

**THE INFLUENCE OF GREEN MARKETING & PRODUCT
KNOWLEDGE TOWARDS PURCHASE INTENTION WITH PRICE
PERCEPTION AS MEDIATING VARIABLE IN HONDA EM1 E:
ELECTRIC BIKE
(Study on Gen Z In Indonesia)**

THESIS

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ABSTRACT

This study aims to find out whether purchase intention can be influenced by green marketing and product knowledge while being mediated by price perception. The research method used is a quantitative approach. This study utilizes a cross-sectional method and Structural Equation Modeling (SEM) to test the proposed research model. 80 Gen Z who lives in Indonesia and has the intention to buy Honda Em1 e: are being used as a sample for this research. The hypothesis was tested using descriptive statistical analysis, instrument testing, structural model testing, and hypothesis testing using the SmartPLS 4. The result of this study indicates that green marketing has a positive and significant influence on price perception and purchase intention, product knowledge has a positive and significant influence on price perception and purchase intention, price perception has negative and insignificant influence on purchase intention, green marketing has negative and insignificant influence on purchase intention through price perception, and product knowledge has negative and insignificant influence on purchase intention through price perception. The study provides practical insight for marketing and product managers to utilize green marketing, product knowledge, and price perception in order to enhance the consumers' purchase intention.

Keywords: Purchase Intention, Price Perception, Green Marketing, Product Knowledge, Electric Vehicle.

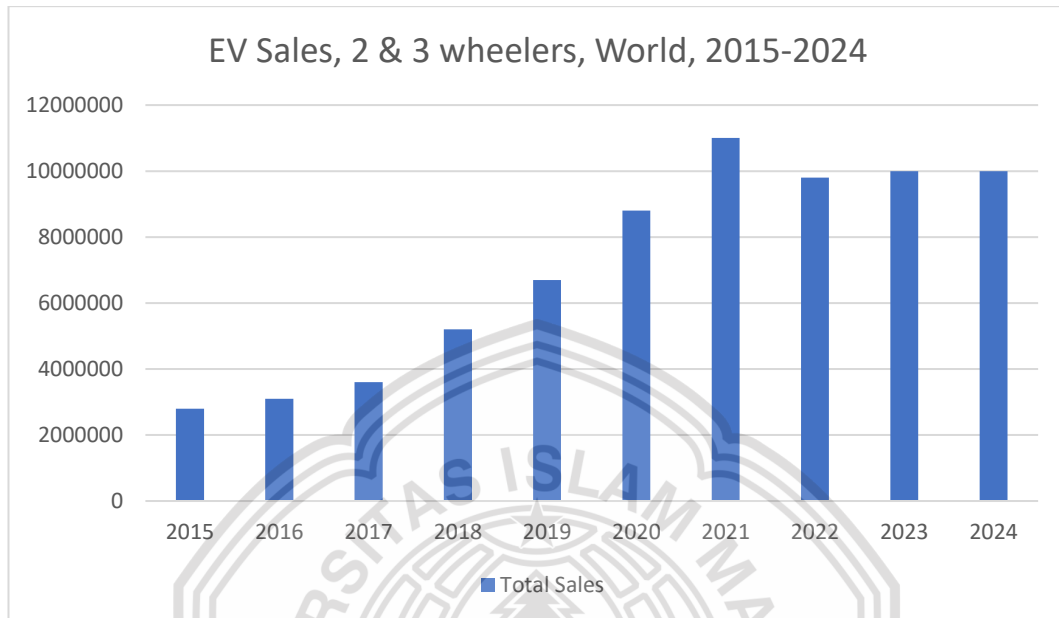
CHAPTER I

INTRODUCTION

1.1 Background

The discussion about environmental issues has been quite popular among the world in these past few years. The issues like environmental pollution, global warming, climate change and the lack of fossil fuel resource have been a real concern among the world. In the 2015 Paris Agreement, the United Nation (UN) formalized the net-zero carbon emission to solve those problems. Net-zero carbon emission is the concept of bringing down emissions to zero overall, meaning cutting carbon emissions that's being released to the environment to achieve the balance between the amount of released emissions to the amount of removed emissions (International Energy Agency, 2021). This concept aims to stop the increase of environmental emissions from the human activities that can worsen the global warming.

By launching this concept, the people who are aware of these environmental problems are starting to take actions for the success of this net-zero carbon emission concept. One of the popular actions that they can take is to switch from using a conventional internal combustion engine vehicle to a more environmentally friendly electric vehicle (EV). It is shown by the increase of the electric 2 and 3 wheelers sales if we take a look at the worldwide EV sales data from International Energy Agency (2025), meaning that people are starting to move towards a more environmentally friendly vehicle.

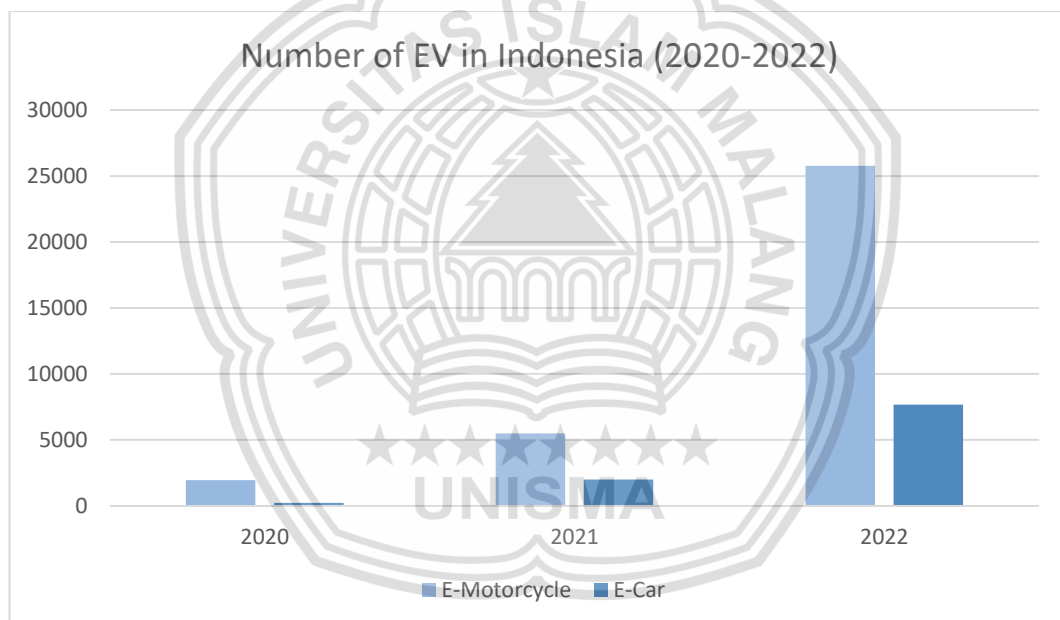


Picture 1. 1 Worldwide Electric 2&3 Wheelers Sales, 2015-2024
Source: International Energy Agency, (2025)

The Indonesian government is also aware and trying their best to solve this global environmental problem, and one of them is to push the transition from internal combustion engine vehicles into electric vehicles. The Indonesian Government released the President Regulation No.55 of 2019 to regulate the tax reduction and incentives for electric vehicle in Indonesia to make electric vehicles more affordable for Indonesian consumers so that they will choose the electric vehicle over the conventional internal combustion engine (Pemerintah Republik Indonesia, 2019).

The Indonesian state-owned electricity company (PT.PLN) is also supporting this transition by providing over 2.667 electric vehicle charging stations across the country. That means Indonesia has already got the infrastructure to face vehicle

electrification. All of these Indonesian government efforts to push for vehicle electrification resulted in the increase popularity of electric vehicle among the Indonesian citizens. It is shown by the population of electric vehicle who has increased drastically in the past few years. By looking at the electric vehicle population data in Indonesia from 2020 to 2022 gathered by Deloitte & Foundry (2023), we can see there is a significant increase in every year especially in the population of electric bikes which has more affordable price than electric cars.



Picture 1. 2 Number of EV in Indonesia (2020-2022)
Source: Deloitte & Foundry, (2023)

The growth of EV population in Indonesia is also contributed by the existence of popular brands that sell electric bikes like Polytron, Gesits, Selis, U-Winfly, and Volta with the price ranging around Rp15.000.000 – Rp30.000.000 (Oto.com, n.d.). In 2023, Honda Indonesia released the brand new Honda EM1 e: as their new electric bike lineup. They offered two types of Honda EM1 e:, the standard Honda

EM1 e: and the Honda EM1 e: PLUS. Honda Indonesia released the price of Rp40.000.000 and Rp40.500.000 for each of the bikes (Astra Honda Motor, n.d.). But since the Indonesian government is providing incentives for electric vehicles in Indonesia, the price of these bikes is being cut down into Rp33.000.000 and Rp33.500.000 for each of the bikes. This research will be using this bike as the subject of the research because the price of the product is significantly higher than the other electric bikes. It will be interesting to see the behavior of consumers who has the intention to buy Honda Em1 e: towards the high price of the product which will aligns with the mediating variable of this research.

Purchase intention is the consumer's willingness to buy a particular product or service after evaluating various alternatives that are available (Zhang et al., 2022). This purchase intention will occur as the first step of the purchasing process before making a purchase decision. When attracting consumers' attention, a company needs to have a good and effective marketing strategy (Vargas-Hernández & Cervantes-Guzmán, 2019). One way to do it is by implementing the green marketing concept. According to Charter & Polonsky (2017), green marketing consists of all marketing or promotion activities of a product based on its environmental performance or improvement.

Green marketing has become one of the recent factors that influences consumers to purchase a product due to its efficiency, and the prevention of environmental issues. By implementing green marketing, a company can attract the customer's attention who are aware of environmental issues. Based on the previous research of the influence of green marketing towards purchase intention, the green

marketing is significantly and positively affects the customer's intention to purchase a product (Mulya & Kusumawardhani, 2023). This research shows that by implementing green marketing in the product marketing strategy, the company could potentially gain more attention from their consumers to buy their product and will eventually increase their sales.

Before deciding which product that they are going to buy, consumers need to know about the product that they choose. According to Elsy & Indriyani (2020), product knowledge can be defined as information that is stored in the people's memories about a certain product to persuade them before making any purchasing decisions. A company can use product knowledge as a strategy to increase sales by feeding the consumers with information regarding the product because if individuals have more knowledge of certain products, they will be more likely to purchase the product (TPM Le & Phi Dinh, 2017). The previous research in the role of product knowledge on purchase intention by Andita & Hermawan (2023) obtained findings in the form of a partial significant effect of the product knowledge variable and the purchase intention variable. This research also showed that the product knowledge combined with the dimensions of subjective knowledge, objective knowledge, & experiential knowledge has a significant effect on the purchase intention.

Price can have a significant impact towards the consumer's perception of a product and plays a crucial role in influencing the consumer's psychological behavior on deciding which product that they should go for (Kotler et al., 2021). According to Dzulkharnain (2022), price perception is how the offered price can be

understood as an information by the consumers after being compared by the consumer's experience and expectation. The better the perception of the price towards that product, the stronger the purchase intention for the product (Ayub & Kusumadewi, 2021). In the previous research conducted by Septiani & Chaerudin (2020), they found a significant influence of the price perception towards purchase intention in the shoe brand industry. That means by applying the correct pricing, a company could make a significant difference in sales because consumers will take price as a consideration before picking their product.

Practically, green marketing could influence the price perception of a product because of its effects and benefits towards the environment. But even though the consumers are aware of the benefits towards the environment, they will also have a consideration about the high price of the green product except if that product has a real function and benefit that can justify the high price (Nguyen-Viet, 2023). According to the research conducted by Xu et al. (2025), it is shown that green product experience and green product innovation has a significant effect on consumer's perceived price fairness in the new energy vehicle industry. The satisfaction from using green product can enhance the consumers' trust towards the product, linking the price of the product to its environmental value and justifying the price of the product. The innovation from green product like economic efficiency, innovative advantages, and cost structure can help consumers to understand the price behind an innovative green product.

A lot of consumers out there often got the wrong perception towards the price that the company offers. There are so many cases where the consumer thought the

same product with cheap price doesn't have the same quality as the one with more expensive price, because consumers often perceive price as a quality indicator (Kotler et al., 2021). It's a different case if we are starting to talk about consumers with high product knowledge. Consumers with deep understanding of a product are mostly more critical in evaluating a product's value. They can identify which product has the closest or maybe bigger than the paid price (Feng, 2024). In the previous research conducted by Bhaduri & Stanforth (2016), they found out the product knowledge that a consumer has can change the consumer's perception towards the expected product's price. This is linear with what Feng (2024) said about consumers with high product knowledge will not always choose a product with cheap price but to measure between the price and the value that they get from the product while consumers with low product knowledge tend to use price as a quality indicator of that product.

According to the research in 2024 by the Study Center of Islam and Society (PPIM) of the National Islamic University (UIN) Jakarta, Generation Z or often referred as Gen Z is more likely to be aware of environmental issues. Gen Z has a higher knowledge when choosing which product is more environmentally friendly. But Gen Z is also sensitive towards the price of the product even with the fact that they are aware of the environment. They might choose not to buy the environmentally friendly product if they don't have a high product knowledge. (PPIM UIN Jakarta, 2024)

After reviewing the available journals and research, the researcher found a gap between green marketing, product knowledge, and price perception towards

purchase intention. The researcher still can't find a research that puts price perception as a mediating variable between green marketing and product knowledge with purchase intention added with an environmentally friendly electric vehicle as the research object and Gen Z as the research subject. The researcher thinks that the price perception could be a mediating variable because the object of this research has quite a high price compared to normal scooters and the other variables (green marketing and product knowledge) might influence the price perception of the consumers towards the product which could also indirectly influence the purchase intention. With the emerging electric vehicle market, the researcher thinks it would be interesting to study the Gen Z's purchase intention towards the product. This research aims to help people get a better understanding of the direct and indirect influence between green marketing and product knowledge towards purchase intention and with price perception as a mediator between them.

Based on the background above, the researcher is now proposing a research with the title **“The Influence of Green Marketing & Product Knowledge Towards Purchase Intention with Price Perception as Mediating Variable in Honda EM1 e: Electric Bike (Study on Gen Z in Indonesia)”**

1.2 Statement of Problem

1. How does green marketing directly influence price perception?
2. How does product knowledge directly influence price perception?
3. How does green marketing directly influence purchase intention?

4. How does product knowledge directly influence purchase intention?
5. How does price perception directly influence purchase intention?
6. How does green marketing indirectly influence purchase intention through price perception?
7. How does product knowledge indirectly influence purchase intention through price perception

1.3 Objectives and Benefits

1.3.1 Research Objectives

1. To analyze the direct influence of green marketing towards price perception.
2. To analyze the direct influence of product knowledge towards price perception.
3. To analyze the direct influence of green marketing towards purchase intention.
4. To analyze the direct influence of product knowledge towards purchase intention.
5. To analyze the direct influence of price perception towards purchase intention.
6. To analyze the indirect influence of green marketing towards purchase intention through price perception.
7. To analyze the indirect influence of product knowledge towards purchase intention through price perception.

1.3.2 Research Benefits

a) Theoretical Benefits

This research is expected to bring a wide range of benefits. It is expected to broaden the perception and academic knowledge in the field of green marketing, product knowledge, price perception, and purchase intention. Additionally, the result of this research can be developed into a new framework in the field of marketing specifically green marketing.

b) Practical Benefits

1. For Researcher

This research provides the researcher with a deeper understanding of the relationship between green marketing and product knowledge on purchase intention, with price perception as a mediating variable. It also allows the researcher to apply the theoretical knowledge gained during the academic studies period to a practical, real-world context.

2. For Practitioner

This research brought essential benefits for the practitioner, especially for marketing managers, product managers, and the other stakeholders who are involved in the product marketing activities by utilizing green marketing, product knowledge, and price perception.

3. For Other Researchers

The findings of this research are expected to serve as a useful reference for other researchers, particularly for those who are

conducting studies in the areas of green marketing, product knowledge, price perception, and purchase intention. It may also contribute to the development of further research in related fields



CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

This study aims to reveal the influence of green marketing and product knowledge towards purchase intention with price perception as an intervening variable. This study also reveals the insignificant effect of price perception towards purchase intention which is not aligned with the previous references in this research. Based on the findings from the analysis and explanations in the previous chapter, the conclusions are as follows:

1. Green marketing has a positive and significant influence on the price perception of Honda Em1 e: on Gen Z in Indonesia.
2. Green marketing has a positive and significant influence on the product knowledge of Honda Em1 e: on Gen Z in Indonesia.
3. Product knowledge has a positive and significant influence on the price perception of Honda Em1 e: on Gen Z in Indonesia.
4. Product knowledge has a positive and significant influence on the purchase intention of Honda Em1 e: on Gen Z in Indonesia.
5. Price perception does not have a positive and significant influence on the purchase intention of Honda Em1 e: on Gen Z in Indonesia.
6. Price perception variable cannot mediate the influence of green marketing on the purchase intention of Honda Em1 e: on Gen Z in Indonesia.

7. Price perception variable cannot mediate the influence of product knowledge on the purchase intention of Honda Em1 e: on Gen Z in Indonesia.

5.2 Limitations

The limitations that need to be addressed from this research are as follows:

1. The sample size is limited to only 80 Gen Z respondents in Indonesia with unknown backgrounds which may not fully represent the broader Gen Z population across various educational backgrounds, income levels, and regions of residence in Indonesia.
2. The result of this research only represents Gen Z in Indonesia which still be considered young and might have a different result if it's using older age groups like millennials or baby boomers.
3. This study is only focused on Honda EM1 e: as the object of the research. This limits the generalizability of the findings to the other electric vehicles that are available in the market.
4. The data collection relies on distributing questionnaires online which reduces the researcher's control on how the questions are interpreted and leading to a higher risk of careless responses when filling out the questionnaire which will reduce the quality of the data.
5. The price perception was hypothesized as a mediating variable but the insignificant result showed that there are other better mediators that can explain the indirect pathways in the context of green marketing, product knowledge, and purchase intention.

5.3 Suggestions

After stating the conclusion and limitations of this study, the following suggestions are provided:

1. Future studies could expand the sample size and diversify the demographic profile such as participants from various educational backgrounds, income levels, and regions of residence to uncover broader insights.
2. Further research could also use a different age group to reveal if the result is similar across all age group or it could deliver new findings with the same variables and object.
3. Further research should consider another mediating variable that will more likely be stronger than price perception to more accurately explain the indirect influence of green marketing and product knowledge towards purchase intention.
4. For future researchers, it is recommended to use another electric vehicle as the object of the research to identify whether the influence of green marketing, product knowledge, and price perception on purchase intention is consistent across similar products.

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