

The Role of Consumer Trust in Mediating Green Marketing and Word of Mouth Effects on Purchase Decision: The Moderating of Environmental Knowledge

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Abstract

This study aims to analyze the effect of green marketing and word of mouth on purchase decision, with consumer trust as a mediating variable and environmental knowledge as a moderating variable, in the context of electric car consumers in West Sumatra Province. This study used a quantitative approach with primary data obtained through questionnaires from 134 respondents selected using cluster random sampling. Data analysis used Structural Equation Modeling (SEM) using Smart-PLS version 4. The results showed that green marketing and word of mouth did not have a significant influence on purchase decision. However, green marketing and word of mouth had a positive and significant influence on consumer trust. Furthermore, consumer trust and environmental knowledge had a positive and significant influence on purchase decision, and environmental knowledge had a positive and significant influence on consumer trust. In addition, the results of the study indicate that consumer trust mediates the relationship between green marketing and word of mouth on purchase decision. Meanwhile, environmental knowledge does not moderate the relationship between green marketing and consumer trust and does not moderate the relationship between consumer trust and purchase decision.

Keywords: purchase decision ; consumer trust ; green marketing ; word of mouth; enviromental knowledge

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Introduction

The automotive industry serves as an essential component in fostering economic development and supporting growth across national and regional economies. This sector not only contributes to government revenue through taxation and exports, but also generates significant employment opportunities. Furthermore, the automotive industry stimulates the growth of related sectors, including automotive repair services, spare parts distribution, and transportation services, thereby creating a substantial multiplier effect on economic activities. At the regional level, the presence of the automotive industry enhances community welfare by expanding business opportunities and attracting domestic and foreign investment (Pirmana et al., 2023). However, despite these benefits, the automotive industry also has several important issues. These include a high dependence on fossil fuels, environmental problems such as carbon emissions and air pollution. These challenges highlight the need for transformation within the industry.

The automotive sector worldwide is currently experiencing a substantial shift toward the use of electric vehicles as a cleaner and more sustainable mode of transportation. These vehicles are increasingly recognized as an effective approach to decreasing dependence on conventional fossil-based energy sources while helping to lower carbon emissions that have been associated with environmental degradation and climate change. This transition has also accelerated technological advancements in the energy and transportation sectors, particularly in the development of more durable battery technologies and faster, more efficient charging systems (Sudjoko, 2021).

As one of the world's developing economies with a substantial population, Indonesia has shown a strong commitment to accelerating the adoption of Battery Electric Vehicles (BEVs) through the implementation of clean energy transition policies, as stipulated in Presidential Regulation No. 55 of 2019. To support this objective, the government has introduced a range of policy instruments, including tax incentives, vehicle purchase subsidies, and the development of electric vehicle charging infrastructure in strategic locations nationwide. These efforts form an integral part of Indonesia's long-term strategy to support efforts to shift away from imported fossil energy while reducing emissions that contribute to the greenhouse effect. The effectiveness of these policy measures is reflected in the increasing trend of electric vehicle sales observed in recent months across the country.

Table 1 Electric Car Sales in Indonesia Semester 1 / 2025

Month	Unit	Growth (%)
Januari	2.517	-
Februari	5183	105,9
Maret	8.850	70,8
April	7.402	-16,4
Mei	6.393	-13,6
Juni	5.501	-13,5

Source: Gaikindo(2025), Processed 2025

Based on the data in Table 1.1 regarding electric car sales volume in Indonesia in the first half of 2025, there was fluctuation from January to June. In January, initial sales were recorded at 2,517 units, then experienced a significant spike in February, reaching 5,183 units, an increase of approximately 105.9%. The increase continued in March, with a total of 8,850 units, although growth slowed to 70.8%. Entering April, sales began to decline to 7,402 units, a negative growth of 16.4% compared to the previous month. This downward trend continued in May with 6,393 units, a decrease of 13.6%, and decreased again in June to 5,501 units, a decrease of 13.5%. Overall, the data shows a sharp increase in the first quarter followed by a decline in sales in the following three months.

Within the scope of the electric car market environment in West Sumatra Province, two brands are showing rapid growth: Wuling and Hyundai. Both brands are known for their innovation in delivering environmentally friendly, efficient electric cars that meet the needs of modern society. Wuling offers electric cars at more affordable prices and practical designs for everyday use, while Hyundai offers products with advanced technology and premium features.

The intense competition between these two electric car brands requires each manufacturer to develop an appropriate marketing strategy to attract consumers. To face this competition, manufacturers must not only compete on product quality but also understand consumer needs and desires. One important marketing strategy is understanding consumer behavior, including consumer

purchasing decisions. To understand the phenomenon of electric car purchasing decisions in West Sumatra, see the following secondary data.

Table 2 Market Share Of Electric Cars In West Sumatra Semester 1 / 2025

Month	Indonesia (Unit)	Sumbar (Unit)	Market Share (%)
Januari	2.517	2	0,07
Februari	5.183	1	0,01
Maret	8.850	18	0,2
April	7.402	6	0,08
Mei	6.393	4	0,06
Juni	5.501	3	0,05

Source: Gaikindo (2025), Wuling Padang (2025), dan Hyundai Padang (2025), *Processed* 2025

Based on the sales of two electric cars in West Sumatra in the first half of 2025, the market share of electric cars remains very low compared to total national monthly sales. From January to June, the number of units sold in West Sumatra was only around 1–18 units per month, with a market share of between 0.01% and 0.20%. The highest figure was in March with 18 units and a market share of 0.20%, while the lowest month was February with only one unit and a market share of 0.01%. These low figures reflect the still-weak consumer purchasing decisions for electric cars in West Sumatra.

According Schiffman and Wisenblit (2019), purchasing decisions arise from needs or desires that need to be fulfilled. They argue that consumer purchasing decisions are shaped by a combination of internal and external determinants. Internal determinants include factors such as motivation, perception, and prior experiences, whereas external determinants encompass cultural influences, social environments, and promotional activities. Consequently, a purchasing decision should not be viewed merely as the act of acquiring a product or service; rather, it represents the outcome of a complex evaluation process that is influenced by both psychological factors and the surrounding social environment of consumers.

Among the various factors affecting consumer purchasing behavior, consumer trust has been identified as a crucial element. Consumer trust refers to the degree of confidence consumers place in a seller's honesty, reliability, and competence in delivering products and services that align with promised expectations (Pratondo et al., 2023). Prior empirical research has provided substantial evidence that trust positively contributes to consumers' purchasing decisions (Fatturakhman & Yahya, 2024 ; Girsang & Husda, 2024). This relationship indicates that higher levels of trust encourage consumers to proceed with purchase decisions, thereby reinforcing the importance of trust as a fundamental driver of consumer behavior.

In contrast, existing studies in the field of marketing management highlight green marketing as an important antecedent of consumer trust (Satya & Panasea, 2024 ; Fitaloka & Kusuma, 2022 ; Suherman & Puspaningrum, 2023). Empirical evidence consistently indicates that the adoption of environmentally sustainable marketing practices contributes positively to the development of consumer trust. This suggests that companies demonstrating a strong commitment to environmental responsibility are more likely to be perceived as credible and trustworthy by consumers. Conversely, limited engagement in green marketing activities may reduce consumers' confidence in a firm's

products and business practices. The study findings emphasize that green marketing serves as an essential approach for strengthening consumer trust and ensuring its continuity over the long term.

Consumer trust can be influenced by several underlying factors, including word of mouth because information derived from other people's experiences is considered better and more convincing than company promotions. Recommendations or testimonials from family, friends, or previous users can build confidence that a product is worth considering. This finding is supported by Indrawan et al. (2024), who stated that word of mouth (WOM) significantly increases consumer trust in a brand, especially when the information received is deemed relevant and objective. Furthermore, research by Sintiadewi et al. (2024) shows that positive WOM can strengthen trust and reduce perceived risk in purchasing decisions.

Environmental knowledge has been widely acknowledged as a significant factor in influencing consumer trust and purchase-related behavior toward environmentally sustainable products, including electric vehicles. Individuals who possess a greater understanding of environmental issues, the consequences of greenhouse gas emissions, and the benefits associated with green technologies tend to exhibit stronger confidence in the environmental attributes and claims of such products. Vironika and Maulida (2025) argue that environmental knowledge enhances consumers' perceptions regarding the credibility, safety, and environmental benefits of green products, thereby strengthening their trust in these offerings.

Nevertheless, several gaps in the existing literature remain unresolved. Previous research by Burgos et al. (2010), mainly investigated the direct relationship between environmental knowledge and consumer trust, with limited attention given to its potential function as a moderating variable in consumer behavior frameworks. Similarly, Bahtiar (2025) focused primarily on the direct effect of environmental knowledge on consumer trust. Furthermore, studies examining how environmental knowledge interacts with other influential factors are still relatively limited. This limitation is particularly evident in the context of electric vehicle adoption within developing economies. Therefore, additional empirical research is necessary to explore the subject in greater depth and improve understanding of the mechanisms through which environmental knowledge influences consumer trust and purchasing behavior.

Literature Review

Purchase Decision

Kotler and Keller (2022) conceptualize purchasing decisions as a decision-making process through which consumers select products or services that best satisfy their needs and preferences. This process involves multiple stages, beginning with the recognition of a problem or need, followed by information search, evaluation of alternative choices, and ultimately the selection of a preferred product or service. Schiffman and Wisenblit (2019) define purchasing decisions as the outcome of a systematic evaluation process in which consumers identify a problem, acquire relevant information, compare available alternatives, and choose the option that most effectively resolves their needs. Therefore, purchasing decisions can be understood as the final result of a complex cognitive and behavioral process undertaken by consumers prior to making a purchase. Essentially, a purchasing decision is an action or behavior of consumers who make or not make a purchase or transaction. The number of consumers in making a decision is one of the determinants of whether or not a company's

goals are achieved. Consumers are often faced with several choices in using a product (Galuh & Aditya, 2024).

Consumer Trust

Consumer trust represents consumers' confidence in the credibility, integrity, and reliability of a company or brand, reflecting their expectation that the firm will consistently meet its commitments and deliver value as promised (Kotler & Keller, 2022). According to Kuant and Erdiansyah (2022), building consumer trust is one of the toughest challenges in marketing. Trust will grow if marketers are able to provide the best and reduce the level of risk in the eyes of consumers. If consumers have chosen to trust a product or brand, it will be easier for them to decide to use that product or brand. Consumer trust is essential in building effective relationships between companies and their customers. Through high trust, consumers not only rely on the information provided but also feel safe and comfortable making purchases that can lead to long-term relationships. Efforts to increase trust should include improving product quality, satisfactory service, and a strong brand reputation. This is expected to encourage better purchasing decisions and higher customer retention (Syamsiah, 2023).

Green Marketing

Green marketing refers to a marketing approach that emphasizes the promotion and development of products and services designed to minimize negative impacts on the environment. In this context, companies strive to develop, produce, and market products while considering the environmental impacts they generate throughout their life cycle, including raw material use, production processes, distribution, and waste generation. Green marketing serves as a strategic tool for targeting environmentally conscious consumers while fostering a positive corporate image by demonstrating the firm's commitment to environmental sustainability and responsible business practices (Rachmawati et al., 2024). According to Hasan dan Ali (2015), green marketing also involves strategies to create long-term value that focus not only on business profits but also on social and ecological responsibility.

Word of Mouth

Word of mouth (WOM) is recognized as an informal interpersonal communication process through which consumers convey information, experiences, and assessments related to products, services, or brands. Because WOM is generally voluntary and independent of organizational incentives, it is often perceived as a more credible and reliable source of information than traditional promotional activities (Pranandha & Kusumadewi, 2022). The influence of WOM extends beyond simple information sharing, as recommendations and opinions communicated among consumers can significantly shape attitudes and purchasing decisions. In addition, WOM facilitates the rapid diffusion of information across social networks, thereby increasing the reach and effectiveness of marketing communications. Rizki dan Nurani (2019) further define WOM as spontaneous, non-commercial communication among consumers concerning their experiences with a particular brand, product, or service, which serves as an important source of influence in consumer decision-making processes.

Environmental Knowledge

Environmental knowledge can be defined as the extent to which individuals understand environmental systems, ecological issues, and the implications of human activities for environmental quality and sustainability (Burgos et al., 2024). Such knowledge not only reflects awareness of environmental challenges but also encompasses an understanding of the interrelationships between human behavior and ecological well-being. According to Candrianto et al. (2024), environmental knowledge consists of three fundamental dimensions, namely system knowledge, action knowledge, and action effectiveness knowledge. These dimensions collectively enable individuals to comprehend ecological processes, identify appropriate responses to environmental problems, and evaluate the potential effectiveness of environmental actions. Moreover, Burgos et al. (2024) emphasize that a higher level of environmental knowledge is associated with a greater propensity to engage in environmentally responsible behavior. Consequently, environmental knowledge constitutes a critical antecedent of pro-environmental attitudes and behaviors, contributing to the promotion of long-term environmental sustainability.

Hypothesis

Green Marketing on Purchase Decision

Green marketing has the potential to affect consumers' purchasing decisions by shaping their perceptions and attitudes toward a product or brand (Fitaloka & Kusuma, 2022). This perspective suggests that the effectiveness of green marketing initiatives, such as environmentally oriented promotional activities, sustainable product innovations, ecological certifications, and environmental education programs, can increase consumers' willingness to purchase electric vehicles. In other words, a stronger commitment to environmentally responsible marketing practices is likely to enhance consumers' propensity to make purchasing decisions. Empirical evidence from previous studies has consistently demonstrated that green marketing exerts a positive and significant influence on purchasing decisions (Alhamad et al. (2023) ; Suherman and Puspaningrum, (2023); Satya and Panasea (2024) ; Avrinella et al. (2021) ; Istanti and Soliha (2025)). From these theoretical foundations and empirical evidences, the initial hypothesis of this research is developed as indicated below:

H1: Green Marketing has a positive and significant influence on purchase decision.

Word of Mouth on Purchase Decision

Word of mouth influences purchase decision (Nur & Octavia, 2022). This opinion can be interpreted as meaning that the more positive recommendations, reviews, or testimonials from friends, family, user communities, or other consumers, the greater the individual's tendency to purchase a product, including electric cars. Conversely, if the information received is negative or unreliable, it can decrease purchase interest and slow down the purchasing decision-making process. Several previous studies have shown that word of mouth has a positive and significant influence on purchase decision (Naharuddin et al. (2023) ; Nur and Octavia, (2022) ; Kamiliyia, (2024) ; Wiyata et al. (2021); Giffari dan Nasution, (2024)). Based on these theoretical arguments and empirical findings, the second hypothesis of this study is formulated as follows:

H2: Word of mouth has a positive and significant influence on purchase decision

Green Marketing on Consumer Trust

According to (Satya & Panasea, 2024 ; Kosasih et al., 2025) green marketing influences consumer trust. This opinion can be interpreted as implying that a stronger commitment by electric car companies to implementing green marketing through sustainability education, eco-friendly certification, and low-emission product innovation can increase consumer trust. A growing body of empirical evidence suggests that green marketing plays a crucial role in enhancing consumer trust. For instance, Almoussawi et al. (2022) demonstrated that the adoption of environmentally responsible marketing strategies in China's electric vehicle industry positively influenced consumers' perceptions of brand trustworthiness and reliability. Likewise, the study conducted by Vironika dan Maulida (2025) revealed that green marketing practices implemented by automotive firms significantly contribute to strengthening corporate credibility and fostering consumer trust. Collectively, these findings highlight the strategic importance of green marketing in cultivating long-term trust-based relationships between companies and consumers. Based on these theoretical arguments and empirical findings, the third hypothesis of this study is formulated as follows:

H3: Green Marketing has a positive and significant impact on consumer trust.

Word of Mouth on Consumer Trust

Word of mouth (WOM) has been identified as a significant antecedent of consumer trust, particularly through the credibility of information sources, the authenticity of user experiences, and the persuasiveness of consumer recommendations (Pratondo et al., 2023). By facilitating the exchange of information among consumers, WOM contributes to the formation of perceptions regarding a firm's integrity, reliability, and overall reputation. Compared with commercial advertising, information communicated by other consumers is generally perceived as more credible and impartial, thereby exerting a stronger influence on trust development. Consequently, positive WOM concerning electric vehicles, whether transmitted through interpersonal communication or digital platforms, is likely to enhance consumer trust. This argument is supported by numerous empirical studies that have reported a positive and statistically significant relationship between WOM and consumer trust (Yurizal and Purwanto, (2024); Nur dan Octavia (2022); Naharuddin et al. (2021) ;Nueng et al. (2024); Yulianto and Soesanto (2019)).

H4: Word of mouth has a positive and significant influence on consumer trust.

Consumer Trust on Purchase Decision

A substantial body of empirical evidence suggests that consumer trust is a critical factor influencing purchasing decisions in the electric vehicle market. The study conducted by Indrawan et al. (2024) revealed that trust in electric vehicle manufacturers positively contributes to consumers' purchase intentions and subsequent purchasing decisions. Likewise, Sudaryanto et al. (2025) demonstrated that consumers' perceptions of product safety and reliability strengthen their confidence in electric vehicles, thereby increasing the likelihood of purchase. In addition, Yurizal dan Purwanto (2024) concluded that consumers who exhibit greater trust in electric vehicle brands tend to reach purchasing decisions more quickly than those with lower levels of trust. Collectively, these findings emphasize the strategic role of consumer trust in shaping consumer decision-making and purchase behavior within the electric vehicle industry.

H5: Consumer trust has a positive and significant influence on purchase decision

The Mediating Role of Consumer Trust in the Effect of Green Marketing on Purchase Decisions

The role of consumer trust in connecting green marketing and purchasing decisions has become increasingly important in the context of growing environmental awareness among consumers. Marketing strategies that emphasize environmental responsibility are often perceived as a signal of a company's commitment to sustainability. However, the effectiveness of such strategies in encouraging purchasing behavior largely depends on the extent to which consumers trust the information and claims communicated by the company. Previous studies have indicated that green marketing can generate favorable consumer responses beyond merely enhancing corporate reputation. Research conducted by (Wulandari & Miswanto, 2022). Aziz dan Shihab (2024) suggests that environmentally oriented marketing activities can contribute to purchasing decisions when accompanied by a sufficient level of consumer trust. Similarly, Aziz and Shihab (2024) reported that effective green marketing practices are capable of strengthening a company's image while simultaneously fostering consumer confidence. As trust develops, consumers become more willing to consider and ultimately purchase products promoted through environmentally responsible initiatives.

Furthermore, Laksmidewi (2017) found that environmentally conscious consumers generally respond positively to green promotional activities. Nevertheless, positive responses toward environmentally friendly products do not automatically translate into purchasing decisions. Consumers tend to evaluate the credibility of environmental claims before making a purchase. Consequently, trust serves as a critical mechanism through which green marketing can influence consumer behavior. When consumers perceive environmental claims as reliable and authentic, they are more likely to make favorable purchasing decisions. Based on the theoretical arguments and empirical findings discussed above, the following hypothesis is proposed:

H6: Consumer trust mediates the relationship between green marketing and purchase decisions.

Consumer Trust as a Mediator of the Relationship between Word of Mouth on Purchase Decision

The role of consumer trust as a mediator in the relationship between word of mouth (WOM) and purchasing decisions is highly relevant in the modern marketing context, particularly with the rise of digital interactions. Trust can serve as a link between information received through WOM and consumer decisions. Research by Kamiliya (2024) shows that WOM has a significant influence on purchasing decisions, especially when combined with elements of trust. When consumers receive positive recommendations from friends or family, their level of trust in the product or service increases, which in turn leads to higher purchase decisions. This aligns with other findings that suggest trust serves as a strong mediator between WOM and purchasing decisions, indicating that the greater a consumer's trust in the information source, the stronger the influence of WOM on their decisions (Pamungkas, 2017).

Maulana et al. (2023) found that WOM, particularly in the era of social media, plays a significant role in influencing purchasing decisions. This research demonstrates that WOM functions directly and indirectly through consumer trust, creating an influential pathway between word of mouth and purchasing outcomes. This indicates that when consumers trust information shared by others, they are more likely to follow suit and make purchases. Based on the results of previous research, the seventh hypothesis in this study can be developed as follows:

H7: Consumer Trust Mediates the Relationship between Word of Mouth and Purchase Decision

Environmental Knowledge on Consumer Trust

A person's perception and understanding of environmental impacts will influence their attitudes, beliefs, and trust in products perceived as providing ecological solutions (Li et al., 2025). This finding suggests that the higher the environmental knowledge of potential electric car buyers, the greater their trust in environmentally friendly manufacturers and technologies. Conversely, if consumers have low knowledge about the benefits and working mechanisms of electric vehicles, this can decrease trust and hinder product acceptance. Previous research has shown that environmental knowledge has a positive and significant influence on consumer trust (Li et al., 2025 ; Vironika & Maulida, 2025).

H8: Environmental knowledge significantly enhances consumer trust

Environmental Knowledge on Purchase Decision

Purchase decision are influenced by consumers' environmental knowledge. The greater the public's environmental knowledge regarding the benefits of electric cars for reducing emissions and sustainability, the greater the likelihood of increased interest and purchase decisions. Conversely, if consumers lack knowledge about the benefits and mechanisms of electric vehicles, this can decrease their intention and purchase decisions. Several previous studies have demonstrated that environmental knowledge has a positive and significant influence on purchasing decisions (Ramadhan et al., 2024 ; Putri & Yasa, 2021 ; Burgos et al., 2024).

H9: Environmental knowledge significantly encourages consumers to make purchasing decisions.

Environmental Knowledge as a Moderator of the Relationship Between Green Marketing and Consumer Trust

Environmental knowledge may influence the extent to which green marketing initiatives are able to generate consumer trust. Individuals who possess a strong understanding of environmental issues are generally more capable of evaluating environmental information and assessing whether a company's sustainability claims are credible (Chen & Chai, 2010).. As a result, they tend to respond more positively to green marketing practices that are perceived as genuine and transparent.

Previous studies suggest that consumers with greater environmental awareness are more receptive to environmentally oriented marketing messages and are more likely to regard such claims as trustworthy (Prakash & Pathak (2017). In addition, a deeper understanding of environmental concerns enables consumers to recognize the value of sustainable business practices, thereby increasing the effectiveness of green marketing efforts in fostering trust. Consequently, the influence of green marketing on consumer trust may vary depending on the level of environmental knowledge possessed by consumers. Based on these theoretical considerations and empirical findings, the following hypothesis is proposed:

H10: Environmental knowledge strengthens the positive effect of green marketing on consumer trust.

Environmental Knowledge as a Moderator of the Relationship Between Consumer Trust and Purchase Decisions

Environmental knowledge as a moderating variable because it strengthens or weakens the influence of trust on purchase decisions. Environmental knowledge encompasses an understanding of environmental impacts, regulations, and the benefits of green products (Chen & Chai, 2010). When

consumers recognize the urgency of environmental issues, they are more sensitive to brand credibility, making the resulting trust more easily translated into purchase decisions. Vironika dan Maulida (2025) showed that environmentally literate consumers are more likely to make purchase decisions based on trust in green brands. Furthermore, research by Burgos et al., (2024) revealed that environmental knowledge increases the consistency between trust and purchasing behavior for eco-friendly products.

H11: Environmental knowledge strengthens the impact of consumer trust on purchase decision.

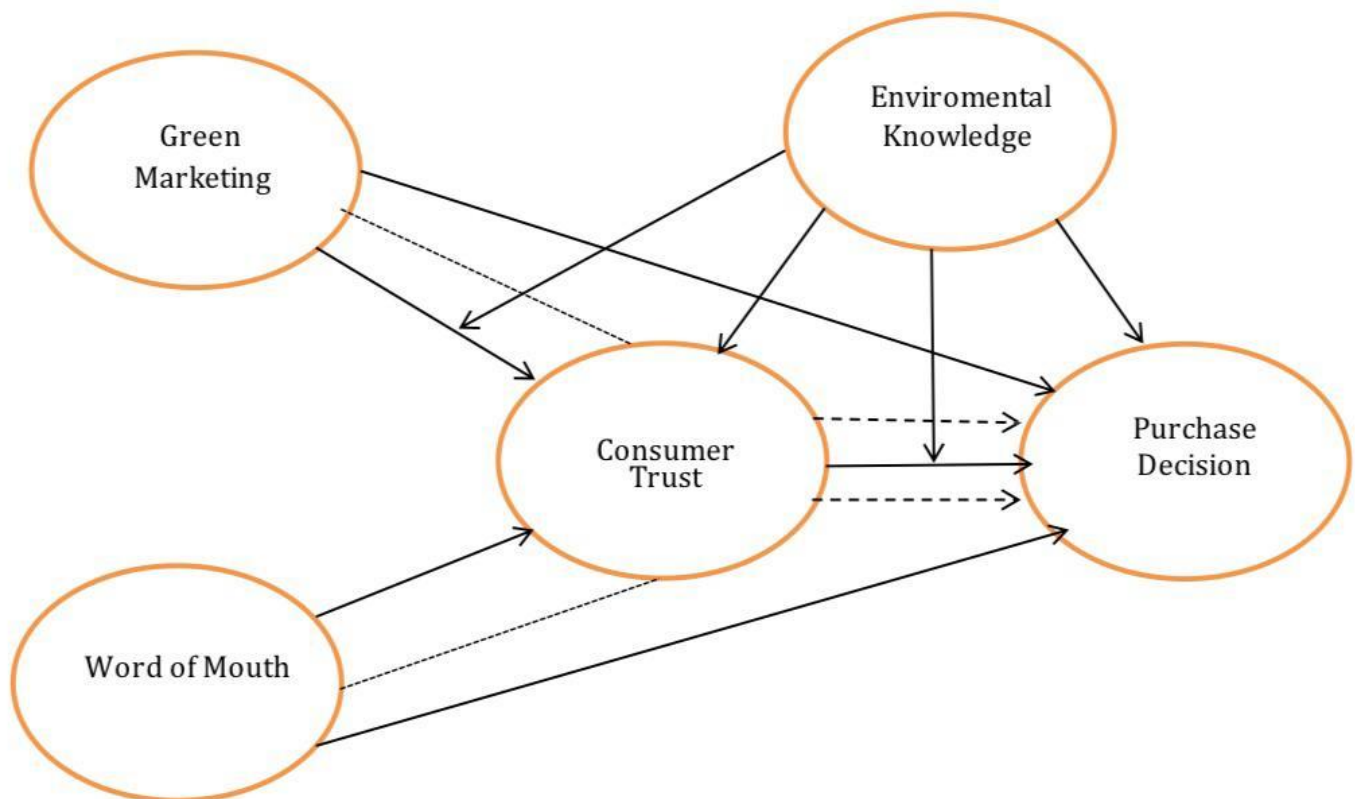


Figure 1. Theoretical Framework

Methods

The target population of this research consisted of individuals who had purchased electric vehicles in West Sumatra Province between 2022 and 2025, with a total population size of 200 consumers. To obtain representative respondents, the study applied a cluster random sampling method. Under this approach, the population was initially grouped into several clusters sharing comparable characteristics. Selected clusters were then chosen randomly, and all members within those clusters were included in the sample (Sugiyono, 2020). The required sample size was calculated using the Slovin formula and processed with SPSS version 25, resulting in 134 eligible respondents.

The demographic composition of the respondents showed that women represented the majority of participants, accounting for 62.7%, while men comprised 37.3%. Based on age categories, respondents aged 41–50 years constituted the largest group (46.3%), followed by those aged 31–40 years (38.8%), 20–30 years (11.2%), and 51–60 years (3.7%). In terms of educational background, undergraduate degree holders dominated the sample at 49.3%, followed by diploma graduates (33.6%), master's degree holders (11.9%), and doctoral graduates (5.2%). Regarding occupation, most respondents were employed in state-owned enterprises (44.8%), followed by private-sector

employees (30.6%), business owners (12.7%), government employees (9.0%), and retirees (3.0%). In addition, the majority of participants (77.6%) had owned an electric vehicle for more than one year, whereas 22.4% had purchased their vehicle within the last year.

This investigation utilized a quantitative survey approach, with data gathered through an online questionnaire distributed to respondents. Data analysis was conducted using SmartPLS version 4 and the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. The analytical framework involved two major stages. The first stage, Measurement Model Assessment (MMA), focused on evaluating the adequacy of the measurement instruments through validity and reliability testing. The second stage, Structural Model Assessment (SMA), was intended to assess the relationships among latent constructs and determine the model's predictive capability.

The validity evaluation included both convergent validity and discriminant validity assessments to ensure the quality of the measurement model. Additionally, descriptive statistical techniques were employed to provide an overview of respondent profiles and research variables through frequency distributions and the calculation of the Respondent Achievement Rate (TCR). Finally, the proposed hypotheses were tested using the bootstrapping method. A hypothesis was considered empirically supported when the t-statistic exceeded the critical value of 1.96 and the corresponding p-value was below 0.05, indicating the presence of a statistically significant relationship between the variables under investigation.

Table 3 Measurement Indicator

No	Variable	Measurement question items	References
1	Purchase Decision	– I realized that I really needed an electric car for my needs. – I needed an electric car that was efficient and environmentally friendly. – Before buying an electric car, I researched information. – I am researched information about electric cars on social media. – Before buying an electric car, I evaluated and compared electric cars from various brands. – I considered the features, price, and performance of electric cars from various brands before purchasing. – After considering this, I decided to buy an electric car. – I am satisfied with my decision to buy an electric car. – I intend to buy an electric car in the future. – I recommend electric cars to others.	(Iskamto, 2021)
2	Consumer Trust	– I trust Wuling/Hyundai to be honest in conveying product information. – I trust Wuling/Hyundai to keep its promises to consumers. – I trust Wuling/Hyundai to conduct its sales process transparently. – I trust Wuling/Hyundai to provide quality electric cars. – I trust Wuling/Hyundai to provide professional service to its consumers.	(Le & Hoang, 2020)

- | | | | |
|---|------------------------|---|-----------------------------------|
| | | <ul style="list-style-type: none"> – I trust Wuling/Hyundai to have a competent after-sales service system for electric cars. – I trust Wuling/Hyundai to care about its consumers. – I trust Wuling/Hyundai to handle consumer questions and complaints well. – I trust Wuling/Hyundai to listen to consumer feedback. | |
| 3 | Green Marketing | <ul style="list-style-type: none"> – Using electric cars can be a solution to reduce environmental problems. – Using electric cars does not damage the environment. | (Su & Li, 2024) |
| | | <ul style="list-style-type: none"> – Electric cars are better for your health than fossil-fueled vehicles. – The quality of electric cars is better than conventional cars. – The price of electric cars is commensurate with their quality. – The price of electric cars offered is reasonable. – The price of electric cars is commensurate with their environmental benefits. – The price of electric cars is quite reasonable. – In West Sumatra Province, electric cars are increasingly easy to find. – In West Sumatra Province, electric cars are available at the nearest dealership or showroom. – In West Sumatra Province, electric cars have begun to be marketed widely in various locations. – I pay attention to advertisements or information that discuss the environmental impact of electric cars. – Advertisements for electric cars help me make wiser purchasing decisions. – Promotions about electric cars have made me better understand their benefits for the environment and health. | |
| 4 | Word of Mouth | <ul style="list-style-type: none"> – The information I convey about electric cars is clear and easy to understand. – My explanations about electric cars are credible to others. – I am convey information about electric cars in detail. – The information I provide helps others understand important aspects of electric cars. – I am convey information about electric cars with confidence and persuasiveness. – My speaking style makes others interested and listen intently about electric cars. | (Sweeney et al.,2010) |
| 5 | Enviromental Knowledge | <ul style="list-style-type: none"> – I have knowledge about environmental issues. – I am more aware of environmental issues. – I have sufficient knowledge to choose an electric vehicle that contributes the least amount of carbon emissions. | (Li et al., 2025 ; Su & Li, 2024) |

- I know that owning an electric car can positively contribute to air quality in my neighborhood.
- I am aware that choosing an electric car can help reduce the use of non-renewable resources.

Source : Processed data (2025)

Results and Discussion

Convergent validity was confirmed when the measurement model met the recommended thresholds for outer loadings (> 0.70), Cronbach's alpha (> 0.70), composite reliability (> 0.70), and AVE (> 0.50). In contrast, discriminant validity was evaluated using the Fornell–Larcker criterion, cross-loadings, and HTMT analysis.

Table 1. Outer Loading

	GM	CT	PD	EK	WOM	EK x GM	EK x CT
GM1	0,875						
GM10	0,859						
GM11	0,778						
GM12	0,882						
GM13	0,864						
GM14	0,859						
GM4	0,771						
GM5	0,775						
GM6	0,841						
GM8	0,794						
GM9	0,817						
CT1		0,818					
CT2		0,876					
CT3		0,859					
CT4		0,906					
CT5		0,883					
CT7		0,845					
CT8		0,818					
PD1			0,845				
PD10			0,904				
PD2			0,887				
PD3			0,867				
PD4			0,891				
PD5			0,872				
PD6			0,866				
PD8			0,884				
PD9			0,87				
EK1				0,808			
EK2				0,826			
EK3				0,763			
WOM2					0,915		

WOM4	0,894	
EK xCT		1,000
EK xGM		1,000

Source: Processed data (2025)

Description: GM: Green Marketing, CT:Consumer Trust, PD: Purchase Decision, EK:Enviromental Knowledge, WOM : Word of Mouth

The results shown in Table 1 indicate that all indicators met the validity requirement, with outer loading values exceeding 0.70. Following this assessment, reliability and convergent validity were examined through Cronbach's alpha, composite reliability, and AVE analysis, as presented below.

Table 2. Cronbach's Alpha, Composite Reliability, dan AVE

	Cronbach's Alpha	Composite Reliability (rho_a)	Average Variance Extracted (AVE)
Green Marketing	0,954	0,955	0,688
Consumer Trust	0,940	0,941	0,737
Purchase Decision	0,962	0,963	0,768
Enviromental Knowledge	0,718	0,725	0,639
WOM	0,779	0,785	0,819

Source: Processed data (2025)

Based on Table 2, it can be seen that all variables have Cronbach's alpha > 0.7, composite reliability > 0.7 and AVE > 0.5 or have met the specified conditions (Hair et al., 2014). Furthermore, the results of the discriminant validity assessment using the Fornell-Larcker criterion are presented below.

Table3.Results of Discriminant Validity Analysis with the Fornell-Lacker Criterion Method

	Green Marketing	Consumer Trust	Purchase Decision	Enviromental Knowledge	WOM
Green Marketing	0,83				
Consumer Trust	0,722	0,858			
Purchase Decision	0,591	0,766	0,876		
Enviromental Knowledge	0,648	0,667	0,633	0,799	
WOM	0,639	0,695	0,634	0,669	0,905

Source: Processed data (2025)

The discriminant validity test based on the Fornell-Larcker criterion, as reported in Table 3, demonstrates that the square root value of the Average Variance Extracted (AVE) for each latent variable exceeds its correlations with all other constructs included in the research model. Specifically, the values for green marketing (0.830), consumer trust (0.858), purchasing decisions (0.876), and environmental knowledge (0.799) were found to be higher than their respective correlation values with other variables. These findings confirm that each construct is empirically distinct and capable of

representing its intended concept without substantial overlap with the remaining constructs. Therefore, adequate discriminant validity has been established for all variables examined in this study.

After confirming discriminant validity, the next stage involved evaluating the structural model through the coefficient of determination (R^2). This measure was used to assess the extent to which the exogenous variables explain variations in the endogenous variables within the proposed model. In other words, the R^2 value reflects the explanatory power of the model in predicting the dependent constructs. The results of this assessment are presented in the following section.

Table 4. Analysis Results R square(R^2)

	R Square	Description
Consumer Trust	0,64	Medium
Purchase Decision	0,622	Medium

Source: Processed data (2025)

Based on table 4, it can be seen that the consumer trust variable has an R square (R^2) of 0.640, which means that the influence of green marketing, word of mouth, and environmental knowledge on consumer trust is 64% and belongs to the moderate category (Hair et al., 2014). Furthermore, the purchase decision variable has an R square (R^2) of 0.622, which means that green marketing, word of mouth, consumer trust, and environmental knowledge on purchase decision is 62.2% and belongs to the moderate category (Hair et al., 2014).

The predictive relevance of the model was evaluated using the Q-square (Q^2) value, and the results are presented below.

Table5. Q Square Analysis Results (Q^2)

	Q Square	Description
Consumer Trust	0,460	Strong
Purchase Decision	0,463	Strong

Source: Processed data (2025)

According to the Q-square (Q^2) results presented in Table 5, the Consumer Trust variable obtained a Q^2 value of 0.460. This finding indicates that the structural model possesses substantial predictive relevance in predicting and explaining variations in consumer trust. Furthermore, Purchase Decision has a Q^2 value of 0.463, which also indicates strong predictive relevance for this variable (Hair et al., 2014). Overall, the model shows good predictive ability for several variables such as consumer trust and purchase decision.

The Structural Model Assessment (SMA) is conducted to evaluate and predict the causal relationships among latent constructs within the research model. This assessment is performed using the bootstrapping technique to determine the significance of the proposed relationships.

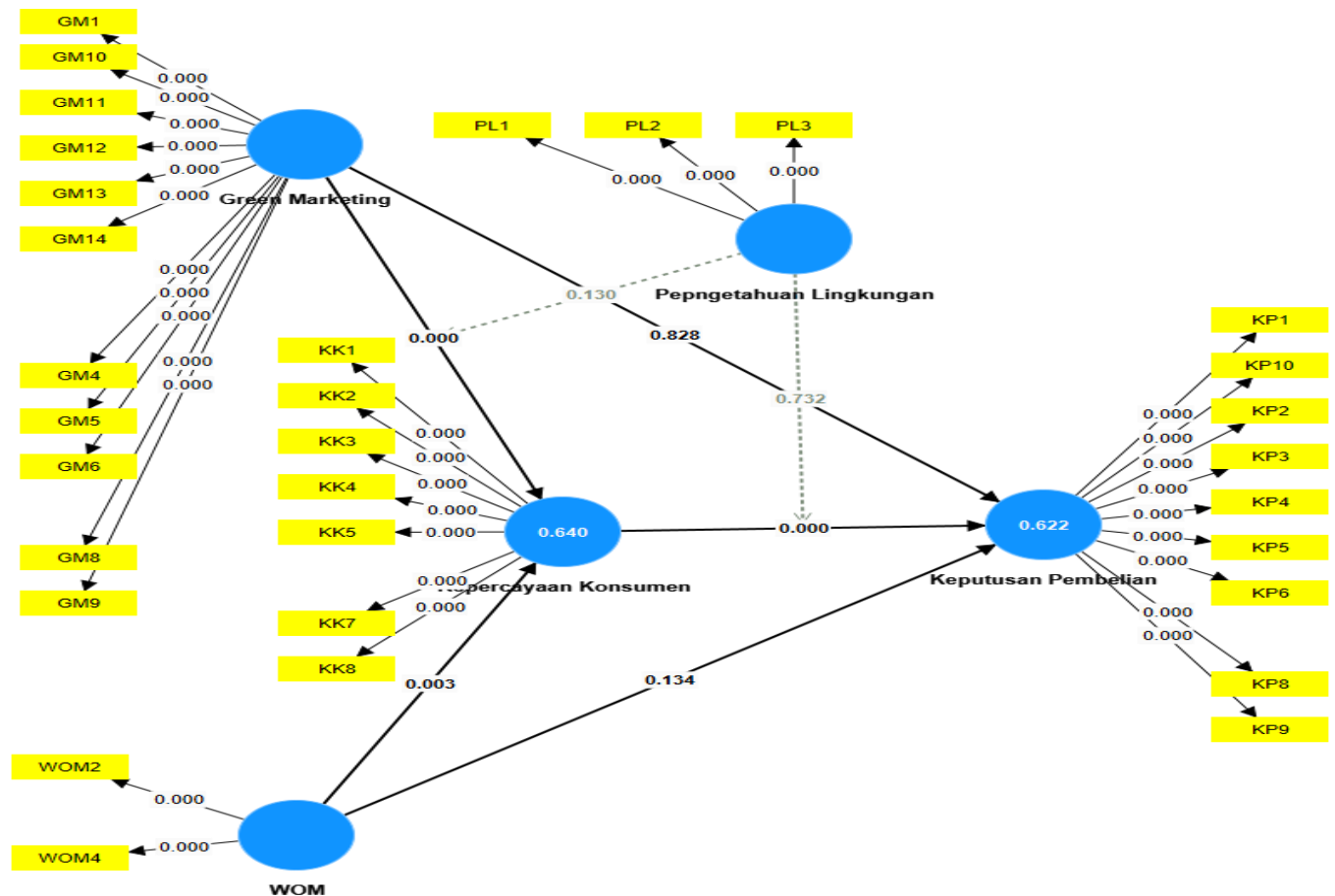


Figure 1. Structural Model Assessment

Table 6. Analysis Results Structural Model Assessment

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Conclusion
Green Marketing -> Purchase Decision	-0,019	-0,021	0,089	0,218	0,828	H1 Rejected
Word of Mouth -> Purchase Decision	0,129	0,129	0,086	1,500	0,134	H2 Rejected
Green marketing -> Consumer Trust	0,397	0,393	0,081	4,887	0,000	H3 Accepted
Word of Mouth -> Consumer Trust	0,289	0,288	0,096	2,998	0,003	H4 Accepted
Consumer Trust -> Purchase Decision	0,570	0,563	0,109	5,220	0,000	H5 Accepted
Enviromental Knowledge -> Consumer Trust	0,229	0,236	0,083	2,764	0,006	H8 Accepted

Enviromental Knowledge -> Purchase Decision	0,180	0,191	0,089	2,030	0,042	H9 Accepted
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Source: Processed data (2025)

Based on the structural model evaluation presented in Table 6, the results of hypothesis testing can be explained as follows:

1. The effect of green marketing on purchasing decisions was not statistically significant. This result is reflected by an original sample coefficient of -0.019, a T-statistic of 0.128, and a p-value of 0.828. Since the p-value exceeds the significance threshold, H1 is not supported.
2. Word of mouth was also found to have no significant direct impact on purchasing decisions. The analysis produced an original sample value of 0.129, a T-statistic of 1.500, and a p-value of 0.134. Therefore, H2 is rejected.
3. Green marketing demonstrated a positive and significant influence on consumer trust. The relationship is supported by a path coefficient of 0.397, a T-statistic of 4.887, and a p-value of 0.000. Accordingly, H3 is accepted.
4. A significant positive association was observed between word of mouth and consumer trust. The original sample coefficient reached 0.289, with a T-statistic of 2.998 and a p-value of 0.003. Thus, H4 is supported.
5. Consumer trust was shown to positively affect purchasing decisions. This finding is evidenced by a coefficient value of 0.570, a T-statistic of 5.220, and a p-value of 0.000. Consequently, H5 is accepted.
6. Environmental knowledge significantly contributed to consumer trust. The estimated coefficient was 0.229, accompanied by a T-statistic of 2.764 and a p-value of 0.006. Therefore, H8 is supported.
7. Environmental knowledge also exerted a positive and significant effect on purchasing decisions. The original sample value was 0.180, while the T-statistic and p-value were 2.030 and 0.042, respectively. Hence, H9 is accepted.

Subsequently, the analysis proceeded to evaluate indirect effects through intervening and moderation testing. Consumer trust was examined as a mediating construct in the relationships between green marketing and purchasing decisions, as well as between word of mouth and purchasing decisions. Furthermore, environmental knowledge was assessed as a moderating variable in the relationships between green marketing and consumer trust, and between consumer trust and purchasing decisions.

Table7. Analysis Results Mediation and Moderation Variables

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Conclusion
Green Marketing -> Consumer Trust -> Purchase Decision	0,226	0,223	0,069	3,264	0,001	H6 Accepted

WOM -> Consumer Trust -> Purchase Decision	0,165	0,162	0,062	2,644	0,008	H7 Accepted
Enviromental Knowledge x Green Marketing -> Consumer Trust	-0,069	-0,07	0,045	1,516	0,13	H10 Rejected
Enviromental Knowledge x Consumer Trust -> Purchase Decision	-0,015	-0,017	0,043	0,342	0,732	H11 Rejected

Source: Processed data (2025)

The results of the mediation and moderation tests presented in Table 7 can be interpreted as follows:

1. Consumer trust was proven to act as a significant intermediary in the relationship between green marketing and purchasing decisions. The indirect effect generated an original sample coefficient of 0.226, a T-statistic of 3.264, and a p-value of 0.001. Since the T-statistic is greater than 1.96 and the p-value is below 0.05, H6 is accepted.
2. The mediating effect of consumer trust on the relationship between word of mouth and purchasing decisions was also statistically significant. This finding is indicated by an original sample value of 0.165, a T-statistic of 2.644, and a p-value of 0.008. These values confirm that consumer trust successfully transmits the influence of word of mouth to purchasing decisions; therefore, H7 is supported.
3. The moderating role of environmental knowledge in the relationship between green marketing and consumer trust was not statistically verified. The analysis produced an original sample coefficient of -0.069, a T-statistic of 1.516, and a p-value of 0.130. Because the significance requirements were not satisfied, H10 is rejected.
4. Environmental knowledge was likewise unable to moderate the effect of consumer trust on purchasing decisions. The interaction term resulted in an original sample value of -0.015, a T-statistic of 0.342, and a p-value of 0.732. As the obtained values indicate a non-significant relationship, H11 is not supported.

Discussion

The results of the first hypothesis (H1) testing indicate that green marketing does not significantly affect purchasing decisions, leading to the rejection of H1. This finding suggests that environmental considerations are not yet the primary determinants influencing consumers' purchasing choices. Although consumers generally demonstrate awareness of environmental concerns and hold favorable perceptions toward green marketing initiatives, these factors alone are insufficient to directly encourage purchasing decisions. Consumer purchasing behavior appears to be more strongly influenced

by practical and functional considerations, including product price, quality, perceived value, and convenience of use. Consequently, environmental attributes may be viewed as complementary rather than decisive factors in the decision-making process. These findings are consistent with previous studies conducted by (Riyadi & Rinaldi, 2024; Hidayat & Sananta, 2024; Ramadhan et al., 2024), all of which reported that green marketing did not have a statistically significant impact on purchasing decisions.

The results of the second hypothesis (H2) test reveal that word of mouth does not have a statistically significant effect on purchasing decisions. Therefore, hypothesis H2 is not supported and must be rejected. This result suggests that information, opinions, or recommendations obtained through interpersonal communication have not become a dominant factor influencing consumers' purchasing decisions. Although consumers may receive product-related information from friends, relatives, or other social networks, such information alone is insufficient to directly shape their decision-making process. Instead, consumers are likely to place greater emphasis on other considerations, such as product attributes, perceived value, personal preferences, and economic factors when determining their purchasing choices. While word of mouth can increase consumer knowledge and awareness of a product, this information is not necessarily immediately followed by a purchase decision. Consumers tend to conduct independent evaluations by considering other aspects they deem more important, such as price, product quality, personal needs, and user experience. The results of this study are in line with the findings of previous studies (Winoto et al., 2022; Widyastiwi et al., 2025; Slamet et al., 2022) which also found that word of mouth does not have a significant influence on purchase decision.

The analysis of the third hypothesis (H3) demonstrates that green marketing has a positive and significant effect on consumer trust, indicating that H3 is supported. This result implies that the successful application of environmentally oriented marketing strategies can enhance the level of trust consumers place in a company and its products. As organizations increasingly integrate environmental considerations into their marketing activities, consumers tend to develop stronger confidence in the credibility and reliability of the brand. One possible explanation for this finding is that consumers often associate green marketing practices with corporate responsibility, transparency, and a genuine commitment to environmental preservation. When companies consistently communicate and implement sustainability-oriented initiatives, consumers are more likely to perceive them as trustworthy organizations that prioritize long-term environmental well-being rather than short-term business interests. Consequently, these positive perceptions contribute to the formation and reinforcement of consumer trust. The findings of the present study are consistent with previous research that reported a positive relationship between green marketing initiatives and the development of consumer trust. (Amir & Daryal., 2024 ; Magfiroh, 2024 ; Sukoco et al., 2025) which also found that green marketing has a positive and significant effect on consumer trust.

The results of hypothesis testing (H4) show that word of mouth has a positive and significant effect on consumer trust, leading to the acceptance of H4. This indicates that information shared by other consumers can effectively shape favorable perceptions of a product or brand. When word-of-mouth communication is considered credible and based on real experiences, it strengthens consumers' confidence in product quality and reliability. This occurs because interpersonal recommendations are often perceived as more trustworthy than formal company promotions. These findings confirm that word of mouth plays an important role in building consumer trust and are consistent with previous

research.(Yurizal & Purwanto, 2024; Naharudin et al., 2021; Nur & Octavia., 2022), which also found that word of mouth has a positive and significant effect on consumer trust.

The results of testing the fifth hypothesis (H5) regarding the influence of consumer trust on purchase decision indicate that consumer trust has a positive and significant effect on purchase decisios, thus accepting the fifth hypothesis (H5). This study's findings indicate that the higher a consumer's level of confidence in the integrity, reliability, and credibility of a product or brand, the more likely they are to make a purchase. Consumer trust is an important foundation for reducing perceived risk, increasing a sense of security, and strengthening the psychological bond between consumers and companies. When consumers believe that a product meets their expectations and will not disappoint, they tend to be more confident and willing to allocate resources to the purchasing process. These results align with and support previous research (Li et al., 2025; Satya & Panasea, 2024; Naharuddin et al., 2021; Yulianto & Soesanto, 2019), which also found that consumer trust has a positive and significant influence on purchase decision.

The results of testing the sixth hypothesis (H6) regarding consumer trust mediating between green marketing and purchase decision can be concluded that consumer trust is proven to mediate the relationship between green marketing and purchase decision, so that the sixth hypothesis (H6) is accepted. This finding indicates that the influence of green marketing on purchase decision does not occur directly, but rather through the formation of consumer trust first. Consumers tend to pay attention to the extent to which producers demonstrate a commitment to sustainability and the credibility of the information conveyed before making a purchase decision (Wulan et al., 2025) . The results of this study are in line with or supported by the findings of previous studies (Wulan et al., 2025 ; Satya & Panasea, 2024 ; Muzayyanah & Soliha, 2025) which also found that consumer trust mediates the relationship between green marketing and purchase decision.

The results of the seventh hypothesis test (H7) regarding consumer trust mediating word of mouth and purchase decision can be concluded that consumer trust is proven to mediate the relationship between word of mouth and purchase decision, so that the seventh hypothesis (H7) is accepted, which shows that the influence of WOM on purchase decision does not occur directly, but can go through the formation of trust first. Information or recommendations obtained from others will increase consumer perceptions of the credibility, reliability, and quality of a product or brand. When the information is considered honest and relevant, it will foster consumer trust, which then encourages them to make purchasing decisions. The results of this study are in line with or supported by the results of previous studies (Naharuddin et al., 2021; Yurizal & Purwanto, 2024 ; Nueng et al., 2024)which also found that consumer trust mediates the relationship between word of mouth and purchase decision.

The results of the eighth hypothesis (H8) testing regarding the influence of environmental knowledge on consumer trust can be concluded that environmental knowledge has a positive and significant effect on consumer trust, so that the eighth hypothesis (H8) is accepted. The findings of this study mean that the higher the level of consumer understanding of environmental issues, such as climate change, the use of clean energy, and the impact of emissions on the environment, the higher the level of trust consumers have in electric car products. The results of this study are in line with or supported by the findings of previous studies (Xu et al., 2025 ; Bahtiar & Asih, 2025; Swahastuti & Muna, 2025) which also found that environmental knowledge has a positive and significant effect on consumer trust.

The results of the ninth hypothesis (H9) testing regarding the influence of environmental knowledge on purchase decisionsecan be concluded that environmental knowledge has a positive and

significant influence on purchase decision, so that hypothesis nine (H9) is accepted. The findings of this study mean that the higher the level of consumer understanding of environmental issues, such as climate change, recycling, and the impact of waste on ecosystems, the more likely they are to choose environmentally friendly products in the purchasing decision-making process. The results of this study are in line with or supported by the results of previous studies (Songyue et al., 2023 ; Pawistri & Harti, 2020 ; Sahariah, 2025) which also found that environmental knowledge has a positive and significant influence on purchase decision.

The results of the tenth hypothesis (H10) testing on environmental knowledge moderating the relationship between green marketing and consumer trust were not proven to moderate so that the tenth hypothesis (H10) was rejected, which shows that the level of individual understanding of environmental issues does not strengthen or weaken the influence of green marketing on the formation of consumer trust. Even though consumers have a good understanding of environmental issues, this does not affect the extent to which green marketing strategies can build their trust in brands or products (Umroha & Amalia, 2025).

The results of testing hypothesis eleven (H11), regarding environmental knowledge moderating the relationship between consumer trust and purchasing decisions, showed no evidence of moderating effect, thus rejecting hypothesis eleven (H11). This finding indicates that consumers' level of environmental knowledge is not able to strengthen or weaken the influence of consumer trust on purchasing decisions. In other words, even though consumers have trust in electric cars, varying levels of environmental knowledge do not significantly alter the strength of this relationship in the decision-making process. This indicates that electric car purchase decisions are driven primarily by trust itself, without being influenced by consumers' understanding of environmental issues (Tjioe & Ardianti, 2025).

Conclusions

The results of this study reveal that green marketing and word of mouth are not capable of directly encouraging consumers to purchase electric vehicles in West Sumatra Province. Nevertheless, both variables play an important role in building consumer trust, which subsequently influences purchasing behavior. The findings further confirm that consumer trust serves as an intermediary mechanism through which green marketing and word of mouth indirectly affect purchasing decisions. In addition, environmental knowledge was found to contribute positively to both consumer trust and purchasing decisions. However, its role as a moderating factor was not supported, indicating that environmental knowledge does not alter the strength of the relationships examined in the proposed model.

From a theoretical perspective, this study enriches the literature on sustainable marketing by demonstrating that the influence of green marketing and word of mouth is transmitted through consumer trust rather than occurring directly. The findings also highlight that environmental knowledge operates primarily as an explanatory variable that directly shapes consumer attitudes and behavior, rather than as a factor that strengthens or weakens existing relationships among constructs. These results provide additional evidence for understanding consumer decision-making in the context of environmentally friendly products, particularly within developing economies.

The study also offers practical value for stakeholders in the electric vehicle industry. Companies such as Wuling and Hyundai may benefit from prioritizing initiatives that foster consumer confidence. Efforts to improve transparency, provide accurate product information, maintain consistent product performance, strengthen employee capabilities, and enhance customer engagement may contribute to higher levels of trust and, ultimately, purchasing decisions. Despite these contributions, several

limitations should be acknowledged. The research model incorporated a limited number of explanatory variables, the respondents were drawn exclusively from West Sumatra Province, and the sample size was relatively modest. Accordingly, future investigations are encouraged to broaden the scope of analysis by including additional variables, involving respondents from different regions, and increasing the sample size. Such developments may provide a more comprehensive understanding of electric vehicle adoption and improve the generalizability of future findings.

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