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Beyond Green Hype: Attitude, Trust & Ethics For E-Motors

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Abstract: This research aims to fill the gap in inconsistent findings on the relationship between green attitude and green purchase intention using the Theory of Planned Behavior (TPB) approach by adding green trust and environmental ethics as mediating variables. Data were collected through a survey of 200 potential respondents and analyzed using structural equation modeling (SEM) based on partial least squares (PLS). Positive and significant results were found in the relationship between green attitude, green trust, environmental ethics, and electric motorcycle purchase intention. In addition, green trust and environmental ethics were able to mediate the relationship between green attitude and electric motorcycle purchase intention. These findings provide insights for electric motorcycle manufacturers and policymakers to improve strategies that promote positive environmental attitudes and trust in green products, ultimately encouraging sustainable consumer behavior. This research provides an original contribution and fills a knowledge gap by combining the concepts of green trust and environmental ethics in the Theory of Planned Behavior (TPB) model, which has not been widely studied in Indonesia. In addition, this study introduces a new model that can be the basis for future research in sustainability and green marketing.

Keywords: Consumer Purchase Intention, Electric Vehicle, Green Attitudes, Green Trust, Environmental Ethics, Air Pollution, Greenhouse Gas Emissions, Green Marketing Strategy.

INTRODUCTION

Air pollution, particulate matter, and ozone are estimated to contribute to 8.34 million deaths per year. Among the causes of air pollution, fossil fuel emissions are responsible for 5.13 million deaths per year (Alam et al., 2023; Lelieveld et al., 2023). Air pollution has an economic and environmental impact, creating a dilemma between economic growth and environmental protection (Li et al., 2019). The transportation industry is facing a crisis period where it must immediately address environmental problems and switch to more sustainable methods (Reddy et al., 2024). One potential solution to reduce carbon emissions is to implement electric vehicles such as plug-in hybrid electric vehicles, hybrid electric vehicles, and battery electric vehicles (AirVisual, 2020; Carey, 2023; Outlook, 2021; Sandaka & Kumar, 2023). According to data from the Indonesian Transportation Agency's SRUT (Sertifikat Registrasi Uji Tipe), the population of electric motorcycles in Indonesia reached 57,950 units in 2023. This number has increased from 17,198 units in 2022 (Kementerian

Perhubungan, 2023). This fact can certainly be the main reason to explore the factors that affect consumer purchase intentions in Indonesia's context of environmentally friendly products, namely electric motors.

Green attitudes drive people to purchase green products (Bulsara & Trivedi, 2023; Guan & Li, 2021). In the context of purchasing electric motors, consumers with positive attitudes can promote trust in the product and encourage a sense of concern for the environment, ultimately creating the intention to buy green products and green consumption behavior (Gu, 2024; Paul et al., 2016). Many studies show a positive relationship between consumer attitudes and their intention to adopt new technologies, particularly electric vehicles (Shi et al., 2017; N. Wang & Yan, 2015; Yurdakul & Kazan, 2020). Previous research has established consumer confidence as an environmentally friendly belief in the environmental behavior literature and considered it as an important variable in uncertainty and when exposure to greenwashing is relatively high (H. Chen et al., 2019; J. Wang et al., 2018; Yadav et al., 2019).The scarcity issue and the fact that fossil fuels may one day run out have driven people's environmental ethics. Green product adoption, environmental responsibility, and environmental conservation are related to environmental ethics and influence the intention to purchase green products (S.-C. Chen & Hung, 2016; J. Lee et al., 2021; Verma et al., 2019).

Although consumers frequently express positive attitudes towards green products, several factors can hinder the realization of these attitudes into real actions. One of these factors revolves around psychological considerations (Amalia & Darmawan, 2023). Consumers may believe that their individual efforts have a limited impact on broader environmental issues, thus reducing their motivation to align their behavior with green consumption intentions (Alam et al., 2023; Ghali, 2020). Consumers are worried about environmental issues, but they are still reluctant to fundamentally change their habits (Bigliardi & Filippelli, 2022; Perri et al., 2020). (H. Wang et al., 2019) note that although attitudes are used to predict individual behavior, attitudes do not always turn into actual purchasing behaviors. Interesting results were also recorded when attitudes were insignificant (C. N. L. Tan et al., 2019). Consumers may pretend to have the intention to consume green products, but in fact, they do not have a pro-environmental attitude (C. G. Chi et al., 2022). (He et al., 2023) found that positive emotions, attitudes, negative emotions, and behavioral control that are felt have an influence (decrease) on the intention to purchase an electric vehicle.

From the results of some previous research, it can be seen that there are inconsistencies, so further research is needed. No research has specifically examined the relationship between attitudes and green product purchases, which are also related to green customer trust and environmental ethics. Therefore, this study aims to fill the knowledge gap and is expected to gain a deeper understanding of how these factors may influence each other in the context of electric motorcycle purchases. A better understanding will help manufacturers to develop better strategies to attract and retain consumers, contributing to future business growth.

Theoretical Background and Hypothesis Development

Individuals will engage in environmental behavior if they believe that the behavior will produce the desired benefits, they believe that the important people in their lives support the behavior, and they feel able to perform the behavior easily. Intention is the most important predictor of behavior because individuals will take the same action as their intention to perform a certain behavior, whereas intention means ideas or plans about what a person will do or behave (Ajzen, 2005). Behavioral intention is controlled by a dynamic mix of attitude variables, subjective norms, and perceived behavioral control (S.-C. Chen & Hung, 2016; S. S. Lee et al., 2023; Oskamp & Schultz, 2005; Shanmugavel & Balakrishnan, 2023). Attitudes can predict future behavior based on intentions (Conner & Norman, 2021). Individuals will influence the perceptions of other individuals to create social pressure to consume green

products, thus influencing green purchase intentions (Zainudin et al., 2022). People with a positive attitude toward sustainable products can make better environmental decisions (Ogiemwonyi & Jan, 2023).

Green attitude and green purchase intentions are proposed as the focus of the study by linking the intention-forming factors in the TPB with two mediating variables, namely green trust and environmental ethics. Green attitudes are related to sustainable practices that lead to the purchase of green products (Varshneya et al., 2017). Trust shapes people's expectations of a subject or object, which is identified as a psychological state that consists of the intention to accept vulnerability based on positive expectations about the intentions or behavior of others (Y.-S. Chen & Chang, 2013). Environmental ethics helps determine whether the ethical relationship between humans and the environment is appropriate so that individuals who have positive control to save the environment or reduce the adverse effects caused by air pollution and a sense of wanting to protect and take responsibility for the environment can increase the likelihood of positive purchases (Ogiemwonyi, 2022).

Green Attitude and Green Purchase Intention

People with a positive green attitude will engage in sustainable practices that will lead to purchasing eco-friendly products (Bulsara & Trivedi, 2023; Kumar & Mohan, 2021; Varshneya et al., 2017) Try to understand the purchasing behavior of individuals towards eco-friendly products, establishing that one will develop positive intentions towards eco-friendly behavior through positive attitudes. (Degirmenci & Breitner, 2017) studied the factors that predict purchase intent and found that the environmental performance of electric vehicles was the strongest predictor of attitudes leading to purchase intent compared to price ranges and confidence. The above findings collectively underscore the importance of a positive attitude to increase and encouragethe intention to buy electric motorcycles.

H1: Green Attitude has a positive effect **on Green Purchase Intention**

Green Attitude, Green Trust and Green Purchase Intention

Concern for the environment has been associated with individual-specific beliefs or general beliefs about the environment and worldview (Inkpen & Baily, 2020). (Aguilar-Luzón et al., 2020) found that the attitude of caring for the environment is one of the unique beliefs. Research according to (Z. Tan et al., 2022) shows that green trust is positively and significantly influenced by positive attitudes. Eco-friendly purchase intentions are largely determined by socio-psychological factors, such as eco-beliefs (Sun et al., 2019). Consumers with higher levels of green trust respond more significantly to using environmentally friendly products (Xu et al., 2022).

Customers tend to buy products with credibility from other buyers or experts. When consumers develop trust in green activities, it leads to favorable attitudes, influencing their intention to use green products (Choi et al., 2015). Attitude is the second important factor of green marketing practices that increases the green image and green trust of green products towards purchase intent (Liao et al., 2020). Research by (Z. Tan et al., 2022) Using green trust as a mediating variable, the results were obtained that attitude would have a positive and significant effect on the intention to buy environmentally friendly products.

H2: Green Attitude has a positive effect on Green Trust.

H4: Green Trust has a positive effect on Green Purchase Intention

H6: Green Trust mediate influence of Green Attitude on Green Purchase Intention.

Green Attitude, Environmental Ethic and Green Purchase Intention

Environmental ethics helps determine whether the ethical relationship between humans and the environment is appropriate (Ogiemwonyi, 2022). Research on the emergence of

environmental ethics has been ongoing when society unites environmental conservation with nature (Schuler et al., 2017). Research results according to W. Sun (2020) Consumers' positive attitudes towards ethical products can be exaggerated. This environmental awareness is manifested through consumer attitudes, which play a decisive role in shaping environmental ethics. Attitude is one of the key elements that influence ethical decisions because when consumers buy an item, they form the perceived value of the commodity, thus influencing their purchase intention (Akkaya, 2021; L. Chen et al., 2021; T. Chi et al., 2021). Consumers evaluate the final benefits they might get in different situations, by making a compromise between perceived benefits and perceived sacrifices, then forming a perceived value to choose whether to buy a product or service (Azzahra Putri Ramadhanty et al., 2021; Sawitri & Alhasin, 2022).

Researchers are beginning to question whether the willingness to use sustainable products can translate into consumer environmental ethics and lead to sustainable behavior (Alam et al., 2023). According to (Joshi & Rahman, 2015), high consumer interest in environmental and social issues encourages environmentally friendly purchasing behavior and is considered the main motivation. Consumers interested in environmental and ethical issues prefer buying eco-friendly products (Chekima et al., 2019). (Gillani & Kutaula, 2018) demonstrate the growing interest and importance of ethics and sustainability in consumer behavior.

H3: Green Attitude has a positive affect on Environmental Ethics.

H5: Environmental Ethics has a positive affect on Green Purchase Intention.

H7: Environmental Ethics mediate influence of Green Attitude on Green Purchase Intention

METHOD

Data Collection and Sampling

To understand the decision to purchase an electric motorcycle, information was collected from all Indonesians, considering the phenomenon of the electric motorcycle purchase market in Indonesia, which is growing but still has very high air pollution. This research uses the sampling method proposed by (Homburg et al., 2022), which is the number of samples at least five times to ten times the number of indicators (items) questions to be analyzed. 200 respondents provided sufficient information to support this research, and the sample was adjusted to the recommended criteria for further analysis. The respondents' participation was voluntary, and the answers provided were intended to reflect the market scenario. Data was collected through a questionnaire distributed with Google Forms.

Measurement of Variables

Several research constructs were referenced to form measurement items, the first being Green Attitude and Green Purchase Intention, which were adapted constructs from (C. N. L. Tan et al., 2019). Green trust was developed from (Ogiemwonyi, 2022). Finally, environmental ethics was adapted from (Tsai & Tsai, 2008). All assessments were conducted using a semantic differential scale, where responses were scored on a 1-10 point scale.

Table 1. Constructs and their respective indicators, loadings, convergent validity, and reliability estimates

Construct	Item	Item Loading	Alpha	CR	AVE
Green Attitude (C. N. L. Tan et al., 2019)	AT 1	0.744	0.862	0.873	0.644
	AT 2	0.774			
	AT 3	0.857			
	AT 4	0.801			
	AT 5	0.832			

Green Trust (Ogiemwonyi, 2022)	GT 1	0.807	0.872	0.897	0.656
	GT 2	0.853			
	GT 3	0.748			
	GT 4	0.818			
	GT 5	0.821			
Environmental Ethic (Tsai & Tsai, 2008)	EE 1	0.904	0.916	0.917	0.753
	EE 2	0.894			
	EE 3	0.717			
	EE 4	0.917			
	EE 5	0.891			
Electric MotorcyclePurchase Intention (C. N. L. Tan et al., 2019)	PI 1	0.728	0.834	0.841	0.602
	PI 2	0.754			
	PI 3	0.843			
	PI 4	0.771			
	PI 5	0.778			

Note*: "For Reliability (CR and Alpha > 0.60), discriminant validity (AVE root > latent variable correlation),and convergent validity (AVE>0.50 and Item Loading >0.7)" (Abdillah & Hartono, 2015; Ghozali & Latan, 2017).

Characteristics of Respondents

The majority of respondents, 148 people (74%), were in the age range of 21-35 years. The next age group consists of individuals between the ages of 36-46 representing 42 people (21%). The 47 to 50 age group consisted of only eight people, representing about 4% of the total respondents. The smallest age group in the study was those over the age of 50, with just two people, representing one percent of the total respondents. The characteristics of respondents based on regional origin, the location of the registered regions were 13 regions, Banten by 5%, Jakarta with a percentage of 20%, West Java by 16%, Central Java by 10%, East Java by 12%, West Kalimantan by 1%, Lampung by 2%, NTB by 3%, South Sulawesi by 1%, West Sumatra by 5%, South Sumatra by 5%, Yogyakarta by 5% and the last is Bali by 15%.

Outer Model Analysis

Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) is applied using SmartPLS 4.0. The first stage of analysis is to evaluate the outer model. Validity measurement is divided into two analyses: convergent validity and discriminatory validity. Tables 1 and 2 show the reliability and validity of the Hair model (Hair et al., 2017).

Table 2. Analisis Fornell-Larcker

Variabel	EE	GA	GT	PI
EE	**0.868**			
GA	0.410	**0.803**		
GT	0.668	0.389	**0.810**	
PI	0.563	0.681	0.533	**0.776**

From Table 1, it is known that all the values of the loading factor of the variables are greater than 0.7 and the AVE value > 0.5 and from the values of Table 2 of the Fornell-Larcker Criterion, it is found that the correlation values between variables are still below the square root value of the AVE. Thus, all indicators in each variable in this study met the convergent and discriminant validity criteria. Based on the results of Table 1, the value of the construct

that is declared reliable is if the composite reliability value or Cronbach alpha is above 0.60, so all constructs have good reliability.

Structural Model

To measure the significance of the sign or direction in the path (path coefficient), according to the hypothetical theory, it can be seen in the t test or T statistics obtained from the bootstrapping process (resampling method) (Figure 1). The structural model was evaluated using R-square for the dependent construct of the t-test, as well as the significance of the structural path parameter coefficient. The interpretation of the R-Square value is the same as the interpretation of linear regression, which is the amount of variability of endogenous variables that can be explained by exogenous variables.

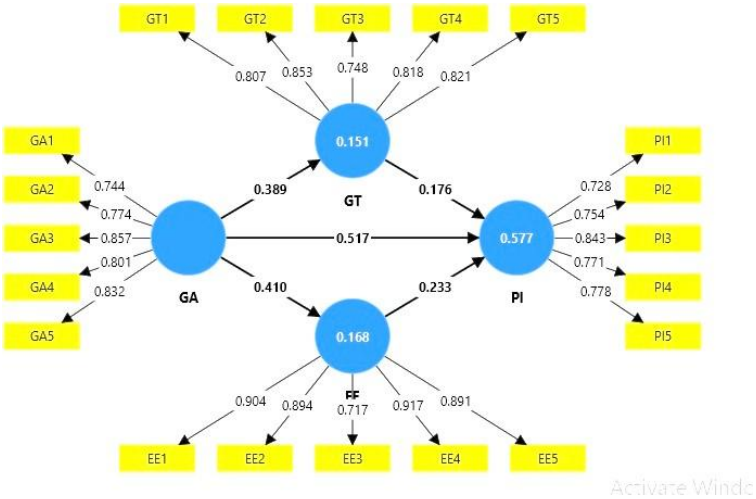

Figure 1. Inner Model Drawing Results

Table 3. R-square result

Variabel	R-square	R-squaread-justed
EE	0.168	0.164
GT	0.151	0.147
PI	0.577	0.571

The results of Table 3 show that the R-square value for the EE variable which is affected by the AT variable is 0.168 or 16.8%, while the R-square value for GT which is affected by AT is 0.151 or 15.1% (the rest is influenced by other variables outside the study). Then, for the PI variable or the dependent variable, the R-square value is 0.577, which means that the AT variable and the mediation variable can affected the PI variable by 57.7%, while the rest is influenced by other variables outside the study.

Table 4. Direct hypothesis test results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
EE -> PI	0.233	0.230	0.081	2.867	0.004	**Accepted**
GA -> EE	0.410	0.414	0.067	6.085	0.000	**Accepted**

GA -> GT	0.389	0.395	0.067	5.827	0.000	**Accepted**
GA -> PI	0.517	0.520	0.088	5.850	0.000	**Accepted**
GT -> PI	0.176	0.179	0.077	2.301	0.021	**Accepted**

Table 5. Indirect hypothesis test results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDE)	T Statistics (|OTDEV|)	P Values	Result
GA -> GT -> PI	0.069	0.069	0.029	2.377	0.017	**Accepted**
GA -> EE -> PI	0.095	0.096	0.039	2.461	0.014	**Accepted**

A comprehensive SEM analysis was conducted to test the hypothesis and evaluate how well the model fits the data (Figure 1, Table 4 and Table 5). Hypothesis testing can be done by comparing the t-statistic with the t-table, if the T-Statistic value is greater than the t-table (1.960) then the study is considered positive. However, if the p-value is used, the value of the error rate (α) of 5% is used as the comparison value. If the sig value is <0.05, it can be said that the data has a significant effect. The proposed model has a significant effect with sig value <0.05, and all hypotheses are supported with t-statistics> t-table (1.960). Meanwhile, to determine whether the mediation is full mediation or quasi-mediation, it is obtained from the total effect test results. If the T-Statistic is greater than 1.96 or the P-value is less than 0.05, the mediating variable in this study is said to be quasi-mediation. This means the effect of green trust and environmental ethics is quasi-mediating, which means that through the mediating variable, the independent variable directly or indirectly affects the dependent variable.

RESULTS AND DISCUSSION

This study found Green Attitude has a significant positive effect on Green Purchase Intention, Green Trust, and Environmental Ethic. Green Attitude on Green Purchase Intention has a positive and significant relationship, which is consistent with previous research (Kumar & Mohan, 2021; Liu et al., 2021; Vafaei-Zadeh et al., 2022). These findings are also consistent with other studies that consumers with strong pro-environmental attitudes tend to have a greater desire to adopt more responsible consumption practices, such as purchasing electric vehicles (Joshi & Rahman, 2015; Marbun et al., 2024). This research is also consistentwith the research of Aime et al. (2022) and Shalender & Sharma (2021), which states that in the context of electric vehicles, green attitude plays an important role in shaping the intention to adopt environmentally friendly vehicle technology. In addition, green attitude plays an important role in influencing green trust. The results of this study are consistent with the research of Budak et al. (2023), which highlights that there is a significant relationship betweenconsumers who have a positive attitude toward environmental issues and green trust. Furthermore, Hossain et al (2022) showed that attitudes positively influence green trust. Takentogether, these findings suggest that positive attitudes toward green products and sustainability in the context of this study, namely electric motors, can increase trust in green choices. Greenattitudes are also closely related to environmental ethics. This is consistent with research by Kesenheimer and Greitemeyer (2021), who found that green attitudes are strongly related to pro-environmental behavior, which shows a direct relationship between attitudes and environmentally friendly actions. This is also supported by W. Sun's (2020) research findingsthat consumers' positive attitudes toward environmental ethics can be exaggerated.

Green trust plays a significant role in influencing green purchase intention as shown by various studies (Ardiansyah, 2023; Silaban et al., 2021; Sung et al., 2021; Vebriyanto & Hadi, 2023). Green trust is very important for consumers, especially when they make decisions about purchasing green products (Rizomyliotis, 2024). In (Habib & Qayyum, 2018), theyfound that increasing the perception of trust stimulates consumers' purchasing behavior by increasing emotional responses. Trust in green products significantly affects the purchasing behavior of young consumers who are increasingly aware of environmental issues and are influenced by technological factors and social norms (Mujahid et al., 2024). The results showed that environmental ethics affect purchase intentions for environmentally friendly products. Consumers who are interested in environmental and ethical issues state that they prefer to purchase environmentally friendly products (Chekima et al., 2019). (Gillani & Kutaula, 2018) show the increasing interest and importance of ethics and sustainability in consumer behavior, especially in the intention to buy environmentally friendly products. This study is consistent with the research conducted by (Akhtar et al., 2021; Hojnik et al., 2019), which found that environmental ethics affects the intention to buy environmentally friendly products. Consumers' decisions to use environmentally friendly products are based on beliefs, moral responsibilities, and environmental ethics (Prentice et al., 2019).

Positive environmental attitudes are not the only influence on purchase intentions. Consumer trust in the environmental benefits of electric vehicles, known as green trust, also plays an important role. According to (Y.-S. Chen & Chang, 2013), green trust refers to consumers' belief that environmentally friendly products, such as electric vehicles, will deliver the promised environmental benefits. This research is consistent with (Vafaei-Zadeh et al., 2022), that green trust mediates the relationship between green attitudes and electric vehicle purchase intentions. Similar research has also found that trust can strengthen the effect of positive environmental attitudes on purchase intentions (Choi et al., 2015; Z. Tan et al., 2022). Environmental ethics also plays an important role in the relationship between green attitudes and green purchase intentions. Research by (Ogiemwonyi, 2022) shows that a positive attitude towards environmental ethics can increase consumers' awareness of the environmental impact of their purchase decisions. Attitudes can influence ethical decisions because when consumers purchase an item, they form a perceived value for the good, which influences their purchase intention (Akkaya, 2021; L. Chen et al., 2021; T. Chi et al., 2021). In other words, the higher the pro-environmental attitude of consumers, the more likely they are to consider environmental ethics in their purchase decisions, which in turn increases their intention to purchase green products.

CONCLUSION

This study develops the Theory of Planned Behavior (TPB) in the context of purchasing green products, specifically electric motorcycles. The main findings show that positive environmental attitudes, such as awareness of environmental benefits, have a significant effect on consumers' purchase intention. This reinforces the TPB principle that positive attitudes increase the intention to perform certain behaviors. In addition, green trust was shown to be a mediator between attitude and purchase intention, extending the application of the TPB. Consumers' trust in manufacturers' environmental claims strengthens their purchase intention. Subjective norms in the SDGs are also relevant, although not directly examined, with green trust influencing individuals' perceived social pressure to behave in an environmentally friendly manner. Perceived behavioral control (PBC) is also related to environmental ethics, suggesting that individuals with greater ethical awareness feel more able to overcome barriers to choosing green products. This study expands the scope of the TPB to include environmental and ethical considerations, suggesting that green product purchase decisions are driven by

social and ethical values, not just self-interest. The results encourage further research by including factors such as trust, ethics, and behavioral control.

LIMITATIONS AND FUTURE RESEARCH

This study has several limitations that must be considered. Firstly, the geographical and cultural context of this study focuses on the Indonesian market, especially in terms of consumer attitudes towards electric motorcycles. Therefore, the results may not be applicable to other regions with different cultural, economic, and regulatory conditions. Second, this study uses self-reported data from respondents through surveys or questionnaires. This method has several weaknesses, including uncertainties related to biases such as social conformity bias, where respondents report their behaviors that are considered more social, such as pro-environmental behaviors. Third, consumer attitudes and intentions are discrete at a single point in time and do not provide insight into long-term trends. However, consumer attitudes and environmental behaviors are likely to change over time as environmental policies and technologies evolve. In addition, the range of variables examined was too limited. Some other factors, such as economic constraints, charging infrastructure, and brand orientation, were not adequately addressed. Another limitation of this study is the size and diversity of the sample. If the study is conducted on a group of people or, conversely, on generations of people, the results may not reflect the overall state of the green energy market.

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