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Greening the Customer Mindset: Pathways from Eco-Friendly Practices to Purchase Decisions through Sustainable Branding, Brand Equity, and Brand Attitude A Case Study of Electric Motorcycle Consumers

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Abstract

This study investigates the influence of eco-friendly practices, brand attitude, brand equity, and sustainable branding on the purchase decisions of electric motorcycle consumers in Indonesia. Employing a quantitative approach, data were collected through both online and offline surveys involving 195 respondents, selected using a stratified random sampling technique to ensure representative coverage of the population. The findings indicate that eco-friendly practices significantly impact brand equity, purchase decisions, and sustainable branding. However, the mediating roles of brand attitude and brand equity were found to be statistically insignificant. The measurement model demonstrated acceptable validity and reliability, with composite reliability scores exceeding the threshold of 0.7. Based on these results, the study recommends that companies enhance their communication of sustainability values and adopt more robust green marketing strategies to strengthen consumer purchase decisions and brand equity.

Keywords: *Eco-Friendly Practice; Sustainable Branding; Brand Attitude; Brand Equity Purchase Decisions.*

Introduction

Air pollution is an escalating global concern with profound implications for human health, climate stability, and biodiversity. Major contributors include emissions from motor vehicles, industrial activity, and the combustion of fossil fuels and biomass, which release harmful pollutants such as particulate matter (PM), nitrogen oxides (NOx), sulfur dioxide (SO_2), and carbon dioxide (CO_2) (Manisalidis et al., 2020). Alarmingly, air pollution has emerged as one of the leading causes of mortality worldwide, primarily due to cardiovascular diseases, strokes, and respiratory infections. According to the World Health Organization (WHO), air pollution accounts for over 8 million deaths annually, with the transportation sector contributing approximately 21% of global carbon emissions (Ritchie & Roser, 2024).

In Indonesia, particularly in densely populated urban areas such as Jakarta, air pollution levels continue to rise, primarily driven by emissions from the transportation and industrial sectors. This situation poses severe health risks, especially for vulnerable populations such as children and the elderly, highlighting the urgent need for effective mitigation strategies and a deeper understanding of pollution's multifaceted impacts (Ritchie & Roser, 2024).

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One of the key strategies to reduce emissions from the transportation sector is the adoption of green technologies, notably electric vehicles (EVs). While numerous studies have demonstrated the positive impact of reduced motor vehicle emissions on air quality and public health, the widespread adoption of clean technologies remains challenging due to policy constraints, infrastructural limitations, and consumer resistance (Petropoulou et al., 2023). In this context, sustainable branding has emerged as a strategic approach to encourage environmentally responsible consumer behaviour. By positioning eco-friendly products as desirable and ethical choices, sustainable branding aims to reshape consumer preferences and enhance the appeal of green technologies (Phung & Nguyen, 2023).

This study explores the role of sustainable branding in influencing consumer preference for electric vehicles, with a specific focus on its potential contribution to emissions reduction and air quality improvement in Indonesia. The Indonesian government has set ambitious targets for EV adoption—aiming for 1.8 million electric motorcycles and 400,000 electric cars by 2025, as part of its broader commitment to reducing national carbon emissions (Ritchie, Roser, & Rosado, 2022).

Urban action plans, as recommended by Sofia et al. (2020), underscore the need for integrated mitigation and adaptation strategies that reduce emissions and improve quality of life. These include promoting eco-friendly transportation and local policy interventions. Similarly, other studies (Sharma, Leung, & Adithipyangkul, 2023; Zhao & Jowett, 2023) confirm that EVs hold considerable promise for reducing greenhouse gas (GHG) emissions, particularly in traffic-congested cities. Benefits include lower carbon emissions, improved air quality, and enhanced public health outcomes. However, these benefits are contingent on supportive policies, infrastructure readiness, economic feasibility, and public acceptance (Sofia et al., 2020).

Previous research suggests that positive environmental attitudes significantly shape consumer preferences for EVs, both pre- and post-adoption (Jensen, Cherchi, & Mabit, 2013). EVs are associated with improved fuel efficiency, reduced GHG emissions, and decreased reliance on fossil fuels (Graham, 2001). Beyond their role in sustainable mobility, EVs also offer technological advantages, such as their potential to support electricity grids (Kempton & Letendre, 1997). Despite these advantages, market penetration remains limited, highlighting the need for deeper insights into consumer behaviour, including payment preferences and brand perceptions (Kumar & Alok, 2020).

Recent studies underscore the importance of policy support and brand innovation in enhancing consumer perception and acceptance of EVs (Zhang, 2024). Awareness of environmental benefits can serve as a catalyst for EV purchase decisions (Oyeyemi Olayode, Jamei, & Justice Alex, 2024; Yong et al., 2015). As consumers become increasingly concerned with sustainability, sustainable branding has become an essential marketing tool for promoting EVs (Vieira & Tavares, 2022). However, a research gap persists regarding the mechanisms through which sustainable branding influences brand equity, brand attitude, and ultimately, purchase decisions.

This study seeks to fill this gap by analysing the influence of eco-friendly practices on the purchase decision of electric vehicles, with particular attention to the mediating roles of sustainable branding and brand attitude. It addresses the central question of how favourable attitudes toward EV brands can be cultivated and reinforced through sustainable branding strategies. The findings are expected to contribute to a more nuanced understanding of the interrelationships among sustainable branding, brand attitude, and purchase behaviour in the

EV market. Ultimately, this research aims to inform strategic marketing practices and support the broader transition toward sustainable transportation and reduced carbon emissions.

Literature Review

Eco-Friendly Practice

Eco-friendly practices encompass a set of organizational strategies and operational actions aimed at minimizing adverse environmental impacts. These include the utilization of recyclable materials, environmentally responsible packaging, green labelling, and sustainable production and distribution processes that reduce carbon emissions. The overarching objective of such practices is to foster environmental sustainability while enhancing the brand's reputation among environmentally conscious consumers (Malini & Lie, 2021).

Brand Attitude

Brand attitude refers to a consumer's overall evaluative judgment - positive or negative - toward a brand. It is shaped by perceptions of quality, brand image, perceived value, and the benefits offered by the brand. This attitude reflects both emotional and cognitive attachment, which in turn can significantly influence brand preference and consumer loyalty. In the sustainability context, a favourable brand attitude is often linked to a brand's demonstrated commitment to eco-friendly initiatives (Mohd Suki, 2016).

Sustainable Branding

Sustainable branding is a strategic approach to brand management that integrates principles of environmental responsibility and sustainability. It involves positioning the brand as eco-conscious through marketing communications, sustainable product innovation, and environmentally responsible business operations. The goal of sustainable branding is to foster consumer trust, reinforce brand loyalty, and cultivate a favourable perception that the brand actively contributes to environmental well-being (Aleksandar & Milovanov, 2016).

Purchase Decision

The purchase decision is the culminating phase of consumer behaviour, where individuals choose to buy a particular product or service after evaluating multiple factors, including price, quality, brand perception, and alignment with personal values. In the context of green products, purchase decisions are influenced by the consumer's perception of sustainability, brand image, and how effectively the product aligns with the environmental values the consumer deems important (Nurunnisha et al., 2020).

Research Questions

1. How do eco-friendly practices affect brand attitude, brand equity, and purchase decisions?
2. How does sustainable branding influence brand attitude, brand equity, and purchase decisions?
3. How does sustainable branding mediate the relationship between eco-friendly practices and brand attitude?
4. How does sustainable branding mediate the relationship between eco-friendly practices and brand equity?
5. How does brand attitude mediate the relationship between eco-friendly practices and purchase decisions?
6. How does brand equity mediate the relationship between eco-friendly practices and purchase decisions?

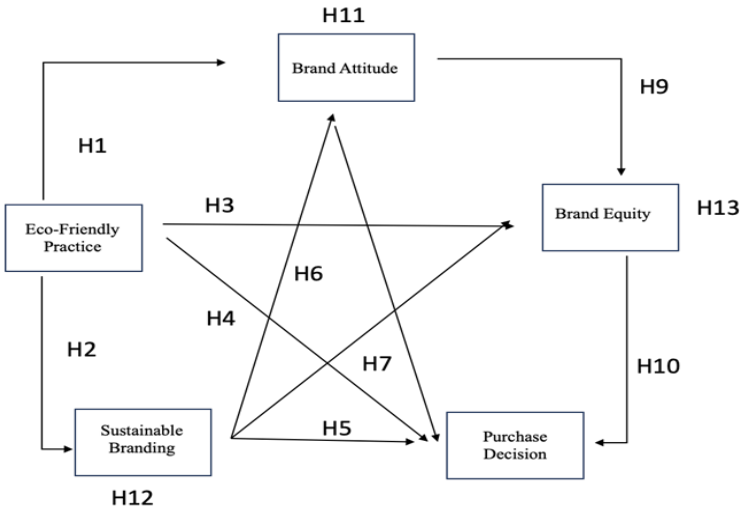

Figure 1: Research Framework
Source: Researcher's Personal Documentation, 2024

Research Methodology

This study adopts a quantitative research design using both online and offline survey methods to collect data from electric motorcycle users in Indonesia. The research aims to investigate the formation of purchasing decisions among these users, focusing on the influence of eco-friendly practices, brand attitude, brand equity, and sustainable branding. Large-scale surveys were conducted across key provinces, including DKI Jakarta, Banten, Central Java, and West Java. The online survey was distributed through multiple media platforms, including Facebook, WhatsApp, and Instagram.

To maintain respondent confidentiality, no full names or personally identifiable information were collected. Participants were selected using purposive sampling based on the following criteria: (1) gender, (2) age, (3) occupation, (4) education level, and (5) length of time using an electric motorcycle. The population of this study comprises all electric motorcycle users in Indonesia. To ensure representation across demographic and regional variations, a stratified random sampling technique was employed. This approach allowed for the selection of participants from different strata, reducing selection bias and ensuring fair representation across various industries and geographic areas.

Out of the 220 surveys distributed, 195 were fully completed, while 25 were excluded due to incomplete responses. A structured questionnaire was used to gather data, focusing on variables related to eco-friendly practices, brand attitude, brand equity, sustainable branding, and purchase decisions. Descriptive statistics, including the mean and standard deviation of the questionnaire responses, are presented in Table 1. Table 1 shows that there were 116 male respondents (59%) and 79 female respondents (41%), indicating higher male participation in the sample. In terms of age distribution, the largest group was respondents aged 31–40 years (77 people, 39%), followed by those aged 41–50 years (54 people, 28%), 20–30 years (39 people, 20%), and 51–60 years (20 people, 10%). The smallest group was those aged 61 and

above, with only 5 respondents (3%).

Regarding occupation, the majority of respondents were private employees (67 people, 34%), followed by entrepreneurs (44 people, 23%) and freelancers (43 people, 22%). Other occupational groups included government employees (30 people, 15%) and students (11 people, 6%).

In terms of education, most respondents held an undergraduate (S1) degree (90 people, 46%), followed by those with a high school education (77 people, 39%), a master's degree (S2) (25 people, 13%), and a doctoral degree (S3) (3 people, 2%).

When analyzed by electric motorcycle usage experience, the majority of respondents (169 people, 87%) had used electric motorcycles for less than one year. Meanwhile, 24 people (12%) had 1–2 years of experience, and only 2 people (1%) had 3–4 years of experience. No respondents reported more than 5 years of usage experience.

Table 1.
Demographic Sample

Demographic Characteristic	Frequency	Percentage
Gender		
- Male	116	59%
- Female	79	41%
Age		
- 20 – 30 years	39	20%
- 31 – 40 years	77	39%
- 41 – 50 years	54	28%
- 51 – 60 years	20	10%
- 61 years above	5	3%
Job		
- Student	11	6%
- Entrepreneur	44	23%
- Government employees	30	15%
- Private employees	67	34%
- Freelancer	43	22%
Education		
- Senior Hight School	77	39%
- S1	90	46%
-S2	25	13%
-S3	3	2%
Experience		
- Under 1 years	169	87%
- 1 – 2 years	24	12%
- 3– 4 years	2	1%
- 5 years above	0	0%

Source: Results Processing Data by Authors (2024)

This demographic data indicates that the sample is predominantly male, within the productive age group (31–40 years), and mainly composed of private employees with undergraduate-level

education. The majority of respondents have less than one year of experience using electric motorcycles, suggesting that many are relatively new adopters. These demographics offer valuable context for analyzing the findings based on age, gender, occupation, education, and experience.

Table 2.
Research Questions

Variable	Dimension	Statement	Outer Loading
Eco-Friendly Practice (Saeed et al. 2023)	EFP1: Use of environmentally friendly raw materials	How does the use of environmentally friendly raw materials affect consumer perceptions of product value?	0.837
	EFP 2: Carbon emission reduction	To what extent does reducing carbon emissions in the production process affect consumer loyalty?	0.838
	EFP 3: Effective waste management	Does effective waste management by companies increase consumer trust in brands?	0.790
Sustainable Branding (Ishaq and Di Maria 2020)	SB1: Commitment to sustainability	Does a brand's commitment to sustainability increase positive consumer perceptions?	0.749
	SB2: Continuous product innovation	To what extent does continuous product innovation affect brand competitiveness?	0.772
	SB3: Community engagement	How does community involvement in sustainable activities affect brand image?	0.842
Brand Attitude (Ishaq and Di Maria 2020)	BA1: Perceived quality	How does perceived sustainable product quality affect consumer attitudes towards brands?	0.937
	BA2: Trust in the brand	How much does consumer trust in green brands affect purchase intention?	0.816
	BA3: Brand relevance	How does ongoing brand relevance affect consumer preferences for products?	0.761
Brand Equity (Saeed et al. 2023)	BE1: Brand awareness	How does consumers' awareness of green brands affect their purchase intentions?	0.776
	BE2: Brand awareness	To what extent do consumers' associations with green brands influence perceived product quality?	0.720
	BE3: Brand loyalty	Does consumer loyalty to green brands influence repurchase decisions?	0.660
	BE4: Perceived quality	How does consumer perception of green product quality affect brand equity?	0.778
Purchase Decision (Pinto et al. 2014)	PD1: Environmental awareness	Does consumers' environmental awareness influence their decision to purchase green products?	0.779
	PD2: Perceived green value	How does perceived green value influence consumers' desire to purchase sustainable products?	0.844
	PD3: Previous product experience	Do previous positive experiences with green products influence repurchase intentions?	0.866

Source: Results Processing Data by Authors (2024)

The results of the outer loading analysis presented in Table 1 indicate that the majority of indicators for the variables Eco-Friendly Practices, Sustainable Branding, Brand Attitude, and Purchase Decision exhibit loading values exceeding the recommended threshold of 0.70, reflecting strong item reliability and satisfactory convergent validity in representing their respective latent constructs. Within the Brand Equity construct, however, the BE3 indicator

recorded a loading value of 0.660—slightly below the ideal threshold but still within the acceptable range for inclusion. Overall, the measurement model demonstrates adequate validity without necessitating the elimination of any indicators. Nonetheless, the loading value of BE3 suggests a comparatively weaker contribution to construct validity, meriting careful interpretation in subsequent analyses.

Research Results and Discussions

Descriptive Analysis

Table 3 presents the results of the descriptive analysis, indicating that the mean scores for all variables range from 3.6 to 4.1. This suggests that respondents' perceptions are generally positive to very positive. Among the variables, Sustainable Branding recorded the highest mean score (4.1) and the lowest standard deviation (1.13), signifying a strong and consistent agreement among respondents regarding the company's sustainable branding initiatives. Eco-Friendly Practice received a moderately high mean score (3.9) but showed the greatest variability (SD = 1.48), implying a wide divergence in respondent views. Brand Attitude averaged 3.7 with a moderate standard deviation of 1.30, reflecting generally favourable perceptions. Both Brand Equity and Purchase Decision had similar mean values (3.6), accompanied by relatively high standard deviations (1.43 and 1.45, respectively), indicating greater opinion variability. Overall, the data suggest positive respondent perceptions across all variables, with the most consistent responses observed for Sustainable Branding and more dispersed opinions for the remaining constructs.

Table 3.
Descriptive Statistics

Variable	Mean	Standard Deviation
Eco-Friendly Practice	3.9	1.48
Sustainable Branding	4.1	1.13
Brand Attitude	3.7	1.30
Brand Equity	3.6	1.43
Purchase Decision	3.6	1.45

Source: Results Processing Data by Authors (2024)

Validity and Reliability Analysis

Table 4 outlines the validity and reliability results for each construct, assessed using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE):

- *Eco-Friendly Practice:*
  Cronbach's Alpha = 0.760 and CR = 0.862, both exceeding the 0.70 threshold, indicating high reliability. AVE = 0.675 confirms strong convergent validity.
- *Sustainable Branding:*
  Alpha = 0.697, marginally below 0.70 but still acceptable. CR = 0.831 indicates good reliability, while AVE = 0.622 reflects adequate convergent validity.
- *Brand Attitude:*
  Alpha = 0.801 and CR = 0.878 demonstrate excellent reliability. AVE = 0.707 confirms very strong convergent validity.
- *Brand Equity:*
  Alpha = 0.723 and CR = 0.824 show solid reliability. AVE = 0.540 meets the minimum

threshold but indicates comparatively weaker convergent validity.

- *Purchase Decision:*
  Alpha = 0.777 and CR = 0.869 denote excellent reliability. AVE = 0.689 supports strong convergent validity.

Table 4.
Validity and Reliability

Construct	Cronbach's Alpha	Composite Reliability	AVE
Eco-Friendly Practice	0.760	0.862	0.675
Sustainable Branding	0.697	0.831	0.622
Brand Attitude	0.801	0.878	0.707
Brand Equity	0.723	0.824	0.540
Purchase Decision	0.777	0.869	0.689

Source: Results Processing Data by Authors (2024)

Therefore, all constructs fulfill the requirements for internal consistency and convergent validity. Brand Attitude exhibits the strongest validity, while Sustainable Branding has the lowest (yet acceptable) Cronbach's Alpha. Despite Brand Equity showing the lowest AVE, it remains within acceptable standards. These findings support the appropriateness of all constructs for further analysis.

Direct Effect Analysis
As presented in Table 5, Partial Least Squares (PLS) analysis of direct relationships reveals:
Significant Relationships:

- Eco-Friendly Practice → Brand Equity: O = 0.256, t = 3.101, p = 0.002. This significant positive effect aligns with Chen (2010), highlighting the role of eco-friendly practices in enhancing brand equity through green image and consumer trust.
- Eco-Friendly Practice → Purchase Decision: O = 0.319, t = 4.401, p < 0.001. This confirms that eco-friendly practices positively influence purchase decisions, as supported by Mohd Suki (2016).
- Eco-Friendly Practice → Sustainable Branding: O = 0.159, t = 2.035, p = 0.042. This indicates a significant influence, consistent with findings by Saari et al. (2017) regarding the role of green practices in reinforcing sustainable branding.

Non-Significant Relationships:

- Eco-Friendly Practice → Brand Attitude: O = 0.117, t = 1.313, p = 0.190. No significant effect was found, despite prior literature (Hartmann & Apaolaza-Ibáñez, 2012) suggesting psychological benefits from green practices.
- Sustainable Branding → Brand Attitude: O = 0.159, t = 1.941, p = 0.053. Although approaching significance, this effect remains statistically non-significant.
- Sustainable Branding → Brand Equity: O = -0.038, t = 0.413, p = 0.680, and Sustainable Branding → Purchase Decision: O = -0.086, t = 1.130, p = 0.259−both showing no significant effect.
- Brand Attitude → Brand Equity: O = 0.149, t = 1.411, p = 0.159, and Brand Attitude → Purchase Decision: O = 0.044, t = 0.551, p = 0.582−also not significant, despite theoretical backing from Keller (1993) and Fishbein & Ajzen (1975).
- Brand Equity → Purchase Decision: O = 0.001, t = 0.012, p = 0.990. No significant impact

was observed, contrary to expectations based on Aaker (1991).

Table 5.
Direct Effect

Path	Original Sample	Sample Mean	Standard Deviation	T-Statistic	p-value	Result
EFP -> BA	0.117	0.114	0.089	1.313	0.190	Not Significant
EFP -> BE	0.256	0.272	0.083	3.101	0.002	Significant
EFP -> PD	0.319	0.327	0.072	4.401	0.000	Significant
EFP -> SB	0.159	0.174	0.078	2.035	0.042	Significant
SB -> BA	0.159	0.170	0.082	1.941	0.053	Not Significant
SB -> BE	-0.038	-0.039	0.092	0.413	0.680	Not Significant
SB -> PD	-0.086	-0.087	0.076	1.130	0.259	Not Significant
BA-> BE	0.149	0.149	0.105	1.411	0.159	Not Significant
BA -> PD	0.044	0.046	0.081	0.551	0.582	Not Significant
BE -> PD	0.001	0.009	0.090	0.012	0.990	Not Significant

Source: Results Processing Data by Authors (2024)

These findings suggest that eco-friendly practices significantly influence key constructs (brand equity, purchase decision, and sustainable branding), while other paths—especially those involving brand attitude and brand equity—require further investigation due to their lack of statistical significance.

Indirect Effect Analysis

The results in Table 6 examine the mediating effects of Sustainable Branding, Brand Attitude, and Brand Equity on the relationship between Eco-Friendly Practices and Purchase Decisions:

- EFP → SB → PD: O = -0.014, t = 0.822, p = 0.441. The mediation effect is non-significant, and the negative coefficient suggests that Sustainable Branding does not strengthen the influence of eco-friendly practices on purchase decisions. This resonates with Romadloni (2023), who found that environmental awareness alone does not drive purchasing decisions without a strong green strategy and brand image.
- EFP → BA → PD: O = 0.005, t = 0.432, p = 0.666. No significant mediation was detected. While prior studies (e.g., Augtiah et al., 2022) emphasized the mediating role of consumer attitudes in green marketing, this study shows such effects may not be universal.
- EFP → BE → PD: O = 0.000, t = 0.011, p = 0.991. Brand equity does not mediate the relationship between eco-friendly practices and purchasing decisions, as the indirect effect is effectively zero. This aligns with Kurniadin (2020), who emphasized the need for a strong brand image to drive green purchase behaviour.

Table 6.
Indirect Effect

Path	Original Sample	Sample Mean	Standard Deviation	T-Statistic	p-value	Result
EFP -> SB -> PD	-0.014	-0.015	0.017	0.822	0.441	Not Significant
EFP -> BA -> PD	0.005	0.005	0.012	40.432	0.666	Not Significant
EFP -> BE -> PD	0.000	0.003	0.025	0.011	0.991	Not Significant

Source: Results Processing Data by Authors (2024)

All indirect paths tested show no significant mediating effects, indicating that the influence of

Eco-Friendly Practice on Purchase Decision is primarily direct. The mediators examined (Sustainable Branding, Brand Attitude, and Brand Equity) do not significantly enhance this relationship in the current model.

Conclusion

This study demonstrates that eco-friendly practices exert a significant direct influence on brand equity, purchase decisions, and sustainable branding in the context of electric motorcycles in Indonesia. These findings highlight the critical role of eco-friendly initiatives in enhancing a green brand image, reinforcing sustainable brand credibility, and motivating consumer purchase behavior.

Conversely, the variables brand attitude, brand equity, and sustainable branding do not exhibit a significant direct impact on purchase decisions. This suggests that factors beyond the scope of the current model may play a more dominant role in shaping consumer behavior. Furthermore, the analysis reveals that the indirect effects of eco-friendly practices—mediated through sustainable branding, brand attitude, and brand equity - are statistically insignificant. This underscores the primacy of the direct impact of eco-friendly practices over mediated pathways.

The results imply that while environmental awareness is important, it is insufficient on its own to shape consumer attitudes or purchase intentions without the support of a targeted green marketing strategy and a coherent, trustworthy brand image. The variability in outcomes across constructs also reflects heterogeneity in consumer perceptions regarding different elements of sustainability and branding efforts.

These insights hold strategic implications for marketers in the electric motorcycle industry, emphasizing the need to establish stronger emotional and value-based connections with consumers. Addressing such emotional drivers may be key to converting environmental awareness into actual purchasing behavior.

Limitations of this study include its geographic focus on a specific region and a sample largely composed of respondents with relatively limited professional experience. These factors may restrict the broader applicability of the findings and should be considered in future research aimed at enhancing the generalizability of the model.

Recommendations

Electric motorcycle companies in Indonesia are encouraged to leverage environmentally friendly practices as a core strategic approach to enhance brand equity and influence consumer purchase decisions. This can be achieved through integrated marketing campaigns that clearly communicate the company’s commitment to sustainability, highlight the environmental benefits of their products, and reinforce a consistent and credible sustainable brand identity.

Moreover, firms should focus on strengthening the emotional dimension of brand attitude and sustainable branding to foster deeper psychological and value-based connections with consumers. Emotional resonance can serve as a powerful driver in converting eco-conscious intentions into actual purchasing behavior.

For future research, it is recommended to broaden the geographical scope and engage diverse

respondent profiles, particularly individuals with varying levels of professional experience. Incorporating cultural and social factors may also yield a more comprehensive understanding of the determinants influencing consumer decisions in the context of sustainable products, thereby enhancing the robustness and generalizability of the findings.

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