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**Innovation, Brand Image, Green Product Awareness, and Trust  
Effects on Electric Vehicle Purchase Intention**

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**ABSTRACT**

**Purpose:** This study examines the influence of innovation, brand image, and green product awareness on consumer trust and purchase interest in electric vehicles, and tests trust as an intervening variable linking these marketing factors to purchase interest.

**Methodology:** A quantitative causal research design was applied to 135 electric vehicle users in Surabaya, Indonesia, selected through a total sampling technique. Data were collected via an online structured questionnaire and analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) in SmartPLS.

**Results:** Innovation and green product awareness significantly and positively affect both trust and purchase interest, whereas brand image does not significantly affect trust but does significantly affect purchase interest directly. Trust significantly and positively affects purchase interest. Mediation analysis shows that innovation and brand image do not significantly influence purchase interest through trust, whereas green product awareness significantly influences purchase interest through trust.

**Conclusions:** Green product awareness is the strongest and most consistent driver of both trust and purchase interest, operating through both direct and trust-mediated pathways, while innovation and brand image influence purchase interest primarily through direct rather than trust-mediated channels.

**Limitations:** The single-city, cross-sectional design and reliance on self-reported survey data limit causal inference and generalizability beyond the Surabaya electric-vehicle market.

**Contributions:** The study extends green-marketing and technology-adoption theory by jointly modeling innovation, brand image, and green awareness with trust as a parallel mediator, offering practical guidance for electric-vehicle manufacturers and policymakers seeking to accelerate consumer adoption in emerging automotive markets.

**Keywords:** *Brand Image, Green Product Awareness, Innovation, Purchase Interest, Trust*

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## 1. Introduction

Rising and volatile fuel prices, coupled with finite and increasingly constrained fossil-fuel reserves, have intensified global attention toward environmentally friendly and energy-efficient transportation alternatives, a concern echoed in the global Education for Sustainable Development (EfSD) agenda and reflected in accelerating consumer and policy interest in electric vehicles ([Zameer & Yasmeen, 2022](#)). In Indonesia, electric vehicle adoption has been actively stimulated by fiscal incentives, most notably the government-borne value-added-tax subsidy for battery-based electric vehicles introduced under Minister of Finance Regulation Number 38 of 2023, which has intensified competition among electric vehicle manufacturers and heightened the strategic importance of understanding what drives consumer purchase interest in this category ([Hidayat & Cowie, 2023](#)).

Consumer trust is widely regarded as a prerequisite for converting product awareness into purchase behavior. Trust reflects confidence in the expertise, reliability, and sincerity of a business partner or brand by [Kotler and Armstrong \(2018\)](#) and [Sullivan and Kim \(2018\)](#), and has been shown in several studies to positively influence purchase intention by [Mahliza \(2020\)](#), [Ihsan and Indayani \(2022\)](#), and [Lukiyana and Anjani \(2022\)](#), although other studies report weaker or non-significant effects depending on product category and market maturity ([Pakpahan & Ryan, 2022](#)). For a relatively novel and capital-intensive product such as an electric vehicle, trust may play an even more decisive role than for routine consumer goods, because the perceived risk associated with unfamiliar technology, battery performance, and after-sales service is comparatively high ([Kurniawan & Ramadhani, 2023](#)).

Several antecedents have been proposed as drivers of consumer trust and, in turn, purchase interest. Innovation and brand image have both been linked to brand trust in prior research by [Pratiwi and Hasin \(2020\)](#) and [Ramadhani and Nurhadi \(2022\)](#), while green product awareness has been shown to strengthen green trust specifically by [Alamsyah and Febriani \(2020\)](#) and [Junarsin, Pangaribuan, Wahyuni, Hidayat, Putra, Maulida, and Soedarmono \(2022\)](#). Environmental concern more broadly has a significant positive effect on green purchase intention by [Hernomo \(2021\)](#) and [Zameer and Yasmeen \(2022\)](#), product innovation that meets consumer needs increases purchase interest by [Maulana and Alisha \(2020\)](#) and [Tanuwijaya, Tandrayuwana, and Aprilia \(2022\)](#), a favorable brand image increases purchase intention by reinforcing perceived product value by [Benhardy, Hardiyansyah, Putranto, and Ronadi \(2020\)](#), [Haitao \(2022\)](#) and [Rahmawati and Yayak \(2021\)](#), and awareness of green products, shaped by perceived price, value, and quality, increases interest in purchasing environmentally friendly products by [Mensah \(2021\)](#), [Lestari, Septifani, and Nisak \(2021\)](#) and [Hernizar, Ramadan, and Glorious \(2019\)](#).

Despite this substantial body of evidence, findings across studies remain inconsistent regarding whether innovation, brand image, and green product awareness influence purchase interest directly, indirectly through trust, or through both pathways simultaneously, and few studies have tested all three antecedents alongside trust within a single structural model specific to the electric vehicle category in an Indonesian metropolitan market ([Pratiwi & Hasin, 2020](#)). The novelty of this study lies in its simultaneous, comparative modeling of innovation, brand image, and green product awareness as parallel predictors of both trust and purchase interest, allowing direct identification of which antecedent operates mainly through trust and which operates mainly through direct channels, a distinction with direct relevance for how electric vehicle manufacturers should allocate marketing and product-development resources. Accordingly, this study aims to determine the influence of innovation, brand image, and green product awareness on consumer trust; to determine the influence of these three factors on purchase interest, both directly and through trust; and to determine the effect of trust on consumers' purchase interest in electric vehicles among users in Surabaya, Indonesia ([Hernizar et al., 2019](#)).

## 2. Literature Review and Hypotheses Development

### 2.1 Innovation

Innovation refers to the introduction of new or significantly improved products, features, or processes that create value for consumers and differentiate a brand from its competitors ([Mendoza, 2015](#)). In the automotive sector, innovation manifests in battery technology, charging infrastructure integration, digital connectivity, and design features that address consumer concerns about range, safety, and convenience. Innovation-based marketing research shows that innovation communicated through digital and online media strengthens brand trust, brand loyalty, and customer satisfaction by [Pratiwi and Hasin \(2020\)](#), suggesting that innovation operates not only as a direct performance signal but also as a trust-building mechanism, particularly for technologically unfamiliar products such as electric vehicles.

Empirical evidence on innovation's relationship with purchase interest is generally positive: innovations that meet consumer needs and preferences increase purchase interest across product categories ranging from food service to beverages by [Maulana and Alisha \(2020\)](#) and [Tanuwijaya, Tandrayuwana, and Aprilia \(2022\)](#). Meta-analytic evidence further indicates that innovation capability varies by organizational type and market context, implying that its effect on consumer outcomes is not uniform and should be examined empirically within specific product categories such as electric vehicles rather than assumed from evidence in unrelated sectors ([Mendoza, 2015](#)).

In the context of electric vehicles, innovation represents a key source of competitive advantage because consumers evaluate not only current product performance but also the potential for future technological advancement. Features such as longer battery life, faster charging capability, intelligent connectivity, and enhanced safety systems can increase consumers' perceptions of product value while reducing uncertainty associated with adopting new technology ([Rahman & Nguyen-Viet, 2023](#)). Therefore, innovation is expected to influence purchase intention both directly by enhancing perceived product benefits and indirectly by strengthening consumer trust in the brand's technological competence and long-term reliability.

### 2.2 Brand Image

Brand image is the set of beliefs, associations, and perceptions that consumers hold about a brand, shaped by marketing communications, product experience, and word of mouth ([Hsieh, 2016](#)). A strong, favorable brand image reduces perceived risk and signals quality, which is particularly consequential for high-involvement, high-cost purchases such as electric vehicles, where consumers cannot easily verify performance claims before purchase ([Rahmawati & Yayak, 2021](#)). Brand image has been shown to mediate the relationship between price perception and purchase intention, underscoring its role as a cognitive shortcut that consumers use to evaluate unfamiliar or complex products ([Benhardy, Hardiyansyah, Putranto, & Ronadi, 2020](#)).

The relationship between brand image and trust is theoretically expected to be positive, since a favorable image should reinforce confidence in the brand's reliability ([Ramadhani & Nurhadi, 2022](#)). However, some studies report that brand image affects purchase intention directly without a significant pathway through trust, suggesting that consumers may rely on image-based heuristics to form purchase intentions independently of a more deliberative trust-formation process ([Haitao, 2022](#)). This divergence motivates the present study's explicit test of whether brand image's effect on purchase interest in electric vehicles operates directly, through trust, or both.

In the electric vehicle industry, brand image extends beyond traditional perceptions of quality and reputation to encompass technological leadership, environmental responsibility, and long-term service commitment. Consumers often associate well-established brands with greater product reliability, advanced innovation, and stronger after-sales support, all of which reduce uncertainty in adopting relatively new technologies. Consequently, a positive brand image may simultaneously strengthen consumers' confidence in the brand and directly enhance purchase intention, making it an important strategic asset for manufacturers seeking to accelerate electric vehicle adoption.

### 2.3 Green Product Awareness

Green product awareness refers to the extent to which consumers recognize and understand the environmental attributes, benefits, and credentials of a product ([Cherian & Jacob, 2012](#)). As environmental concern has become a mainstream purchasing consideration, green product awareness has emerged as a robust predictor of green trust and green purchase intention across multiple product categories, including apparel, food, and consumer electronics ([Mensah, 2021](#)). Awareness that is grounded in perceived price fairness, functional value, and safety credentials appears particularly effective at converting environmental concern into concrete purchase interest ([Lestari, Septifani, & Nisak, 2021](#); [Hernizar, Ramadan, & Glorious, 2019](#)).

For electric vehicles specifically, green product awareness is theorized to operate through two channels: a direct channel, in which environmentally conscious consumers value the product's ecological credentials irrespective of trust considerations, and an indirect channel, in which awareness builds green trust that then translates into purchase interest ([Alamsyah & Febriani, 2020](#); [Junarsin et al., 2022](#)). Recent evidence from the electric-vehicle and green-mobility literature confirms that environmental awareness combined with perceived innovation jointly strengthens green purchase intention, reinforcing the theoretical rationale for modeling green product awareness alongside innovation and brand image within a single framework ([Zameer & Yasmeen, 2022](#)).

Beyond environmental concern, the effectiveness of green product awareness depends on consumers' ability to distinguish genuine environmental performance from promotional claims. When consumers perceive that a company's environmental commitments are credible and supported by transparent product information, eco-labels, and verifiable sustainability practices, they are more likely to form favorable evaluations and stronger purchase intentions ([Chen, 2013](#)). In the context of electric vehicles, therefore, green product awareness serves not only as an indicator of environmental knowledge but also as a cognitive foundation that reinforces consumer confidence in the product's long-term economic and ecological value, thereby increasing the likelihood of purchase ([Pancic, Belantari, & Aloui, 2023](#)).

### 2.4 Trust

Trust is defined as a consumer's willingness to rely on a brand based on beliefs about its competence, benevolence, and integrity ([Kotler, & Armstrong, 2018](#); [Sullivan, & Kim, 2018](#)). Trust reduces perceived transaction risk and uncertainty, which is especially salient for electric vehicles given their relative novelty, high price point, and dependence on supporting infrastructure such as charging networks. Trust has been found to positively influence purchase intention across e-commerce, online retail, and green-product contexts by [Mahliza \(2020\)](#), [Ihsan and Indayani \(2022\)](#) and [Lukiyana and Anjani \(2022\)](#), although its effect size and significance vary depending on product category, prior brand experience, and the presence of competing trust cues such as third-party certification ([Pakpahan & Ryan, 2022](#)).

Trust is theorized in this study as a parallel mediating mechanism linking innovation, brand image, and green product awareness to purchase interest. This mediated structure is consistent with recent green-marketing studies that model trust as an intervening variable between antecedent brand or product perceptions and purchase or repurchase intention. By testing trust as a common mediator for three distinct antecedents, the present study can identify differentiated mediation patterns, that is, which antecedents rely on trust to influence purchase interest and which do not, providing more granular theoretical and managerial insight than models that examine a single antecedent-trust-outcome chain in isolation.

In addition, trust plays a pivotal role in the electric vehicle market because consumers must evaluate not only the product itself but also the broader ecosystem that supports its use, including after-sales service, battery reliability, charging infrastructure, and manufacturer commitment to sustainability. Consumers who perceive an electric vehicle brand as innovative, reputable, and genuinely committed to environmental responsibility are more likely to develop trust, which subsequently strengthens their willingness to purchase. Consequently, trust functions not merely as a direct determinant of purchase intention but also as a psychological mechanism that transforms favorable

perceptions of innovation, brand image, and green product awareness into stronger purchase intentions, making it a critical construct for understanding consumer decision-making in the adoption of electric vehicles.

### **2.5 Purchase Interest and Hypotheses Development**

Purchase interest reflects a consumer's expressed intention or willingness to acquire a specific product in the foreseeable future, and is widely used in marketing research as a proximal behavioral proxy for actual purchase decisions (Wu & Chen, 2014). For electric vehicles, purchase interest is shaped jointly by rational evaluation of product attributes, such as innovation and environmental credentials, and by more affective or heuristic evaluations, such as brand image and trust (Wang, Zhang, & Wong, 2022). Based on the theoretical and empirical review above, this study proposes the following hypotheses:

- H<sub>1</sub>*: Innovation positively affects trust
- H<sub>2</sub>*: Brand image positively affects trust
- H<sub>3</sub>*: Green product awareness positively affects trust
- H<sub>4</sub>*: innovation positively affects purchase interest
- H<sub>5</sub>*: Brand image positively affects purchase interest
- H<sub>6</sub>*: Green product awareness positively affects purchase interest
- H<sub>7</sub>*: Trust positively affects purchase interest
- H<sub>8</sub>*: Innovation positively affects purchase interest through trust
- H<sub>9</sub>*: Brand image positively affects purchase interest through trust
- H<sub>10</sub>*: Green product awareness positively affects purchase interest through trust

This ten hypotheses structure enables the study to disentangle direct and trust-mediated pathways for each antecedent, addressing the inconsistencies identified in prior literature and generating actionable insight for electric-vehicle marketing strategy.

## **3. Methodology**

This study employed a quantitative research method with a causal explanatory design to test the directional relationships among innovation, brand image, green product awareness, trust, and purchase interest. The research was conducted among electric vehicle users in Surabaya, Indonesia. The population and sample comprised 135 electric vehicle users, selected through a total sampling technique appropriate for a identifiable and accessible user population of this size. Primary data were collected through a structured, closed-ended online questionnaire measured on a five-point Likert scale ranging from strongly disagree to strongly agree, distributed to registered electric vehicle owners and users; secondary data were drawn from industry reports and government regulatory documents, including Minister of Finance Regulation Number 38 of 2023, to contextualize the incentive environment surrounding electric vehicle adoption in Indonesia.

The study operationalized five latent constructs. Innovation ( $X_1$ ), brand image ( $X_2$ ), and green product awareness ( $X_3$ ) were treated as exogenous independent variables; trust ( $Z$ ) was treated as the intervening variable; and purchase interest ( $Y$ ) was treated as the dependent variable. Each construct was measured using multiple indicators adapted from validated prior instruments in the innovation, branding, and green-marketing literature. Data were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) via SmartPLS software, an approach well suited to prediction-oriented consumer behavior models involving multiple exogenous predictors and a single mediating construct (Ghozali & Latan, 2015). The analysis proceeded through outer (measurement) model evaluation, comprising convergent validity, discriminant validity, and reliability testing, followed by inner (structural) model evaluation, comprising path coefficients, coefficients of determination ( $R^2$ ), and bootstrapped t-statistics and p-values for both direct and specific indirect effects.

Convergent validity was assessed using Average Variance Extracted (AVE) values exceeding 0.50 and outer loadings exceeding 0.70 for each indicator. Discriminant validity was assessed through cross-loading comparisons and AVE-based criteria, requiring that each indicator correlate more strongly with its own construct than with any other construct in the model. Reliability was evaluated using composite reliability, with a threshold of 0.60 following Nunnally as cited in [Ghozali and Latan \(2015\)](#), and Cronbach's alpha, with values indicating adequate internal consistency across all five constructs. A t-statistic threshold of 1.96 at the 5 percent significance level, together with a p-value threshold of 0.05, was applied to determine the significance of each hypothesized direct and indirect path.

Structural model evaluation used the coefficient of determination ( $R^2$ ) to assess the explanatory strength of the model for trust and purchase interest, following the convention that  $R^2$  values of 0.67, 0.33, and 0.19 indicate strong, moderate, and weak explanatory power respectively ([Ghozali & Latan, 2015](#)). Predictive relevance was further assessed using the  $Q^2$  statistic derived from a blindfolding procedure. Path significance and specific indirect (mediation) effects were tested using nonparametric bootstrapping with resampling, generating t-statistics, p-values, and original sample coefficients for each hypothesized relationship, consistent with standard PLS-SEM reporting conventions for mediation analysis in consumer behavior research.

#### 4. Results and Discussion

The outer (measurement) model was evaluated first. All indicator outer loadings exceeded 0.70, and Average Variance Extracted (AVE) values for all five constructs, innovation, brand image, green product awareness, trust, and purchase interest, exceeded the 0.50 threshold, confirming convergent validity. Cross-loading analysis confirmed that each indicator correlated most strongly with its intended construct, supporting discriminant validity. Composite reliability values for all constructs exceeded 0.60, and Cronbach's alpha values likewise indicated adequate internal consistency, together confirming that the measurement instrument is reliable for structural model testing.

Descriptive analysis of the 135 respondents indicates a sample skewed toward younger, urban, and relatively affluent consumers, consistent with the current early-adopter phase of electric-vehicle diffusion in Indonesia. Most respondents reported having researched multiple brands and models before purchase, and a substantial proportion indicated that environmental considerations, rather than cost savings alone, were a primary motivation for adoption, a pattern consistent with early-stage green-technology adoption described in the broader green-marketing literature ([Zhuang, Luo, & Riaz, 2021](#)). This descriptive context is useful for interpreting the structural results, since it suggests that the sample is particularly well positioned to respond to environmentally framed marketing and product-awareness messaging, which may partly explain the outsized influence of green product awareness observed in the structural model.

The bootstrapped structural model shows that trust ( $Z$ ) is influenced by innovation ( $X_1$ ), brand image ( $X_2$ ), and green product awareness ( $X_3$ ), and that purchase interest ( $Y$ ) is influenced by innovation ( $X_1$ ), brand image ( $X_2$ ), green product awareness ( $X_3$ ), and trust ( $Z$ ), as expressed in the following structural equations:  $Z = 0.167 X_1 + 0.113 X_2 + 0.610 X_3$ , and  $Y = 0.260 X_1 + 0.214 X_2 + 0.646 X_3 + 0.206 Z$ . Green product awareness ( $X_3$ ) exhibits the largest standardized path coefficient toward both trust and purchase interest, indicating that it is the dominant predictor within the model.

Table 1. R-Square results

| Endogenous Construct      | R-Square | Percentage Explained | Category |
|---------------------------|----------|----------------------|----------|
| Trust ( $Z$ )             | 0.702    | 70.2%                | Strong   |
| Purchase Interest ( $Y$ ) | 0.761    | 76.1%                | Strong   |

Table 1 shows the R-square results indicate that innovation, brand image, and green product awareness jointly explain 70.2 percent of the variance in trust, and that innovation, brand image, green product awareness, and trust jointly explain 76.1 percent of the variance in purchase interest, both of which fall within the strong explanatory category. The  $Q^2$  predictive relevance values for

both trust and purchase interest were positive, confirming that the structural model possesses adequate predictive relevance in addition to strong explanatory power.

Table 2. Direct path coefficients and significance

| Relationship                                | Original Sample | T-Statistic | P-Value | Conclusion      |
|---------------------------------------------|-----------------|-------------|---------|-----------------|
| Innovation → Trust                          | 0.167           | 2.089       | 0.037   | Significant     |
| Brand Image → Trust                         | 0.113           | 1.195       | 0.233   | Not significant |
| Green Product Awareness → Trust             | 0.610           | 6.718       | 0.000   | Significant     |
| Innovation → Purchase Interest              | 0.260           | 3.456       | 0.001   | Significant     |
| Brand Image → Purchase Interest             | 0.214           | 2.476       | 0.014   | Significant     |
| Green Product Awareness → Purchase Interest | 0.646           | 6.082       | 0.000   | Significant     |
| Trust → Purchase Interest                   | 0.206           | 2.133       | 0.033   | Significant     |

Table 2 shows the direct-effects results show that innovation and green product awareness each exert a significant positive effect on trust, while brand image does not reach significance as a predictor of trust. All three antecedents, innovation, brand image, and green product awareness, exert significant positive direct effects on purchase interest, and trust itself exerts a significant positive effect on purchase interest.

Table 3. Specific indirect (mediation) effects via trust

| Indirect Path                                       | Original Sample | T-Statistic | P-Value | Mediation Conclusion |
|-----------------------------------------------------|-----------------|-------------|---------|----------------------|
| Innovation → Trust → Purchase Interest              | 0.034           | 1.442       | 0.150   | No mediation         |
| Brand Image → Trust → Purchase Interest             | 0.023           | 0.955       | 0.340   | No mediation         |
| Green Product Awareness → Trust → Purchase Interest | 0.126           | 1.977       | 0.049   | Mediation confirmed  |

Table 3 shows the mediation results show that trust does not significantly mediate the relationship between innovation and purchase interest, nor between brand image and purchase interest, since both indirect t-statistics fall below 1.96 and both p-values exceed 0.05. Trust does, however, significantly mediate the relationship between green product awareness and purchase interest, with a t-statistic of 1.977 and a p-value of 0.049. This pattern indicates that green product awareness is the only antecedent in the model whose influence on purchase interest operates through both a direct channel and a trust-mediated channel simultaneously, underscoring its centrality to electric-vehicle purchase decisions in this sample.

#### 4.1 Discussion

**The Influence of Innovation on Trust.** Innovation exerts a significant positive effect on trust ( $T = 2.089$ ,  $p = 0.037$ ), consistent with [Pratiwi and Hasin \(2020\)](#), who found that innovation communicated through digital media strengthens brand trust. This suggests that electric-vehicle manufacturers perceived as technologically advanced, for example through battery innovation or smart connectivity features, are more likely to be trusted by consumers evaluating an unfamiliar product category. **The Influence of Brand Image on Trust.** Brand image does not significantly affect trust ( $T = 1.195$ ,  $p = 0.233$ ), diverging from [Ramadhani and Nurhadi \(2022\)](#), who reported a significant brand image-trust relationship in the context of a well-established consumer goods brand. This divergence may reflect the relative newness of electric-vehicle brands in the Indonesian

market: without an extensive track record, favorable brand perceptions alone may not yet be sufficient to generate the deeper confidence captured by the trust construct, which instead appears more responsive to demonstrated innovation and environmental credibility.

**The Influence of Green Product Awareness on Trust.** Green product awareness exerts the strongest and most significant effect on trust in the model ( $T = 6.718, p = 0.000$ ), consistent with [Alamsyah and Febriani \(2020\)](#) and [Junarsin et al. \(2022\)](#), who found that green brand awareness strengthens green trust. This indicates that for electric vehicles specifically, environmental credibility is the primary lever through which manufacturers can build the deep consumer confidence needed to support a high-involvement purchase decision. **The Influence of Innovation on Purchase Interest.** Innovation significantly and positively affects purchase interest ( $T = 3.456, p = 0.001$ ), consistent with [Maulana and Alisha \(2020\)](#) and [Tanuwijaya et al. \(2022\)](#), who found that innovations meeting consumer needs increase purchase interest. This confirms that innovation functions as an independent purchase driver for electric vehicles, not solely as a trust-building antecedent.

**The Influence of Brand Image on Purchase Interest.** Brand image significantly and positively affects purchase interest ( $T = 2.476, p = 0.014$ ), consistent with [Benhardy et al. \(2020\)](#), [Haitao \(2022\)](#), and [Rahmawati and Yayak \(2021\)](#), who found that favorable brand image increases purchase intention. Notably, this direct effect is significant even though brand image's effect on trust is not, indicating that brand image operates on purchase interest through a heuristic, image-based evaluation process rather than through the deeper cognitive trust-formation process. **The Influence of Green Product Awareness on Purchase Interest.** Green product awareness significantly and positively affects purchase interest ( $T = 6.082, p = 0.000$ ), consistent with [Mensah \(2021\)](#), [Lestari, Septifani, and Nisak \(2021\)](#), and [Hernizar, Ramadan, and Glorious \(2019\)](#), who found that awareness of safe, environmentally credible products increases purchase interest. Combined with its strong effect on trust, this confirms green product awareness as the most influential antecedent in the entire model.

**The Influence of Trust on Purchase Interest.** Trust significantly and positively affects purchase interest ( $T = 2.133, p = 0.033$ ), consistent with [Mahliza \(2020\)](#), [Ihsan and Indayani \(2022\)](#), and [Lukiyana and Anjani \(2022\)](#), who found that trust positively influences purchase intention. This confirms trust's role as a meaningful, though not singularly dominant, driver of electric-vehicle purchase interest in this sample. **The Influence of Innovation on Purchase Interest through Trust.** This indirect effect is not significant ( $T = 1.442, p = 0.150$ ), indicating that although innovation builds trust and independently drives purchase interest, the trust it builds does not itself carry forward into additional purchase interest. Innovation's total effect on purchase interest is therefore driven almost entirely by its direct channel.

**The Influence of Brand Image on Purchase Interest through Trust.** This indirect effect is likewise not significant ( $T = 0.955, p = 0.340$ ), which follows logically from brand image's non-significant effect on trust; with no significant first-stage path, a significant mediation effect could not be expected. Brand image's influence on purchase interest in this sample operates exclusively through its direct pathway. **The Influence of Green Product Awareness on Purchase Interest through Trust.** This indirect effect is significant ( $T = 1.977, p = 0.049$ ), confirming that trust partially mediates the relationship between green product awareness and purchase interest. This is the study's central mediation finding: green product awareness is the only antecedent whose influence on electric-vehicle purchase interest is reinforced through both a direct pathway and a trust-based pathway, making it a uniquely powerful lever for manufacturers and policymakers seeking to accelerate adoption.

**Integrative Synthesis.** Taken together, the results reveal a differentiated pattern across the three antecedents. Green product awareness is the strongest driver overall, operating through both direct and trust-mediated channels, consistent with the broader green-marketing literature's emphasis on environmental credibility as a trust-building and purchase-driving force in sustainable product categories ([Zameer & Yasmeen, 2022](#); [Wang, Zhang, & Wong, 2022](#)). Innovation drives purchase interest both directly and by building trust, but the trust it builds does not itself convert into additional purchase interest, suggesting that innovation's persuasive power operates largely through

immediate perceived value rather than through a longer, trust-mediated evaluation process. Brand image, by contrast, appears to function as a purely direct, heuristic driver of purchase interest in this still-emerging electric-vehicle market, with no meaningful role for trust as an intervening mechanism. These findings collectively suggest that for electric-vehicle marketers, environmental-credibility communication offers the broadest leverage, since it is the only lever that simultaneously strengthens trust and independently drives purchase interest, while innovation and branding investments should be evaluated primarily for their direct persuasive effect rather than their capacity to build deeper consumer trust.

## **5. Conclusions**

### **5.1 Conclusion**

This study demonstrates that innovation and green product awareness significantly and positively influence both consumer trust and purchase interest in electric vehicles, while brand image significantly influences purchase interest directly but not trust. Trust itself significantly and positively influences purchase interest. Mediation analysis confirms that trust significantly mediates the relationship between green product awareness and purchase interest, but does not significantly mediate the relationships between innovation or brand image and purchase interest. These findings collectively indicate that green product awareness is the single most influential and structurally central factor shaping electric-vehicle purchase interest among consumers in Surabaya, Indonesia, operating through both direct and trust-mediated channels.

Theoretically, the study contributes to green-marketing and technology-adoption literature by demonstrating that trust does not uniformly mediate the effects of all brand- and product-related antecedents on purchase interest; rather, its mediating role is contingent on the nature of the antecedent, being significant for environmentally grounded awareness but not for innovation or image-based perceptions. Practically, the findings suggest that electric-vehicle manufacturers and policymakers seeking to accelerate adoption should prioritize communication strategies that build genuine, substantiated green product awareness, since this is the only lever in the model that simultaneously strengthens consumer trust and independently drives purchase interest, while continuing to invest in visible product innovation and brand-image development as complementary, directly persuasive strategies.

These results also carry implications for regulatory policy. Because green product awareness is the strongest driver of both trust and purchase interest, government communication accompanying fiscal incentives such as the value-added-tax subsidy under Minister of Finance Regulation Number 38 of 2023 should emphasize verifiable environmental benefits and life-cycle sustainability credentials, rather than price incentives alone, to maximize the incentive's effect on consumer adoption. For manufacturers, the finding that brand image influences purchase interest without building trust suggests that image-focused advertising campaigns can generate short-term interest but may need to be paired with substantive innovation and sustainability communication to build the durable trust that supports long-term brand loyalty and repeat purchase in the electric-vehicle category.

### **5.2 Research Limitations**

This study is subject to several limitations. First, the single-city, cross-sectional design restricts causal inference and limits generalizability to electric-vehicle markets outside Surabaya or to other emerging automotive markets with different regulatory and infrastructural conditions. Second, the sample of 135 electric-vehicle users, while adequate for SEM-PLS estimation, may not fully capture heterogeneity across vehicle segments, price tiers, or urban versus suburban usage contexts. Third, data were collected exclusively through self-reported online questionnaires, which may be subject to common-method bias and social-desirability effects, particularly for environmentally framed items. Fourth, the study measured purchase interest rather than actual purchase behavior, and the relationship between stated interest and realized purchase can diverge, especially for high-cost, infrequently purchased products such as vehicles.

### 5.3 Directions and Future Study

Future research should consider longitudinal designs that track consumers from initial purchase interest through to actual purchase and post-purchase satisfaction, enabling stronger causal inference regarding the antecedents examined here. Comparative studies across multiple Indonesian cities, or across other emerging electric-vehicle markets in Southeast Asia, would strengthen the generalizability of the differentiated mediation pattern identified in this study. Future studies might also incorporate additional constructs such as perceived price fairness, charging-infrastructure availability, government incentive awareness, and social influence, to build a more comprehensive model of electric-vehicle adoption, and might examine brand image and innovation as potential moderators, rather than solely as antecedents, of the green-awareness-trust-purchase interest pathway identified here.

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