different contexts are to decide the form and measurement of the arguments and peripheral signals. The arguments and peripheral signals need to be combined into a message to be seen as natural as possible which is then given to message recipients to see their attitude change.

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