



The Role Of Environmental Concern In Mediating Promotion And Brand Image Of Electric Vehicle Purchase Intention In Denpasar City

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ABSTRACT

This study aims to analyze the role of environmental concern in mediating the influence of promotion and brand image on the purchase intention of electric vehicles in the city of Denpasar. The method used was a survey by collecting data through a questionnaire distributed to 160 respondents. Data analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Square (PLS). The results of the study show that promotion has a positive and significant influence on purchase intention and environmental concern. Brand image has a positive but not significant effect on purchase intention and environmental concern. In addition, environmental concern has proven to have a positive and significant effect on purchase intention. The results also show that environmental concern plays a role as a partial mediator in the relationship between promotion and purchase intention, but does not mediate the relationship between brand image and purchase intention. This finding provides insight for automotive companies in designing more effective marketing strategies by prioritizing environmental issues and brand image to increase purchase intention of electric vehicles.

INTRODUCTION

An important issue that is of concern to the world today is global warming. Global warming is a very serious challenge to pay attention to. One of the causes of global warming is vehicle exhaust emissions. Economic sectors in Indonesia such as transportation, power plants, and households mostly use fossil fuels. Some of the negative impacts of high dependence on fossil fuels are increasing fuel subsidy allocations, energy sustainability issues, and high levels of CO₂ (carbon dioxide) emissions. Transportation is the main sector that contributes to high CO₂ levels in the air due to the large use of fossil fuel vehicles (Utami et al., 2020). One of the causes of increasing pollution in big cities is pollution due to excessive use of fuel for motor vehicles.

Based on data from the Indonesian Automotive Industry Association (GAIKINDO), national electric car sales reached 23,045-units in January-August 2024. This result is 177.32 percent higher per year than the national electric car whole sales in the same period in 2023 (8,310 units), but electric car sales contributed 4.11 percent to the total national car whole sales of 560,619 units until August 2024. Electric vehicles are a sustainable form of transportation, as they can reduce the country's dependence on gasoline while significantly reducing its carbon footprint (Shalender and Sharma, 2021).

The entry of electric vehicles into the Indonesian automotive market is currently relatively new, with market penetration still low. The Indonesian government encourages the growth of the electric vehicle ecosystem in Indonesia as one of the efforts to reduce carbon emissions by issuing regulations and providing subsidies to accelerate people to switch to using battery-based electric motor vehicles. Chairunnisa and Perdhana (2020), stating that knowing consumers' buying intentions will be able to help practitioners to better know market trends and adjust the position of products or services. Purchase intention is defined as the likelihood of a person planning (wanting) to buy a certain good or service in the future.

A promotional strategy is needed to introduce the product. Promotion strategies are very important to be implemented well to generate a competitive advantage that will improve the marketing performance of the business (Yasa, et al., 2020). Lestari et al. (2020), the results of the study show that green products, green advertising, and environmental concern play an important role in fostering customer trust in green products. However, it is different from the research conducted Vannia et al. (2022), showing that green marketing has no significant effect on purchase intention. Marketing strategy is the heart of a business, found by Setini et al., (2025), that marketing is the main innovator factor in business sustainability.

Today's competitive business environment makes companies always looking for ways to build a strong brand and increase purchase intent. Savitri et al. (2021), brand image is the perception that consumers have of the judgment of the company that persists in the minds of consumers. Research Agmeka et al. (2019), Atmando (2019), Savitri et al. (2021), Laraswati and Harti (2022), stating that there is a positive and significant relationship between brand image and purchase intent. Brand image has an important role in increasing consumer trust in a product. Consumers need trust to have the intention to buy. Qomariah and Prabawani (2020), stating that the image of an environmentally friendly brand has a significant effect on environmentally friendly purchase intentions. However, it is different from the research from Ma'rifah (2022), which states that there is no influence between green brand image and purchase intention.

Setini (2022), business development activities that care about the environment are important for a business and environmentally friendly activities have raised awareness of green marketing practices. Environmental problems such as environmental pollution, forest destruction, and global warming, which are getting worse every year, have several negative impacts. The higher the environmental awareness that consumers have, the more their purchase intention for environmentally friendly products will increase. Concern for the environment is generally considered a precursor to the intention of environmentally friendly consumption (Yue et al., 2020).

Nowadays, consumers are starting to realize the importance of environmental protection and try to gain knowledge about the environment from brands and products to make eco-friendly purchasing decisions (Bukhari et al., 2017). In fact, eco-awareness among consumers towards eco-friendly products has been increasing lately, so companies have started to include environmental issues in their marketing strategies (Alamsyah et al., 2020).

Supandini and Pramudana (2017), stated that significantly environmental concern mediates the influence of green marketing on the purchase intention of environmentally friendly products. Adelia and Tunjungsari (2023), showing that environmental concern has an influence on consumer purchase intentions. In line with the research conducted by Ryantari and Giantari (2020) and Vannia et al. (2022), the results of the study show that environmental concern has a

positive and significant effect on purchase intention. However, research by Rahayu et al. (2017) and Qomariah and Prabawani, (2020), indicates that Environmental concern does not have a significant effect on the intention to purchase environmentally friendly green

The entry of electric vehicles into the Indonesian automotive market is currently relatively new, with market penetration still low. Electric vehicles are a sustainable form of transportation, as they can reduce the country's dependence on gasoline while significantly reducing its carbon footprint (Shalender and Sharma, 2021). Government of Indonesia stated that Bali is a pilot project for the development of electric vehicles. It is hoped that the Bali Provincial Government can follow up on the implementation of special zones for electric vehicles in the Bali region. Denpasar is Capital and at the same time become the center of the provincial government and economy Bali. BPS data in 2023 shows that Denpasar City occupies the highest average consumption for non-food consumption in Bali Province.

LITERATURE REVIEW

Theory Of Planned Behavior (TPB)

Research Huong et al. (2024), stating that the Theory of Planned Behavior / Planned Behavior Theory (CPD), developed by Icek Ajzen (1991), offers a robust framework for predicting and explaining intentions consumer purchases. Consumers who have a positive attitude towards a product are more likely to buy the product. Thus, intention is assumed to be a direct precursor to behavior. A number of studies have used the TPB model to explore environmentally responsible buyer behavior. Shalender and Sharma (2021), using the TPB model to better understand and predict customer intent to purchase electric vehicles. Findings from previous studies state that SDGs are quite effective in anticipating environmentally conscious behavior or behavioral intentions. In the research conducted, providing an explanation of behavioral intentions is the most important determinant of real behavior (Shalender and Sharma, 2021).

Purchase Intention

Purchase intention is part of the behavioral component of consumption attitude (Mulyadi et al., 2022). Purchase intention is defined as the possibility of a person planning or wanting to buy a certain good or service in the future. It refers to the buyer's desire to purchase goods or services, which may be affected by promotions conducted by the Company (Büyükdag et al., 2020); Indiani & Fahik, (2020). Hien et al. (2020) The intention that has been determined has the driving force in influencing behavior. Eco-friendly purchase intent relates to the likelihood of purchasing an eco-friendly product and can be judged through various factors such as attitudes, subjective norms, and perceived behavioral control (Klabi and Binzafrah, 2022). According to Ryantari and Giantari (2020) An indicator of purchase intention is interested in trying, starting to think about buying, willing to find out more information, and willing to change.

Promotion

Setini et al., (2024), marketing is an important key so that the product can be known by customers. Companies need to create product advantages by analyzing competitors to find out information about competition in the market. Yasa et al., (2020) A promotional strategy is needed to introduce the product. A promotional strategy is very important to be implemented well because it results in a competitive advantage that will improve the marketing performance of the business. Sugiono and Widiastutik (2021), promotion is one of the important marketing activities for the company in an effort to maintain continuity and improve the quality of sales, as well as to increase marketing activities in terms of marketing goods/services from the company. Promotion functions as a notification, persuasion, and monitoring of the consumer decision process.

Companies that provide high-quality services can use positive customer experiences as part of the company's promotional strategy so that they will provide positive reviews for the Company's products/services (El-Said, 2020). According to Kotler and Keller (2012) Promotion indicators, namely sales promotion, advertising (advertising), sales Force (salesperson), public relations (public relations), and direct marketing (direct marketing). Factors that affect/become the cause of promotions include brand image, price, service quality and online reviews. A strong brand image can increase the effectiveness of promotions. Companies with a positive brand image are more likely to attract consumers' attention and increase purchase intent.

Brand Image

Brand image has a big role in influencing consumer purchasing decisions. Brand popularity and the company's ability to serve and meet consumer needs will determine the public's impression of the brand image (Savitri et al., 2021). El-Said (2020), Brand image is the image or perception felt by consumers towards a brand that positively affects a person's trust in a product or service. Brand image is related to attitudes in the form of beliefs and preferences towards a brand (Indarwati et al., 2021). Brand image is defined as consumers' perception and assessment of a brand that is formed from consumer experience, communication, and interaction with the brand and brand image has an important role in influencing purchase intentions and actual consumer behavior (Agmeka et al., 2019). A reputable company and a positive customer experience contribute to the formation of the company's brand image and strengthen the company's brand image (El-Said, 2020). According to Kotler and Keller (2012), brand is an offer from a known source described through strength of the brand, the advantages of the brand association, and the uniqueness of the brand association.

Environment Concern

Saari et al., (2021), environmental concern is defined as a dynamic condition that is closely related to an individual's perception of environmental issues. Yue et al. (2020), concern for the environment will encourage individuals to pay full attention to environmental issues, motivate and take the initiative to take responsibility for environmental protection and encourage positive practices of pro-environmental behavior. Environmental concern is also linked to a new environmental paradigm that reflects a pro-environmental orientation and a willingness to pay more to protect the environment (Klabi and Binzafrah, 2022). Ryantari and Giantari (2020), environmental concern refers to the level of emotional involvement that individuals feel towards environmental problems.

Environmental concern is an important factor that can affect the intention to buy environmentally friendly products, as an effort to protect the environment. Putri et al., (2021), the existence of public awareness of environmental conservation today, makes many companies try to prioritize sustainable aspects and raise environmental issues as one of their marketing strategies. Wu et al. (2019), Ryantari and Giantari (2020) and Pramana (2022), an indicator of environmental concern, namely, having concern for nature, every action taken must maintain the balance of the environment, self-awareness often causes damage to the environment, and start carrying out activities that reduce environmental damage to improve the quality of life.

METHOD

This study uses a quantitative approach with a survey method. Data was collected through a questionnaire distributed to 160 respondents who are residents of Denpasar City. The questionnaire is designed to measure the variables of promotion, brand image, environmental concern, and purchase intention of electric vehicles. Data analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Square (PLS). This process includes testing the validity and reliability of the instrument, descriptive analysis, and inferential analysis.

Sampling was carried out using a purposive sampling technique, which is the selection of respondents based on certain criteria, such as a minimum age of 20 years and living in Denpasar City.

The object of this study is that the purchase intention of electric vehicles is reviewed based on the influence of promotion, brand image, and environmental concerns from the people of Denpasar City. The independent variables in this study are promotion and brand image. Environmental concern as a mediating variable, and the bound variable in this study is purchase intention.

Table 1 Questionnaire Indicator

Variable	Variable Definition	Indicators	Writer
Promotion	Activities that are actively carried out to communicate and convey messages/information about goods or services to influence the community/consumers	1. sales promotion, 2. advertising, 3. Sales Force (salespeople), 4. Public Relations (public relations), and 5. Direct Marketing (direct marketing)	(Setini et al., 2024); Yasa et al., 2020); Kotler and Keller 2012); Sugiono and Widiastutik 2021)
Brand Image	The image felt by the public/consumers for a brand that affects consumer trust in a product or service.	1. the strength of the brand, 2. the advantages of the brand association, and 3. the uniqueness of the brand association	(Savitri et al., 2021); El-Said 2020); Kotler and Keller 2012); (Agmeka et al., 2019)
Environment Concern	public awareness that involves emotions about environmental issues.	1. have concern for nature, 2. Every action taken must maintain the balance of the environment, 3. self-awareness often causes damage to the environment, and 4. start carrying out activities that reduce environmental damage to improve the quality of life	(Wu et al. 2019); Ryantari and Giantari 2020); Pramana 2022); Saari et al., (2021)
purchase intention	refers to the extent to which the public/consumer is willing to make a purchase	1. interested in trying, 2. start thinking about buying, 3. willing to find out more information, and 4. willing to replace	(Mulyadi et al., 2022); Ryantari and Giantari 2020); Büyükdağ et al., 2020); Hien et al., 2020)

Table 1 explains the variables studied, the definition of each variable, indicators for measurement, and the sources of literature used.

RESULTS

Characteristics Of Respondents

This research involved 160 respondents who were residents of Denpasar City. The characteristics of respondents are outlined in the following table:

Table 2 Characteristics Of Respondents

Information		Number of Respondents (People)	Percentage (%)
Gender	Man	79	49.4
	Woman	81	50.6
	Total	160	100.0
Age	20-30 years old	68	42.5
	31-40 years old	72	45.0
	41-50 years old	14	8.8
	> 51 years	6	3.8
	Total	160	100.0

Table 1 shows that female respondents amounted to 81 people or equivalent to 50.6% and male respondents amounted to 79 people or equivalent to 49.4%. This result shows that the proportion of respondents is quite balanced between women and men. Table 1 also shows that the distribution of respondents with an age range of 31-40 is 72 people (45%), while the lowest number is 6 people (3.8%) who are over 51 years old. This indicates that the most respondents are at an age that is still productive compared to those over 51 years old.

Table 3 Validity Test Results

It	Indicators	Correlation	Significance	Information
X1 (Promotion)				
1	X1.1 Sales promotion	0.572	Significant	Valid
2	X1.2 Advertising	0.800	Significant	Valid
3	X1.3 Sales force	0.803	Significant	Valid
4	X1.4 Public relations	0.574	Significant	Valid
5	X1.5 Direct marketing	0.694	Significant	Valid
X2 (Brand Image)				
1	X2.1 Strength of the brand	0.548	Significant	Valid
2	X2.2 Advantages of brand association	0.867	Significant	Valid
3	X2.3 Uniqueness of brand association	0.838	Significant	Valid
M (Environment Concern)				
1	M1.1 Have a concern for nature	0.893	Significant	Valid
2	M1.2 Every action taken must maintain the balance of the environment	0.917	Significant	Valid
3	M1.3 Self-awareness often causes damage to the environment	0.934	Significant	Valid
4	M1.4 Start carrying out activities that reduce environmental damage to improve the quality of life	0.944	Significant	Valid
Y (Purchase Intention)				
1	Y1.1 Interested in trying	0.900	Significant	Valid
2	Y1.2 Start thinking about buying	0.947	Significant	Valid
3	Y1.3 Willing to find out more information	0.875	Significant	Valid
4	Y1.4 Willing to replace	0.937	Significant	Valid

Based on Table 3, it can be seen that the correlation of the scores of each statement is greater than 0.30 and has a significance less than 0.05 which is significant. This explains that all indicators have met the validity requirements. Furthermore, Reliability was tested using Cronbach's Alpha. The test results can be seen in the following table:

Table 4 Reliability Test Results

Construct	Cronbach's Alpha	Information
Promotion (X1)	0.732	Reliable
Brand Image (x2)	0.637	Reliable
Environment Concern (M)	0.940	Reliable
Purchase Intention (Y)	0.935	Reliable

Variable Descriptive Analysis

- Promotion (X1): The average score for the promotion variable is 4.13 which indicates respondents agree that promotions (such as discounts and ads) increase purchase intent.
- Brand Image (X2): The average score for brand image is 4.12, which shows that respondents agree that brand image has an effect on the purchase intention of electric vehicles.
- Environmental Concern (M): The average score for environmental concern is 4.16 which indicates a high level of concern among respondents for environmental issues.
- Purchase Intention (Y): The average score for purchase intention for electric vehicles is 3.91 which indicates that respondents tend to have the intention to buy electric vehicles.

Inferential Analysis

The inferential analysis in this study aims to examine the relationship between promotional variables (X1), brand image (X2), environmental concern (M), and purchase intention (Y) of electric vehicles in Denpasar City. Here are the results of the analysis carried out:

Table 5 R-Square (R²) Value:

	R Square	R Square Adjusted
Environment Concern (M)	0.305	0.296
Purchase Intention (Y)	0.382	0.371

- Environment concern (M) has an R² of 0.305, indicating that 30.5% of the variation in environmental concern can be explained by promotion and brand image.
- Purchase Intention (Y) has an R² of 0.382, indicating that 38.2% of the variation in purchase intention is explained by promotion, brand image, and environmental concerns.
- Q-Square Predictive Relevance (Q²): A Q² value of 0.570 indicates that the model has a good level of prediction accuracy.

Path Analysis

Figure 1 Results Of Path Analysis

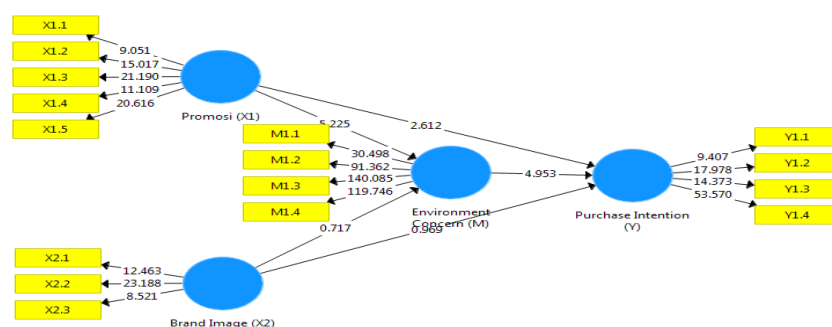


Table 6 Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Promotion (X1) -> Purchase Intention (Y)	0.237	0.246	0.091	2.612	0.009
Promotion (X1) -> Environment Concern (M)	0.507	0.509	0.097	5.225	0.000
Brand Image (X2) -> Purchase Intention (Y)	0.103	0.109	0.106	0.969	0.333
Brand Image (X2) -> Environment Concern (M)	0.076	0.077	0.106	0.717	0.474
Environment Concern (M) -> Purchase Intention (Y)	0.396	0.395	0.080	4.953	0.000

Source: Data processed 2024

1. Promotion of Purchase Intention has an original sample value of 0.237 with a statistical t-value of 2.612 > 1.96 and a significance P value of 0.009 < 0.05. meaning that promotion has a positive and significant effect on purchase intention.
2. Promotion of Environmental Concern had an original sample value of 0.507 with a statistical t-value of 5.225 > 1.96 and a significance P value of 0.000 < 0.05. meaning that the promotion had a positive and significant effect on environmental concern.
3. Brand Image for Purchase Intention has an original sample value of 0.103 with a statistical t-value of 0.969 < 1.96 and a significance P value of 0.333 > 0.05. meaning that brand image has a positive but not significant effect on purchase intention.
4. Brand Image for Environmental Concern has an original sample value of 0.076 with a statistical t-value of 0.717 < 1.96 and a significance P value of 0.474 > 0.05. meaning that the brand image has a positive but not significant effect on environmental concern.
5. Environmental concern for Purchase Intention has an original sample value of 0.396 with a statistical t-value of 4.953 > 1.96 and a significance P value of 0.000 < 0.05. meaning that environmental concern has a positive and significant effect on purchase intention.

The Influence of Mediation**Table 7 Specific Indirect Effects**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Promotion (X1) -> Environment Concern (M) -> Purchase Intention (Y)	0.201	0.200	0.054	3.726	0.000
Brand Image (X2) -> Environment Concern (M) -> Purchase Intention (Y)	0.030	0.031	0.045	0.678	0.498

Source: Data processed 2024

Table 8 Total Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Promotion (X1) -> Purchase Intention (Y)	0.438	0.446	0.085	5.168	0.000
Promotion (X1) -> Environment Concern (M)	0.507	0.509	0.097	5.225	0.000
Brand Image (X2) -> Purchase Intention (Y)	0.133	0.140	0.103	1.295	0.196
Brand Image (X2) -> Environment Concern (M)	0.076	0.077	0.106	0.717	0.474
Environment Concern (M) -> Purchase Intention (Y)	0.396	0.395	0.080	4.953	0.000

Source: Data processed 2024

1. Environment concern partially mediates the relationship between promotion and purchase intention. This can be seen from the direct relationship that the P value of $0.000 < 0.05$ is significant, while the indirect relationship obtained is also significant because of the P value of $0.000 < 0.05$.
2. Environmentalists are not able to mediate the relationship between brand image and purchase intention. This can be seen from the direct relationship with the P value of $0.196 > 0.05$ is insignificant, while the indirect relationship obtained is also insignificant because the P value is $0.498 > 0.05$.

DISCUSSION

The findings of the study show that promotion has a positive and significant influence on purchase intention and environmental concern, and environmental concern has a positive and significant effect on purchase intention. Effective promotional strategies, such as discounts and the dissemination of information in various media, are able to increase public interest in electric vehicles in the city of Denpasar. In addition, promotions that focus on environmental benefits, such as reducing carbon emissions, can encourage increased public awareness of environmental issues. This is in line with previous research which stated that green marketing strategies play a role in shaping environmental awareness and increasing consumer interest in environmentally friendly products.

On the other hand, the results of the study show that brand image has a positive but not significant influence on purchase intention and environmental concern. This indicates that in the context of new products such as electric vehicles, other factors such as promotion and education about environmental benefits play a greater role in increasing purchase intention. Furthermore, environmental concern was proven to be a partial mediator in the relationship between promotion and purchase intention, but not mediating in the relationship between brand image and purchase intention. Therefore, automotive companies need to optimize marketing strategies that not only strengthen their brand image, but also emphasize aspects of sustainability and

environmental education to increase public awareness and purchase intention for electric vehicles.

CONCLUSION

This study shows that promotional strategies have a positive and significant effect on purchase intention and environmental concern for electric vehicles in Denpasar City. The more intensive the promotion is carried out, the higher the level of public concern for environmental impacts and increased purchase intention. Although brand image has a positive influence on purchase intention and environmental concern, the influence is not significant, which shows that other factors such as promotion are more dominant in influencing purchase intention. In addition, environmental concern has also been proven to have a positive and significant effect on purchase intention, and acts as a partial mediator in the relationship between promotion and purchase intention, but does not mediate the relationship between brand image and purchase intention.

These findings emphasize the importance of companies in implementing promotional strategies that highlight the environmental benefits of electric vehicles to increase purchase intention and public awareness of environmental issues. Therefore, companies are advised to strengthen their promotional strategies by emphasizing the environmental benefits of electric vehicles to increase public awareness as well as expand marketing reach through social media and environmental campaigns.

RESEARCH LIMITATIONS

This research focuses on one city, namely Denpasar. Cultural, economic, and socio-political differences in other regions can affect the results and make these findings less relevant in different contexts, so that the results of this study cannot be generalized at different times and places.

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