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UNDERSTANDING WHAT DRIVES GREEN CHOICES: A STUDY ON CONSUMER INTENTIONS TO PURCHASE LUXURY ELECTRIC VEHICLES

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Abstract:
Electric vehicles (EVs) are increasingly recognized as an important solution to address environmental challenges and reduce carbon emissions. This study explores the factors influencing consumers' green purchase intention toward luxury electric vehicles in Indonesia, focusing on the roles of environmental performance, price value, range confidence, and environmental concern, with attitude toward electric vehicles serving as a mediating variable. The research sample consists of individuals who currently own gasoline-powered luxury vehicles. Using a survey method, this quantitative research measured key constructs with a Likert scale and analysed the relationships among variables through statistical testing, including validity, reliability, and structural equation modelling. The results show that environmental performance, price value, range confidence, environmental concern, and attitude toward electric vehicles all have a significant impact on green purchase intention. Moreover, the four main variables also significantly influence attitudes toward electric vehicles. The study further confirms that attitude toward electric vehicles fully mediates the effects of environmental performance, price value, range confidence, and environmental concern on green purchase intention.

Keywords: Environmental Performance, Price Value, Range Confidence, Environmental Concern, Attitude Toward Electric Vehicles, Green Purchase Intention

INTRODUCTION

Climate change remains one of the most pressing global challenges (Diah Prawesti, 2022). The transportation sector, particularly fossil-fueled vehicles, is a major contributor to greenhouse gas emissions. Growing awareness of these environmental impacts has intensified the urgency for sustainable transport solutions, with electric vehicles emerging as a promising alternative to reduce emissions. The adoption of electric vehicles is expected to rise significantly in the post-pandemic era (Aminzadegan et al., 2022). In Indonesia, air quality concerns are increasingly evident; for example, Jakarta recorded the worst air pollution in the country on June 28, 2024, with an Air Pollution Standard Index (ISPU) of 76, indicating unhealthy conditions (Fadhlurrahman, 2024).

Despite their environmental benefits, electric vehicles face several adoption barriers in Indonesia. High prices, limited charging infrastructure, long charging times, range anxiety, and expensive batteries remain key challenges. These issues continue to hinder the production and market growth of electric vehicles in the country (Wijaya et al., 2023).

The growing global demand for electric vehicles (EVs) has pushed many luxuries automotive brands to shift toward sustainable mobility by developing a range of fully electric models. These vehicles are designed to offer not only environmental benefits but also advanced performance, catering to various consumer needs across different market segments. Despite continuous innovation in battery capacity, driving range, and fast-charging technology, one luxury brand operating in Indonesia has recently faced modest growth in electric vehicle sales, indicating a

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cautious market response to its premium EV offerings. In recent years, the sales of electric vehicles from a single luxury automotive brand in Indonesia have not shown significant growth, despite the availability of various premium models such as sedans and SUVs. This slow market response raises questions about consumer interest and purchase intention toward high-end electric vehicles.

While product quality and innovation remain strong, this downward trend suggests a potential gap between product offerings and consumer interest, particularly in terms of green purchase intention. Understanding the underlying factors that influence consumer willingness to adopt luxury EVs is therefore essential. This study aims to examine the impact of environmental performance, price value, range confidence, and environmental concern on green purchase intention, with consumer attitudes toward EVs as a mediating factor.

Previous studies have identified several key factors that influence green purchase intention (GPI) for electric vehicles (EVs), especially in the context of luxury automotive markets. One of the most widely examined variables is Environmental Performance, which refers to the degree to which a product minimizes environmental harm. This includes aspects such as low carbon emissions, energy efficiency, the use of recyclable materials, and sustainable manufacturing processes. Way Kan et al. (2017) emphasized that consumers who are more environmentally aware tend to favor products from companies that actively engage in environmentally responsible practices. This finding suggests that stronger environmental performance can positively influence consumers' intention to purchase electric vehicles.

Another factor that has been shown to influence GPI is Price Value. This concept captures how consumers perceive the balance between the cost of a product and the benefits they receive from it. According to Riptiono (2022), consumers tend to make purchasing decisions after evaluating various aspects, such as the initial price, ongoing operational costs, and the long-term value or savings associated with the product. Therefore, a positive perception of price value can increase consumers' willingness to choose electric vehicles over conventional options.

In addition to price and environmental performance, Range Confidence is an important consideration for EV buyers. It refers to the level of confidence consumers have in the ability of an electric vehicle to travel sufficient distances on a single charge. This includes perceptions related to battery capacity, the availability and accessibility of charging infrastructure, and the overall energy efficiency of the vehicle. Degirmenci and Breitner (2017) found that higher levels of range confidence are associated with increased consumer trust and reduced anxiety, thereby enhancing GPI.

Beyond these direct influences, many studies have explored the role of Attitude Toward Electric Vehicles (ATT) as a mediating variable in the relationship between various predictors and GPI. ATT reflects a consumer's beliefs, feelings, and overall evaluations of EVs. These attitudes are shaped by a range of factors, including perceived environmental benefits, cost efficiency, driving performance, and convenience. Studies by Degirmenci and Breitner (2017), Tristiani et al. (2019), Ranggadipta and Sisilia (2023), and Hesniati (2023) consistently demonstrate that positive attitudes toward EVs significantly contribute to stronger green purchase intentions. On the other hand, negative attitudes may arise from concerns over limited driving range, high upfront costs, or insufficient charging infrastructure.

Moreover, past research confirms that Environmental Performance (Guerci et al., 2016; Degirmenci & Breitner, 2017), Price Value (Degirmenci & Breitner, 2017; Permana et al., 2023; Rachmawati & Rahardi, 2023), and Range Confidence (Degirmenci & Breitner, 2017) all have significant effects on ATT. These findings suggest that these variables influence not only consumer behavior directly but also indirectly through shaping consumer attitudes.

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While the model proposed by Degirmenci and Breitner (2017) has provided a strong foundation, this study seeks to extend their framework by introducing Environmental Concern as an additional exogenous variable. Environmental Concern refers to the level of awareness, interest, and worry individuals have regarding environmental issues. It is considered a reliable predictor of both ATT and GPI. According to Angelovska et al. (2012) and Alamsyah and Artanti (2023), consumers with a high level of environmental concern are more likely to engage in environmentally responsible purchasing behavior. Furthermore, Alfarizi et al. (2023) found that Environmental Concern significantly influences ATT, reinforcing the idea that greater concern for the environment leads to more favorable attitudes toward electric vehicles. By integrating Environmental Concern into the existing model, this study aims to provide a more comprehensive understanding of the psychological and perceptual factors that shape consumer intention to purchase luxury electric vehicles in Indonesia. Green purchase intention reflects consumers' willingness to choose environmentally friendly products as a response to the product's performance, which encompasses both intrinsic and extrinsic attributes that influence their evaluation and decision-making (Sureja & Laksmidewi, 2024).

Environmental Performance refers to a product's ability to minimize environmental harm through low emissions, efficient energy use, and sustainable materials. Consumers increasingly value brands with strong environmental commitments (Way Kan et al., 2017).

H1: Environmental Performance influences Green Purchase Intention.

Price Value reflects the consumer's perception of the balance between cost and benefit, including purchase price, operating cost, and long-term value. When the perceived value is high, intention to buy increases (Riptiono, 2022).

H2: Price Value influences Green Purchase Intention.

Range Confidence is the belief that an electric vehicle can travel sufficient distances on a single charge. High confidence reduces anxiety and increases the likelihood of purchase (Degirmenci & Breitner, 2017).

H3: Range Confidence influences Green Purchase Intention.

Environmental Concern reflects the awareness and personal relevance of environmental issues. Consumer characteristics, such as materialism, significantly influence environmental concern; individuals with higher materialistic values tend to show less awareness and care for environmental issues, which in turn reduces their engagement in green behavior (Laksmidewi, 2022). Greater concern is associated with stronger pro-environmental behaviors, including purchase decisions (Angelovska et al., 2012; Alamsyah & Artanti, 2023).

H4: Environmental Concern influences Green Purchase Intention.

Attitude Toward Electric Vehicles (ATT) refers to consumer evaluations, beliefs, and emotions toward EVs. A positive attitude is strongly associated with higher purchase intention (Degirmenci & Breitner, 2017; Tristiani et al., 2019; Ranggadipta & Sisilia, 2023; Hesniati, 2023).

H5: Attitude Toward Electric Vehicles influences Green Purchase Intention.

Prior studies also demonstrate that environmental and product-related factors significantly shape ATT. Green purchase intention is influenced by a combination of individual, psychological, and contextual factors, as confirmed through a meta-analysis conducted by Zhuang, Luo, and Riaz (2021), highlighting the complex interplay of variables driving environmentally responsible consumer behavior. Environmental performance enhances attitudes by reinforcing sustainability perceptions (Guerci et al., 2016; Degirmenci & Breitner, 2017). Price value contributes to attitude formation through perceived fairness and benefit (Permana et al., 2023; Rachmawati & Rahardi, 2023). Range confidence reduces uncertainty and improves consumer evaluations (Degirmenci &

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Breitner, 2017). Environmental concern strengthens positive attitudes by aligning with personal values (Alfarizi et al., 2023).

H6: Environmental Performance (H6a), Price Value (H6b), Range Confidence (H6c), Environmental Concern (H6d), influences Attitude Toward Electric Vehicles.

Furthermore, ATT has been found to mediate the effects of key antecedents on green purchase intention. Degirmenci and Breitner (2017) demonstrated that environmental performance, price value, and range confidence indirectly affect GPI through ATT. Alfarizi et al. (2023) added that environmental concern also shapes intention through attitude. These findings support ATT as a mediating mechanism in EV adoption.

H7: Attitude Toward Electric Vehicles mediates the effect of Environmental Performance (H7a), Price Value (H7b), Range Confidence (H7c), Environmental Concern (H7d), on Green Purchase Intention.

Figure 1. Research Model

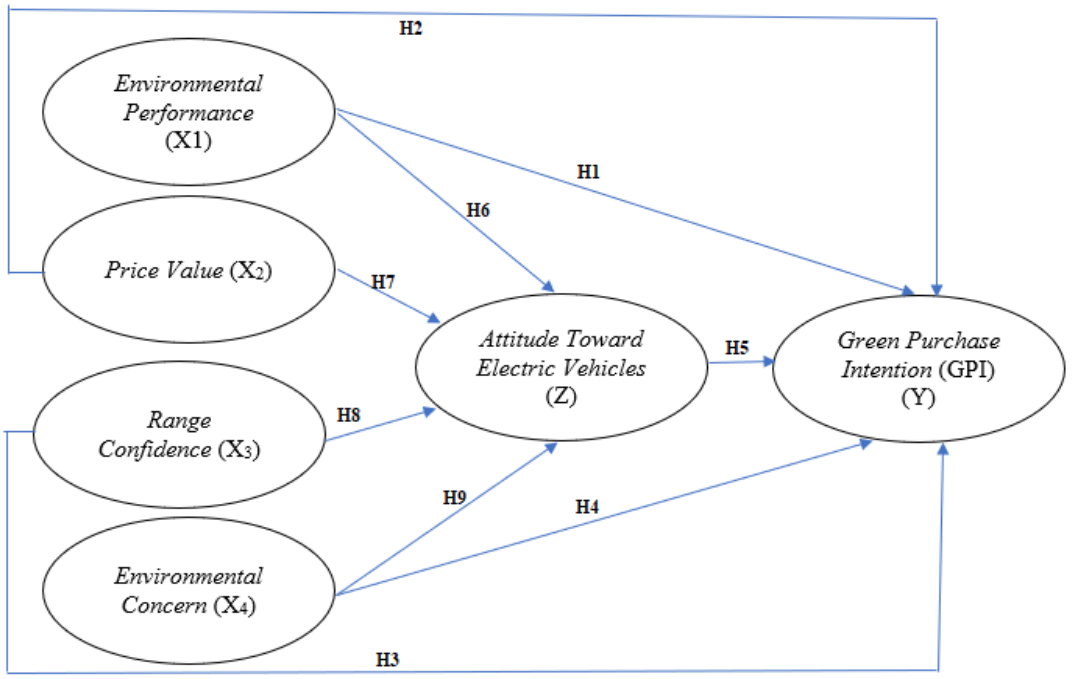

Figure 1 illustrates the proposed research model, which examines the influence of environmental performance, price value, range confidence, and environmental concern on green purchase intention, with attitude toward electric vehicles acting as a mediating variable

METHODS

This research was conducted from June 2024 to December 2024 using a survey method. The target population of this study consists of upper-class consumers in Indonesia who are currently considering the purchase of electric vehicles. These individuals represent a high-income segment with the financial capacity and interest to transition from conventional luxury gasoline vehicles to electric alternatives. The sample was selected using a purposive sampling technique, focusing on respondents who meet specific criteria relevant to the research. These criteria include owning a luxury vehicle, having heard about electric vehicle offerings from a premium automotive brand, possessing basic knowledge of electric vehicles, considering environmental factors in purchase

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decisions, and expressing an intention to purchase an electric vehicle in the future. The population in this study consists of 232 individuals who currently own gasoline-powered luxury vehicles. A sample of 100 respondents was selected from this population, all of whom meet the criteria of being existing owners of luxury gasoline vehicles. Data analysis was carried out using the Partial Least Squares (PLS) method with the assistance of SmartPLS software. The questionnaire used in this study consisted of several constructs: Environmental Performance (EP) with 3 items, Price Value (PV) with 5 items, Range Confidence (RC) with 7 items, and Attitude Toward Electric Vehicles (ATT) with 4 items, all adapted from Degirmenci and Breitner (2017). Additionally, Environmental Concern (EC) was measured with 5 items, and Green Purchase Intention (GPI) with 3 items, both adapted from Riptiono (2022). The measurement scale employed was a 6-point Likert scale ranging from 1 (Strongly Disagree) to 6 (Strongly Agree).

RESULT AND DISCUSSION

Prior to data collection, a pretest of the research instrument was conducted to ensure its validity and reliability. The validity of each indicator was assessed using the Pearson Product Moment correlation, and the results showed that all items were significantly correlated with their respective total scores, indicating that each indicator is valid. Reliability testing using Cronbach's Alpha demonstrated strong internal consistency across all constructs, with the following values: Environmental Performance = 0.873, Price Value = 0.967, Range Confidence = 0.908, Environmental Concern = 0.920, Attitude Toward Electric Vehicles = 0.929, and Green Purchase Intention = 0.900. All values exceed the minimum threshold of 0.70, confirming that the instrument is reliable for use in the main study.

The characteristics of respondents in this study show that most are male (76 out of 100), indicating that men dominate the segment of luxury gasoline vehicle owners who are interested in switching to electric vehicles. In terms of age distribution, 45 respondents are over 40 years old, 33 are between 20 and 30 years old, and 22 are aged 31 to 40. Educationally, the majority hold a bachelor's degree, with 32 respondents having completed a master's degree. Professionally, most respondents are entrepreneurs (65%), while the remaining 35% are private-sector employees.

The results of the convergent validity test (Table 1) show that all outer loading values exceed the recommended threshold of 0.70, indicating that each indicator effectively measures its corresponding latent construct. Additionally, the Average Variance Extracted (AVE) values for all constructs are above 0.50, further confirming that each construct explains more than half of the variance of its indicators. These results demonstrate that the model meets the criteria for convergent validity.

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Figure 2. Research Measurement Model Using SmartPLS

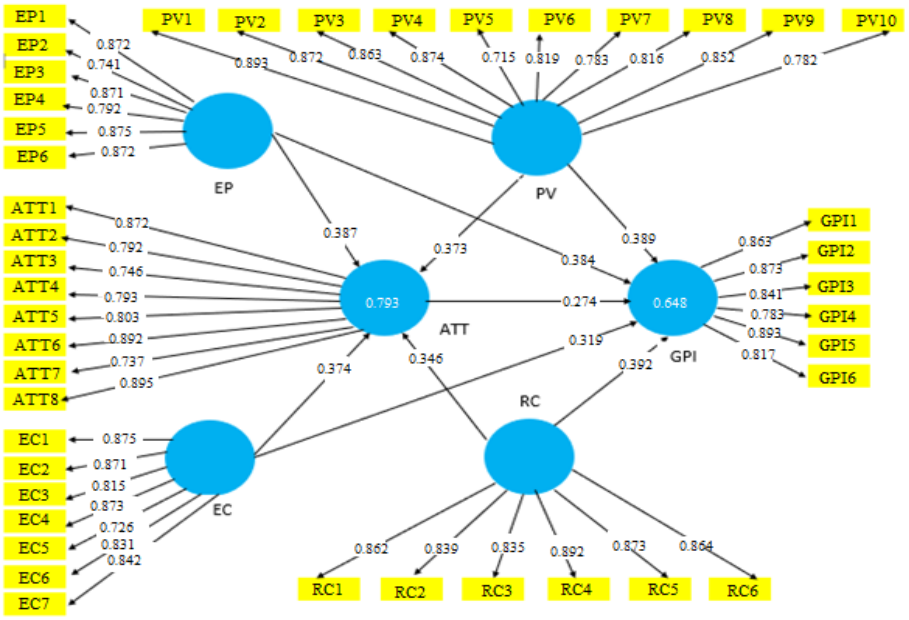

Table 1. Outer Model

Indicator	Loading Factor	AVE	Composite Reliability	Cronbach Alpha
EP 1	0,909	0.834	0.983	0.864
EP 2	0,777			
EP 3	0,996			
EP 4	0,879			
EP 5	0,986			
EP 6	0,991			
PV 1	0,906	0.892	0.972	0.817
PV 2	0,918			
PV 3	0,796			
PV 5	0,855			
PV 8	0,797			
PV 9	0,813			
PV 10	0,834			
RC 1	0,814	0.829	0.953	0.832
RC 3	0,793			
EC 1	0,932	0.894	0.982	0.814
EC 2	0,938			
EC 3	0,982			
EC 4	0,968			
EC 5	0,961			

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Indicator	Loading Factor	AVE	Composite Reliability	Cronbach Alpha
EC 6	0,97			
EC 7	0,974			
EC 8	0,996			
EC 9	0,959			
EC 10	0,942			
ATT 1	0,762	0.863	0.942	0.835
ATT 3	0,846			
ATT 4	0,821			
ATT 6	0,877			
ATT 7	0,845			
ATT 8	0,923			

Source: Data processed by Author

In terms of discriminant validity, the cross-loading values of each indicator are higher when associated with their respective latent constructs compared to their loadings on other constructs. This indicates that each construct is empirically distinct from the others. Therefore, it can be concluded that the model fulfills the requirements for discriminant validity.

Finally, the composite reliability values for all latent variables exceed 0.60, which meets the minimum threshold for acceptable internal consistency (Ghozali, 2011). These results confirm that all constructs in the model demonstrate reliable measurement properties.

Table 2. Goodness of Fit (GoF)

	Saturated Model	Estimated Model	Decision Criteria	Decision
SRMR	0.072	0.072	< 0.08	Good Fit
d_ULS	2.273	2.273	< 0.95	Poor Fit
d_G	0.827	0.827	< 0.95	Good Fit
Chi-Square	1583.72	1583.72	PV/df < 5 4.59 < 5	Good Fit
NFI	0.827	0.827	> 0.9	Marginal Fit
R_theta	0.139		≤ 1	Good Fit

Source: Data processed by Author

The evaluation of model fit was conducted using several goodness-of-fit (GoF) indicators (Table 2). First, the Standardized Root Mean Square Residual (SRMR) value in this study is below 0.10, and ideally below 0.08, which according to Hu and Bentler (1999) indicates a good model fit. In terms of exact model fit, based on a 95% confidence interval, the model is considered to have a good fit if either the d_ULS or d_G value is lower than the 95% percentile of the bootstrapped distribution. The results show that at least one of these values meets this requirement, suggesting an acceptable exact model fit.

The Normed Fit Index (NFI), which ranges from 0 to 1, also supports model adequacy; values closer to 1 indicate better fit, and values above 0.90 are generally regarded as acceptable. In this study, the NFI exceeds 0.90, confirming acceptable model performance. Furthermore, the Chi-square

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divided by the degree of freedom (χ^2/df) value is below the recommended threshold of 5, reinforcing the conclusion of a good model fit. The degree of freedom (df) is calculated as n − k − 1, where n is the sample size (100) and k is the number of indicators (6), resulting in df = 93.

Finally, the Root Mean Square Theta (RMS_theta) value is also examined. According to Henseler et al. (2014), a model is considered well-fitted if the RMS_theta value is less than or equal to 0.12. The result from this study satisfies this criterion, further confirming that the model exhibits an overall good fit with the data.

Table 3. F2 Test.

Construct	**Green Purchase Intention**
Environmental Performance	0.198
Price Value	0.185
Range Confidence	0.174
Environmental Concern	0.183
Attitude Toward Electric Vehicles	0.181

The f^2 effect size (Table 3) analysis indicates that all exogenous variables have a moderate influence on their respective endogenous variables. Specifically, Environmental Performance shows an effect size of 0.198 on Attitude Toward Electric Vehicles and Green Purchase Intention, followed by Price Value at 0.185, Environmental Concern at 0.183, Range Confidence at 0.174, and Attitude Toward Electric Vehicles on Green Purchase Intention at 0.181. These values fall within the range considered as moderate (Cohen, 1988), suggesting that each variable contributes meaningfully to the model's explanatory power.

Table 4. PLS Predict Results: Evaluating Model Predictive Power

Indikator	Q^2predict	PLS-SEM_RMSE	**PLS-SEM_MAE**	LM_RMSE	**LM_MAE**
ATT1	0,101	**0,550**	**0,431**	0,558	0,484
ATT2	0,041	**0,595**	**0,516**	0,613	0,526
ATT3	0,154	**0,468**	**0,357**	0,478	0,360
ATT4	0,241	**0,308**	**0,221**	0,320	0,236
ATT5	0,172	**0,311**	**0,218**	0,325	0,228
ATT6	0,105	**0,527**	**0,468**	0,550	0,476
ATT7	0,202	**0,323**	**0,237**	0,337	0,248
ATT8	0,153	**0,372**	**0,263**	0,388	0,275
GPI1	0,163	**0,363**	**0,263**	0,375	0,329
GPI2	0,173	**0,273**	**0,353**	0,354	0,374
GPI3	0,264	**0,313**	**0,342**	0,373	0,374
GPI4	0,261	**0,253**	**0,353**	0,354	0,364
GPI5	O,127	**0,243**	**0,372**	0,325	0,392
GPI6	0,284	**0,342**	**0,383**	0,418	0,410

Source: Data processed by Author

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Based on Table 4 the results indicate that the values of LM_MAE and LM_RMSE are higher than those of PLS-SEM_MAE and PLS-SEM_RMSE, respectively. This suggests that the PLS-SEM model outperforms the linear model (LM) in predictive accuracy. The lower prediction errors in the PLS-SEM model demonstrate its stronger predictive power, confirming that the proposed model is reliable for predicting the target constructs in this study.

Table 5. Summary of Hypothesis Results

Hypothesis		Path Coeficients	T Statistics (|O/STDEV|)	P Values	Conclusion
H1	*Environmental Performance* → Green Purchase Intention	0.152	4.163	0.000	H1 is supported.
H2	*Price Value* → Green Purchase Intention	0.261	5.533	0.000	H2 is supported.
H3	*Range Confidence* → Green Purchase Intention	0.173	3.631	0.000	H3 is supported.
H4	*Environmental Concern* → Green Purchase Intention	0.251	3.736	0.000	H4 is supported.
H5	*Attitude Toward Electric Vehicles* → Green Purchase Intention	0.161	3.537	0.000	H5 is supported.
H6a	*Environmental Performance* → *Attitude Toward Electric Vehicles*	0.183	3.163	0.000	H6a is supported.
H6b	*Price Value* → *Attitude Toward Electric Vehicles*	0.283	3.139	0.000	H6b is supported.
H6c	*Range Confidence* → *Attitude Toward Electric Vehicles*	0.183	3.625	0.000	H6c is supported.
H6d	*Environmental Concern* → *Attitude Toward Electric Vehicles*	0.273	3.328	0.000	H6d is supported.
H7a	*Environmental Performance* → *Attitude Toward Electric Vehicles* → Green Purchase Intention	0.133	4.163	0.000	H7a is supported.
H7b	*Price Value* → *Attitude Toward Electric Vehicles* →Green Purchase Intention	0.274	5.533	0.000	H7b is supported.
H7c	*Range Confidence* → *Attitude Toward Electric Vehicles* → Green Purchase Intention	0.135	3.631	0.000	H7c is supported.
H7d	*Environmental Concern* → *Attitude Toward Electric Vehicles* → Green Purchase Intention	0.263	3.736	0.000	H7d is supported.

Source: Data processed by Author

The empirical results of this study confirm that all examined variables significantly influence consumers' intention to purchase electric vehicles (Table 5). Environmental performance exerts a positive and significant effect on green purchase intention ($p < 0.05$; path coefficient = 0.152). This finding supports previous studies (e.g., Way Kan et al., 2017), which suggest that consumers with greater environmental awareness tend to prefer products from companies demonstrating

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environmental responsibility. Descriptive data further reinforce this result, with respondents expressing agreement that electric vehicles contribute positively to environmental sustainability, reduce noise pollution, and help preserve ecological quality for future generations. These perceptions highlight the importance of environmental performance as a key driver of sustainable consumer behavior.

Price value also shows a significant and positive effect on green purchase intention ($p < 0.05$; path coefficient = 0.261). This implies that when consumers perceive a fair balance between the price paid and the benefits received—such as reduced maintenance and fuel costs—their likelihood of adopting electric vehicles increases. These findings align with existing literature (e.g., Riptiono, 2022), which emphasizes that consumers consider not only the upfront price but also the long-term economic value of environmentally friendly products. A favorable perception of price value may thus encourage behavioral shifts toward sustainable consumption.

Range confidence, defined as consumers' trust in the ability of electric vehicles to meet daily travel needs with a single charge, also significantly influences green purchase intention ($p < 0.05$; path coefficient = 0.173). Respondents were more willing to purchase an electric vehicle if they believed the battery technology could support their everyday usage. This result is in line with Degirmenci and Breitner (2017), who found that greater confidence in driving range reduces consumer anxiety and strengthens the intention to adopt electric vehicles.

Environmental concern has a positive and significant effect on green purchase intention ($p < 0.05$; path coefficient = 0.251). Individuals who demonstrate a higher level of concern about environmental issues tend to express stronger intentions to purchase green products. This supports findings by Alamsyah and Artanti (2023), who argue that environmental concern influences pro-environmental attitudes and behaviors, particularly among younger consumers. As such, personal concern for environmental quality serves as both a motivational and behavioral catalyst in the decision-making process.

Attitude toward electric vehicles is found to be a significant predictor of green purchase intention ($p < 0.05$; path coefficient = 0.161). Consumers who hold positive evaluations of electric vehicles—considering them efficient, environmentally friendly, and aligned with modern lifestyles—are more likely to adopt them. This result is consistent with previous studies (e.g., Degirmenci & Breitner, 2017; Tuan et al., 2022) suggesting that attitude functions not only as a direct predictor but also as a mediating variable in the adoption process.

Further analysis reveals that environmental performance (path coefficient = 0.183), price value (0.283), range confidence (0.183), and environmental concern (0.273) significantly influence consumer attitudes toward electric vehicles. These findings indicate that both rational and affective evaluations shape consumer perceptions. A higher perception of environmental benefit, cost-effectiveness, technical reliability, and ecological responsibility leads to more favorable attitudes, which in turn, impact behavioral intentions.

Moreover, the mediating role of attitude toward electric vehicles is confirmed. Attitude fully mediates the relationship between environmental performance and green purchase intention ($p < 0.05$; path coefficient = 0.133), between price value and green purchase intention ($p < 0.05$; coefficient = 0.274), between range confidence and green purchase intention ($p < 0.05$; coefficient = 0.135), and between environmental concern and green purchase intention ($p < 0.05$; coefficient = 0.263). These results suggest that consumer attitude functions as a psychological conduit through which evaluations of product value, environmental attributes, and usage confidence are translated into actual purchase intention.

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In conclusion, the study affirms the critical role of environmental, economic, and psychological factors in shaping consumers' green purchase behavior. Strategies aimed at improving environmental performance, delivering economic value, and increasing consumer confidence are likely to enhance consumer attitudes and stimulate the transition toward more sustainable mobility solutions..

CONCLUSION

This study examines the factors influencing the intention to purchase luxury electric vehicles among upper-income consumers in Indonesia who currently own gasoline-powered luxury cars. The findings reveal that Environmental Performance, Price Value, Range Confidence, and Environmental Concern significantly influence the intention to purchase luxury electric vehicles. In addition, Attitude Toward Electric Vehicles serves as a key mediating variable that strengthens the influence of these factors on purchase intention.

The results emphasize that even among affluent consumers, the decision to shift from conventional luxury vehicles to electric alternatives is not solely driven by performance or prestige. It is also shaped by perceptions of environmental benefit, economic value, confidence in vehicle capabilities, and personal environmental concern. A favorable attitude toward electric vehicles is essential in converting these perceptions into real purchase intention.

By focusing on consumers who are already familiar with premium automotive products, this study offers valuable insights into the dynamics of green purchasing behavior within the luxury segment. These findings suggest that to drive greater adoption of luxury electric vehicles, companies must go beyond highlighting technological features and instead communicate strong environmental and ethical value propositions that align with the values and expectations of this specific consumer group.

Suggestions for Future Research Future researchers are encouraged to expand the current model by incorporating additional exogenous variables such as Environmental Knowledge and Social Influence. These variables may offer deeper insights into the psychological and social mechanisms that shape consumer attitudes toward electric vehicles and influence their intention to purchase. Moreover, the inclusion of control variables such as gender, age, occupation, and prior experience with electric vehicles could enhance the understanding of demographic or behavioral differences that may moderate the studied relationships.

Future studies may also consider employing a broader or more diverse sample, including potential buyers who do not yet own luxury vehicles but are aspiring to do so, or those comparing electric and non-electric options across vehicle categories. This would allow for a more comprehensive analysis of intention formation across consumer segments.

In addition, researchers could explore longitudinal or experimental designs to assess how shifts in consumer knowledge, policy changes, or exposure to environmental campaigns influence both attitudes and green purchase intentions over time. This would help validate causality and better inform marketing and policy interventions.

From a practical perspective, future research could investigate the effectiveness of targeted messaging strategies that emphasize the environmental performance of electric vehicles, particularly in relation to their use of renewable energy sources such as solar or wind power. Attention could also be given to perceptions of cost efficiency, including lower maintenance costs, as well as confidence in the vehicle's driving range and reliability. Furthermore, since Attitude Toward Electric

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Vehicles was found to be relatively low despite its mediating importance, future work might explore strategies to strengthen consumer trust and perceived environmental benefits in this domain.

Overall, future research should continue to address the complex factors influencing sustainable consumption behavior in the context of electric vehicle adoption, especially among high-income or premium market segments.

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