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The Influence of Green Brand Image, Environmental Consciousness, and Sustainable Consumption Values on Green Consumer Behavior of Electric Vehicle Consumers in Indonesia

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Abstract: The purpose of this study is to examine the effect of Green Brand Image, Environmental Consciousness and Sustainable Consumption Values on Green Consumer Behavior of electric car customers in Indonesia. The research method used is quantitative approach by using survey technique to respondents who are electric car users in Indonesia. A purposive sampling was used for the sampling method. Data analysis was done using multiple linear regression. The research findings revealed that Green Brand Image, Environmental Consciousness and Sustainable Consumption Values have partial and simultaneous positive and significant effect on Green Consumer Behavior. Among the three factors, the Sustainable Consumption Values had the most influence on the green consumption behavior of electric car buyers. The study results indicated that developing environment-friendly brand image, increasing public knowledge of environmental concerns, and promoting sustainable consumption ideals are important ways in enhancing Green Consumer Behavior of Indonesian society. The study's findings should add to the green marketing and consumer behavior literature and provide insights to electric car manufacturers and regulators on how to speed up the transition to more sustainable transportation.

Keywords: Green Brand Image, Environmental Consciousness, Sustainable Consumption Values, Green Consumer Behavior

INTRODUCTION

The concern of climate change, greenhouse gas emissions and environmental degradation has increased, so many countries, including Indonesia, accelerate the transition to more environmentally friendly transportation systems (Judijanto et al., 2024). The government is pushing for the use of electric cars as part of a plan to meet sustainable development goals and reduce carbon emissions. The uptake of electric cars, in spite of the

many incentive schemes introduced, still largely depends on consumer behavior in making environmentally oriented purchase choices. In this context Green Consumer Behavior is a very important issue; it is the tendency of consumers to choose, buy, use and promote products with a lower environmental impact than conventional products (Muthalib et al., 2023; Hendratni et al., 2025). Green consumption behavior is not only an individual expression of concern for the environmental sustainability, but an important element for the successful implementation of green economic policies and the transition towards sustainable mobility (Kartika et al., 2020; Astuti et al., 2015).

Green Brand Image is one of the factors that is believed to influence Green Consumer Behavior of electric car buyers in Indonesia (Lutfi et al., 2022; Handayani et al., 2020). The green brand image is the consumers' perception of the company's commitment to environmental protection based on its products, manufacturing techniques and sustainable business strategies (Jannah et al., 2024; Nguyen-Viet et al., 2024). The environmental friendly brand image is an important issue in the electric vehicle industry, consumers buy cars not just on the basis of technological competence but also on the basis of the environmental values the brand stands for (Khasanah et al., 2020; Laheri et al., 2024). It is also found that environmental consciousness is an important factor affecting the green consumer behavior of electric car users in Indonesia (Huang et al., 2022). Environmental consciousness is the awareness of a number of environmental problems and the belief that each act of consumption has an impact on the sustainability of the ecosystem (Shah et al., 2021). Consumers more environmentally conscious are often more aware of the negative impacts of fossil fuel use on climate change, air pollution and public health (Falke et al., 2021). This awareness is what makes people search for more eco-friendly ways of transportation like electric cars. Another factor that is thought to affect Green Consumer Behavior of electric car users in Indonesia is Sustainable Consumption Values (Haider et al., 2022). Sustainable consumption values are the values that people hold concerning the need of consuming goods in a responsible manner taking into account the long term economic, social and environmental consequences (Cao et al., 2022). Sustainable consumers appreciate resource efficiency, product sustainability and long term benefits, not short term profits. In the electric vehicle context these are represented by the demand for more energy efficient, less polluting automobiles that contribute to a cleaner environment (Kholil et al., 2025; Anggraini & Khairunnisa, 2025).

The purpose of this research is to examine the effect of Green Brand Image, Environmental Consciousness, and Sustainable Consumption Values toward Green Consumer Behavior of electric car users in Indonesia. Theoretically, this research is expected to contribute to the development of the literature in the area of green marketing, consumer behavior, and sustainable marketing and especially to explain the factors that shape the green consumption behavior in the electric car business. It is also anticipated that this research will enhance the understanding of how environmentally friendly brand image, environmental awareness, and sustainable consumption principles interact to influence customer choices to choose more environmentally friendly products. The results of this research are expected to support electric car manufacturers, automotive industry players, and regulators to devise more successful green marketing strategies in practice.

METHOD

This research uses quantitative methods with survey technique to measure the effect of Green Brand Image, Environmental Consciousness, Sustainable Consumption Values toward Green Consumer Behavior of electric car user in Indonesia. The population in this research is Indonesian people who have used or owned electric cars, including two-wheeled and four-wheeled vehicles. Sampling techniques used were purposive sampling with criteria of respondents who were at least 17 years old, had used an electric vehicle for at least 6 months,

understood the characteristics of the electric vehicle used and willing to complete the research questionnaire completely. The sample of the study consisted of 200 respondents. The data are collected through the distribution of online surveys, through Google Form, to the individuals who meet the study requirements. The variable of Green Brand Image is measured with the dimensions of environmental reputation, environmental commitment, perception of eco-friendly product, green credibility and green corporate image. The Environmental Consciousness variable was constructed using the dimensions of environmental awareness, environmental concern, environmental responsibility, and environmental knowledge. The variable of Sustainable Consumption Values was measured through the aspects of environmental value, social value, long-term orientation, responsible consumption and resource conservation. However, the Green Consumer Behavior variable is examined through the dimensions of green buying behavior, ecologically responsible consumption, recycling activity, energy saving behavior, and support to environmentally friendly goods. The variables of study are measured on five point Likert scale with values ranging from 1 to 5, where 1= “strongly disagree” and 5= “strongly agree”. The validity testing is done by comparing the significance value of each indicator with a significance level of 0.05. Reliability testing was done by using Cronbach Alpha. The minimum limit was set at 0.70. In addition, hypothesis testing is performed by using multiple linear regression analysis at the significance level of 5% to test the partial and simultaneous influence of Green Brand Image, Environmental Consciousness and Sustainable Consumption Values on Green Consumer Behavior of electric vehicle consumers in Indonesia.

RESULTS AND DISCUSSION

The processing of data from the respondents of electric car buyers in Indonesia shows that all research instruments meet the validity and reliability standards, so it is feasible to be used in the next stage of analysis. The result of validity test shows that all indicators in variables of Green Brand Image, Environmental Consciousness, Sustainable Consumption Values and Green Consumer Behavior have significance value below 0.05 so that all statement items are declared valid. In addition, the results of the reliability test show that all variables have a Cronbach Alpha value above 0.70 so that the research instrument is considered reliable. The findings of the multiple linear regression analysis showed that Green Brand Image, Environmental Consciousness and Sustainable Consumption Values has a positive and significant effect simultaneously on Green Consumer Behavior. The R Square value is 0.548 meaning that the three independent variables explain 54.8 percent of the variance in Green Consumer Behavior. All independent variables have a positive and significant impact on Green Consumer Behaviour partially so that all research hypotheses are declared accepted.

The research results indicate that Green Brand Image has a positive and significant influence on the Green Consumer Behavior of electric car consumers in Indonesia. The findings from this research suggest that a consumer's perception of a brand's environmentally friendly image may affect the likelihood of engaging in more sustainability-oriented consumer purchasing behavior. In the electric car business, a green brand image is created not only by the energy efficiency and low emission properties of the products but also by the commitment of the firm to environmentally friendly business practices. Therefore, customers with a positive perception of the brand's reputation for environmental protection are more likely to perceive that buying that vehicle is a tangible contribution to reducing pollution and carbon emissions. This trust improves consumer confidence that the company is not merely using environmental concerns as a marketing tool but is truly practicing sustainability principles in all its business practices. Green brand image can help to build trust and emotional connection between the brand and the consumers. Increasingly, today's customers are considering the match between their own beliefs and those of the firm before buying.

Brands that seem to care for the environment are given more appreciation as they are seen to represent a lifestyle that is accountable for sustainability.

The research results show that Environmental Consciousness has a positive and significant effect on Green Consumer Behavior of Indonesian electric car users. The result shows that the more the level of knowledge of a person about environmental concerns, the more the inclination to participate in consuming behavior that promotes environmental protection. It is one of the ways that the person understands the problems of climate change, air pollution, dependence on fossil fuels and the importance of adopting cleaner energy. People aware of the long-term impacts of environmental degradation will consider the ecological impact of their purchase more. When it comes to electric cars, consumers' environmental consciousness inspires them to choose transportation options that have less emissions, resulting in a healthier and more sustainable environment. In addition, environmental issues not only affect the purchase decision of an electric vehicle but also the behavior of consumers after using the electric vehicle. Environmentally conscious consumers are more likely to consistently adopt an environmentally friendly lifestyle, including the efficient use of energy, support for government policies on clean energy transitions, and involvement in various activities that support environmental sustainability. They are also more receptive to the development of green technology and have a greater willingness to adopt technologies that help reduce negative impacts on the environment.

The findings of the study show that the most dominant variable that influences the Green Consumer Behavior of electric vehicle consumers in Indonesia is Sustainable Consumption Values. The results indicate that other variables have less impact than the personal attitudes about the need for responsible consumption on the green buying behavior. Consumers with high sustainable consumption values are likely to simultaneously take into account the economic, social and environmental implications when making purchasing decisions. They are not only interested in the practical benefits of electric cars, but also the impact of their choice on the reduction of carbon emissions, energy efficiency and sustainability of natural resources for future generations. This long-term view results in more rational and also more environmentally responsible buying decisions. The most significant effect of sustainable consumption values shows that the green consumer behavior of electric car customers is not only affected by the awareness of environmental concerns, but also by the value system embedded in the consumer. The ones who are driven by the principles of sustainable consumption embed sustainability in their lifestyle so that ecologically friendly behavior is exercised regularly and not only according to market trends. Generally, high sustainable consumption values have been shown to correlate with a higher willingness to pay more for products that deliver environmental benefits as an investment in quality of life and environmental sustainability in the long term.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research that has been done, it can be concluded that Green Brand Image, Environmental Consciousness and Sustainable Consumption Values have a positive and significant effect on Green Consumer Behavior of electric vehicle consumers in Indonesia, either partially or simultaneously. Moreover, the research finding indicated that Sustainable Consumption Values is the variable that has the most dominating effect on Green Consumer Behavior. In all purchasing decisions, customers should evaluate the economic, social and environmental benefits, as the principles of sustainable consumption motivate customers to make green consumption behavior a part of a lifestyle with sustainability orientation. In practice, the manufacturers of electric vehicles and policymakers should strengthen the construction of green brand image, promote the education of environmental conservation and develop various programs that can instill values of sustainable consumption

in the community so that the adoption of electric vehicles and green consumption behavior can continue to increase sustainably.

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