

Original Article

The Influence of Green Product, Perceived Quality, and Perceived Price on Purchase Intention through Brand Image: A Case Study on Wuling Electric Vehicles

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Received Date: 06 April 2025

Revised Date: 25 April 2025

Accepted Date: 29 April 2025

Published Date: 09 May 2025

Abstract: This research investigates how green products, perceived quality, and price perceptions affect consumers' intention to purchase, with brand image acting as a mediating factor, specifically within the case of Wuling's electric vehicle lineup. Heightened environmental awareness and the implementation of fiscal policies, such as tax incentives, have played a vital role in stimulating the adoption of electric vehicles in Indonesia. However, factors such as product quality, affordability, and brand image still play a pivotal role in shaping consumer intentions. Employing a quantitative method supported by Structural Equation Modeling (SEM), the study explores direct and indirect associations among the proposed variables. The findings reveal that green product attributes, perceived quality, and price perceptions significantly influence brand image, mediating their impact on purchase intention. The results provide insights for industry players to optimize their marketing strategies and enhance brand positioning in the electric vehicle market. The study offers theoretical contributions by linking green marketing factors to purchase intention through the mediating effect of brand image, specifically in Indonesia's electric vehicle market.

Keywords: Brand image, electric vehicle, green product, perceived price, perceived quality, purchase intention.

I. INTRODUCTION

The transition towards sustainable energy has increasingly highlighted the role of Electric Vehicles (EVs) in addressing environmental concerns in reducing greenhouse gas emissions. Wuling Motors, a subsidiary of SGMW (SAIC-GM-Wuling), is a pioneering Chinese automotive brand with a strong presence in Indonesia's EV market. Introducing models such as the Wuling Air EV and BinguoEV has positioned Wuling as a market leader, achieving a 43% market share in the domestic EV segment. Government policies have further encouraged the adoption of EVs through Value Added Tax (VAT) incentives—granted to vehicles with a minimum local content value (TKDN) of 40%—as outlined in Indonesia's Ministry of Finance Regulation No. 8 of 2024. Wuling's models successfully meet this requirement, thus enjoying fiscal incentives and price competitiveness. Additionally, electric vehicles are exempt from Jakarta's odd-even license plate regulation, adding another incentive for urban commuters.

Table 1. Wuling Cars Sales Data

Tahun	EV	HEV	Gas	Total
2020	-	-	6.581	6.581
2021	-	-	25.564	25.564
2022	8.053	337	21.359	29.749
2023	6.968	399	14.316	21.683
2024	10.225	438	5.074	15.737

According to the data illustrated in Table 1, Wuling's overall vehicle sales have declined annually, yet sales of Electric Vehicles (EVs) and Hybrid Electric Vehicles (HEVs) have consistently increased. This trend is particularly noteworthy as it highlights a significant shift in consumer preference toward electric mobility. While sales of conventional gasoline vehicles have dropped sharply, the EV and HEV sales growth reflects rising consumer awareness of environmental issues. The increasing popularity of EVs can be attributed to greater public understanding of the environmental impact of greenhouse gas emissions, particularly CO₂, from fossil-fueled vehicles. In contrast, electric and hybrid vehicles offer eco-friendlier alternatives with lower or zero operational emissions. Moreover, EVs provide economic advantages, including significantly lower charging costs than fuel prices and reduced maintenance expenses due to fewer moving parts. This makes EV ownership more affordable in the long term. Given the volatility of fuel prices, consumers are increasingly turning to EVs as a more cost-stable and sustainable mobility option. These factors indicate a shift in consumer behavior and purchase preferences toward more environmentally and economically sustainable vehicles, marking a key transition point in Wuling's product strategy.



Despite the rise in EV popularity, consumer adoption in Indonesia remains limited, especially regarding actual purchase behavior. Data from Kompas Research (2024) revealed that only 19.4% of respondents expressed willingness to purchase an electric car, with price and charging infrastructure cited as primary barriers. Nonetheless, Wuling continues to build consumer trust by offering features such as efficient power consumption, reduced maintenance costs, advanced digital connectivity (IoV and WIND), and a wide dealership network.

A study from Nielsen's Auto Marketing Report (2018) emphasizes that the quality of brand awareness outweighs its quantity in automotive branding. Brands with high unaided awareness—top-of-mind—hold a significant competitive advantage. Although unaided awareness accounts for only 23% of brand awareness, it generates 90% of purchase intentions. Consumers with unaided brand recall are ten times more likely to purchase than those with aided awareness. Furthermore, the report reveals that car buyers tend to consider more brands—not fewer—as they approach the point of purchase. While the buying process often begins with two to three brands in mind, this number typically expands to five brands when making a purchase decision.

The gap between rising environmental awareness and the relatively low purchase intention raises questions about the role of brand image and consumer perception in influencing buying decisions. This study investigates how green product attributes, perceived quality, and perceived price influence purchase intention directly and indirectly through the mediating role of brand image. The focus on Wuling's EV lineup offers a timely and relevant case to understand market behavior in a developing country context.

II. LITERATURE REVIEW

A) Green Product

Green products are environmentally friendly goods designed to minimize ecological impact throughout their life cycle. According to Nekmahmud & Fekete-Farkas (2020), green products are manufactured using natural, non-toxic materials and sustainable technologies. These attributes contribute to a company's positive brand image, influencing consumer decisions to support environmentally responsible businesses. Indicators of green products include eco-friendly materials, recyclable packaging, and sustainable production processes (D'Souza et al., 2016).

B) Perceived Quality

Perceived quality refers to the consumer's subjective assessment of a product's excellence or superiority. Kotler and Keller define it as the totality of features and characteristics that satisfy consumer needs. Performance, reliability, durability, conformance, and aesthetics are key dimensions that shape perceived quality (Kotler & Keller, 2021). A positive perception of quality enhances trust in the brand and fosters brand loyalty.

C) Perceived Price

Price perception is the consumer's evaluation of whether a product's price aligns with its perceived value. As Peter and Olson (2000) stated, price perception is not merely based on the numeric value but is also influenced by affordability, price-quality congruence, and competitive positioning. Consumers often interpret higher prices as better quality indicators but expect value for money in return.

D) Brand Image

Brand image is a set of associations consumers hold about a brand, reflecting its reputation, quality, and credibility. Keller (2020) emphasizes the role of brand image in reducing consumer uncertainty and enhancing purchase confidence. It encompasses corporate image, product associations, and the image of product users. A strong, favorable, and unique brand image often increases purchase intention. Purchase intention is the consumer's inclination or plan to buy a product, influenced by internal motivations and external factors such as social influence and perceived value. It is an important predictor of actual purchase behavior (Septiani & Chaerudin, 2020).

E) Hypothesis Development and Framework

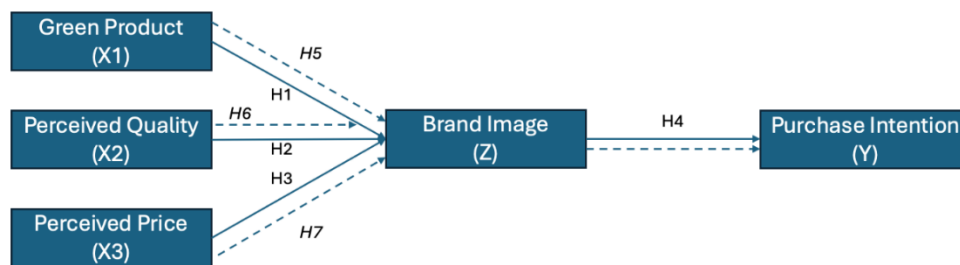


Fig. 1 Research Rationale Framework

Based on the conceptual framework and previous literature, the following research hypotheses were formulated to address the research questions:

- H1: Green Product positively, directly, and significantly affects Brand Image.
- H2: Perceived Quality has a positive, direct and significant effect on Brand Image.
- H3: Perceived Price has a positive, direct and significant effect on Brand Image.
- H4: Brand Image has a positive, direct and significant effect on Purchase Intention.
- H5: Green Product has a positive, indirect and significant effect on Purchase Intention through Brand Image.
- H6: Perceived Quality has a positive, indirect and significant effect on Purchase Intention through Brand Image.
- H7: Perceived Price has a positive, indirect and significant effect on Purchase Intention through Brand Image.

F) Research Methodology

The research uses quantitative methods with a causality design approach to prove the influence between the independent and dependent variables.

G) Population and Sample

According to Sugiyono (2018), a population refers to the entire group of individuals or objects that share specific characteristics the researcher defines, from which conclusions will be drawn. In this study, the target population includes:

1. Respondents within the Jabodetabek (Jakarta, Bogor, Depok, Tangerang and Bekasi) metropolitan area were selected based on high EV sales and charging infrastructure readiness.
2. Individuals who currently own and use Wuling electric vehicles.
3. Individuals who have experienced driving Wuling EVs through test drives or indirect use via family, friends, or acquaintances.

A sample is a subset of the population with the same characteristics (Sugiyono, 2018). This study used a purposive sampling technique involving selecting respondents based on specific criteria.

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{MOE^2}$$

Thus, the required sample size is approximately 384 respondents. Then, I rounded the sample size to 400.

H) Data Collection Techniques

A survey-based questionnaire was utilized to collect the research data with score measurements using an Ordinal scale calculation, a scale used to assess a person's attitudes, opinions, and views on a scale of 1-5. STS (Strongly Disagree), TS (Disagree), CS (Quite Agree), S(Agree), and SS (Strongly Agree).

I) Data Analysis

The analysis involves structuring the data into discrete elements to extract dominant insights, compare variables, and evaluate how individual elements relate to the overall structure. This study uses quantitative analysis to test the proposed hypotheses, employing the software SmartPLS for data processing. The analytical approach applied is SEM, specifically the Partial Least Squares (PLS) variant, suitable for predictive and exploratory research. Unlike Covariance-Based SEM (CB-SEM), which is used for theory testing with strict assumptions of multivariate normality, PLS-SEM is variance-based, making it ideal for studies with developing theoretical frameworks and limited sample sizes. PLS-SEM is a powerful technique for analyzing latent variable relationships with minimal distributional assumptions. It is particularly useful for predicting relationships between constructs and estimating latent variable scores. This study employs PLS-SEM to examine both the measurement model (outer model)—which reflects how observed indicators represent latent constructs—and the structural model (inner model)—which estimates the strength and direction of relationships among latent variables.

III. RESULTS AND DISCUSSION

The respondents in this study were electric vehicle users or potential buyers residing in the Greater Jakarta area (Jabodetabek), selected due to their exposure to air pollution, sustainability policies, and proximity to charging infrastructure. Most respondents were aware of Wuling's electric vehicle lineup and the government incentives associated with local content requirements. The descriptive results indicated that respondents rated Wuling's green product characteristics, such as eco-friendly materials and low-emission operation, highly favorable. Perceived quality was also positively evaluated, particularly in terms of reliability, battery efficiency, and ease of maintenance. Meanwhile, perceived price was considered reasonable due to government VAT incentives and lower long-term operational costs. The structural equation model used in this research passed all goodness-of-fit indicators: Convergent validity was confirmed through AVE values > 0.5 and Composite Reliability > 0.7 for all constructs.

A) Validity and Reliability Test

In SEM PLS, to carry out validity testing is to calculate the Convergent Validity or Loading Factor, Discriminant Validity, and Significance Level of latent variables from the research model by reflecting on the outcomes of the correlation between constructs and indicators. Validity testing is carried out by inputting all respondent data from the questionnaire. The following is a display of the Smart PLS output result.

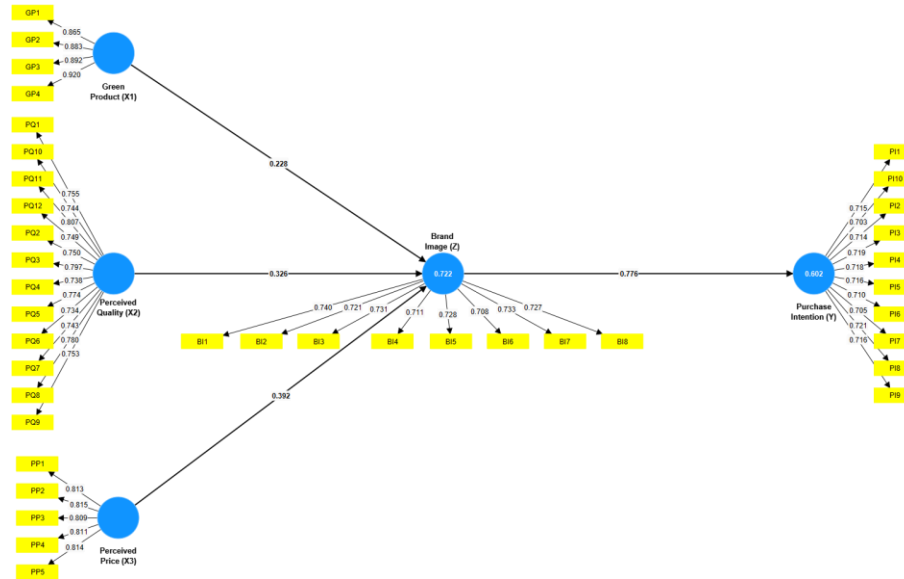


Fig. 2 Outer Loadings Model

Reliability testing aims to measure the overall quality and consistency of statements in the research. To determine the reliability of a construct in SEM PLS, look at the results of Composite Reliability for the indicator block. The following is a table of calculation results from SmartPLS.

B) Composite Reliability

Table 2. Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image (Z)	0,871	0,871	0,899	0,526
Green Product (X1)	0,913	0,914	0,939	0,793
Perceived Quality (X2)	0,934	0,935	0,943	0,578
Perceived Price (X3)	0,871	0,872	0,907	0,660
Purchase Intention (Y)	0,893	0,894	0,912	0,509

Based on the reliability output results, it can be concluded that the variables Green product, perceived quality, perceived price, brand image, and purchase intention have a Cronbach's alpha above 0.7, so it can be concluded that the indicators used for each variable have good reliability for measure the construct.

C) Inner Model (R2)

The R-Square value will increase every time an independent variable is added, even though there is no discernible relationship between the independent and dependent variables. Brand image, the dependent variable in this study, is impacted by independent variables such as green products, perceived quality, and perceived price. Variable purchase intention, the dependent variable in this study, is impacted by the independent variable brand image.

Table 3. R-Square

	R-square	R-square adjusted
Brand Image (Z)	0,722	0,720
Purchase Intention (Y)	0,602	0,601

The associated R-square value is 0.722, which falls within the moderate category range of 0.50 to 0.74. This indicates that Green Products, Perceived Quality, and Perceived Price collectively contribute 72.20% to the variance in Brand Image, while the remaining 27.80% is influenced by other factors not included in the research model. Similarly, the R-square value for the

influence of Brand Image on Purchase Intention is 0.602, which also falls within the moderate category. This implies that Brand Image accounts for 60.20% of the variation in Purchase Intention, with the remaining 39.80% explained by variables outside the scope of this study.

D) Hypothesis Testing

For every partial direct effect path in this investigation, t-statistical values were employed to evaluate the hypothesis. An illustration of the path diagram for hypothesis testing may be found below:

Table 4. Hypothesis Testing Results

Hypothesis	Path	Std. Coefficient	t-Value	Result
H1	Green Product → Brand Image	0,297222222	6.721	Supported
H2	Perceived Quality → Brand Image	0,254861111	5.948	Supported
H3	Perceived Price → Brand Image	0,206944444	4.303	Supported
H4	Brand Image → Purchase Intention	0,382638889	7.214	Supported
H5	Green Product → Brand Image → Purchase Intention	0,163888889	4.013	Supported
H6	Perceived Quality → Brand Image → Purchase Intention	0,140277778	3.778	Supported
H7	Perceived Price → Brand Image → Purchase Intention	0,113888889	3.421	Supported

E) Research Result

Overall, the findings confirm that Wuling's affordable, reliable, and eco-conscious positioning resonates well with its market and can serve as a competitive edge in Indonesia's growing EV industry.

a. The influence of green products on the brand image of EV Wuling

The findings confirm that Green Product has a positive and significant effect on Brand Image, with a path coefficient of 0.228, indicating a small-to-moderate impact. This supports previous studies by Tan et al. (2022) and Majeed et al. (2022), which emphasized the mediating role of green brand image in the relationship between green marketing and purchase intention. The growing public awareness of environmental issues and sustainability has positioned green products as a viable alternative in the automotive sector, enhancing brand perception among consumers. Despite general receptiveness toward electric vehicles, descriptive analysis reveals that some respondents remain skeptical about their true environmental benefits. While most agree that EVs reduce pollution, their perception of energy efficiency is relatively lower. Nonetheless, the overall acceptance level of electric vehicles is considered good.

b. The influence of perceived quality on brand image for EV Wuling

The results indicate that Perceived Quality positively influences Brand Image, with a path coefficient of 0.253, suggesting a small-to-moderate effect. This finding aligns with Klabi (2020), who emphasized that higher perceived product quality enhances brand image, particularly when reinforced by consistent brand experiences. Wuling should focus on product refinement, customer service, and continuous innovation to improve perceived quality. In markets where competitors offer similar quality levels, brand image is increasingly shaped by other differentiators such as innovation, customer experience, and emotional branding. Descriptive analysis shows that perceived quality is often formed post-purchase rather than at first impression. In a digital environment, customer reviews and community recommendations are key in shaping perceived quality. Negative feedback can weaken its influence on brand image. Thus, Wuling is encouraged to improve aspects with lower perceived ratings—particularly design, by aligning with local consumer preferences. Enhancing electric vehicle technology (e.g., driving range, safety features, after-sales service), sharing user testimonials, and ensuring consistent quality can reinforce a strong and sustainable brand image.

c. The influence of perceived price on brand image for EV Wuling

The study finds that Perceived Price has a moderate and significant positive effect on Brand Image, with a path coefficient of 0.392. This supports the findings by Syahputra et al. (2023), which show that price perception influences the brand image and ultimately strengthens purchase intention. Brand image is positively reinforced when consumers perceive the price as fair and aligned with the product's value. Wuling should implement precise market segmentation and ensure the value matches the price to maintain a favorable brand image. Descriptive analysis indicates that consumers evaluate brands not solely based on price but in conjunction with quality, innovation, service, and brand associations. In some product categories, higher prices are associated with premium quality, while in others, affordability is seen as added value. Excessive discounting may dilute brand exclusivity, whereas consistent pricing without aggressive promotions can enhance brand credibility. Therefore, while price plays a key role in shaping brand image, it must be balanced with the perceived value to maintain a strong market position.

d. The influence of brand image on purchase intention for EV Wuling

The results highlight that brand image plays a central mediating role in shaping consumer purchase intention in the electric vehicle market. The findings reveal that Brand Image strongly influences Purchase Intention, with a path coefficient of 0.776. This suggests that building a positive brand image significantly enhances consumers' willingness to buy. This result is consistent with Guha et al. (2021), who found that a favorable brand image fosters consumer preference and leads to stronger purchase intentions. As brand image is a key driver of purchase intention, Wuling should invest in branding strategies, customer experience, and effective marketing communication. Strengthening brand associations through environmentally focused Corporate Social Responsibility (CSR) initiatives and collaborations with the government—such as promoting tax incentives and odd-even policy exemptions—can further reinforce positive consumer perceptions and elevate brand appeal.

e. The influence of green products on purchase intention via brand image for EV Wuling

The results show that Green Product indirectly affects Purchase Intention through Brand Image, with a path coefficient of 0.177, indicating a weak-to-moderate influence. This suggests that while consumers may not directly consider environmental aspects when purchasing, green attributes help shape a positive brand image, enhancing purchase intention. This finding aligns with Lin and Aremu (2024), who highlighted the mediating role of green brand image in influencing purchase behavior through brand trust. It also supports the Green Trust Theory (Chen & Chang, 2012), which posits that trust in eco-friendly products is developed via brand image before influencing purchase decisions. The relatively weak effect may stem from not all consumers prioritising sustainability, focusing instead on price, quality, or immediate benefits.

Additionally, market skepticism fueled by greenwashing practices—where brands make vague or unverifiable environmental claims—reduces consumer trust. Without transparent proof, green claims may fail to strengthen brand image. Price sensitivity may also deter purchase, as green products are often perceived as more expensive than conventional alternatives.

f. The influence of perceived quality on purchase intention via brand image for EV Wuling

The study reveals that Perceived Quality has an indirect and significant effect on Purchase Intention through Brand Image, with a path coefficient of 0.253, indicating a moderate influence. This suggests that consumers are more likely to purchase when they associate the brand with high quality, but this effect primarily occurs through enhancing the brand image. This finding is consistent with Wibowo et al. (2021), who found that perceived quality significantly affects purchase intention via brand image. Similarly, Çavuşoğlu et al. (2021) emphasized that brand image and perceived quality jointly influence price perception and buying behavior. When perceived quality justifies a higher price, consumer willingness to buy increases. However, the effect remains moderate, possibly because most competitors offer similar quality standards, making other differentiators—such as innovation, customer experience, or emotional branding—more influential in shaping brand image. In the digital era, consumer reviews and peer recommendations also play a critical role in shaping perceptions. Negative feedback can diminish the perceived quality's impact on brand image. Furthermore, as nearly half of the respondents had no direct ownership experience with Wuling, their judgments were based on limited interactions, such as test drives or second-hand impressions. Since perceived quality is often developed through long-term usage, short-term exposure may not be sufficient to establish strong brand associations.

g. The influence of perceived price on purchase intention via brand image for EV Wuling

Similarly, when supported by tangible incentives and value perceptions, perceived price strengthens consumer trust in the brand and encourages purchasing decisions. Although price is often seen as a barrier to EV adoption, clear communication of long-term savings and policy-based benefits can mitigate this concern. The study indicates that Perceived Price indirectly influences Purchase Intention through Brand Image, with a path coefficient of 0.304, reflecting a moderate effect. This means that when consumers perceive the price as fair relative to the value and quality offered, it enhances brand image, increasing purchase intention. This finding aligns with Çavuşoğlu et al. (2021), who demonstrated that perceived price positively affects both brand image and purchase intention, with brand image acting as a reinforcing mediator. However, the influence remains moderate, likely because consumers consider multiple factors—quality, innovation, service, and brand associations—alongside price. Moreover, government incentives for electric vehicles may still be insufficient, limiting consumer purchasing power and affecting price perceptions. Thus, maintaining a balance between price and the value delivered is more crucial than price alone in shaping brand image and purchase intention.

IV. CONCLUSION

With empirical evidence drawn from Wuling electric vehicle users, this research aims to assess the mediating role of brand image in the relationship between green product, perceived quality, and perceived price and their influence on purchase intention. The results provide empirical evidence that each variable significantly affects purchase intention directly and indirectly via brand image. The findings suggest that:

- Green product characteristics appeal to environmentally conscious consumers and enhance brand credibility.
- High perceived quality reinforces trust and consumer preference, especially regarding product performance and reliability.
- Perceived affordability, supported by government incentives, further increases the attractiveness of Wuling's EVs.
- Brand image is a key mediator, transforming positive perceptions into actual purchase intentions.

For electric vehicle manufacturers and marketers, building a strong green and quality-driven brand image is essential in accelerating consumer adoption. This is particularly relevant in developing countries like Indonesia, where infrastructure and awareness are still evolving. Future research may consider expanding to comparative studies across brands or regions and incorporating longitudinal data to track evolving consumer perceptions.

Interest Conflicts

The author declares that there is no conflict of interest concerning the publication of this paper.

Funding Statement

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Acknowledgements

The author expresses sincere gratitude to Telkom University for academic support throughout the preparation of this research. Appreciation is also extended to all survey respondents and experts who contributed valuable insights to the study.

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