Analysis of Sustainable Marketing Dimensions on Purchase Intention: Social, Environmental, Economic, and Cultural Responsibility (A Study of Prospective Electric Vehicle Consumers in Jakarta)

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ABSTRACT

Objectives: *Electric vehicles have been promoted as a sustainable transportation solution; however, consumer purchase intention in Jakarta remains relatively low despite strong governmental support and increasing environmental awareness. This study aims to analyze the direct effects of sustainable marketing dimensions*
(social, environmental, economic, and cultural responsibility) on prospective consumers' intention to purchase electric vehicles while addressing the limited empirical attention given to social and cultural dimensions in emerging markets.

Methodology: *This study adopts a quantitative approach using a survey method. Data were collected through an online questionnaire from 217 respondents selected through purposive sampling, consisting of prospective electric vehicle consumers aged 20–40 years residing in Jakarta and familiar with electric vehicles. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.1.14 to examine the relationships among variables.*

Findings: *The results reveal that social, environmental, economic, and cultural responsibility all have positive and significant effects on purchase intention. Economic and environmental responsibility exert the strongest influence, indicating that consumers primarily consider financial benefits and environmental impact when evaluating electric vehicles. Meanwhile, social responsibility fosters moral attachment and trust, and cultural responsibility strengthens alignment with societal values.*

Conclusion: *This study confirms that multiple dimensions of sustainable marketing simultaneously shape consumers' purchase intention toward electric vehicles in Jakarta. Economic and environmental responsibility emerge as the primary drivers, while social and cultural responsibility reinforce consumer trust and value perception. These findings highlight the importance of adopting a holistic sustainable marketing strategy that integrates economic, environmental, social, and cultural initiatives to effectively enhance electric vehicle adoption.*

Keywords: *Sustainable Marketing; Social Responsibility; Environmental Responsibility; Economic Responsibility; Purchase Intention.*

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INTRODUCTION

The transportation sector plays a crucial role in supporting economic development and urban mobility; however, its strong dependence on fossil fuel–based vehicles has led to serious environmental and social problems. The rapid growth of motorized transportation has significantly increased greenhouse gas emissions, air pollution, and energy consumption, particularly in densely populated urban areas. According to the International Energy Agency, the transportation sector contributes more than 20% of global carbon dioxide (CO_2) emissions, making it a major driver of climate change (IEA, 2023). In Indonesia, this issue is increasingly critical, as cities such as Jakarta consistently experience air quality levels that exceed the safety standards recommended by the World Health Organization, posing risks to public health and environmental sustainability (WHO, 2025).

In response to these challenges, the Indonesian government has actively promoted electric vehicles (EVs) as a strategic solution to reduce emissions and support the national commitment toward net-zero emissions by 2060. Various policy measures, including purchase incentives, tax reductions, and infrastructure development, have been implemented to accelerate EV adoption. Empirical studies show that electric vehicles generate significantly lower emissions over their life cycle compared to conventional internal combustion engine vehicles, highlighting their potential contribution to sustainable transportation systems (Clarita & Chalid, 2024). Nevertheless, despite strong regulatory support and increasing environmental awareness, consumer purchase intention toward electric vehicles in Indonesia remains relatively low. This condition indicates a gap between sustainability policies and actual consumer behavior, emphasizing the need to better understand the factors influencing purchase intention.

From a marketing perspective, this phenomenon underscores the importance of sustainable marketing as a strategic approach to shaping consumer attitudes and behavioral intentions. Sustainable marketing emphasizes a company's responsibility not only to generate profit but also to create positive environmental, social, economic, and cultural impacts (Rastogi et al., 2024). Prior empirical studies suggest that sustainable marketing practices can enhance brand credibility, corporate image, and consumer purchase intention toward environmentally friendly products (Gong et al., 2023). However, the strength and consistency of these effects vary across studies, indicating that different dimensions of sustainable marketing may influence consumer behavior in distinct ways.

Several empirical studies have examined the role of environmental responsibility and economic value in encouraging consumers to adopt green products, including electric vehicles. These studies generally find that consumers are more likely to express purchase intention when they perceive tangible environmental benefits and reasonable economic value, such as cost efficiency and long-term savings (Shaukat & Ming, 2022). However, other dimensions of sustainable marketing particularly social responsibility and cultural responsibility have received relatively limited empirical attention. This is noteworthy, as social and cultural values often shape consumer perceptions of corporate legitimacy and ethical commitment, especially in societies with strong communal norms and shared values.

Despite the growing literature on sustainable marketing and green consumption, several research gaps remain. First, most existing studies are conducted in developed countries, while empirical evidence from emerging economies such as Indonesia is still limited. Consumer behavior in developing countries is influenced by different economic

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constraints, cultural orientations, and levels of sustainability awareness, which may alter the impact of sustainable marketing practices. Second, previous studies tend to focus predominantly on environmental and economic responsibility, often overlooking social and cultural responsibility as integral components of sustainable marketing. Third, empirical findings regarding the relative influence of each sustainability dimension on purchase intention remain inconsistent, indicating the need for a more comprehensive and context-specific investigation.

Based on these gaps, this study develops a conceptual framework that examines the direct effects of sustainable marketing dimensions: social responsibility, environmental responsibility, economic responsibility, and cultural responsibility on consumer purchase intention toward electric vehicles. Jakarta is selected as the research context due to its severe environmental challenges, high level of urbanization, and strategic importance as a key market for electric vehicle adoption in Indonesia. By focusing on these dimensions, this study aims to provide a more holistic understanding of how sustainable marketing influences purchase intention, while offering practical insights for companies and policymakers in designing effective sustainability-oriented marketing strategies.

LITERATURE REVIEW

Theory of Planned Behavior
Theory of Planned Behavior (TPB), developed by Ajzen (1991), explains that an individual's behavior is primarily determined by behavioral intention, which is influenced by three components: attitude toward the behavior, subjective norms, and perceived behavioral control. TPB posits that individuals are more likely to perform a behavior when they hold positive evaluations of the behavior, perceive social pressure or approval from important others, and believe they have sufficient control and resources to carry out the behavior. This theory has been widely applied in consumer behavior research to explain purchase intention toward sustainable and high-involvement products, including electric vehicles.

Signaling Theory
Signaling Theory, introduced by Spence (1973), explains how parties with superior information convey credible signals to reduce information asymmetry in decision-making processes. In marketing contexts, firms act as signal senders by communicating unobservable attributes such as quality, credibility, and sustainability commitment, while consumers act as signal receivers who interpret these cues to form perceptions and purchase decisions. Sustainability-related practices such as environmental, social, economic, and cultural responsibility function as strategic signals that reduce uncertainty and enhance consumer trust, particularly for products whose long-term benefits cannot be directly observed, such as electric vehicles.

Sustainable Marketing
Sustainable marketing has emerged as a strategic marketing paradigm that integrates economic, environmental, social, and cultural considerations into business activities to create long-term value for firms and society (Belz & Peattie, 2012). Unlike conventional marketing, which prioritizes short-term profit maximization, sustainable marketing emphasizes responsibility, ethics, and long-term stakeholder well-being (Kotler & Keller, 2022). Recent studies highlight that sustainable marketing plays a critical role in shaping consumer attitudes

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and purchase intention toward environmentally friendly products, particularly in industries associated with high environmental impact, such as transportation (Gong et al., 2023; Jia et al., 2023).

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Social Responsibility

Social responsibility refers to a firm's commitment to contribute to societal welfare beyond profit-oriented activities, including community development, fair labor practices, and social programs (Trkulja et al., 2024). Prior studies demonstrate that perceived corporate social responsibility strengthens corporate image and increases consumer purchase intention by fostering emotional attachment and moral approval (Gong et al., 2023). In sustainable marketing, social responsibility signals ethical commitment, which is particularly influential in shaping consumer evaluations of high-involvement products such as electric vehicles.

Environmental Responsibility

Environmental responsibility represents corporate efforts to minimize negative environmental impacts through eco-friendly production, energy efficiency, and pollution prevention (Sheehy, 2023). Extensive empirical research confirms that environmental responsibility is one of the strongest predictors of green purchase intention, as consumers increasingly associate environmental commitment with product quality and long-term value (Jia et al., 2023). In electric vehicle markets, environmental responsibility serves as a core sustainability signal that enhances perceived legitimacy and purchase intention.

Economic Responsibility

Economic responsibility emphasizes efficient resource management, innovation, and value creation for stakeholders while maintaining ethical business practices (Choi & Park in Jia et al., 2023). Studies show that consumers are more likely to adopt sustainable products when they perceive economic feasibility, technological innovation, and long-term cost efficiency (Gong et al., 2023). In electric vehicle adoption, economic responsibility reduces perceived financial barriers and strengthens consumer confidence in the sustainability of the product.

Cultural Responsibility

Cultural responsibility extends the triple bottom line into a quadruple bottom line by incorporating respect for local culture, diversity, and heritage into marketing practices (Jia et al., 2023). Recent literature highlights that cultural alignment enhances brand authenticity and emotional resonance, particularly in collectivist societies where consumption behavior is shaped by shared values and identity (Gong et al., 2023). However, empirical research on cultural responsibility remains limited, especially in emerging markets, indicating its relevance as an evolving dimension of sustainable marketing.

Purchase Intention

Purchase intention represents consumers' psychological readiness and willingness to buy a product and is widely used as a predictor of actual purchasing behavior (Lin & Shen, 2023). Prior studies indicate that purchase intention is influenced by perceived value, trust, sustainability perception, and social approval (Wang et al., 2023). In sustainable consumption, strong sustainability signals and positive social influence significantly increase consumers' intention to purchase green products, including electric vehicles (Aziz & Mirza Ashfaq Ahmed, 2023).

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Hypotheses Development
Theoretical Framework and Conceptual Model

Sustainable marketing integrates social, environmental, economic, and cultural responsibility as key dimensions that shape consumer evaluations and purchase intention toward sustainable products (Kotler et al., 2021). These dimensions reflect a firm's ethical commitment, environmental concern, economic value, and cultural alignment, which are particularly relevant in the context of electric vehicle adoption.

Social responsibility emphasizes corporate contributions to social welfare, consumer safety, and ethical business practices. Based on Stakeholder Theory, firms that actively engage in social responsibility tend to gain higher public trust and stronger consumer support (Freeman et al., 2023). Empirical evidence shows that social-oriented marketing positively influences consumers' moral attachment and purchase intention toward sustainable products (Rahman et al., 2023; Nguyen & Nguyen, 2022).

H1: Social responsibility has a positive and significant effect on electric vehicle purchase intention.

Environmental responsibility focuses on environmental protection, energy efficiency, and reduction of ecological impact. According to Green Marketing Theory, environmentally conscious consumers are more inclined to purchase products that demonstrate sustainability commitment (Peattie & Crane, 2005). Prior studies confirm that positive perceptions of environmental practices significantly increase green purchase intention through enhanced brand trust (Alnaser et al., 2024; Wang et al., 2023).

H2: Environmental responsibility has a positive and significant effect on electric vehicle purchase intention.

Economic responsibility highlights cost efficiency, long-term economic value, and benefits for consumers. Based on Value-Based Theory of Consumer Choice, purchasing decisions are driven by perceived economic and functional value (Zeithaml, 1988). Empirical studies indicate that perceived energy savings and long-term cost efficiency of electric vehicles significantly encourage purchase intention (Hossain et al., 2023; Kim & Park, 2024).

H3: Economic responsibility has a positive and significant effect on electric vehicle purchase intention.

Cultural responsibility reflects societal values, norms, and cultural beliefs influencing consumption behavior. Cultural Dimension Theory suggests that cultural orientations shape consumers' acceptance of sustainable products (Hofstede, 2011). Empirical evidence shows that collectivist cultures and sustainability-oriented values strengthen purchase intention toward green products, including electric vehicles (Nguyen & Nguyen, 2023; Zhang et al., 2024).

H4: Cultural responsibility has a positive and significant effect on electric vehicle purchase intention.

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Figure 1. Conceptual Framework
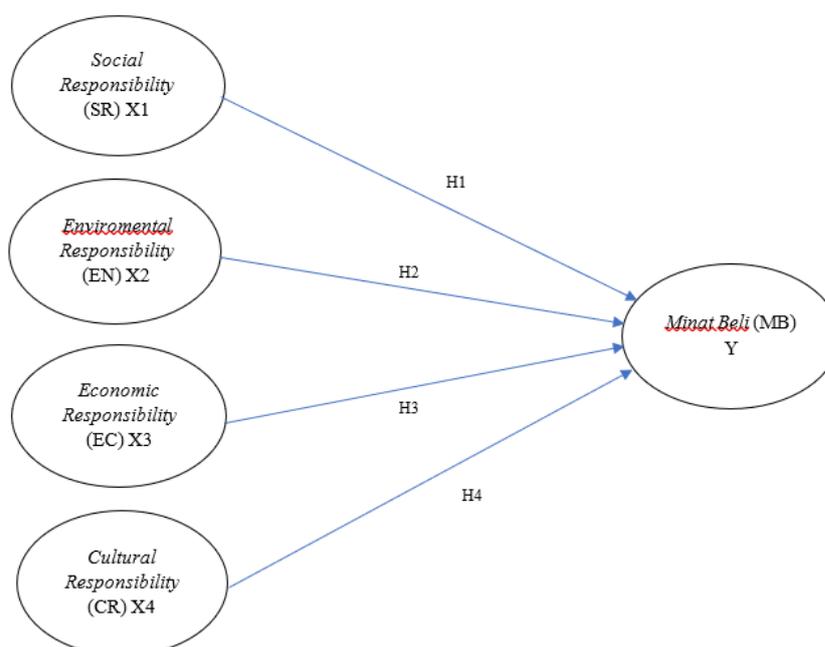
METHOD

This study employs a quantitative research approach with an explanatory research design to examine the direct effects of sustainable marketing dimensions on electric vehicle purchase intention. The research focuses on prospective electric vehicle consumers in DKI Jakarta, a region with advanced electric vehicle infrastructure, supportive government policies, and increasing awareness of sustainability issues.

The population of this study consists of potential and existing electric vehicle consumers in Jakarta. A non-probability sampling technique with purposive sampling was applied using the following criteria: residents of DKI Jakarta, possession of a valid driving license (SIM A), intention to purchase a vehicle within the next 2–3 years, basic financial capability, and prior exposure to sustainability-related marketing campaigns. The minimum sample size was determined using G*Power, resulting in 138 respondents, which meets the requirements for structural equation modeling.

Primary data were collected through an online questionnaire distributed via Google Forms. The research instrument measures sustainable marketing dimensions: social, environmental, economic, and cultural responsibility and purchase intention using a five-point Likert scale. Secondary data were obtained from academic journals, books, and official reports to support the theoretical foundation of the study.

Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS. The analysis includes measurement model evaluation to assess validity and reliability, and structural model evaluation to examine direct relationships among variables using bootstrapping to determine path significance.

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RESULTS AND DISCUSSION

Results

Electric vehicles (EVs) are four-wheeled transportation modes powered by electric energy and are widely promoted as a sustainable alternative to conventional internal combustion engine vehicles due to their potential to reduce carbon emissions and urban air pollution. This study focuses on potential electric vehicle consumers in Jakarta who are familiar with electric cars and fall within the productive age range. Data were collected through an online questionnaire, yielding a total of 313 responses, of which 217 valid responses were retained after the data screening process. The respondents represent prospective electric vehicle consumers in Jakarta, and the collected data were subsequently analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to examine the relationships among the research variables.

Table 1. Result Characteristics

No.	Respondent Characteristic	Category	N = 217	Percentage (%)
1	Gender	Male	124	57%
		Female	93	43%
2	Age	30–35 years	73	34%
		24–29 years	55	25%
		36–39 years	38	17%
		Above 40 years	28	13%
		18–23 years	23	11%
3	Occupation	Private Employee	76	35%
		Entrepreneur	67	31%
		Government Employee	37	17%
		Housewife	20	9%
		Student	17	8%
4	Education Level	Bachelor's Degree (S1)	81	37%
		Diploma (D1, D2, D3, or D4)	53	25%
		Primary–Secondary Education (Elementary, Junior High, Senior High or equivalent)	41	19%
		Master's Degree (S2)	33	15%
		Doctoral Degree (S3)	9	4%
5	Monthly Income	IDR 9,000,000 – IDR 19,000,000	88	41%
		IDR 4,000,000 – IDR 8,000,000	70	32%
		IDR 20,000,000 – IDR 29,000,000	31	14%
		Less than IDR 4,000,000	14	7%
		More than IDR 30,000,000	14	7%
6	Recognized Electric Vehicle Brand	Chery	51	23%
		BYD	38	18%
		Denza	35	16%
		Hyundai	33	15%
		Aion	21	10%
		Wuling	19	9%
		Morris Garage	20	9%

Source: Primary Data Processed by the Researcher Using SmartPLS 4.1.14, 2025

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The respondent profile indicates that the sample is dominated by male participants (57%), with the majority falling within the productive age range of 24–35 years, particularly 30–35 years (34%), suggesting strong representation from economically active individuals. Most respondents work as private employees (35%) and entrepreneurs (31%), reflecting urban professional and business-oriented characteristics. In terms of education, the majority hold at least a bachelor's degree (37%) or diploma qualifications (25%), indicating a relatively well-educated sample. Monthly income levels are concentrated in the middle-income segment, with 41% earning IDR 9,000,000–19,000,000 and 32% earning IDR 4,000,000–8,000,000, which aligns with the affordability considerations of electric vehicles. Regarding brand recognition, Chery (23%) and BYD (18%) are the most recognized electric vehicle brands, followed by Denza and Hyundai, highlighting the strong presence of Chinese and global manufacturers in shaping consumer awareness of electric vehicles in Indonesia.

Outer Model

Figure 2. Outer Model Result
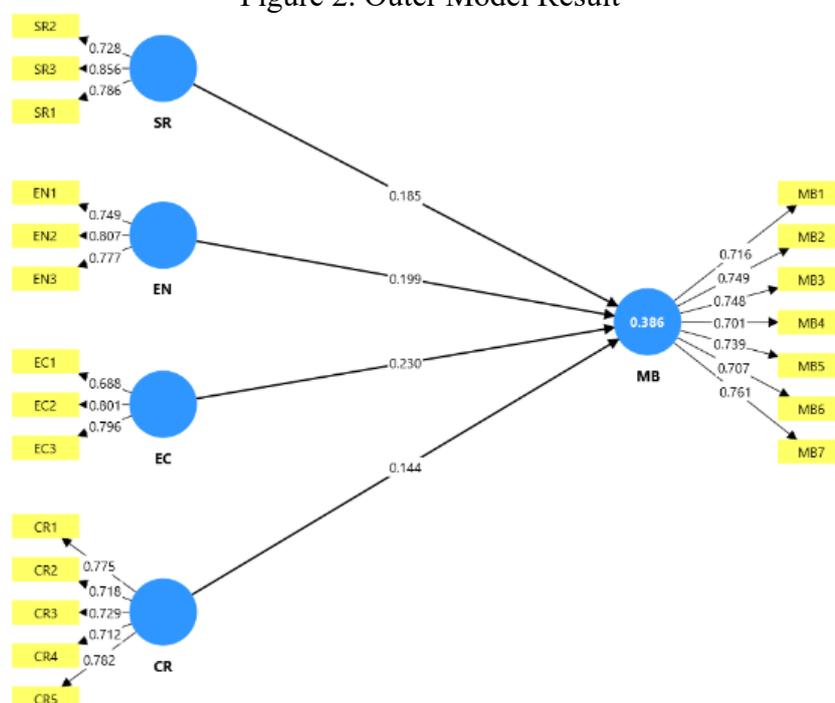
Based on the outer model shown in the figure, all indicators across the constructs of Social Responsibility (SR), Environmental (EN), Economic (EC), Cultural Responsibility (CR), and Purchase Intention (MB) exhibit outer loading values above 0.50, with the majority exceeding the recommended threshold of 0.70. This indicates that the indicators have good to very good convergent validity in line with the criteria proposed by (Hair et al., 2022). A few indicators display loadings in the range of 0.60–0.69, which remain acceptable for social science research and do not warrant elimination. Overall, these results confirm that each latent construct is adequately measured by its indicators, and the measurement (outer) model is valid and suitable for further structural model evaluation.

Composite Reliability and AVE
Reliability testing in PLS-SEM is conducted to assess the internal consistency of constructs measured by their indicators, with Composite Reliability (CR) used as the primary criterion.

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A construct is considered reliable if its CR value exceeds 0.70, as recommended by Hair et al. (2022). In addition, convergent validity is evaluated using the Average Variance Extracted (AVE), which measures the proportion of variance in the indicators explained by the latent construct. An AVE value greater than 0.50 indicates that the construct explains more than half of the indicator variance, confirming adequate convergent validity (Hair et al., 2022).

Table 2. Result Composite Reliability and AVE

Variabel	Composite reliability (rho_c)	Average variance extracted (AVE)
Cultural Responsibility	0.861	0.553
Economic Responsibility	0.807	0.583
Environmental Responsibility	0.821	0.606
Purchase Intention	0.890	0.536
Social Responsibility	0.834	0.627

Source: Primary Data Processed by the Researcher Using SmartPLS 4.1.14, 2025

The results of the construct reliability and convergent validity assessment using Composite Reliability (ρc) and Average Variance Extracted (AVE) indicate that all constructs meet the recommended criteria. As shown in the table, the composite reliability values for Cultural Responsibility, Economic Responsibility, Environmental Responsibility, Purchase Intention, and Social Responsibility range from 0.807 to 0.890, exceeding the threshold of 0.70 and confirming satisfactory internal consistency. Furthermore, all AVE values are above 0.50, indicating that each construct explains more than half of the variance of its indicators. These findings demonstrate that the measurement model fulfills the requirements of reliability and convergent validity, suggesting that the indicators consistently and adequately represent their respective latent constructs in the PLS-SEM model.

Discriminant Validity

The next stage is discriminant validity testing to ensure that each construct is empirically distinct. The test was conducted using HTMT and the Fornell-Larcker Criterion. Constructs are considered valid if the HTMT value is < 0.85–0.90 and the square root of AVE in the Fornell-Larcker criterion is greater than its correlations with other constructs. The test results are presented in the following table.

Table 3. Result HTMT

	CR	EC	EN	MB	SR
Cultural Responsibility					
Economic Responsibility	0.714				
Environmental Responsibility	0.761	0.886			
Purchase Intention	0.578	0.700	0.680		
Social Responsibility	0.716	0.787	0.770	0.615	

Source: Primary Data Processed by the Researcher Using SmartPLS 4.1.14, 2025

Based on Table 3, the HTMT values for all construct pairs range from 0.578 to 0.886. Most values are below the recommended threshold of 0.85, indicating adequate discriminant validity among the constructs. Although the HTMT value between Environmental Responsibility and Economic Responsibility is 0.886, it remains below the more lenient threshold of 0.90, suggesting that the constructs are still empirically distinguishable.

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Therefore, it can be concluded that the measurement model meets the discriminant validity requirement.

Table 4. Result Fornell-Larcker Criterion

	CR	EC	EN	MB	SR
Cultural Responsibility	0.744				
Economic Responsibility	0.523	0.764			
Environmental Responsibility	0.570	0.589	0.778		
Minat Beli	0.482	0.523	0.519	0.732	
Social Responsibility	0.562	0.538	0.552	0.500	0.792

Source: Primary Data Processed by the Researcher Using SmartPLS 4.1.14, 2025

Based on Table 4, the square root of the Average Variance Extracted (AVE) for each construct is higher than its correlations with other constructs. Cultural Responsibility (0.744), Economic Responsibility (0.764), Environmental Responsibility (0.778), Purchase Intention (0.732), and Social Responsibility (0.792) all demonstrate greater diagonal values compared to the off-diagonal correlations. These results indicate that each construct shares more variance with its indicators than with other constructs, confirming that the Fornell-Larcker Criterion is satisfied. Therefore, the measurement model has established good discriminant validity.

Collinearity Statistics (VIF)

Collinearity Statistics (VIF) are used to assess the correlation between variables in a model. The Variance Inflation Factor (VIF) is measured to ensure that multicollinearity does not occur. In PLS, a VIF value below 3.3 with a maximum tolerance of 5.0 is considered acceptable.

Table 5. Result Collinearity Statistics (VIF)

	VIF	Criterion	Result
CR1	1.592	< 3	No multicollinearity occurs
CR2	1.460	< 3	No multicollinearity occurs
CR3	1.464	< 3	No multicollinearity occurs
CR4	1.543	< 3	No multicollinearity occurs
CR5	1.645	< 3	No multicollinearity occurs
EC1	1.185	< 3	No multicollinearity occurs
EC2	1.334	< 3	No multicollinearity occurs
EC3	1.303	< 3	No multicollinearity occurs
EN1	1.303	< 3	No multicollinearity occurs
EN2	1.355	< 3	No multicollinearity occurs
EN3	1.287	< 3	No multicollinearity occurs
MB1	1.663	< 3	No multicollinearity occurs
MB2	1.742	< 3	No multicollinearity occurs
MB3	1.771	< 3	No multicollinearity occurs
MB4	1.624	< 3	No multicollinearity occurs
MB5	1.691	< 3	No multicollinearity occurs
MB6	1.685	< 3	No multicollinearity occurs
MB7	1.892	< 3	No multicollinearity occurs

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	VIF	Criterion	Result
SR2	1.364	< 3	No multicollinearity occurs
SR3	1.367	< 3	No multicollinearity occurs
SR1	1.459	< 3	No multicollinearity occurs

The VIF (Variance Inflation Factor) results show that all indicators have VIF values below the threshold of 3.0, indicating that no multicollinearity occurs among the variables. This means each indicator uniquely represents its construct, and the model is free from collinearity issues, ensuring valid and stable estimates in the PLS analysis.

Inner Model

This section presents the evaluation of the structural model to examine the effect of Sustainable Marketing on the purchase intention of electric vehicles in Jakarta. Assessment was conducted using R-Square (R^2), Effect Size (f^2), and Q-Square (Q^2) via PLSpredict to evaluate the strength of relationships and the model's predictive capability.

R-Square (R^2)

The structural model evaluation was conducted by examining the R-Square value as a basis for assessing the model's ability to explain the relationships among latent variables.

Table 6. Result R-Square (R^2)

	R-square	R-square adjusted
Purchase Intention	0.386	0.374

Source: Primary Data Processed by the Researcher Using SmartPLS 4.1.14, 2025

The results show that the R-Square (R^2) for Purchase Intention is 0.386, with an adjusted R^2 of 0.374. This indicates that 38.6% of the variation in Purchase Intention is explained by Sustainable Marketing, while the remaining 61.4% is influenced by other factors not included in the model. This value suggests that the model has a moderate ability to explain the relationships among latent variables.

Effect size (f^2)

The Effect Size (f^2) test is used to assess the contribution of independent latent variables in influencing the dependent latent variable. The f^2 values are interpreted based on the following criteria: 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect.

Table 7. Result Effect Size (f^2)

Connection	The Effect Size (f^2) Value	Result
Cultural Responsibility -> Purchase Intention	0.019	Small Effect
Economic Responsibility -> Purchase Intention	0.049	Large Effect
Environmental Responsibility -> Purchase Intention	0.034	Medium Effect
Social Responsibility -> Purchase Intention	0.032	Medium Effect

Source: Primary Data Processed by the Researcher Using SmartPLS 4.1.14, 2025

The Effect Size (f^2) results indicate that Cultural Responsibility has a small effect ($f^2 = 0.019$) on Purchase Intention, Economic Responsibility has a large effect ($f^2 = 0.049$), and both Environmental and Social Responsibility have medium effects ($f^2 = 0.034$ and 0.032, respectively). These results show that while all dimensions of responsibility contribute to explaining Purchase Intention, Economic Responsibility is the most influential among them.

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Hypothesis Test

Hypothesis testing in this study was conducted within the PLS-SEM framework to evaluate the significance of the relationships between exogenous and endogenous variables in the structural model. The assessment was based on path coefficients and t-statistic values obtained through the bootstrapping procedure. Using a one-tailed test with a significance level of 0.05 (critical t-value = 1.65), a hypothesized relationship was considered significant when the t-statistic exceeded 1.65, indicating empirical support for the proposed hypothesis.
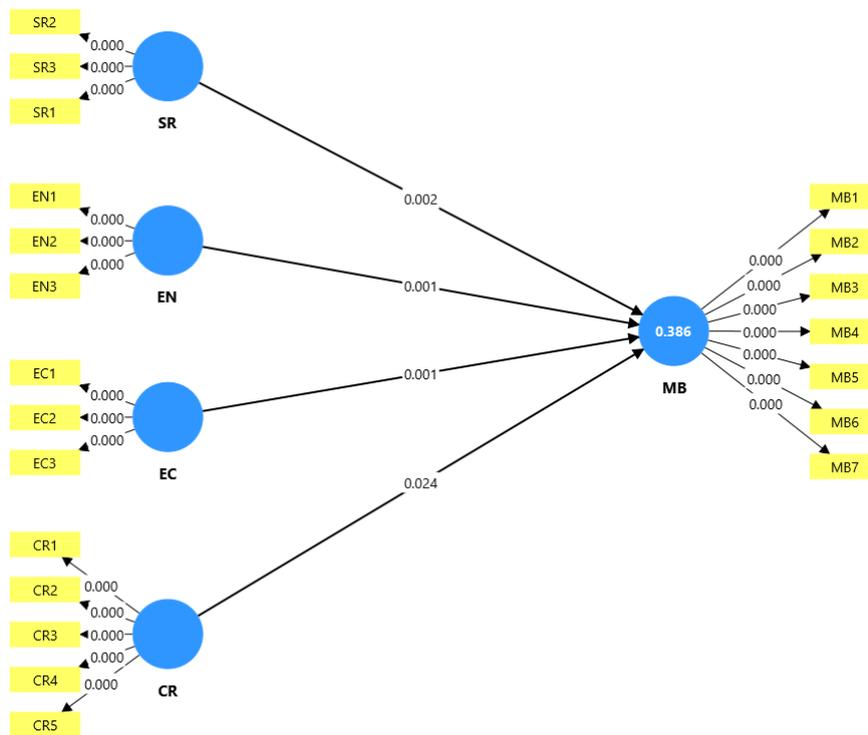
Figure 3. Testing Path Coeficence & P-value

Table 8. Direct Influence of Independent Variables on Dependents

The Influence of Direct Relationships			
Hypothesis	**T statistics ($|O/STDEV|$)**	**P values**	**Result**
Cultural Responsibility -> Purchase Intention	1.985	0.024	Accepted
Economic Responsibility -> Purchase Intention	3.172	0.001	Accepted
Environmental Responsibility -> Purchase Intention	2.994	0.001	Accepted
Social Responsibility -> Purchase Intention	2.966	0.002	Accepted

Source: Primary Data Processed by the Researcher Using SmartPLS 4.1.14, 2025

Table 3 presents the bootstrapping results of the direct effects of social, environmental, economic, and cultural responsibility on electric vehicle purchase intention. The findings indicate that social responsibility has a positive and significant effect on purchase intention (t = 2.966; p = 0.002), supporting the acceptance of H1. Environmental responsibility also shows a positive and significant influence on purchase intention (t = 2.994; p = 0.001),

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confirming H2. In addition, economic responsibility demonstrates a strong positive and significant effect on purchase intention (t = 3.172; p = 0.001), leading to the acceptance of H3. Lastly, cultural responsibility exhibits a positive and significant impact on purchase intention (t = 1.985; p = 0.024), thereby supporting H4.

Discussion
The Effect of Social Responsibility on Electric Vehicle Purchase Intention
The empirical results demonstrate that social responsibility has a positive and statistically significant effect on consumers' intention to purchase electric vehicles (t = 2.966; p = 0.002), thus supporting H1. A moderate to high level of agreement on social responsibility indicators (SR1 = 42%, SR2 = 53%, SR3 = 47%) suggests that respondents recognize corporate actions related to social welfare, ethical business practices, and consumer protection as influential factors in their purchase decisions. This finding is closely associated with the respondent profile, which is dominated by individuals aged 20–35 years, predominantly students and early-career professionals, residing in urban areas. For this segment, moral considerations and social trust are important, making corporate social engagement a key driver of purchase intention. This result aligns with Stakeholder Theory (Freeman et al., 2023) and prior empirical findings by Gong (2023) and Rahman et al. (2023).

The Effect of Environmental Responsibility on Electric Vehicle Purchase Intention
The analysis reveals that environmental responsibility exerts a positive and significant influence on purchase intention (t = 2.994; p = 0.001), thereby confirming H2. Respondents perceive companies' efforts in environmental protection, energy efficiency, and reduction of ecological impact as important determinants of adoption. Agreement with environmental responsibility indicators is notable (ER1 = 48%, ER2 = 51%, ER3 = 45%). This perception is consistent with respondents' characteristics, particularly urban residents with medium to high awareness of sustainability issues. As a result, corporate commitment to green practices strengthens consumers' inclination to choose electric vehicles. This finding supports prior studies by Peattie & Crane (2005), Alnaser et al. (2024), and Zhao et al. (2023), emphasizing that environmentally responsible practices enhance green purchase intention through trust and awareness.

The Effect of Economic Responsibility on Electric Vehicle Purchase Intention
Economic responsibility shows a strong positive and significant effect on purchase intention (t = 3.172; p = 0.001), supporting H3. Respondents consider cost efficiency, long-term economic benefits, and perceived functional value in their decision-making. Agreement with economic responsibility indicators is relatively high (ERc1 = 50%, ERc2 = 46%, ERc3 = 44%), reflecting that practical advantages, such as reduced energy consumption and maintenance costs, reinforce purchase intention. This pattern aligns with respondents' profile, mostly young adults evaluating investments in terms of cost–benefit considerations. These results corroborate Value-Based Theory of Consumer Choice (Zeithaml, 1988) and prior empirical studies by Hossain et al. (2023) and Kim & Park (2024), indicating that economic considerations are decisive in green product adoption.

The Effect of Cultural Responsibility on Electric Vehicle Purchase Intention
Cultural responsibility also exhibits a positive and significant effect on purchase intention (t = 1.985; p = 0.024), thereby supporting H4. Indicators reflecting cultural alignment, societal values, and sustainability norms show moderate agreement (CR1 = 41%, CR2 = 39%, CR3 = 36%), suggesting that respondents' cultural orientation shapes their acceptance of electric

vehicles. This is particularly relevant for respondents from collectivist backgrounds who emphasize sustainability and community-oriented decision-making. Familiarity with eco-friendly norms and societal values reinforces the intention to adopt electric vehicles. This finding is consistent with Cultural Dimension Theory (Hofstede, 2011) and prior studies by Nguyen & Nguyen (2023) and Zhang et al. (2024).

CONCLUSION

This study addresses the persistent research gap concerning the low purchase intention of electric vehicles in Indonesia, despite strong governmental support, promotional incentives, and growing environmental awareness. Previous studies have predominantly emphasized environmental and economic dimensions of sustainable marketing, while limited attention has been given to the roles of social and cultural responsibility as integral factors influencing consumer behavior. By examining the direct effects of social, environmental, economic, and cultural responsibility, this research provides a more holistic understanding of how sustainable marketing shapes consumer purchase intention toward electric vehicles in an emerging market context.

The empirical findings demonstrate that all four dimensions of sustainable marketing: social responsibility, environmental responsibility, economic responsibility, and cultural responsibility positively and significantly influence consumers' intention to purchase electric vehicles. Social responsibility encourages moral attachment and trust in corporate ethical practices, environmental responsibility signals eco-friendly commitment, economic responsibility highlights cost efficiency and long-term value, and cultural responsibility aligns corporate initiatives with societal norms and shared values. Among the dimensions, economic and environmental responsibility exert the strongest effects, suggesting that perceived economic benefits and environmental impact remain primary motivators for adoption, while social and cultural considerations further reinforce consumers' willingness to purchase.

The findings carry important theoretical and practical implications. Theoretically, this study extends the application of Stakeholder Theory, Green Marketing Theory, Value-Based Theory of Consumer Choice, and Cultural Dimension Theory to the context of electric vehicle adoption in Indonesia, confirming that multiple dimensions of sustainable marketing operate simultaneously to influence consumer intention. Practically, the results imply that companies and policymakers should adopt a comprehensive sustainable marketing approach, integrating social, environmental, economic, and cultural initiatives to enhance consumer trust, perceived value, and alignment with societal norms. Marketing strategies may include transparent communication of social contributions, environmentally friendly practices, cost-saving benefits, and cultural alignment to strengthen overall purchase intention.

Managerial Implications

The results suggest that to increase electric vehicle adoption, manufacturers and policymakers should not focus solely on incentives or infrastructure but also prioritize strategies that communicate corporate responsibility across all sustainability dimensions. For example, highlighting corporate social initiatives, environmental performance, economic advantages such as lower operating costs, and alignment with local cultural values can enhance perceived credibility, trust, and product attractiveness. Integrated campaigns that address these dimensions holistically are likely to be more effective in bridging the gap between policy support and actual consumer behavior.

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Limitations and Future Research

This study is limited by its cross-sectional quantitative design and focus on prospective electric vehicle consumers in Jakarta, which may restrict the generalizability of findings to other regions or demographic segments. Future research is encouraged to explore longitudinal designs to assess how perceptions of sustainable marketing and purchase intention evolve over time. Additionally, qualitative studies may provide deeper insights into psychological and cultural factors influencing adoption decisions, particularly regarding lifestyle, identity, and ethical considerations. Subsequent studies could also expand the research context to compare urban versus rural consumer behavior, incorporate additional mediating variables such as brand trust or social influence, and examine the impact of emerging challenges such as EV infrastructure readiness and technological innovation on purchase intention.

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