

Advertising Value of Social Media Advertisement on Sustainable Brand Purchase Intention: The Moderating Role of User-Generated Video Among Gen Z In Malaysia

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ABSTRACT

The global population post-pandemic has stimulated the sustainability movement worldwide, where consumers have transitioned from offline to online businesses. Increased sustainable users lead to companies actively promoting their products using social media advertisements. Despite the progress in the market, the literature on social media advertisement for sustainable brands in developing countries, including Malaysia, is relatively scarce. Hence, this study seeks to enhance understanding online advertisement value by incorporating the Ducoffe advertising value model. Specifically, the factors determining customers' advertising value based on credibility, perceived entertainment, and informativeness were examined using user-generated video (UGV) as a moderator. Data were gathered from 250 Generation Z in Malaysia, while the proposed conceptual model was assessed using the Partial Least Squares (PLS) method. The findings revealed a significant direct relationship between informativeness and a significant indirect relationship between UGV in advertisements toward sustainable product purchase intention. Conversely, no significant connection between credibility

and perceived entertainment was discovered. The results significantly contribute to sustainability literature and advertisement strategy implications.

Keywords: Online Advertising, Ducoffe model, Sustainable Product, Gen Z, Purchase Intention, COVID-19

1. INTRODUCTION

The focus on sustainability by consumers, government agencies, and other industry players has rapidly expanded across multiple industries in recent decades [1]. Consumers are among the most crucial groups to consider when supporting the green revolution [2]. In Malaysia, alignment between the SDG agenda and national development is achieved through a mapping exercise incorporating national development action plans, initiatives, and outcomes into SDG objectives, targets, and indicators [3]. The Sustainable Development Goals (SDG) is linked with 11MP strategic thrust and six policy pillars [3]. The budget year 2023 contains a sustainability agenda and the promotion of green technology development as part of Malaysia's support for sustainability. Additionally, Bank Negara Malaysia would lend RM 1 billion to small and medium-sized businesses (SMEs) under the Low Carbon Transition Facility and RM 1 billion to innovative start-ups under the High Technology and Green Facility to assist innovative start-ups [4]. Various parties have attempted to promote the green concept to raise public awareness.

All companies still encounter challenges in blending environmental consciousness into their strategies and activities [5], including sustainable advertising. Nonetheless, greenwashing has left customers in some nations doubtful about sustainability marketing [6]. Although consumers refuse to accept credible content, green advertising positively impacts business when presented efficiently [5]. Therefore, sustainable advertising is crucial for informing consumers of present eco-friendly products and influencing their attitude towards sustainable consumption [7]. Through interactive and integrated sustainable communication experiences delivered through the Internet and social media, brands may engage and reach their target market [8].

Moreover, consumers can actively respond to advertising through social networks and conduct online research on product information and characteristics [9]. The global coronavirus disease (COVID-19) pandemic has developed e-commerce regarding consumer goods and communication investments [10]. Websites are essential tools for ensuring transparency and communication between businesses and consumers [11]. Focusing on site development techniques based on an appealing and user-friendly design is necessary to improve a website's competitiveness, information appeal, kind, quality, and variety of content [11, 12].

Driven by an interest in sustainability, many businesses actively utilize social media to share information and cultivate a brand image that reflects their commitment to

sustainability [13]. Sustainability communication is feasible when consumers know the products that meet their requirements, satisfy their sustainability preferences, and entice them to purchase [14]. Nevertheless, the literature review in this study reveals insufficient research on sustainable advertising. Additionally, there have been few attempts to assess the theoretical underpinnings and the dependability of sustainability communication across diverse industries [14, 15].

This study addressed the literature gap by applying the Advertising Value Model [16] to assess customer satisfaction through the advertising value influencing sustainable brand purchase intention among Generation Z in Malaysia. The novelty of this study rests in the fact that this existing Ducoffe's web advertising model for predicting the purchase intention of sustainable products has not yet been examined [17]. Besides, the study extended the model by including User Generated Video as a moderator. Recent research [18] indicates that it is necessary to examine the moderating effects of user-generated video concerning advertisements that promote sustainable products.

2. LITERATURE REVIEW

2.1 Sustainable Marketing Communication

Effective communications with consumers are necessary for business success as ephemeral and competitive as fashion [19]. The rising awareness focusing on environmental, social, and ethical issues has increased attention towards creating effective sustainability advertising [20]. Sustainability Marketing Communication entails messages promoting sustainable commodities or services and informing stakeholders about organisations' social, environmental, or economic sustainability efforts. [21] Thus, sustainability marketing "involves developing and maintaining long-term relationships with customers, as well as with the social and natural environment." [22]. Nevertheless, several issues regarding the understanding and believability of sustainable information have been highlighted [23].

2.2 Social Media

Social media is a web-based application that relies on the technological basis of Web 2.0. This technology allows the creation and exchange of User-Generated Video [24]. Visuals and text convey a vast amount of information through social media. In addition to textual communication, most social media sites support feature image posts, which convey continuous signals through discrete symbols or underlying concealed meanings. These images enable consumers to understand the hidden meaning of brand messages and comprehend the intended information, thus strengthening brand images. Therefore, understanding how sustainable brands communicate on social media is crucial [13]. Consequently, it is crucial to comprehend how sustainable brands can optimally utilise social media to communicate their brand images as sustainable products while concurrently assessing customer satisfaction via advertising value.

2.3 Advertising Value Model (Ducoffe, 1995)

The authors in [24] described advertising value as consumers' perceptions of advertising value, suggesting that consumers select media that best meets their cognitive and affective needs. It is a comprehensive model built up with personal needs and gratification-seeking motives [25]. It is evident that the most popular hypothesis for explaining how consumers perceive and react about advertising is the advertising value model [26]. The concept is built on three components of advertising value: informativeness, entertainment, and credibility added to the model [25]. The study examined the effects of these factors on quality expectations.

2.4 Purchase Intention

People's plans to act in a certain way could be described by how they feel about behaviour, social pressure and the difficulty of the behaviour (perceived behavioural control) [26]. This study examined purchase intention as a manifestation of behavioural intention [27]. [28] stated that research on purchase intention is crucial for online retailers' success. Purchase intention in advertising involves consumers planning to purchase a product or service from advertisements via advertising media [29].

2.5 Credibility

Advertisement credibility is an advertisement's perceived truthfulness or believability[30]. Several studies expanded Ducoffe's advertising value model by incorporating credibility, which positively influences advertising value, particularly in digital advertising (smartphone advertising) [31]. Credibility is a customer's belief in an advertisement's authenticity, integrity, and reliability[32]. The presence of credibility may reveal vital information. [33] discovered that advertising credibility will influence consumers' behaviours easily, especially regarding social media advertising. Therefore, the current study proposed that credibility positively influences advertisement value through the following hypothesis:

H1: The credibility of online advertising positively affects sustainable brand purchase intention.

2.6 Perceived Entertainment

The entertainment elements of an advertisement designate its capacity to hold and maintain customers' attention and interest through the addition of pleasure and delight [16]. Entertainment is the most influential factor in creating a favourable attitude towards advertisements [31]. The transition in recent years of the primary advertising channel from newspapers to online advertising [35] has resulted in the gaining of entertainment concepts. Aligning with that, the entertaining nature of advertising messages poses an effective way to capture the attention of potential clients [35]. Previous findings [31] highlighted the role of entertainment in promoting the product, which increases the perceived advertising value. Therefore, the following hypothesis is suggested:

H2: The perceived entertainment of online advertising positively affects sustainable brand purchase intention.

2.7 Informativeness

The authors in [42] defined informativeness as a company's ability to give adequate data for customers to make better purchasing decisions. According to [36], informativeness significantly impacts advertising value. Informativeness attracts consumers' attention to product details and functionalities, thereby conveying the product or service's value [31]. The availability of information boosts the importance of online platforms involving business websites, product comparison websites, and social media channels. Therefore, the study proposed the following hypothesis based on the abovementioned discussion:

H3: The informativeness of online advertising positively affects sustainable brand purchase intention.

2.8 Moderating Roles of User Generate Video

The term "User Generated Video" refers to a wide variety of video formats, including long videos (also known as vlogs), short videos (shared on online social media platforms like YouTube or TikTok), and live videos (posted on Facebook) [37, 38].

The growth of internet video websites (allowed regular users to successfully create and manage videos, leading to the popularity of UGVs [39]. Generation Z considers UGV the most trustworthy information search platform [40]. The author in [41] argued that Generation Z consumers perceive Instagram story advertisements as entertaining, resulting in a favourable perception of advertising value. Images or videos that are interesting and entertaining will boost the advertising value for all viewers [42]. The obvious impact of user-generated videos created by peers is influencing Generation Z to make a purchase [43, 44]

Similarly, consumers typically use social media networks to learn more about green purchase intentions before buying [44]. According to research by [45], consumers' intentions to engage in environmentally friendly behaviours, such as making ecologically friendly purchases, are bolstered in online communities that feature user-generated material. Nevertheless, there is a lack of study that assesses the overall value of the UGV viewing experience when it comes to sustainable products [39]. Therefore, there is a need for future growth in this area of study [46].

Hence, the following hypothesis is proposed:

H1a: The UGV positively moderates the relationship between credibility and sustainable brand purchase intention.

H2a: The UGV positively moderates the relationship between perceived entertainment and sustainable brand purchase intention.

H3a: The UGV positively moderates the relationship between informativeness and sustainable brand purchase intention.

Figure 1 shows the theoretical foundation that broadens the research model from the existing literature. Incorporating the extended advertising value model [24] with UGV

as a moderator, the effect of advertising value on the intention to purchase a sustainable brand was examined using this model.

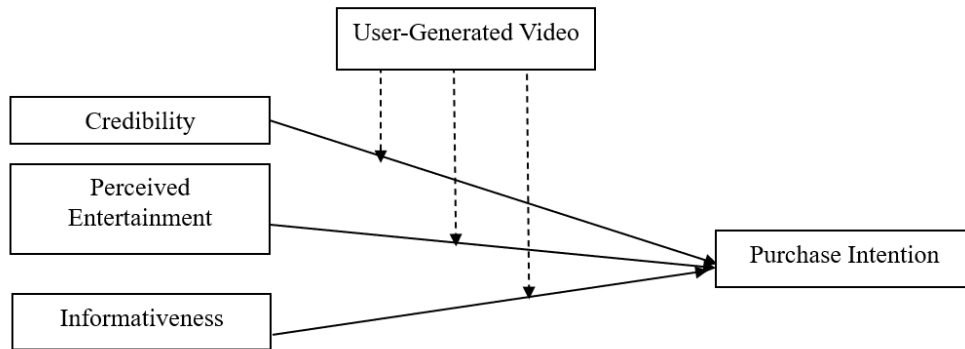


Figure 1. Theoretical Framework for this study

3. METHODOLOGY

3.1 Sampling and Population

A quantitative method was utilised through a structured self-administered questionnaire distributed to Generation Z in Malaysia. The idea of capturing Generation Z is appealing since their perceptions of sustainability now will dictate the regulatory policies of tomorrow. According to the United Nations, there are 1,8 billion individuals between the ages of 10 and 24 [49]. Furthermore, the youth will have to deal with the negative consequences of present environmental concerns [48]. The study was also conducted using a purposive sampling technique over three months from October 2022. This method was used to eliminate bias while gathering data from a small group of people who meet a certain need [47]. Judgmental sampling is an appropriate method for selecting participants based on the specific knowledge and judgment of the investor [48]. The selection criteria incorporated individuals who cultivate a sustainable lifestyle and have been exposed to green or sustainable product advertisements from local or international brands. Data collection was conducted upon filtering questions. [49] recommended G*Power sample identification software for any quantitative research model. A sample size of 150 is sufficient for evaluating fewer than seven constructs using structural equation modelling (SEM) [50]. Moreover, the questionnaire was distributed online to 340 respondents with 250 usable and valid samples for analysis upon screening.

3.2 Questionnaire Development

The first division of the questionnaire consisted of general demographic questions, including gender, age and monthly income. In the second section, the study focused on respondents' exposure to advertisements for green or sustainable labels and the various factors that motivated them to purchase such products. The questionnaire was concluded with questions on respondents' perception of the advertising value based on Ducoffe's model using measurement instruments comprising five items of sustainable brand purchase intention. The scales to evaluate advertisement value (informativeness

and entertainment) were adapted from the reference [17]. For the credibility scale on the items by research in [52], the current research referenced [51]. The scale used to measure the purchasing intention of sustainable brands was adapted from [53]. Meanwhile, English and Bahasa Malaysia were used in this study. The items were designed based on a five-point Likert scale ranging from 1 indicating “strongly disagree” to 5 “strongly agree.”

3.3 Statistical Technique

Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to test all the proposed hypotheses. According to [54], “SEM overcomes the limitations of bivariate analyses through the simultaneous analysis of all the complex relationships between the constructs.” In literature [55], “SEM is most appropriate when the research has multiple constructs, each represented by several measured variables, and it allows for all of the relationship or equations to be estimated simultaneously.” In addition, an estimation was performed using a bootstrapping method of 5000 subsamples.

3.4 Data Analysis

A descriptive analysis was performed to gather respondents’ demographic information. Of 250 respondents, 40% were male and 60% were female (see Table 1). The respondents’ age group presented a significant gap where 62% were 21 to 25 years old. Meanwhile, most respondents were well educated, where over half (58%) of the respondents had a bachelor’s degree, 1.6% had a master’s degree, and 32% had a Diploma and lower education levels. Regarding occupation, 87.8% of the respondents were students; the remaining 8% had careers in the private sector, 1.2% were self-employed and unemployed, and 0.8% were working in the government sector.

Table 1. Demographic Profile

Demographic	Categories	Frequency	(%)
Gender	Male	100	40
	Female	150	60
Ethnicity	Malay	119	47.6
	Chinese	80	32
	India	47	18.8
	Others	4	16
Age	10-15 Years old	20	8
	16-20 Years old	75	30
	21-25 Years old	155	62
	SPM	25	10
Educational Level	Diploma	80	32
	Bachelor’s Degree	121	48.4
	Master’s Degree	4	1.6
	Others	20	8
	Government Sector	2	0.8
Occupation	Private Sector	20	8
	Self-Employed	3	1.2
	Student	222	88.8
	Unemployed	3	1.2

3.5 Measurement Model

The measurements for latent constructs in reliability and validity, such as convergent and discriminant validity, were assessed at the measurement model stage.

3.6 Reliability Analysis

The reliability of the latent constructs was assessed using Cronbach's alpha and composite reliability, the research in [56] emphasized that Cronbach's alpha and composite reliability values greater than 0.70 are reasonable; however, values under 0.70 suggest poor internal consistency. Table 2 presents that the composite reliability values for all constructs surpassed the threshold value of 0.70, where user-generated video (0.854), credibility (0.875), perceived entertainment (0.847), informativeness (0.892), and purchase intention (0.938), thus establishing strong reliability between the measures. Cronbach's alpha for all values exceeded the rules of thumb where user-generated video (0.772), credibility (0.802), perceived entertainment (0.766), informativeness (0.852), and purchase intention (0.910). A few items were removed.

3.7 Convergent Validity

The convergent validity of the construct measures was validated using standardized factor loadings and average variance extracted (AVE). A bootstrapping analysis of 5000 sub-samples revealed that all measurement items had standardized loadings. Given that the AVE for the "user-generated video" construct was (0.499), one of its items (A14) with a factor loading of (0.345) was removed. Meanwhile, the AVE for the "Perceived Entertainment" construct did not meet the threshold where the value was (0.481). Therefore, PEEN4 was removed, and the AVE for user-generated video and Perceived Entertainment was increased to 0.596 and 0.581. Finally, all constructs exceeded the prescribed cut-off of 0.60 with no cross-loadings (Hair et al., 2017) (with a minimum of 0.699) and were statistically significant ($p < 0.001$).

The measuring items were consequently correctly loaded on their respective constructs, and convergent validity was demonstrated. In accordance with [57], convergence validity was also established when the AVE values of each construct in the model exceeded 0.50. Essentially, each latent variable explains greater than 50% of the variance of its respective indicators and ensures that a valid variance rather than an error is explained [57](see Table 2).

Table 2. Assessment of Measurement Model

Construct	Items	Items Deleted	Factor Loadings	CR	AVE	CA
User Generated Video	UGV1		0.808	0.854	0.596	0.772
	UGV2		0.678			
	UGV3		0.732			
	UGV5	UGV4	0.857			
Credibility	CRE1		0.883	0.875	0.701	0.802
	CRE2		0.722			
	CRE3		0.895			
Perceived Entertainment	PEEN1		0.787	0.847	0.581	0.766
	PEEN2		0.769			
	PEEN3	PEEN4	0.769			
	PEEN5		0.722			
Purchase Intention	PI1		0.914	0.938	0.792	0.910
	PI2		0.753			
	PI3		0.926			
	PI4		0.632			
	P15		0.935			
Informativeness	INFO1		0.855	0.892	0.624	0.852
	INFO2		0.699			
	INFO3		0.869			
	INFO4		0.746			
	INFO5		0.768			

3.8 Discriminant Validity

The discriminant validity was evaluated by comparing the shared variances between factors with individual factor AVE [59]. Table 3 indicates that all shared variances between factors in the model were less than the square root of the individual factor AVE, hence confirming satisfactory discriminant validity and that the constructs were conceptually and empirically dissimilar. All of the factor associations were lower than 0.700, which suggests a satisfactory level of discriminant validity [60]. Table 3 shows that the AVE's square root for each construct exceeded the correlation with other constructs. In the meantime, [61] proposed that the heterotrait-monotrait (HTMT) ratio is preferable to the Fornell-Larker criteria because it "offers the best balance between high detection and low arbitrary violation" [62]. Table 4 shows that none of the confidence intervals captured the value of one. The bias associated with the bootstrapping estimates is unlikely, as the confidence intervals for the HTMT values further proved discriminant validity. Thus, all constructs were distinct from one another, hence establishing discriminant validity [63].

Table 3. The Fornell-Lacker of Each Variable

Construct	UGV	CRE	PEEN	INFO	PI
UGV	0.772				
CRE	0.162	0.837			
PEEN	0.171	0.255	0.762		
INFO	0.586	0.207	0.192	0.890	
PI	0.151	0.202	0.199	0.352	0.790

Table 4. The HTMT Value of each Variable

Construct	UGV	CRE	PEEN	PI	INFO
UGV					
CRE	0.216				
PEEN	0.208	0.343			
INFO	0.684	0.245	0.214		
PI	0.190	0.220	0.216	0.382	

3.9 Structural Model

The second stage of the PLS data analysis to assess the research model's hypotheses is the structural model. Table 5 demonstrates that the R² value for the endogenous variable was 0.49, exceeding the 10% minimum level suggested by [64]. Consequently, the model's explanatory power was high (all independent variables explained 49.9% of the total variance in Sustainable Brand Purchase Intention). This study employed a bootstrapping resampling technique with 5,000 subsamples to determine the effect of exogenous variables (user-generated video, Credibility, Perceived Entertainment, and Informativeness) on the endogenous variable (Sustainable Brand Purchase Intention). A bootstrapping test determines the estimates of standard errors to examine the statistical significance of path coefficients from the means of the t-tests [65].

The path coefficients and t-values were itemized in Table 5, where informativeness (H2) signified a significant and positive link with sustainable product purchase intention as predicted ($\beta = 0.207$; SE = 0.046; t-value = 4.651, p-value = 0.000), hence supporting H2. Further examination of the path coefficient revealed that customer perceptions of customer credibility and perceived entertainment were insignificant and negatively related to the intention to purchase a sustainable brand (H1, H3, H1a, and H3).

Table 5. Assessment of Structural Model (Direct Relationship)

Hypothesis	Direct Effect	β	Std. Error	T-value	P-value	R ²	f ²	Effect Size
H1	CRE-PI	0.036	0.054	0.638	0.524	0.499	0.002	Small
H2	INFO-PI	0.207	0.046	4.651	0.000		0.083	Small
H3	PEEN-PI	0.030	0.063	0.176	0.860		0.000	No Effect

Additional investigation into whether user-generated video moderates the relationship between credibility and perceived entertainment and informativeness with sustainable

brand purchase intention was assessed using the product indicator approach. Significantly, the product indicator approach is the typical method for generating the interaction term in regression-based analyses, and it is also significant in PLS-SEM [58]. Recent research by [18] implies a need to examine the moderating effects of user-generated videos on advertisements that promote sustainable products. User-Generated Video is widely recognised as a source of credible and substantial information for travellers, managers, and academics [59]. According to [60], users acknowledge that UGV possesses a greater level of validity and credibility in comparison to traditional tourism data sources.

Based on the path estimates and t-values presented in Table 6, the moderating effect of user-generated video on the relationship between credibility and sustainable brand purchase intention was insignificant ($\beta = -0.138$, $SE = 0.073$, $t\text{-value} = 1.853$, $p\text{-value} = 0.06$). The estimation of the interaction term produced a non-significant value. Hence, the effect of credibility and sustainable brand purchase intention only revealed a small effect (0.035), hence H1a was not supported. Similarly, perceived entertainment was insignificant with a value of ($\beta = 0.024$, $SE = 0.099$, $t\text{-value} = 0.612$, $p\text{-value} = 0.541$) and a small effect. Hence, H3a was not supported. User-generated video revealed a significantly moderate relationship between informativeness and sustainable brand purchase intention ($\beta = -0.250$, $SE = 0.051$, $t\text{-value} = 0.612$, $p\text{-value} = 0.000$), thus supporting H2a (see Table 7).

Table 6. Assessment of Structural Model (Indirect Relationship)

Hypothesis	Indirect Effect	β	Std. error	T-value	P-value	f2	Effect Size
H1a	CRE-UGV-PI	-0.138	0.073	1.853	0.064	0.035	Small
H2a	INFO-UGV-PI	-0.250	0.051	5.044	0.000	0.138	Medium
H3a	PEEN-UGV-PI	0.024	0.099	0.612	0.541	0.007	Small

Table 7. Hypotheses Testing Result

Hypothesis	Path	β	Std. error	T-value	P-value	Hypothesis Result
H1	CRE-PI	0.036	0.054	0.638	0.524	Not supported
H2	INFO-PI	0.207	0.046	4.651	0.000	Supported
H3	PEEN-PI	0.030	0.063	0.176	0.860	Not supported
H1a	CRE-UGV-PI	-0.138	0.073	1.853	0.064	Not supported
H2a	INFO-UGV-PI	-0.250	0.051	5.044	0.000	Supported
H3a	PEEN-UGV-PI	0.024	0.099	0.612	0.541	Not supported

4. FINDINGS AND DISCUSSION

The findings contribute critical insights into understanding the sustainable purchase intention of Generation Z, the advertising value, and UGV, which could explain marketing approaches for this specific group [36]. This study analysed the relationship between credibility, perceived entertainment, informativeness and the moderation effect of UGV. The findings revealed that H2 and H2a were supported, while H1, H3, H1a, and H3a were not supported (see Table 7). This section discusses the findings where only two out of six hypotheses were significant.

According to the significance of the hypotheses, the desire for information is linked to a greater perception of advertising's informativeness about the intent to buy sustainable products. The findings also complement previous research by [61, 62], where consumers seeking information tend to perceive ads as less intrusive than those who do not. The comprehensive advertisement can expose customers to a specific product function, underlying motivation and ultimately, reasons for engaging in green practice [63, 64, 65]. To shape consumer preferences, a company should continue highlighting aesthetic appeal and traditional product attributes, including price, quality, convenience, and availability [66]. Meanwhile, contradicting the early hypothesis, development, credibility and perceived entertainment are found insignificant.

Similarly, [67] stated that credibility influences the reader's motivation but not in digital engagement. The important qualities of the social media influencer through the source credibility depend on the social media influencer's skill and expertise to provide enough branding trustworthiness [68]. The findings show that social media influencers are seen as a credible source of information only when their product-related video post has a convincing argument [69]. In a related finding, [70] found that entertainment content does not influence the purchase intention of Indonesian smartphone purchasers. This recent study concluded that enhancing entertainment would not significantly increase customer intention to purchase due to different ways of attracting customers' attention.

The intervention of UGV in social media platforms provides detailed information which is meaningful to the target market [71]. The findings provide insight into the practice of online advertisement strategy that marketing managers might use to target a certain generation. Consumers have become more environmentally conscious, so they must strategise their sustainable core values marketing strategies [72]. Brands must increase innovativeness to attract influencers' attention by creating a sense of excitement while advocating sustainability [76]. Customers are the foundation of the sustainable advertisement message, acting as role models and promoting and supporting social change across numerous critical issues.

In terms of advertising in Malaysia, more people trust eco-labels and certificates rather than credibility [73]. The high number of literate consumers suggests they are more rational and focused on whether the company highlights green aspects with sustainability perspectives instead of obtaining commercial gains [74]. Align with

reasoning, and commercial advertisement must be fair, reliable, and verifiable to capture more consumer confidence [75]. As it helps in making decisions regarding the endorsement, attractiveness frequently produces a favourable indication for the false green claim [76]. Therefore, the spokesperson must maintain credibility to persuade consumers about product greenness and wallow in any of the seven sins of greenwashing [77].

5. CONCLUSION

The findings disclosed consumers' tendency towards sustainable advertising value and emphasised their sustainable brand purchase intention. Including credibility, perceived entertainment, and informativeness, UGV as a moderator also provided significant theoretical contributions. The findings suggested that marketers and players could deploy the attributes of sustainable advertising to attract consumers to purchase sustainable products. Marketers must concentrate on advertising design to influence the individual decision to process the information [78]. Incorporating third-party certifications and traceable supply chain information reduces scepticism and enhances knowledge [79]. Companies need to focus on making the message subject more attractive to appeal to receivers at first instance and make them feel motivated to read and digest the advertising message [80].

5.1 Theoretical and Practical Contribution

This research has a notable contribution to theory and practice. Except for the perceived entertainment and credibility variables, our study supports Ducoffe's [17] paradigm for social media. This theoretical conclusion emphasises the effectiveness of social media advertising for commercial objectives. The moderating variable of user-generated video will alter expected customer motives and requirements, and the gratifications or benefits of following influencers appear to outweigh the cost of being exposed to the social media influencers' endorsement posts. Conversely, this study provides marketers and influencers with the insights they need to maximize their benefits and capture the attention of expected customers. The findings suggest that influencers should improve their endorsement posts' informational value and reliability to increase the associated advertisement engagement.

Practically, our study offers new insights into the advertising research field of social media advertising specific to sustainable advertising. In promoting sustainable products, more specific information is needed to be disseminated to enhance knowledge and the ability to evaluate the information. Companies should be aware that consumers appreciate open communication from businesses. To persuade customers of a company's commitment to sustainability, it is important to communicate with them effectively. Customers may find it valuable to engage in environmental practices following sustainable standards [82]. The company must reveal all the information to support the green products' environmental benefits and performance via existing sources, including product packaging and promotional materials. It is worth noting that

including this information can ultimately aid the success of genuinely eco-friendly products.

6. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This study discovered several limitations despite the findings. First, data were only collected from Gen Z consumers and tested within a collectivistic culture context. Malaysia is a high-context country and relies on communication [75]. Future research may benefit from testing the model's generalisability in other cultural contexts, such as an individualistic culture [83]. Future longitudinal data can be used to comprehend causality issues in exploring causal relationships. In addition, future research should investigate additional antecedents of user-generated video in sustainable advertising. Experimental methods and manipulation of different sustainable advertising forms should be studied to generalize the findings in this area.

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