

THE INFLUENCE OF GREEN MARKETING, GREEN ENVIRONMENT, AND GREEN PRACTICES ON GREEN CONSUMER BEHAVIOR (A CASE STUDY OF UWINFLY ELECTRIC MOTORCYCLE CONSUMERS IN WONOSOBO)

Hari Setiawan¹, M. Elfan Kaukab², Muhamad Asif Maulana Akbar³, Laila Sabrina^{4*}, Farida Riza Umami⁵, M. Trihudiyatmanto⁶, Romandhon⁷

¹⁻⁷Faculty of Economics and Business, Universitas Sains Al-Qur'an Central Java, Wonosobo, Indonesia

*Email corresponding author: lailasabrina@unsig.ac.id

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Abstract

Green consumer behavior has become an important focus in understanding purchasing decisions for environmentally friendly products amid current environmental issues. The promotion of eco-friendly vehicles has been widely implemented; however, the situation in Wonosobo indicates that the adoption of electric motorcycles remains very limited. This study aims to examine the influence of green marketing, green environment, and green practice on green consumer behavior. The independent variables in this study are green marketing, green environment, and green practice, while the dependent variable is green consumer behavior. The data used are primary data and are analyzed using multiple regression analysis. The results of this study indicate that green marketing, green environment, and green practice have a positive and significant effect on green consumer behavior.

Keywords: Green Marketing, Green Environment, Green Practice, Green Consumer Behavior.

INTRODUCTION

Over the past decades, environmental issues have become central in global development due to increasing challenges such as climate change, resource depletion, and pollution, which have strengthened the need for sustainable production and consumption systems. This shift has also increased public awareness of environmentally responsible behavior, reflected in stronger pro-environmental values and a growing preference for sustainable products. In this context, Green Consumer Behavior serves as an important framework for understanding how environmental considerations influence consumer decisions, including the choice of eco-friendly products and broader efforts to reduce environmental impact and support sustainability (Sholikin, 2024).

According to Mahrinasari MS (2020), Green Consumer Behavior reflects the extent to which individuals demonstrate awareness and responsibility toward the environmental impacts of the products they consume. Within this domain, the effectiveness of Green Consumer Behavior is shaped by a range of driving factors, one of which is green marketing. Green marketing represents a strategic approach employed by firms to communicate the sustainability values and ecological advantages of their products to the market. Its primary objective is to cultivate favorable consumer perceptions and stimulate purchase intentions by emphasizing environmental benefits and ethical value propositions (Zaky & Purnami, 2020; Navarro et al., 2014). Furthermore, prior studies in the marketing and sustainability literature highlight that well-executed green marketing initiatives can

enhance consumer trust, strengthen brand positioning, and ultimately encourage environmentally responsible consumption behavior (Peattie & Crane, 2005).

The concept of a green environment refers to systematic efforts to create environmental conditions that support sustainability through efficient resource use and responsible waste management. It also encompasses the broader external context—both physical and socio-cultural—that facilitates environmentally oriented consumer behavior, including access to information, institutional support, and ecological infrastructure (Anggraeni et al., 2021). Such conditions help reduce barriers to green consumption and promote environmental awareness and pro-environmental norms, making individuals more likely to engage in sustainable consumption when supported by an enabling environment (Emekci, 2019; Andriana & Arifin, 2024). Additionally, supportive environmental contexts contribute not only to behavior formation but also to long-term consistency in sustainable behavior (Steg & Vlek, 2009; Gifford, 2014).

Green practice refers to a set of operational actions carried out by organizations to reduce environmental impacts through efficient use of resources, such as energy and water conservation, use of eco-friendly materials, waste reduction, recycling, and the implementation of sustainable production and supply chain systems. In sustainability and management literature, green practice is widely recognized as a key aspect of corporate environmental responsibility that supports organizational legitimacy and competitive advantage (Hart & Dowell, 2011; Khan et al., 2021). When consumers perceive that a company consistently implements strong green practices, it increases their trust in the company and its products, as transparency in environmental performance reduces perceived risk and enhances credibility (Suki, 2016). This trust then positively influences product evaluation and purchase intention, leading to more environmentally responsible consumer behavior. In addition, green practices also serve as strategic signals that strengthen brand reputation and build long-term customer loyalty, especially in markets with growing environmental awareness (Yadav & Pathak, 2017; Khan et al., 2021).

Despite the strong global momentum toward the transition to electric vehicles, the adoption of Uwinfly electric motorcycles in Wonosobo remains relatively low, indicating limited local market penetration. Data from the Indonesian Ministry of Energy and Mineral Resources (ESDM) in 2024 show that the total number of battery-based electric vehicles in Indonesia has reached approximately 133,225 units, of which the majority—around 109,576 units—consists of electric motorcycles (Shiddiq, 2024). However, this figure is still considerably small when compared to the millions of conventional motorcycles that continue to dominate the transportation market, highlighting the slow pace of substitution from fossil-fuel-based vehicles to electric mobility in Indonesia (Kompas, 2024; Detik Finance, 2024).

Despite the increasing focus on sustainable transportation, electric motorcycle adoption in Indonesia remains very low, accounting for only around 1% of the total motorcycle market as of August 2024 (Dio Denanjaya, 2024). A similar condition is observed in Wonosobo, where the use of Uwinfly electric motorcycles is still very limited and has not achieved significant market penetration. This situation is influenced by several barriers, such as limited charging infrastructure, higher initial purchase costs compared to conventional motorcycles, and insufficient public information and education regarding the long-term benefits and environmental advantages of electric vehicles (Moestopo, 2023). Previous studies also show that infrastructure constraints, economic factors, and low consumer awareness are key obstacles to electric vehicle adoption in Indonesia (Lazuardy et al., 2024; Rahman et al., 2025). This condition indicates a phenomenon gap between strong policy support for green mobility and the relatively low level of actual adoption at the local level, particularly in regions like Wonosobo where conventional motorcycles still dominate daily transportation despite growing environmental awareness.

This study examines the influence of green marketing, green environment, and green practice on green consumer behavior. The importance of this research is driven by the low adoption of electric motorcycles in Wonosobo, which shows a gap between national policies and local

conditions. Although the promotion of environmentally friendly vehicles has been widely implemented, several challenges remain, such as limited infrastructure, less effective green marketing strategies, and low consumer awareness of sustainability issues. Moreover, empirical studies at the regional level that simultaneously analyze these three variables are still limited. Therefore, this study is expected to provide a clearer understanding of the factors influencing consumer decisions in adopting electric vehicles and to offer practical recommendations for more effective and context-specific strategies.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

This study is grounded in the Theory of Planned Behavior (TPB) introduced by Ajzen (1991), which posits that individual behavior is not an impulsive action but rather the outcome of a rational decision-making process influenced by three key determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude refers to an individual's positive or negative evaluation of performing a specific behavior, subjective norms represent perceived social pressure from significant others, while perceived behavioral control reflects an individual's belief in their capability to perform the behavior effectively. This theoretical framework has been widely validated in explaining environmentally responsible behaviors, including sustainable transportation choices, green purchasing behavior, and recycling activities (Bamberg & Möser, 2007; Armitage & Conner, 2001).

In the context of this study, TPB serves as the primary analytical framework to understand consumer behavior in the adoption of Uwinfly electric motorcycles. A favorable attitude toward environmentally friendly vehicles, social influence from peers and surrounding communities, and strong perceived behavioral control—such as the belief that electric motorcycles are practical, affordable, and easy to use—are expected to shape consumers' behavioral intentions, which in turn influence their actual purchasing and usage decisions. This is particularly relevant in the context of Wonosobo, where adoption is still limited despite increasing environmental awareness and policy support for green mobility.

Green Consumer Behavior

Green Consumer Behavior in this study refers to the entire consumer decision-making process, including information search, evaluation of alternatives, purchase, usage, and disposal of products or services, which is based on awareness and concern for environmental impacts in order to support ecosystem sustainability (Prothero et al., 2011). This concept emphasizes that consumption behavior does not stop at the purchase stage, but also includes consumer responsibility for the environmental impacts throughout the product life cycle, in line with the perspectives of green marketing and sustainable consumption developed in modern consumer behavior literature (Kotler & Keller, 2016).

Green Marketing

Green Marketing is a strategic marketing approach that not only focuses on fulfilling consumer needs and preferences but also integrates sustainability values and environmental responsibility into all elements of the marketing mix, from product design to promotional activities. This approach emphasizes company efforts to create added value that benefits both consumers and the environment through more environmentally friendly marketing practices (Kotler & Keller, 2016). In the context of this study, Green Marketing is positioned as a variable that reflects the extent to which a company implements environmentally based marketing strategies in its business activities, which can influence consumers' perceptions and responses toward green products (Purwanto et al., 2025; Akbarina & Sari, 2024).

Green Environment

Green Environment in this study is defined as the overall external context, both physical and social, that influences and facilitates Green Consumer Behavior through the provision of relevant environmental information, adequate green infrastructure, and the formation of social norms and values that support ecological sustainability. This environment includes physical aspects such as the availability of waste management facilities and eco-friendly products, as well as social aspects such as social pressure, habits, and collective environmental awareness that encourage sustainable consumption behavior (Ajzen, 1991; Hassan et al., 2026). In the Indonesian context, the green environment is also shaped by government policies and programs that promote waste reduction, recycling activities, and environmental education as efforts to strengthen sustainable consumption behavior (Amaliah et al, 2023).

Green Practice

Green Practice is a concrete manifestation of sustainability commitment, implemented through various environmentally responsible operational actions. This practice encompasses all activities, from production processes, distribution, to consumption, which are designed to minimize negative environmental impacts, such as emission reduction, efficient resource utilization, and more responsible waste management. In its implementation, green practice also reflects the integration of environmentally friendly product and service innovations as part of a company's sustainability strategy (Hariadi et al., 2023).

Theoretical Framework

The Relationship between Green Marketing and Green Consumer Behavior

According to Anggoro (2024), green marketing refers to all marketing activities that are environmentally responsible, aiming to minimize negative environmental impacts. In practice, green marketing serves as a strategic tool for producers to communicate sustainability values and the environmentally friendly aspects of their products to the broader public. In line with this, a study conducted by Putri et al. (2021), which examined the effect of green marketing on green consumer behavior at Fore Coffee Jakarta, found that green marketing has a positive and significant influence on environmentally oriented consumer behavior. Thus, it can be assumed that the more precise and relevant the implementation of green marketing by Uwinfly electric motorcycle producers, the higher the likelihood of consumers in Wonosobo accepting and purchasing the product.

H1: Green marketing has a positive effect on green consumer behavior.

The Relationship between Green Environment and Green Consumer Behavior

The Environmentally Responsible Behavior (ERB) theory developed by Hines, Hungerford, and Tomera, as cited in Sukma (2024), emphasizes the importance of factors such as personal responsibility and knowledge, both of which are strongly influenced by the environment. An environment that provides easy access to relevant information, supports the availability of eco-friendly product infrastructure, and is reinforced by pro-environmental social norms significantly facilitates individuals in adopting green consumption patterns. This is consistent with Sukma (2024), who found that environmental knowledge has a positive and significant effect on green consumer behavior, confirming that individuals' understanding of environmental issues is a key prerequisite for environmentally oriented behavior. Based on these findings, it can be concluded that a green environment plays a vital role in facilitating and encouraging green consumer behavior.

H2: Green environment has a positive effect on green consumer behavior

The Relationship between Green Practice and Green Consumer Behavior

Research conducted by Irawan and Vianney (2015), which investigated the effect of green practices on green consumer behavior at The Kemangi Restaurant, Hotel Santika Pandegiling Surabaya, found that green practices have a positive impact on green consumer behavior. Similarly, Parwati et al. (2022) also demonstrated that green practices significantly influence green consumer behavior in the food and beverage department of The ONE Legian, emphasizing the importance of tangible corporate actions in shaping consumer responses. Based on these findings, it can be concluded that green practices have the potential to positively influence green consumer behavior. Consumers who are increasingly concerned about environmental issues tend to seek concrete evidence of a product or brand's sustainability commitment. If Uwinfly electric motorcycle producers transparently implement green practices across their business processes, from product design to the supply chain, this will enhance consumer trust. This trust is then likely to increase consumers' intention to purchase and adopt electric motorcycles.

H3: Green practice has a positive but not significant effect on green consumer behavior.

Based on the explanation above, the relationship between the variables can be illustrated in the following model:

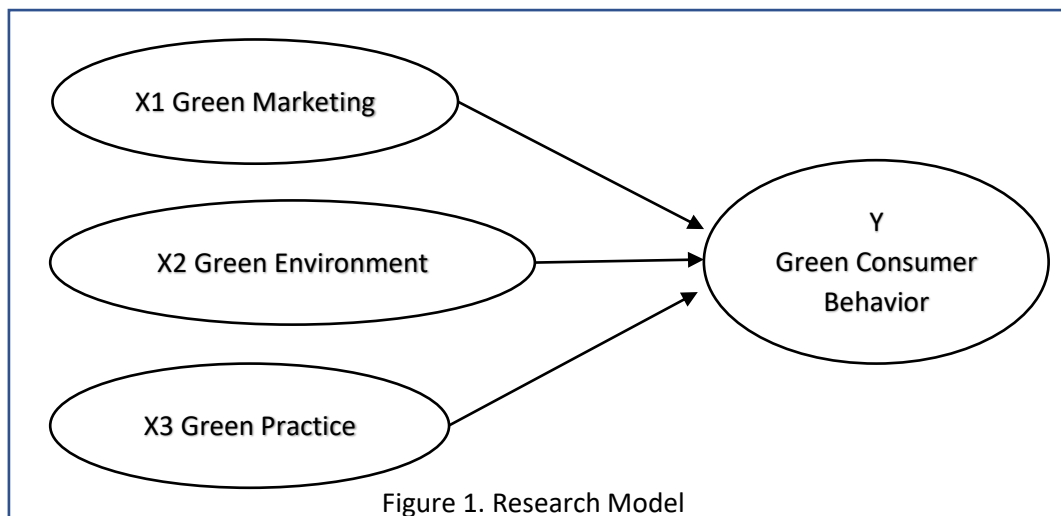


Figure 1. Research Model

RESEARCH METHODS

The type of research conducted in this study is quantitative research. In this study, the independent variables are green marketing (X1), green environment (X2), and green practice (X3), while the dependent variable is green consumer behavior (Y). According to Sugiyono (2019), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then concluded. The population in this study consists of all consumers of Uwinfly electric motorcycles in Wonosobo Regency. The sample in this study initially consisted of 60 respondents; however, the researcher rounded it up to 115 respondents in order to minimize data errors.

Data collection in this study was conducted by distributing questionnaires. The researcher collected data by providing several written statements to consumers of Uwinfly electric motorcycles in Wonosobo. The collected data were then analyzed using SPSS version 25. The data analysis procedures included validity tests, reliability tests, and hypothesis testing.

RESULTS AND DISCUSSION

Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is considered valid if the statements in the questionnaire are able to accurately measure what is intended to be measured. In other words, the validity test examines whether the questionnaire items truly reflect the construct being measured (Ghozali, 2021). The validity test used in this study employs bivariate correlation between each indicator score and the total score of the construct.

Tabel 1. Validity Test Results

Variable	Correlation Range	Sign.	Result
Green Consumer Behavior	0.652** - 0.799 **	0.000	Valid
Green Marketing	0.562** - 0.918 **	0.000	Valid
Green Environment	0.727** - 0.832 **	0.000	Valid
Green Practice	0.676** - 0.840 **	0.000	Valid

Source: Primary data processed, 2025

Based on the validity test results above, the variables green consumer behavior, green marketing, green environment, and green practice have a significance level of 0.000. This indicates that the questionnaire items used to measure all four variables are considered valid.

Reliability Test

Reliability refers to the tool used to measure a questionnaire as an indicator of a variable or construct. A questionnaire is considered reliable if a respondent's answers to the statements are consistent or stable over time (Ghozali, 2021). Reliability in this study was measured using the SPSS software, which provides a statistical test in the form of Cronbach's Alpha (α). An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.70 (Ghozali, 2021).

Tabel 2. Reliability Test Results

Variable	Cronbach's Alpha	Symbol	Alpha Limit	Result
Green Consumer Behavior	0.735	>	0.70	Reliable
Green Marketing	0.825	>	0.70	Reliable
Green Environment	0.703	>	0.70	Reliable
Green Practice	0.700	>	0.70	Reliable

Source: Primary data processed, 2025

Based on the reliability test using Cronbach's Alpha, all variables in this study are considered reliable. This is indicated by Cronbach's Alpha values that are greater than 0.70.

Hypothesis Testing

In regression analysis, in addition to measuring the strength of the relationship between two or more variables, it also indicates the direction of the relationship between the dependent and independent variables. The dependent variable is assumed to be random or stochastic, meaning it has a probabilistic distribution, while the independent variables are assumed to have fixed values (in repeated sampling) (Ghozali, 2021). The purpose of this analysis is to determine the extent of the influence of the independent variables on the dependent variable.

The t-test is used to examine the partial regression coefficients of the independent variables, namely Green Marketing (X1), Green Environment (X2), and Green Practice (X3), on the dependent

variable, Green Consumer Behavior (Y). The sample used in this study consists of 115 respondents; therefore, the degrees of freedom (df) for the t-test are calculated as $df = n - k - 1$, resulting in $df = 115 - 3 - 1 = 111$, with a significance level of 0.05. Based on calculations using Excel, the t-table value is 1.981.

Tabel 3. Multiple Linear Regression Analysis Results

Model	Unstandardized	Coefficients	Standardized	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.453	1.156		2.987	0.003
Green Marketing	0.434	0.060	0.519	7.277	0.000
Green Environment	0.251	0.086	0.209	2.927	0.004
Green Practice	0.256	0.093	0.205	2.751	0.007

Source: Primary data processed, 2025

Based on the results of calculations using SPSS version 25, the multiple linear regression model obtained is as follows:

$$Y = 3.453 + 0.434X_1 + 0.251X_2 + 0.256X_3 + e$$

The constant value (α) of 3.453 indicates that if the variables green marketing (X_1), green environment (X_2), and green practice (X_3) are equal to zero, then the value of green consumer behavior (Y) is 3.453. The regression coefficient of green marketing (X_1) is 0.434, meaning that if green marketing increases by one-unit, green consumer behavior will increase by 0.434, assuming green environment (X_2) and green practice (X_3) remain constant. The regression coefficient of green environment (X_2) is 0.251, indicating that a one-unit increase in green environment will increase green consumer behavior by 0.251, with green marketing (X_1) and green practice (X_3) held constant. Meanwhile, the regression coefficient of green practice (X_3) is 0.256, meaning that a one-unit increase in green practice will increase green consumer behavior by 0.256, assuming green marketing (X_1) and green environment (X_2) remain constant.

CONCLUSION

The data analysis results in this study regarding the influence of Green Marketing, Green Environment, and Green Practice on Green Consumer Behavior among Uwinfly electric motorcycle consumers in Wonosobo show that the number of respondents in this study was 115. The data were then analyzed using SPSS version 25 with the multiple linear regression method, and the results are presented as follows:

- Green Marketing has a positive and significant effect on Green Consumer Behavior among Uwinfly electric motorcycle consumers in Wonosobo. The better the marketing strategy that emphasizes environmentally friendly products and processes, the greater the likelihood that consumers will use products that are environmentally friendly and support ecosystem sustainability.
- Green Environment shows a positive and significant effect on Green Consumer Behavior among Uwinfly electric motorcycle consumers in Wonosobo. The better the knowledge and awareness of environmental protection and nature conservation, the greater the likelihood that consumers will use products that are environmentally friendly and support ecosystem sustainability.
- Green Practice has a positive and significant effect on Green Consumer Behavior among Uwinfly electric motorcycle consumers in Wonosobo. The better the implementation of ensuring environmentally friendly products and supporting sustainability principles in various

aspects of life, the greater the likelihood that consumers will use products that are environmentally friendly and support ecosystem sustainability.

The limitations of this study are that it only focuses on the variables Green Marketing, Green Environment, Green Practice, and Green Consumer Behavior. Therefore, the scope of this research is relatively limited, and the addition of other variables and indicators is necessary to obtain more comprehensive results. Future research is recommended to include additional independent variables such as Environmental Knowledge, Environmental Attitude, and other relevant factors, as well as to use different techniques or methods in order to improve the analysis of factors influencing Green Consumer Behavior.

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