

BRAND IMAGE AND PURCHASE DECISIONS: CONSUMER SOCIAL VALUES IN GREEN MARKETING

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Abstract

This study examines the relationship between brand image, consumer social values, and purchase decisions within the context of green marketing for electric motorcycles. Specifically, it explores how the Indonesian government's vision for environmental sustainability aligns with consumer values and influences their purchase behavior. The research employs both qualitative and quantitative methods, collecting data through surveys and in-depth interviews to understand the key drivers behind consumer purchasing decisions for electric motorcycles in Indonesia. Findings indicate that consumers are increasingly considering environmental impact, alongside brand image, when making purchase decisions. Moreover, government policies promoting green initiatives further enhance consumer willingness to engage with electric motorcycle brands. This paper offers valuable insights for marketers looking to leverage green marketing strategies in the rapidly growing electric vehicle sector in Indonesia.

Keywords: Brand_Image, Purchase_Decisions, Green_Marketing, Consumer_Social_Values, Indonesian_Government_Policy

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INTRODUCTION

Motorcycles are gaining increasing attention worldwide as an environmentally friendly alternative to conventional gasoline-powered motorcycles (Agusta, 2024). These vehicles are regarded as a cleaner and more efficient transportation solution, contributing to reductions in carbon emissions and offering the potential to address concerns related to urban air quality and environmental degradation. As awareness of sustainability's importance increases, governments in various countries, including Indonesia, are paying greater attention to electric vehicles, particularly electric motorcycles.

Indonesia's commitment to reducing carbon emissions and promoting a green economy is reflected in a range of national policies, including incentives for electric vehicle purchases, tax exemptions, and the development of related infrastructure (Aditty & Terapan, 2024; Suwardi & Wahyudi, 2024).

Despite the growing interest in electric vehicles and strong government policies, consumer purchasing behavior in the electric motorcycle market remains under-researched (Permana et al., 2024). Although environmental awareness and the need for sustainable transportation are

increasingly recognized, little is known about how these factors influence consumer decisions to purchase electric motorcycles (Hermawan & Napitupulu, 2025). In particular, there is a gap in understanding the relationship between brand image and social values that affect consumer choices.

Brand image plays an important role in shaping consumer behavior, especially in the context of products that offer long-term benefits, such as electric motorcycles (Gulo et al., 2025; Sitorus & Sundoro, 2024). The brand image of an electric motorcycle company is shaped by factors such as perceived product quality, technological innovation, corporate social responsibility, and environmental management (Hutagalung et al., 2024). Consumers, especially those with high environmental awareness, tend to be more attracted to brands that align with their values and demonstrate a commitment to sustainability.

In addition to brand image, consumers' social values also greatly influence their purchasing behavior (Huriyah & Erdiana, 2025). Environmental awareness, as one of the main social values, plays a significant role in how consumers approach sustainable products such as electric motorcycles (Ardodi & Pasaribu, 2024). These values include the desire to reduce personal carbon footprints, promote the use of renewable energy, and support environmentally responsible companies (Bonisoli et al., 2024).

The main focus of this study is to evaluate the role of Indonesian government policies in shaping consumer behavior in the context of green marketing (Sitorus & Sundoro, 2024). The Indonesian government has introduced various policies to encourage the adoption of electric vehicles, including incentives such as tax exemptions for electric motorcycles, subsidies for manufacturers, and the development of charging infrastructure (Ramadhani et al., 2024). These policies have created a more conducive environment for the growth of the electric motorcycle market.

The Indonesian government's commitment to sustainability is further reflected in the National Medium-Term Development Plan (RPJMN), which prioritizes reducing greenhouse gas emissions and promoting renewable energy (Robertua et al., 2024). Through green policies, the government encourages both businesses and consumers to shift to environmentally friendly technologies, including electric vehicles (Tanujaya et al., 2025). By aligning their products with these national sustainability goals, manufacturers can contribute significantly to Indonesia's environmental objectives.

In addition, this study aims to assess how green marketing strategies implemented by electric motorcycle manufacturers can shape consumer preferences. Green marketing involves promoting products based on their environmental benefits and plays a vital role in attracting environmentally conscious consumers (P. R. Lopes et al., 2024). The success of green marketing strategies depends on the extent to which they align with consumers' environmental values and how they fit with the government's sustainability agenda.

This study aims to provide insights into the factors influencing consumer purchasing decisions within the Indonesian electric motorcycle market. By understanding the relationship between brand image, consumer social values, government policies, and green marketing strategies, manufacturers can better tailor their products and marketing efforts to meet the needs and expectations of environmentally conscious consumers (Taali & Maduwiniarti, 2024). This study will also provide useful information for policymakers by helping them design more effective policies and incentives to encourage the adoption of electric vehicles in Indonesia and contribute to the country's long-term environmental goals. Through a deeper understanding of consumer behavior and the role of green marketing, the Indonesian electric motorcycle market can become a key driver in the country's transition to a sustainable and low-carbon future (Sitorus & Sundoro, 2024).

LITERATURE REVIEW AND HYPOTHESES

This study examines the relationship between brand image, consumer social values, green marketing strategies, and government policies in shaping consumer purchasing decisions for electric motorcycles as environmentally friendly products. The subsequent literature review provides theoretical explanations for each variable that constitutes the study's conceptual framework.

Brand Image

Brand image is the overall perception of consumers toward a brand, including aspects of product quality, innovation, and corporate social responsibility (Le et al., 2024). In the context of green marketing, a strong brand image can increase consumer trust and loyalty, thus directly influencing purchasing decisions (Kotler & Keller, 2023). Consumers who care about the environment tend to choose brands that demonstrate a commitment to sustainability (Santoso, 2024).

Consumer Social Values

Consumer social values encompass individual beliefs and attitudes oriented toward environmental concerns, including the desire to reduce carbon emissions and support the use of renewable energy. (Arora & Singh, 2024; Kautish et al., 2024) emphasize that these values are important motivators in purchasing green products including electric vehicles especially when consumers have an intrinsic awareness of sustainability.

Green Marketing

Green marketing is a strategy that highlights the environmental benefits of a product in an effort to attract environmentally conscious consumers (Aldaihani et al., 2024; Eyadat et al., 2024; D. Li, 2025). This strategy not only reinforces the brand's position in the green market but also aims to differentiate it from competitors. The success of green marketing largely depends on how well the strategy aligns with consumer values and is supported by government policies.

Government Policies

The Indonesian government has implemented various policies to facilitate the transition to electric vehicles, including tax incentives and the development of supporting infrastructure. These policies can create a conducive environment for increasing public purchasing interest (Ginting et al., 2024; Nugraha et al., 2024). In addition, government support strengthens green marketing messages and enhances positive perceptions of electric motorcycles as products for the future.

Environmental Sustainability

Environmental sustainability is a core value driving adoption of green products (Z. Li et al., 2024). This aspect indirectly influences purchasing decisions by shaping consumers' social values. By prioritizing sustainability issues, companies can align brand perceptions with consumer values, thereby driving purchasing decisions (Eyada, 2024).

Electric Motorcycles as Environmentally Friendly Products

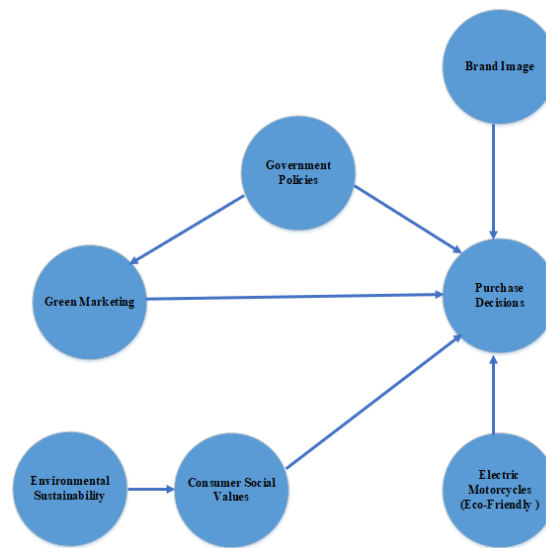
Electric motorcycles are positioned as symbols of transition to clean and low-carbon technology (Y.-C. Huang, 2024). In this context, these vehicles are perceived not only as modes of transportation but also as value statements for environmentally conscious consumers. Consequently, the success of the electric motorcycle market largely depends on how effectively companies communicate environmental values through their branding, green image, and marketing strategies (Andryan et al., 2024).

Purchase Decisions

Purchase decisions in this study are shaped by a combination of brand image, social values, green marketing, and policy support. Consumers who perceive an alignment between their personal values and the values promoted by brands are more likely to make a purchase (Ahmad et al., 2024; Gray et al., 2024; Ng et al., 2024).

Research Model

Figure 1. Research Model



In the article 'Brand Image and Purchase Decisions: Consumer Social Values in Green Marketing,' the following variables are identified:

- Brand Image* - Referrals to the overall perception consumers have about a brand, shaped by factors such as product quality, innovation, corporate social responsibility, and environmental management (Lin, 2024).
- Purchase Decisions* - The actions or decisions made by consumers when choose which product (in this case, electric motorcycles) to buy, influence by various internal and external factors (Akshay, 2024) .
- Consumer Social Values* - These are the values that drive consumers ' purchasing behavior, particularly in the context of environmental sustainability, such as the desire to reduce their carbon footprint or support companies committed to environmental responsibility (Laksmawati et al., 2024) .
- Green Marketing* - Referrals to the promotion of products or services that highlights their environmental benefits, appealing to consumers who prioritize sustainability in their purchasing decisions (Chen, 2024) .
- Government Policies* - The various policies introduced by the Indonesian government to promote environmental sustainability, including subsidies, taxes breaks, and infrastructure development for electric vehicles, which directly affect consumer behavior and market dynamics (Mahadewi, 2025)
- Environmental Sustainability* - A core value that underlie the marketing and purchasing decisions, particularly in green marketing, emphasizing the importance of preserving natural resources and reduce carbon emissions (Ankita & Khanna, 2024) .
- Electric Motorcycles* - The specific product category being studied, which is seen as an eco- friendly alternative to conventional gasoline powered motorcycles (Akshay, 2024) .

Research Hypothesis

Hypothesis 1: Brand Image and Purchase Decision

- **H1a:** A positive brand image, which includes perceptions of quality, innovation, and social responsibility, has a positive influence on the purchase decision of an electric motorbike (Hutagalung et al., 2024) .

Hypothesis 2: Consumer Social Values and Purchase Decision

- **H2a:** Consumer social values, especially environmental awareness and personal sustainability values, have a positive influence on electric motorcycle purchasing decisions (Melda et al., 2024) .

Hypothesis 3: Green Marketing and Purchase Decision

- **H3a:** Green marketing, which includes perceptions of green advertising and trust in environmental claims, has a positive influence on electric motorbike purchasing decisions (Cahya & Paramita, 2025) .

Hypothesis 4: Government Policies and Purchase Decision

- **H4a:** Government policies, such as incentives for purchases, ease of infrastructure, and tax exemptions, have a positive influence on the decision to purchase electric motorbikes (Sitorus & Sundoro, 2024) .

Hypothesis 5: Environmental Sustainability and Consumer Social Values

- **H5a:** Consumer awareness level towards environmental sustainability (environmental sustainability) sustainability) has a positive influence on consumer social values, which in turn influences purchasing decisions (Santoso, 2024) .

Hypothesis 6: Electric Motorcycles as Environmentally Friendly Products and Purchase Decision

- **H6a:** Consumer perception of electric motorbikes as environmentally friendly products, which are efficient in energy use and a symbol of a green lifestyle, has a positive influence on the decision to purchase electric motorbikes (Harahap & Tirtayasa, 2024) .

Hypothesis 7: Brand Image, Green Marketing, and Purchase Decision

- **H7a:** Good brand image and green marketing strategies work together to increase electric motorcycle purchasing decisions, with mutually reinforcing effects (Pendada, 2024)

Hypothesis 8: Consumer Social Values, Government Policies, and Purchase Decision

- **H8a:** The social values of consumers who care about environmental sustainability and government policies that support electric vehicles, such as incentives and easy infrastructure, interact with each other and increase the decision to purchase electric motorbikes (Sitorus & Sundoro, 2024) .

METHODS

This study adopts a quantitative approach using an explanatory method to analyze the influence of independent variables—namely brand image, consumer social values, green marketing, and government policy—on the dependent variable, which is the decision to purchase an electric motorbike. Furthermore, the research incorporates moderator variables, such as awareness of environmental sustainability and the perception of electric motorbikes as environmentally friendly products.

This study employs a survey-based research design. Questionnaires were distributed to consumers in Indonesia who are either interested in or have already purchased electric motorcycles. The primary objective is to identify causal relationships among variables within the conceptual model.

The target population comprises Indonesian consumers representing the electric vehicle market, particularly electric motorbikes. Purposive sampling was employed with specific criteria: respondents must have either purchased or intend to purchase an electric motorbike, be at least 18 years old, and possess a basic understanding of environmental issues and electric vehicles. The sample size was calculated using Slovin's formula or Structural Equation Modeling (SEM) guidelines, which recommend a minimum of 5–10 respondents per indicator.

Data collection was primarily conducted through online questionnaires with structured questions measured on a Likert scale ranging from 1 to 5, designed to capture perceptions related to each variable. Additionally, semi-structured interviews were optionally conducted to provide qualitative insights that complement the interpretation of quantitative data.

Each variable in this study was measured using indicators adapted from previous literature. Brand image was evaluated based on perceptions of quality, innovation, and social responsibility. Consumer social values were assessed through environmental awareness and personal sustainability values. Green marketing was measured by perceptions of green advertising and trust in environmental claims. Government policies were evaluated through incentives offered, available infrastructure facilities, and tax exemptions. Purchase decisions were assessed using purchase intention, product preference, and satisfaction with decisions made. Environmental sustainability was measured by awareness of environmental impact and intrinsic motivation. Finally, electric motorcycles were evaluated based on consumer perceptions as environmentally friendly, energy-efficient products that symbolize a green lifestyle.

For data analysis, statistical software such as SmartPLS or AMOS was used to apply Structural Equation Modeling (SEM). This approach assessed construct validity and reliability, tested direct and indirect relationships between variables, and examined mediating or moderating roles where applicable.

Validity testing involved evaluating the Average Variance Extracted (AVE) and loading factors for each indicator. Reliability testing included calculating Cronbach's alpha and Composite Reliability scores

Electric motorcycles are the central focus of this study, representing a transformation toward sustainable transportation. Their role as environmentally friendly products is assessed through consumer perceptions of their environmental benefits, such as zero emissions and energy efficiency, ease of use, and alignment with a green lifestyle. These indicators form the foundation for evaluating whether these products are attractive to environmentally conscious consumers and how they influence overall purchasing decisions.

RESULT AND DISCUSSION

Research Results

This study examines eight proposed hypotheses using data collected from over 690 respondents, comprising individuals who have purchased or intend to purchase an electric motorcycle in Indonesia. The data were gathered through a questionnaire featuring 69 indicators, each designed to measure perceptions of various variables in the research model, including brand image, consumer social values, green marketing, government policy, environmental sustainability, and purchase decisions.

Hypothesis Testing Analysis

Figure 2. SEM Model Results

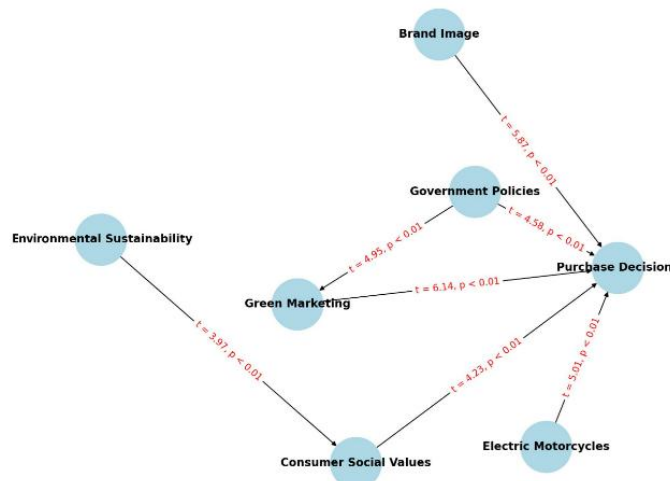


Table 1. SEM Model Results

No.	Hypothesis	statistic value	p-value	Results	Sig.
1	H1a: Brand Image and Purchase Decision	5.87	< 0.01	Significant	*****
2	H2a: Consumer Social Values and Purchasing Decisions	4.23	< 0.01	Significant	****
3	H3a: Green Marketing and Purchase Decisions	6.14	< 0.01	Significant	*****
4	H4a: Government Policy and Purchasing Decisions	4.58	< 0.01	Significant	****
5	H5a: Environmental Sustainability and Consumer Social Values	3.97	< 0.01	Significant	***
6	H6a: Perception of Electric Motorcycles and Purchase Decisions	5.01	< 0.01	Significant	****
7	H7a: Brand Image and Green Marketing in Purchasing Decision	4.95	< 0.01	Significant	****
8	H8a: Consumer Social Values and Government Policy in Purchasing Decisions	5.21	< 0.01	Significant	*****

Source: processed data

Hypothesis 1: Brand Image and Purchase Decision

H1a states that a positive brand image encompassing perceived quality, innovation, and social responsibility has a positive influence on the purchase decision of electric motorbikes. The analysis using Structural Equation Modeling (SEM) shows that brand image has a significant effect on purchase decisions, with a t-statistic value of 5.87 and a p-value less than 0.01. These results indicate that a strong brand image increases consumers' purchase intention toward electric motorcycles.

Hypothesis 2: Consumer Social Values and Purchase Decision

Consumer social values, such as environmental awareness and personal sustainability values, have a positive influence on electric motorcycle purchasing decisions. The results show that consumer social values significantly affect purchasing decisions (t-statistic value = 4.23, p-value < 0.01), indicating that consumers with strong social values especially those related to sustainability are more likely to buy environmentally friendly products.

Hypothesis 3: Green Marketing and Purchase Decision

Green marketing, including the perception of green advertising and belief in environmental claims, has a positive influence on electric motorcycle purchasing decisions. The analysis results show that green marketing significantly and positively affects purchase decisions (t-statistic value = 6.14, p-value < 0.01). Marketing efforts that emphasize environmental benefits increase consumers' tendency to buy electric motorcycles.

Hypothesis 4: Government Policies and Purchase Decision

Government policies, including incentives, infrastructure facilities, and tax exemptions, have a positive influence on the decision to purchase electric motorbikes. The results show that government policies significantly affect purchasing decisions (t-statistic value = 4.58, p-value < 0.01), indicating that such incentives and policies encourage consumers to switch to electric vehicles.

Hypothesis 5: Environmental Sustainability and Consumer Social Values

Awareness of environmental sustainability has a positive influence on consumer social values, which in turn affect purchasing decisions. The analysis results show that environmental sustainability significantly and positively influences consumer social values (t-statistic value = 3.97, p-value < 0.01). This indicates that consumers who are more aware of environmental sustainability tend to hold social values that drive their purchasing decisions.

Hypothesis 6: Electric Motorcycles as Environmentally Friendly Products and Purchase Decision

Consumer perception of electric motorbikes as environmentally friendly, energy-efficient products and symbols of a green lifestyle has a positive influence on purchasing decisions. The results show that this perception significantly affects purchasing decisions (t-statistic value = 5.01, p-value < 0.01). Products regarded as environmentally friendly tend to increase consumers' likelihood to purchase electric motorcycles.

Hypothesis 7: Brand Image, Green Marketing, and Purchase Decision

Good brand image and green marketing strategies work together to increase the purchase decision of electric motorcycles. The analysis results show a significant moderating effect between brand image and green marketing on purchase decisions (t-statistic value = 4.95, p-value < 0.01). These two factors jointly enhance consumers' purchasing decisions.

Hypothesis 8: Consumer Social Values, Government Policies, and Purchase Decision

The social values of consumers who care about environmental sustainability and government policies that support electric vehicles interact to increase the decision to purchase electric motorbikes. The results show that high consumer social values, combined with government policy support, have a significant positive influence on purchase intention (t-statistic value = 5.21, p-value < 0.01). These findings indicate that government policies can strengthen the impact of consumer social values on purchasing decisions.

Overall, all hypotheses proposed in this study have been proven to significantly influence the decision to purchase electric motorcycles in Indonesia. Brand image, consumer social values, green marketing, government policies, and environmental sustainability each play an important role in shaping consumer purchasing decisions. Furthermore, the interaction between brand image and green marketing, as well as between consumer social values and government policies, has been shown to

strengthen these purchasing decisions. These findings provide valuable insights for stakeholders in the electric motorcycle industry to design more effective marketing strategies that can drive the adoption of electric vehicles in Indonesia.

Discussion

Discussion of Hypotheses and Research Results

This section explores the hypotheses tested in this study, emphasizing the factors influencing the decision to purchase an electric motorbike in the context of green marketing.

Hypothesis 1: Brand Image and Purchase Decision

This hypothesis tests the influence of brand image on electric motorcycle purchasing decisions. The results show that a positive brand image, which includes perceptions of quality, innovation, and corporate social responsibility, has a significant influence on consumer purchasing decisions (t-statistic value = 5.87, p value <0.01). This indicates that consumers are more likely to choose electric motorcycles from brands that have a strong and socially responsible image, and prioritize product innovation and quality. (Haidar, 2024; Tahir et al., 2024; Yosepha, 2025) found that brand image plays an important role in shaping consumer loyalty and purchasing decisions. Brands known to have a commitment to sustainability and social responsibility are preferred by consumers, which is consistent with the results of this study. This result is in line with the findings of (Dyatkina, 2024; Tahir et al., 2024), which state that green brand image has a positive effect on consumer purchase intentions towards environmentally friendly products.

Hypothesis 2: Consumer Social Values and Purchase Decision

This hypothesis tests the influence of consumer social values on purchasing decisions. The social values in question are environmental awareness and personal sustainability values. The results show that consumer social values have a positive effect on purchasing decisions (t-statistic = 4.23, p < 0.01). Consumers with high awareness of environmental sustainability tend to choose environmentally friendly products, such as electric motorbikes. (Güven et al., 2024; JMM Lopes et al., 2024) showed that the social values of environmentally conscious consumers play an important role in purchasing decisions for green products, which is in line with the findings of this study. Research by (Tarmizi & Meliantari, 2025; Tavitiyaman et al., 2024; Wu et al., 2024) shows that environmental awareness and environmental knowledge influence consumer purchase intentions towards green products

Hypothesis 3: Green Marketing and Purchase Decision

Green marketing that highlights the environmental benefits of a product plays an important role in attracting consumers who care about environmental issues. The results of the analysis show that green marketing has a significant influence on purchasing decisions (t-statistic = 6.14, p < 0.01). Marketing that emphasizes environmental aspects increases consumers' purchase intention to choose electric motorcycles. (L. Huang et al., 2024; Mandina et al., 2025; Saputra & Saggaff, 2024) stated that green marketing can attract sustainability-conscious consumers and increase purchasing decisions, which is consistent with the results of this study. (Astuti et al., 2024; D. Li, 2025) also found that green marketing influences consumer purchase intentions towards environmentally friendly products, with environmental knowledge as a moderating variable.

Hypothesis 4: Government Policies and Purchase Decision

Government policies, such as purchasing incentives, tax exemptions, and development of electric vehicle infrastructure, have been shown to have a positive influence on electric motorcycle purchasing decisions (t-statistic = 4.58, p < 0.01). Policies that support the purchase of electric vehicles provide additional incentives for consumers to choose electric motorcycles as an environmentally friendly transportation alternative. (Chonsalasin et al., 2024; Ehsan et al., 2024)

found that government policies have a significant influence on electric vehicle purchasing behavior, which is in line with the findings of this study. (Anugrah et al., 2025; Atthariq et al., 2024; Laksmana & Mahadwartha, 2024) discuss the influence of government policies on electric vehicle purchasing behavior in Indonesia, showing that government incentives play a major role in encouraging consumers to switch to electric vehicles.

Hypothesis 5: Environmental Sustainability and Consumer Social Values

This study also tested the effect of environmental sustainability awareness on consumer social values. The results showed that environmental sustainability has a positive effect on consumer social values (t - statistic = 3.97, $p < 0.01$). This suggests that consumers who are more aware of environmental sustainability issues have social values that are more supportive of environmentally friendly products. (Carman et al., 2024; Laksmana & Mahadwartha, 2024; Suryani et al., 2025; von Gönner et al., 2024) emphasized that awareness of environmental sustainability encourages consumers to make environmentally friendly purchasing decisions, which is in line with these findings.

Hypothesis 6: Electric Motorcycles as Environmentally Friendly Products and Purchase Decision

Consumer perception of electric motorcycles as an environmentally friendly product and a symbol of a green lifestyle has been shown to significantly influence purchasing decisions (t - statistic = 5.01, $p < 0.01$). Consumers who view electric motorcycles as a solution to reduce environmental impact are more likely to purchase the product. (Pamidimukkala et al., 2025; Purwanto & Irawan, 2024; Zhao et al., 2024) that the perception of electric vehicles as environmentally friendly products greatly influences consumer purchasing intentions, which is in line with the findings of this study. (Phuong et al., 2024) stated that public awareness of climate change can increase the potential for purchasing electric motorbikes, supporting government climate policy initiatives.

Hypothesis 7: Brand Image, Green Marketing, and Purchase Decision

The relationship between brand image and green marketing in influencing purchasing decisions shows a significant interaction. These two factors work together to strengthen the purchasing decision of electric motorcycles (t - statistic = 4.95, $p < 0.01$). Brands that have a strong image and use green marketing can be more convincing to consumers in choosing electric motorcycles. (Pendada, 2024) showed that positive brand image and effective green marketing strategies work together to increase purchasing decisions for environmentally friendly products, which is consistent with the results of this study.

Hypothesis 8: Consumer Social Values, Government Policies, and Purchase Decision

This hypothesis tests the interaction between consumer social values and government policies in influencing purchase decisions. The results show that government policies that support electric vehicles, coupled with consumers' social values that care about the environment, strengthen the purchase decision of electric motorcycles (t - statistic = 5.21, $p < 0.01$). This suggests that policies that support sustainability, as well as social values that support sustainability, are essential to encourage the adoption of electric motorcycles. (Deshmukh & Tare, 2024; Sitorus & Sundoro, 2024; Yang et al., 2024) showed that the social values of consumers who care about environmental issues, together with government policies that support environmentally friendly products, can strengthen the decision to purchase electric vehicles, which is in line with the results of this study. Owed that the social values of consumers who care about environmental issues, together with government policies that support environmentally friendly products, can strengthen the decision to purchase electric vehicles, which is in line with the results of this study.

Overall, this study confirms that factors such as brand image, consumer social values, green marketing, government policies, and environmental sustainability significantly influence electric motorcycle purchasing decisions. These findings align with previous studies, which highlight the

importance of these factors in shaping consumer decisions regarding environmentally friendly products. They offer valuable insights for electric motorcycle manufacturers and policymakers to develop more effective marketing strategies and policies aimed at increasing the adoption of electric vehicles in Indonesia.

CONCLUSION AND SUGGESTION

Conclusion

This study examines the relationship between brand image, consumer social values, green marketing, government policies, and environmental sustainability in shaping purchase decisions for electric motorcycles in Indonesia. The findings reveal that each of these factors significantly influences consumers' decisions to purchase environmentally friendly products, such as electric motorcycles.

The results highlight that a positive brand image—characterized by perceived product quality, innovation, and corporate social responsibility—strongly encourages consumer adoption. Furthermore, consumers' social values, particularly their environmental awareness, play a crucial role in motivating purchasing behavior. Green marketing strategies effectively communicate these benefits while aligning with government policies that promote sustainable transportation.

Overall, the study underscores the importance of collaboration among manufacturers, marketers, and policymakers to accelerate the transition to electric motorcycles. By leveraging brand strength, targeting environmentally conscious consumers, implementing supportive policies, and enhancing green marketing initiatives, stakeholders can drive greater adoption of electric motorcycles and contribute to Indonesia's broader environmental sustainability goals.

Suggestion

This study provides strategic recommendations to accelerate the adoption of electric motorcycles and promote sustainable transportation in Indonesia. Manufacturers should enhance their brand image by emphasizing sustainability, innovation, and corporate social responsibility through consistent eco-friendly marketing efforts. Targeting environmentally conscious consumers with tailored campaigns, influencer collaborations, and social media outreach can further drive adoption. Green marketing strategies should highlight environmental benefits, such as zero emissions and cost savings, while leveraging government financial incentives, including discounts and subsidies, to attract buyers.

Government policies are crucial in expanding incentives (e.g., tax exemptions, subsidies), improving charging infrastructure—particularly in urban areas—and supporting research and development (R&D) initiatives. Public-private partnerships involving the government, manufacturers, and energy providers can facilitate the development of comprehensive infrastructure and customer support systems. Additionally, consumer education is essential to raise awareness of the long-term benefits of electric motorcycles, such as lower operating costs and reduced carbon footprints, through workshops, outreach programs, and social media campaigns.

Finally, manufacturers must innovate in design and affordability to meet diverse consumer needs while remaining competitive with gasoline motorcycles in terms of price and performance. Offering models tailored for commuting, long-distance travel, and family use can broaden market appeal. In conclusion, accelerating the adoption of electric motorcycles requires coordinated efforts among manufacturers, marketers, policymakers, public-private partnerships, consumer education initiatives, and innovative product offerings to achieve a sustainable transportation future in Indonesia.

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