



The Influence of Green Marketing, Green Brand Trust, and Environmental Awareness on the Intention to Purchase Electric Vehicles in Indonesia

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ABSTRACT

This study aims to analyze the influence of Green Marketing, Green Brand Trust, and Environmental Awareness on the Intention to Purchase Electric Vehicles in Indonesia. The sample in this study was 100 respondents who met the criteria as potential consumers of electric vehicles, using a non-purposive sampling method through a questionnaire. The results of the Classical Assumption Test stated that the data in this study were normally distributed and produced a regression model that was free from symptoms of multicollinearity and heteroscedasticity. The results of this study prove that: (1) Green Marketing does not have a significant effect on the Intention to Purchase Electric Vehicles in Indonesia. (2) Green Brand Trust has a positive and significant effect on the Intention to Purchase Electric Vehicles in Indonesia. (3) Environmental Awareness does not have a significant effect on the Intention to Purchase Electric Vehicles in Indonesia.

INTRODUCTION

Global climate change, which has the potential to damage the environment, is driving a transformation to clean energy across various sectors, including transportation. According to the International Energy Agency (IEA), this sector contributes approximately 23% of global carbon emissions, making the transition to electric vehicles (EVs) a key strategy for achieving net-zero emissions in green products (Sudjoko, 2021). Indonesia has responded by accelerating EV adoption as part of its emissions reduction commitment. The positive market response is evident in the surge in sales: approximately 10,000 units in 2022 compared to the previous year, and 43,000 units in 2024, with a projected market share approaching 6% by 2025. However, EV penetration remains low, accounting for only 1.7% of total national car sales in 2023 (Damanik et al., 2025). Public demand for EVs opens up opportunities for companies to provide high-quality, environmentally friendly products through appropriate marketing strategies. Green purchase intention is the initial stage of consumer decision-making, arising from rational and emotional considerations of a product's benefits, quality, and value (Aryadhe et al., 2018). In the context of green consumption, this intention reflects the desire to choose products with environmental features and minimal negative impacts (Hong et al., 2023). Determining factors include consumer characteristics (sociodemographic, psychological, personal), EV attributes (economic, technical, risk, benefit), and related policies (Ivanova & Moreira, 2023). et al., 2025; Rahman & Reynolds, 2016).

Research shows that green marketing significantly influences EV purchase intentions by emphasizing benefits such as zero emissions (Andryan et al., 2024; Saleh et al., 2024; Yaputra et al., 2023). However, contradictory findings suggest the effect is indirect, relying on the mediation of green brand image (Nazilin et al., 2024). Particularly for high-involvement purchases like EVs, green marketing is effective in building trust to increase purchase intentions (Hills, 2024).

Green brand trust reflects consumers' confidence in the reliability, credibility, and environmental performance of green brands (Tsai et al., 2025; Ha et al., 2022). Consumers with high trust are more likely to purchase EVs due to their belief in the brand's responsibility throughout the product lifecycle, including battery recycling (Tan et al., 2022; Pang et al., 2024). Studies support the significant influence of green brand trust in building long-term relationships (Tan et al., 2022; Tsai et al., 2025), although there is evidence that its influence is indirect through green brand image (Ng et al., 2018).

Environmental awareness, namely understanding and concern for ecological issues, influences EV purchase intention through the dimensions of knowledge, attitude, and environmental concern (Az Zahra et al., 2025; Okada et al., 2019). Environmentally conscious consumers tend to prioritize EVs to reduce pollution and emissions (Peng et al., 2025; Ramadhan et al., 2024). Research confirms its positive role (Okada et al., 2019; Febrian & Ramli, 2024), but other findings suggest an indirect effect, outweighed by economic factors, policies, and self-image (Febrian & Ramli, 2024).

This research is relevant for Indonesian consumers who are already familiar with EVs and interested in purchasing them, given the growing

environmental awareness that influences their choice of eco-friendly transportation. There is still room for further research into EV consumer behavior based on previous findings. Therefore, it is necessary to examine the influence of green marketing, green brand trust, and environmental awareness on EV purchase intentions in Indonesia.

LITERATURE REVIEW

This theoretical study adopts the Theory of Planned Behavior (TPB), which states that behavioral intentions are influenced by attitudes toward the behavior, subjective norms (social pressure from significant others), and perceived behavioral control (perceived individual capabilities), which subsequently shape actual behavior (Ajzen, 1991). Furthermore, the Natural Resource-Based View (NRBV) perspective is applied to emphasize the sustainable use of natural resources as a competitive advantage for companies, particularly in the production of environmentally friendly goods such as electric vehicles (Wahyuni & Ahdim, 2025).

Purchase Intention

Purchase intention (green purchase) is the initial impetus in consumer decision-making, formed from rational and emotional evaluations of the benefits, quality, and value of environmentally friendly products, reflecting future purchasing tendencies (Aryadhe et al., 2018; Kotler, 2012). This concept has evolved from conventional purchase intention to green orientation, namely the tendency to choose products with minimal ecological impact as a form of concern and commitment to sustainable consumption (Nguyen et al., 2020).

Purchase intention indicators include willingness to purchase as a subjective tendency to make future purchases, purchase probability which measures the perception of the possibility of purchasing, recommendation intention as the desire to share with others, and a positive attitude toward green products which reflects a favorable evaluation of environmentally friendly attributes (Huang & Ge, 2019; Supartha & Sukaatmadja, 2025).

Green Marketing

Green marketing is a marketing strategy that integrates environmental concerns into all company activities, from product design and operations to promotions, emphasizing sustainability. It differs from conventional marketing by emphasizing socio-ecological responsibility (Nogueira, 2020; Kotler & Keller, 2022). Its key indicators include green products (eco-friendly designs with sustainable materials and processes), green pricing (pricing that considers environmental costs and sustainability values), green promotion (educational communication about ecological benefits and company commitments), and green distribution (efficient logistics to minimize emissions and waste) (Nazilin et al., 2024; Nurapni et al., 2024). Green marketing effectively drives green purchase intentions for electric vehicles by building consumer trust through a positive brand image, highlighting environmental benefits, and increasing awareness and interest in environmentally friendly solutions (Yaputra et al.,

2023; Nurapni et al., 2024; Andryan et al., 2024). Based on these studies, the following hypotheses are formulated:

H1: Green marketing has a positive and significant effect on green purchase intentions of electric vehicles.

Green Brand Trust

Green brand trust is consumer confidence in a brand's integrity, credibility, and commitment to protecting the environment through sustainable business processes and products, as reflected in environmentally friendly operational practices (Tsai et al., 2025; Ha et al., 2022). Its main indicators include reliability (consistency in fulfilling environmental performance promises), trust (honesty and integrity in communication), environmental commitment (sustainability policies and initiatives), transparency (openness of information on environmental impacts), and innovation (development of environmentally friendly products/processes), which build long-term relationships and green product loyalty (Guerreiro & Pacheco, 2021; Handriana et al., 2021; Alhomaïd, 2025; Li & Sun, 2022).

Green brand trust has a significant effect on green purchase intention by increasing confidence, positive value perceptions, and reducing perceived risk, thereby strengthening the motivation to choose electric vehicles through transparency, sustainability reputation, and environmental commitment (Alhomaïd, 2025; Li & Sun, 2022; Halim et al., 2025). Based on these studies, the hypothesis is formulated as follows:

H2: Green brand trust has a positive and significant effect on the intention to purchase green electric vehicles.

Environmental Awareness

Environmental awareness is the level of an individual's understanding and concern for ecological issues and the impact of human activities on the sustainability of the earth, including emotional perceptions, knowledge, attitudes, and views about its impact on health, ecosystems, and socio-economic sustainability (Az Zahra et al., 2025; Yang et al., 2024). The main indicators include environmental knowledge (understanding of issues and principles of sustainability), environmental attitudes (values and concern for nature conservation), environmental behavior (concrete actions such as energy conservation and recycling), and environmental concern (attention to the impact of human activities), which encourage responsibility and a preference for sustainable products (Ramadhan et al., 2024; Aquan et al., 2025; Yang et al., 2024). Environmental awareness has a significant effect on green purchase intention through increased knowledge, attitudes, perceptions of environmental benefits, and motivation to choose environmentally friendly alternatives such as electric vehicles (Aquan et al., 2025; Yang, 2024; Brinkmann & Bhatiasavi, 2023). Based on these studies, the hypothesis is formulated as follows:

H3: Environmental awareness has a positive and significant effect on the intention to purchase green electric vehicles.

Research Framework

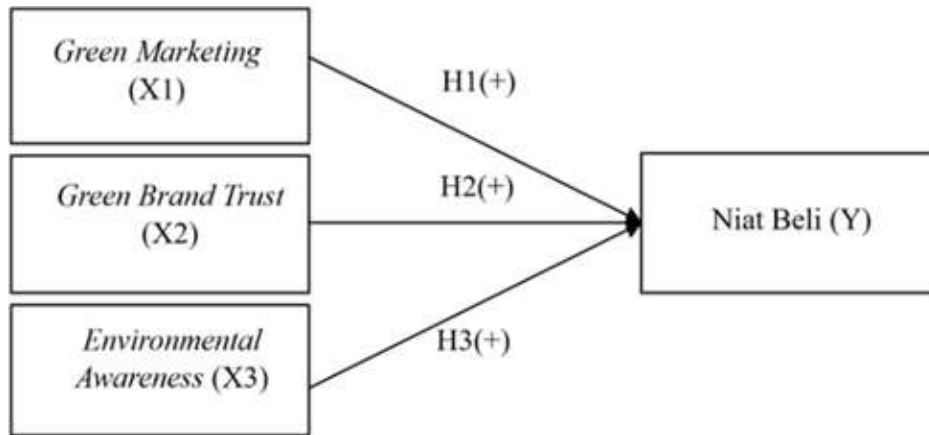


Figure 1. Research Framework

METHODOLOGY

This study uses a quantitative approach because it seeks to examine the relationships and influences between research variables (Waruwu, 2024). Based on its objectives, the study falls into the explanatory category, namely research used to empirically test hypotheses to determine whether the proposed theory can be accepted or rejected (Chamariyah et al., 2024).

The data used is primary data, namely information obtained directly from individual respondents through questionnaires (Amalia & Pasaribu, 2022). The selected respondents were individuals who were knowledgeable about electric vehicles and had an interest in purchasing them. The population in this study included all consumers with knowledge and interest in electric vehicles. The population is unlimited because its size cannot be determined with certainty (Subhaktiyasa, 2024).

The sample was determined using a purposive sampling technique in the non-probability sampling category, with the criteria being that respondents were at least 25 years old and understood the concept of electric vehicles. The number of respondents was rounded to 100. Data collection was conducted using a Google Form questionnaire containing respondent profiles and assessments of the research variables, using a five-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire was then distributed online through social media such as Instagram and WhatsApp (Sugiyono, 2016).

Green marketing is understood as a marketing strategy that emphasizes the development and delivery of environmentally friendly products with the aim of meeting consumer needs while reducing negative impacts on the environment. This concept encompasses green product offerings, sustainability-supportive pricing, environmentally friendly promotional communications, and distribution channels aligned with ecological practices (Kotler & Keller, 2022; Nazilin et al., 2024; Nurapni et al., 2024).

Green brand trust refers to consumer confidence that a brand consistently delivers on its environmental commitments. This trust is formed when a brand is perceived as reliable, provides a sense of security, demonstrates a commitment

to environmental sustainability, and is transparent about its activities (Amallia et al., 2022; Alhomaïd, 2025; Li & Sun, 2022).

Environmental awareness describes the extent to which a person is aware of environmental issues, understands ecological conditions, cares about the impacts of human activities, and believes in the importance of environmental conservation. This awareness influence attitudes and decisions regarding purchasing more environmentally friendly products. The measurement dimensions include an individual's knowledge, attitudes, actions, and environmental concerns (Yang et al., 2024; Aquan et al., 2025).

Purchase intention indicates a consumer's likelihood of purchasing a product in the future based on their subjective considerations. This intention is reflected in their willingness to purchase, likelihood of purchasing, willingness to recommend, and positive views of products that support environmental sustainability (Bigliardi et al., 2020; Huang & Ge, 2019; Supartha & Sukaatmadja, 2025).

Statistical testing was conducted using a t-test to determine the effect of each independent variable on the dependent variable separately. Decisions were made using a significance threshold of 5%, so only variables meeting a certain significance value were declared to have a significant effect on electric vehicle purchase intention.

RESEARCH RESULTS

Multiple Linear Regression Test

The results of the Multiple Linear Regression analysis in this study are shown as follows:

Table 1. Multiple Linear Regression Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.781	2,082		3,736	0,000
	<i>Green Marketing</i>	0,018	0,115	0,017	0,153	0,879
	<i>Green Brand Trust</i>	0,279	0,101	0,101	2,760	0,007
	<i>Enviromental Awareness</i>	0,192	0,110	0,183	1,750	0,083
a. Dependent Variable: Purchase Intention						

Based on the results of multiple linear regression analysis, the regression equation obtained is as follows: $Y = 7,781 + 0,018 X_1 + 0,279 X_2 + 0,192 X_3 + e$

The meaning of the constant value and each regression coefficient is as follows:

The constant value (β_0) of 7.781 indicates that if the green variable marketing, green brand trust and environmental awareness are zero, then the purchase intention variable will be worth 7.781. The regression coefficient of the

green marketing variable (X1) of 0.018 indicates that green marketing has a positive direction towards purchase intention (Y). This means that if the assessment score for green marketing increases by one unit, then the assessment score for purchase intention for electric vehicles increases by 0.018 units.

The regression coefficient for the green brand trust variable (X2) of 0.279 indicates that green brand trust has a positive effect on purchase intention (Y). This means that if the green brand trust assessment score increases by one unit, the purchase intention score for electric vehicles increases by 0.279 units.

The regression coefficient for the environmental awareness variable (X3) of 0.192 indicates that environmental awareness has a positive effect on purchase intention (Y). This means that if the environmental awareness assessment score increases by one unit, the purchase intention score for electric vehicles increases by 0.192 units.

Hypothesis Testing (t-Test)

The t-test is a hypothesis test used to examine the significance of the partial influence of green marketing, green brand trust, and environmental awareness on electric vehicle purchase intentions in Indonesia. The test results are shown in the following table:

Table 2. t-Test Results

Model	t hitung	Signifikansi	Information	Conclusion
X1 → Y	0,153	0,879	p > 0,05	Ha1 rejected
X2 → Y	2,760	0,007	p < 0,05	Ha2 accepted
X3 → Y	1,750	0,083	p > 0,05	Ha3 rejected

Based on Table 4.2, the t-test results can be summarized as follows:

Based on the results of testing hypothesis one (H1), regarding the effect of green marketing on purchase intention, the calculated t-value was 0.153, <1.661 from the t-table, and the significance value was 0.879 ($p > 0.05$). The test shows that Ho1 is accepted and Ha1 is rejected, meaning that green marketing does not have a significant effect on purchase intention for electric vehicles in Indonesia.

Based on the results of testing hypothesis two (H2), regarding the effect of green brand trust on purchase intention, the calculated t-value was 2.760, >1.661 from the t-table. sebesar 1,661 dan nilai signifikansi sebesar 0,007 ($p < 0,05$). This test shows that Ho2 is rejected and Ha2 is accepted, meaning that green brand trust has a positive and significant effect on electric vehicle purchase intention in Indonesia.

Based on the results of testing the third hypothesis (H3), regarding the effect of environmental awareness on purchase intention, the calculated t-value was 1.750 > t-table 1.661 and a significance value of 0.083 ($p > 0.05$), meaning that environmental awareness does not significantly influence electric vehicle purchase intention in Indonesia.

Coefficient of Determination (R²) Test

The coefficient of determination aims to determine the extent of the influence of the independent variable on the dependent variable, with the following results:

Table 3. Results of the Analysis of the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,439a	0,193	0,167	1,603

Table 1.3 shows an Adjusted R Square value of 0.167, or 16.7%, indicating that green marketing, green brand trust, and environmental awareness contribute 16.7% to the intention to purchase electric vehicles in Indonesia. Meanwhile, the remaining 83.3% is influenced by other variables outside this study.

DISCUSSION

The Effect of Green Marketing on Purchase Intention

Based on the results of testing the first hypothesis (H1), it was found that green marketing did not significantly influence purchase intention for electric vehicles in Indonesia. This finding indicates that the implementation of green marketing strategies by companies, whether through promotions or the provision of environmentally friendly product features, has not been able to increase purchase intention for electric vehicles. Although respondents considered green marketing strategies effective, the characteristics of electric vehicles as high-involvement products require consumers to consider them more comprehensively than simply marketing messages. These results also indicate that green marketing is not a determinant of purchase intention for electric vehicles. The results of this study are in line with previous findings which stated that green marketing does not directly have a significant impact on influencing consumer purchasing intentions (Nazilin et al., 202).

The Influence of Green Brand Trust on Purchase Intention

The results of the second hypothesis test (H2) indicate that green brand trust has a positive and significant effect on purchase intention for electric vehicles in Indonesia. Consumer trust in a green brand's commitment to environmental protection and the reliability of electric vehicle technology have been shown to be factors that can drive increased purchase intention. Consumer purchase intention tends to be higher when consumers believe that a green brand has integrity and consistency in implementing environmentally friendly practices and sustainable technological innovation. This finding reinforces the view that green brand trust is a crucial factor in driving purchase intention for electric vehicles in Indonesia, where consumer purchase intention is based on confidence in the product's performance and environmental benefits.

These results support previous research that suggests that green brand trust plays a significant role in building long-term relationships between electric

vehicle manufacturers and consumers, thereby increasing purchase intention (Tan et al., 2022; Tsai et al., 2025).

The Influence of Environmental Awareness on Purchase Intention

Based on the results of testing the third hypothesis (H3), environmental awareness was found to have no significant effect on purchase intention for electric vehicles in Indonesia. This finding suggests that high public awareness of environmental issues has not significantly driven their interest in purchasing electric vehicles. Although consumers do express concern for the ecosystem, it is not a primary consideration.

These results indicate that environmental awareness is not a primary determinant of purchase intention for electric vehicles. This study aligns with previous findings that environmental awareness does not directly impact purchase intention significantly (Febrian & Ramli, 2024).

CONCLUSIONS AND RECOMMENDATIONS

The results of this study indicate that not all variables in the model significantly contribute to electric vehicle purchase intention. Green marketing was found to have no significant effect on purchase intention, indicating that companies' environmentally friendly promotional efforts have not been able to directly drive purchasing behavior. Meanwhile, green brand trust was shown to have a positive and significant effect, indicating that trust in a brand's credibility and environmental commitment are important factors influencing consumer intention to purchase electric vehicles. Conversely, environmental awareness also showed no significant effect, indicating that public concern or knowledge about environmental issues has not automatically translated into a concrete incentive to purchase green technology products such as electric vehicles.

Based on these findings, several recommendations are proposed for relevant parties. Automotive companies are advised to develop marketing communication strategies that not only highlight sustainability aspects but also emphasize the functional benefits and technical superiority of electric vehicles, as utility considerations have proven to be an important element for consumers. Manufacturers need to ensure consistency in product quality and performance to strengthen green brand trust, considering these variables are key drivers in purchasing decisions. Furthermore, the government is expected to play a strategic role in reducing barriers to electric vehicle adoption by providing adequate infrastructure, price incentives, and equitable distribution of supporting facilities. These steps are considered capable of bridging the gap between public environmental awareness and actual electric vehicle purchasing behavior.

ADVANCED RESEARCH

The results of the coefficient of determination analysis indicate that the variables green marketing, green brand trust, and environmental awareness only explain 16.7% of the variation in electric vehicle purchase intention, indicating a relatively low contribution. This finding indicates that many other factors

potentially influence purchase intention and need to be tested in future research using determinant variables that theoretically and empirically have a stronger influence. Furthermore, although the sample size covered various regions in Indonesia, the respondent composition did not take into account the population ratio of each region, resulting in underrepresentation of regions with large populations and high purchasing power, such as Java. Therefore, future studies are recommended to increase the sample size and adjust the proportion of respondents based on population distribution to ensure more representative results.

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