



The Effect of Green Marketing, Sustainable Advertising, Eco Packaging/Labeling Towards Green Purchasing Behavior (Study on Electric Vehicles in Indonesia)

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Abstract. This study was expected to give academic and practical benefits where the proposed conceptual framework may contribute as additional literature about green marketing and positively implies environmentally friendly product marketers. Researchers used an explanatory approach to prove all the hypotheses empirically. This approach is expected to identify the effect of two, three, or more constructs, as well as directions, patterns, and strengths within each product. Besides that, the researcher used a purposive sampling method where primary sampling was used through sample collection based on applied criteria. The preliminary data used resulted from questionnaire distribution using Google Forms online survey from October 2021 to January 2022. The researcher has completed data collection from 207 respondents where 100% of the samples have yet to have, nor purchase, electric vehicles, both four-wheeled and two-wheeled. However, all the samples have received the information, read news articles, or know about electric cars or motorcycles via electronic or conventional media. The analysis technique used is Structural Equation Modeling (SEM) using AMOS software. The research shows that green marketing and sustainable advertising, respectively, have positive and significant effects on green purchase intention and green purchasing behavior. Meanwhile, eco packaging/labeling only has a positive and significant effect on green purchase intention. The findings in this research will undoubtedly have positive implications for green marketing and sustainable advertising, both online and offline advertising.

Keywords: Electric Vehicle, Green Marketing, Sustainable Advertising, Eco Packaging/Labeling, Green Purchasing Behavior.

1 Introduction

Public health at the community and individual levels has been affected by various environmental difficulties. Therefore, customers become more careful in determining their preferences, purchases, and attitudes toward the environment. Green purchasing behavior refers to the purchase of environmentally friendly products, which are also referred to as sustainable products or green products. On the other hand, green consumption is generally associated with environmentally responsible consumption patterns where customers think about the impact of using, buying, and disposing of several goods, as well as consumption of green services in an environment. Green prod-

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ucts are products that do not cause pollution on Earth, do not consume natural resources, and can be recycled. In the last few years, various international organizations have started to produce green products, and many individuals are ready to welcome these products (Soomro et al., 2020).

Seeing these challenges and opportunities, one of the manufacturing products that continues to grow and develop from year to year is the electric vehicle, which is predicted to become the primary mode of transportation for people around the world in the future. Based on the publication of data from the Ministry of Energy and Mineral Resources, the number of electric motorcycles in Indonesia in 2021 could reach 1.34 million units, and electric cars could reach 125 thousand units. Furthermore, in the upcoming year 2030, the potential for electric vehicles is predicted to increase significantly, where electric cars can reach 2.19 million units, while electric motorcycles are estimated to be able to reach up to 13 million units (CNBC Indonesia, 2021). It is predicted that the number of electric vehicles in Indonesia in 2021 will only reach about 1.46 million units. Meanwhile, when compared to the number of oil-fueled vehicles, this figure is relatively low. Based on data from the Central Bureau of Statistics (2019), the number of oil-fueled vehicles in Indonesia reaches up to 133 million units (CNN Indonesia, 2021). This fact implicitly indicates that the desire of consumers in Indonesia to use/own electric vehicles needs to be higher, and the figures above also explicitly show the lack of users of environmentally friendly vehicles in the country.

The Indonesian government continues to encourage mass production of electric vehicles through Presidential Decree No. 5 of 2019 and the Minister of Energy and Mineral Resources' ministerial regulation No. 13 of 2020, with a target of 2 million units of electric cars and 13 million units of electric motorcycles that can be used by 2030. This aims to reduce CO₂ emissions to 11.1 million tons and save foreign exchange up to USD 1.8 billion because it can reduce imports of oil fuel (Tirto ID, 2021). On the other hand, batteries as a power source in electric vehicles are considered recyclable. Many electric vehicle companies do packaging or label the battery packs used so that the batteries can be recycled. This becomes an additional value for electric vehicles that already have a stereotype as environmentally friendly vehicles. In addition, it is hoped that these various efforts can improve air quality in Indonesia because according to the Air Quality Live Index (AQLI), air quality conditions in Indonesia are currently ranked 20th, the country with the worst air quality in the world, and has continued to deteriorate since two decades ago. AQLI also revealed that 91% of Indonesians live in areas with air pollution levels exceeding the safe limits set by the World Health Organization (WHO) (Berita Satu, 2021).

Several descriptions above show that the number of electric vehicle users in Indonesia is still low, which implicitly shows that consumer buying behavior still tends to use oil-fueled vehicles. The electric vehicle industry still needs to achieve its target. It must work hard to attract consumers' attention so that they can buy or use environmentally friendly electric cars and motorcycles. In total, user growth until 2021 has only reached around 1.46 million units or 9.73% of the total target of 15 million units of electric vehicle use planned by the Indonesian government. Optimism must continue to be built because the desire of several individuals to buy environmentally friendly products continues to increase, and there is evidence that shows a positive trend in purchasing green products. However, despite the concern for the environment and the positive attitude of customers towards green products and sustainability, the market

share of green products only reaches 1-3% of the total market (Soomro et al., 2020). Green consumers represent untapped mass markets for green brands worth USD 2.7 trillion globally (Sidhu, 2018).

Along with technological developments, users are stimulated by the customization of various technological products (Silaban et al., 2021). A sustainable business strategy is designed to accommodate the entire scope of the company's strategic planning through the company's vision, goals, and mission, as well as tactical plans, including the marketing mix. The marketing mix is a logical marketing tool that supports the marketing plan to achieve sustainable marketing results to create value. It is also a controllable marketing variable that can affect customers directly. Green marketing policies encourage marketing strategies using the marketing mix. Product design, pricing, packaging, promotion, and sales strategies must clearly emphasize sustainable environmental ideas (Amoako et al., 2020). Sustainable marketing policies must be reflected in product development, packaging, and promotions oriented toward preserving nature (Choudhary & Gokarn, 2013). It can be seen from the current marketing process that the company is implementing environmentally friendly measures in its products and operations. Companies realize that by making these efforts, they will help save the environment and society but will also help improve brand reputation and company performance (Bestari & Anderson, 2021). Organizations and governments must identify knowledge, attitudes, and purchasing behavior of green products and plans to encourage green purchase attention and behavior (Dagher & Itani, 2012).

This study seeks to identify whether sustainable marketing (green marketing, sustainable advertising, and eco-packaging/labeling) that has been applied to environmentally friendly products, namely 'electric vehicles,' has an impact on the intention and purchasing behavior of Indonesian consumers to use electric vehicles in the future. This study is undoubtedly one of the efforts to provide insights and new perspectives in the context of sustainable marketing. Previous studies have not explicitly focused on consumer buying behavior on electric vehicles as environmentally friendly products. Several empirical studies that have been conducted previously tend to generally investigate consumer responses and behavior toward sustainable development goals (Amoaka et al., 2020), green purchasing behavior in the younger generation with an environmental attitude as a mediator (Soomro et al., 2020); green marketing strategy and green customer trust in the micro small and medium enterprises sector (Bestari & Anderson, 2021); purchasing decisions for green products in the realm of retail stores (Junior et al., 2019); and studies related to green marketing, green consumption, and the future of green consumer behavior (Sapna & Desore, 2016).

2 Literature Review

2.1 Green Marketing

Green marketing is considered very important. According to Jay Polonsky (2008), green marketing is increasingly important because it refers to the basic definition of the economy, where individuals use their limited resources to fulfill unlimited wants. Many researchers have suggested in various literature the reasons why organizations use the concept of green marketing (Jay Polonsky, 2008). The results of an empirical

study by Amoako et al. (2020) confirm the effect of consumers' environmental concern for green marketing. This aligns with previous research conducted by Joshi and Rahman (2015) and Kumar and Ghodeswar (2015). On the other hand, previous research conducted by Goh and Balaji (2016) reported that 'green skepticism' suppresses customer knowledge and concern for the environment and ultimately has a negative impact on consumers' purchase intentions for green products. Meanwhile, Kumar and Ghodeswar (2015) found that consumers have the willingness to support environmental protection, the realization of environmental responsibility, and a tendency to seek information related to green products, as well as learn about green products. Amoako et al. (2020) in their study confirmed that green marketing strategies are beneficial for companies rather than only focusing on raw strategies.

Previous studies reported that consumers' favorable disposition towards green products and green marketing did not always translate into actual buying behavior (Joshi & Rahman, 2015). On the contrary, other studies reported a positive relationship between green marketing and purchasing behavior (Amoako et al., 2020). Several previous studies have also revealed that consumers tend to choose a product over another if they believe that the product can help the environment (Kirkpatrick, 1990). This implicitly shows that green marketing can encourage purchasing decisions on environmentally friendly products. The relationship between green marketing and purchasing behavior has been shown to have a positive and statistically significant effect (Amoako et al., 2020). Thus, based on several explanations and descriptions above, the following are the hypotheses proposed in this study:

H1: There is a significant influence of Green Marketing on Green Purchase Intention

H2: There is a significant influence of Green Marketing on Green Purchasing Behavior

2.2 Sustainable Advertising

Sustainable advertising is closely related to media exposure or green advertising. The media is compelling and can raise significant environmental issues, and this can influence consumers' thought processes. Furthermore, the media have the power to influence social norms. Green products can be promoted through television advertising, as one example. In general, the media (e.g., radio, magazines, newsletters, and TV) have a strong capacity to encourage the general public to buy environmentally friendly goods and make them aware of normal issues, as well as issues of environmental change (Soomro et al., 2020). When the consumer's purchase intention increases, it is more likely that consumers will purchase the product. Thus, the management must develop a proactive advertising concept that is 'green' to increase consumers' purchase intentions, which in turn leads to positive consumer purchasing decisions (Amoako et al., 2020). A number of customers are attracted to brands that uphold strong social and environmental values (Kotler et al., 2017).

Amoako et al. (2020) proved that advertising significantly influences buying behavior. This shows that companies that are honest and sincere in communicating their advertisements, adding sustainability-based information to their labels, and having green marketing content will encourage customers to make purchases, compared to companies with ads that do not have green marketing content. Meanwhile, Soomro et al. (2020) revealed the implications in their study where the government is considered

to play an essential role in encouraging green purchasing behavior through support for environmental campaigns and environmental culture. The campaign can be published using various media, both print and electronic media, as well as offline activities at schools and campuses. Thus, based on a number of descriptions above, the following are the hypotheses proposed in this study:

H3: There is a significant effect of Sustainable Advertising on Green Purchase Intention

H4: There is a significant effect of Sustainable Advertising on Green Purchasing Behavior

2.3 Eco Packaging/Labeling

Packaging and sustainability are two issues of concern among industry players and academics. It is also often referred to as 'Green Packaging.' This subject is very important to promote sustainability in marketing. Consumer purchasing decisions are highly dependent on the packaging of a product. Consumers can refuse to buy superior products that are not packaged correctly. The green packaging factor with sustainability labeling can increase consumer buying intentions. Premium prices can be offered, and some consumers will be willing to pay more to buy products with green packaging (Amoako et al., 2020). Green packaging has the same correlation and substance with eco packaging/labeling, the term used in this study. Referring to the explanation above, eco packaging can be defined as product packaging and labeling that emphasizes sustainability aspects, and packaging or products can be recycled to have a positive impact on the environment.

A study conducted by Amoako et al. (2020) shows that green packaging is not only limited to consumer assessments of product packaging but also consumer perceptions regarding products from companies that support sustainability and companies that use sustainable raw materials. This is relevant to this study where eco packaging/labeling is strongly attached to electric vehicles or electric vehicles, which are environmentally friendly transportation using electricity as the primary fuel and proven to be more friendly to the environment than oil-fueled vehicles, as well as batteries that can be recycled. Reset after the end of use. Chen and Chai (2010) revealed that green products consume materials that are safer for the environment, can also be recycled, and require less packaging. Thus, based on a number of descriptions above, the following are the hypotheses proposed in this study:

H5: There is a significant effect of Eco Packaging/Labeling on Green Purchase Intention

H6: There is a significant effect of Eco Packaging/Labeling on Green Purchasing Behavior

2.4 Green Purchase Intention & Green Purchasing Behavior

Fundamentally, purchase intention is a transactional behavior shown by individuals/consumers after evaluating services or goods (Schiffman & Kanuk, 2010). In relation to this study, green purchase intention is an individual/consumer evaluation of a product or service that has concern for sustainability and environmental concerns. Meanwhile, Schiffman and Wisenblit (2015) state that behavioral intention can be

measured, and this can be viewed from the actions that will be taken by a consumer in the future, such as buying a product or giving recommendations to friends.

A person's intention to buy environmentally friendly products and carry out activities that support the ecological movement reflects green behavior, where consuming products always considers the concept of sustainability, consumption that benefits the environment and can overcome environmental problems (Bestari & Anderson, 2021). Amoako et al. (2020), in their research related to green marketing, show that when consumers have the desire to buy environmentally friendly products at premium prices and or choose sustainable products at high prices, then this has a positive and significant impact on green purchasing behavior where consumers believe that their buying behavior is strongly influenced by environmental sustainability aspects and green marketing activities are considered to significantly influence their purchasing decisions.

Green purchasing behavior is closely related to purchasing decisions made by consumers. Purchasing decisions are behaviors shown by the decision-making unit in purchasing, as well as the use of goods or services (Tusyanah et al., 2018). A purchasing decision is a thought process that directs consumers to identify needs, obtain options, and choose specific products or brands. This is a series of choices before purchasing (Salem, 2018). Thus, several descriptions and definitions above, when linked to this research, green purchasing behavior can be defined as an effort or consumer behavior to identify needs, get choices, and choose products from companies that pay attention to environmental sustainability, as well as carry out green activities marketing. This is the primary consideration for green consumers before making purchasing decisions. Thus, based on several descriptions above, the following are the hypotheses proposed in this study:

H7: There is a significant effect of Green Purchase Intention on Green Purchasing Behavior.

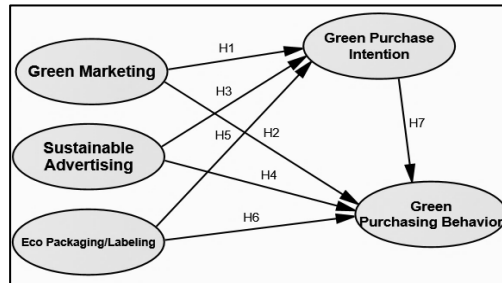


Fig. 1. Conceptual framework.

3 Methods

Sampling used a non-probability sampling approach. Non-probability sampling was one alternative to get respondents' answers. Non-probability sampling was more reliable than other approaches and was able to provide a number of essential clues for obtaining potential information, as well as relating to the population (Sekaran & Bougie, 2016). Furthermore, the researcher used a purposive sampling method. This method was limited to taking samples or confident respondents who can provide the information needed, either because they are the only ones who have it or because the

respondents meet the criteria that have been determined by the researcher. Such a sampling design was called purposive sampling (Sekaran & Bougie, 2016). This study uses primary data with sampling based on special criteria, namely consumers who do not own/buy an electric vehicle but have received information, read news, or know about electric cars/motorcycles from electronic and conventional media.

The research was conducted in Indonesia with a focus on distributing questionnaires to respondents who live in big cities such as Jakarta, Bogor, Depok, Tangerang, Bekasi, and so on. Research proposal writing was carried out from August to September 2021. Furthermore, the distribution of research questionnaires (data collection) and data processing were distributed from October 2021 to January 2022. This study used the technique or method of Structural Equation Model (SEM) analysis. SEM was a development of path analysis and aims to analyze more complex models, and has the ability to see the effect on each path more comprehensively. SEM was a statistical analysis and modeling technique that was cross-sectional, linear, and general. In SEM, there are a number of analyses that are useful for scientific research, namely factor analysis, path analysis, and regression. This analysis technique allows researchers to examine the relationship between variables in a reasonably complex model, which aims to get a comprehensive picture of a proposed model. Hair et al. (2016) describe it as a truly flexible model for several research studies, which include cross-sectional, experimental, longitudinal studies, and so on.

Regarding the number of samples, the sample size should be 100 or more than 100 respondents. A number of researchers suggest a much larger sample (200 respondents and more) due to the consideration of the number of variables and the number of factors expected to increase. SEM was often judged to require a larger sample than other multivariate approaches. According to Hair et al. (2019), the minimum sample size was 150 for models that have seven variables or less. In this study, the researchers distributed questionnaires through an online Google form, with a minimum target of 150 respondents who met the research criteria. Furthermore, researchers will perform data processing using the Structural Equation Model (SEM) approach with the help of AMOS software.

4 Discussion

The findings in this study show consistency with several previous studies, which showed that green marketing variables positively and significantly affect green purchase intention and purchase behavior. Consumers prefer their perception of quality based on the ability of a product or service to meet their expectations (Widodo & Maylina, 2022). Bestari and Anderson (2021), in their study, revealed that the implementation of a marketing strategy that fully supports environmental aspects, as well as consideration towards environmental impacts, has proven to increase consumers' intention to buy environmentally friendly products. When a company implements environmental-based marketing or "green marketing" on the products being marketed, it has significant positive implications for encouraging consumers to purchase their products.

Research conducted by Amoako et al. (2020) reports a positive relationship between green marketing and purchasing behavior. Several previous scientific studies have also revealed that consumers tend towards one product compared to other products if consumers believe that the product can help the environment (Kirkpatrick,

1990). This implicitly shows that green marketing can influence consumer purchasing decisions on environmentally friendly products. Thus, the results of this study consistently support the study of Amoako et al. (2020), which revealed that green marketing had been shown to have a positive and statistically significant effect on purchasing behavior.

In addition, the result of this study also shows that consumers tend to choose products or vehicles that have a green marketing orientation, and the majority of respondents admit that green marketing greatly influences their choice in determining the vehicle they would use. In addition, the result also emphasizes the importance of green marketing policy communication (environmental sustainability) conducted by companies or manufacturers of electric cars and motorcycles in Indonesia because it is empirically able to have a positive influence on consumer intentions and behavior to purchase electric vehicles in the future. Green marketing activities carried out by electric vehicle manufacturers are also considered to influence consumer purchasing decisions and become a significant consideration in choosing the vehicle to be used, especially vehicle manufacturers who pay attention to the environmental and sustainability aspects.

The second finding in this study shows there is a positive and significant effect of sustainable advertising on green purchase intention and green purchase behavior. This consistently supports the research conducted by Amoako et al. (2020) and Soomro et al. (2020), where the study revealed that one of the purposes of "advertising" is to encourage consumers' intention to buy a product or service. Consumer attitudes can be seen when an advertisement seeks to support environmental sustainability. Developing a "green" proactive advertising concept can increase consumer purchase intentions, leading to positive consumer purchasing decisions (Amoako et al., 2020).

Mass media influences customer preferences and perceptions, especially those who fall in the younger age group. The media is compelling and may raise significant environmental issues, which at some point influences the thinking process of consumers. The media can influence social norms (Soomro et al., 2020). Lee (2014) stated that environmental messages disseminated through the media might influence customer purchasing behavior toward green products. Amoako et al. (2020) proved that advertising had a significant effect on consumer buying behavior. When companies are honest and sincere in communicating their advertisements, add information about sustainability aspects in their labels, and have green marketing content, they will encourage customers to make purchases, compared to companies with ads that do not have green marketing content at all.

Several customers are attracted to brands that uphold strong social and environmental values (Kotler et al., 2017). In this study, consumers tend to choose vehicles from companies that use environmentally friendly advertising channels where the company sincerely and honestly communicates their advertisements, along with the addition of sustainability-based information, so a number of these things have been proven to have an impact on increasing consumer intentions to purchase electric vehicles, and indeed significantly affect consumers' final decision to purchase a vehicle.

Further findings in this study show that eco-packaging/labeling is proven to have a positive and significant impact on consumers' purchase intentions. These results support the findings of research conducted by Crié (2015), in which the study revealed that it is essential for a brand to have an eco-designed package because it plays a crucial role in influencing consumer perceptions of quality and purchase intention. This

is also supported by Amoaka et al. (2020), which state that the green packaging factor with sustainability labeling can increase consumer buying intentions. Premium prices can be offered, and some consumers will be willing to pay more to buy products with green packaging.

The findings in this study clearly show that when consumers prefer electric vehicles from companies that support sustainability with the use of environmentally friendly fuels and vehicle batteries that can be recycled, it may influence consumers' purchase intentions for electric vehicles. Consumers prefer sustainable products such as electric vehicles even though they are offered at higher prices. Consumers prefer vehicles with more expensive (premium) prices due to the use of environmentally friendly materials or products, and consumers prefer vehicle manufacturers who pay attention to sustainability aspects, especially to the environment.

5 Conclusion & Implication

The results of this study indicate that green marketing and sustainable advertising have a positive and significant effect on green purchase intention and green purchasing behavior. Furthermore, eco packaging/labeling only has a positive and significant effect on green purchase intention, and green purchase intention has been shown to directly affect green purchasing behavior. All the findings in this study certainly can have positive implications and increase consumer purchase intentions and behavior towards electric vehicles in Indonesia. Firstly, it is related to green marketing. Electric vehicle companies, in their various marketing and promotional activities, must be able to accommodate "green" content and messages. This means that the communication and visualization carried out by the company through mass media and social media platforms should convey the differentiation and advantages of electric vehicles as the future of environmentally friendly vehicles. Examples include the emphasis on 'zero emission,' if Indonesian consumers massively use electric vehicles and rechargeable and recyclable electric vehicle batteries when they have reached their expiration date. Secondly, the result of this study shows that Indonesian consumers are very active on social media, and most consumers are aware of electric vehicles from social media. Electric vehicle companies can optimize this opportunity in their advertising spending. Managers need to innovate and increase the use of information and ease of use of information content (Siahaan et al., 2021). Scheduled organic communication can be done through many social media platforms such as Facebook, Instagram, YouTube, TikTok, Twitter, and so on.

6 Research Limitation

This study has several limitations, which can be a significant consideration for future researchers. First, further research is recommended to analyze deeper, focusing on specific electric vehicle types, whether an electric car or an electric motorcycle. This can be done by continuing to use the conceptual framework in this research, at the same time obtaining sharper implications for the two products, which, of course, have different marketing approaches as the primary objective. Secondly, this study uses cross-sectional research, so further researchers are strongly advised to use other approaches, such as a longitudinal study that aims to obtain research findings within a

certain period. Next, this research is still classified as general, with the samples falling from twenty years old to above fifty-four years old. Thus, it is highly recommended that further researchers conduct research that focuses on shorter age brackets. For example, researchers can analyze the influence between variables in this study by taking samples of respondents who fall into the millennial generation category only.

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