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Analysis of the Development of Electric Car Marketing in Indonesia in Encouraging Consumer Purchasing Interest

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ABSTRACT

Purpose: This study analyzes the development of electric-car marketing strategies in Indonesia and examines how green marketing, government incentives, infrastructure readiness, and consumer behavioral factors influence purchase intention for electric vehicles.

Research Method: This study employed a qualitative descriptive approach using literature review and document analysis. Data were collected from GAIKINDO reports, Scopus- and SINTA-indexed journals, government regulations, business publications, and observations of digital marketing campaigns from 2022 to 2025. Data were analyzed using thematic coding, data reduction, and triangulation.

Results and Discussion: The findings indicate that consumer purchase intention is influenced by economic efficiency, technological innovation, environmental awareness, social influence, and perceived behavioral control. Government incentives, charging infrastructure expansion, battery warranty schemes, and omnichannel marketing strategies contributed to increasing consumer confidence and market acceptance of electric vehicles.

Implications: The study highlights the importance of integrating green marketing communication, ecosystem readiness, and infrastructure support to strengthen sustainable electric vehicle adoption in Indonesia.

Originality: This study integrates green marketing and the Theory of Planned Behavior to explain electric vehicle purchase intention in the Indonesian market.

Keywords: electric vehicles; green marketing; consumer purchase intention; theory of planned behavior.

1. Introduction

Global warming and climate change have become crucial global issues that demand structural transformation across multiple sectors, including transportation. As one of the major contributors to carbon emissions, the automotive industry is increasingly shifting from internal combustion engine vehicles toward electric vehicles (EVs) as part of broader environmental sustainability efforts. In Indonesia, this transition has gained strategic importance following the government's commitment to achieving Net Zero Emissions by 2060, positioning electric vehicle adoption as a national development priority. Green marketing is a marketing strategy that integrates environmental concerns into all aspects of marketing activities, from product development and pricing to distribution channels and promotion. In the context of electric cars, marketing focuses not only on technical features but also on sustainability

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and reduced carbon footprint. Manufacturers use an eco-friendly narrative to attract a highly ecologically conscious consumer segment.

The Indonesian government has demonstrated its commitment to developing an electric vehicle ecosystem through various legal frameworks, including Presidential Regulation No. 55 of 2019. This policy includes fiscal incentives such as exemptions from Luxury Goods Sales Tax (PPnBM) and regional tax reductions. This strategic move aims to reduce the selling price of electric cars to make them more competitive, thereby attracting a wider audience accustomed to conventional vehicles. Government policy is a powerful external factor driving purchasing interest in emerging markets. In Indonesia, policies such as Presidential Regulation No. 55 of 2019 and the provision of VAT DTP (Value Added Tax Borne by the Government) incentives are key factors in lowering the price barrier to entry, making electric cars a more reasonable choice for middle-class consumers.

The development of the electric car market in Indonesia is also marked by the entry of various global manufacturers, including established Japanese and European brands, as well as aggressive new players from China. This competition has brought rapid technological innovation, from increased battery capacity to artificial intelligence features for driving. This market dynamic provides more choices for consumers, but also demands more targeted marketing strategies to win public trust. Current marketing strategies increasingly emphasize long-term operational efficiency, environmental sustainability, and technological practicality as key factors shaping consumer evaluations of electric vehicles.

Consumer purchase intention is often explained by the Theory of Planned Behavior (TPB), in which attitude, subjective norms, and perceived behavioral control influence a person's intention to purchase a product. Within the TPB framework, consumer attitude toward electric vehicles may develop through perceptions of environmental sustainability, operational cost efficiency, and technological innovation. Subjective norms may emerge from social influence, public discourse, digital communities, and increasing environmental awareness among urban consumers. Meanwhile, perceived behavioral control is closely associated with consumers' perceptions regarding charging infrastructure availability, vehicle affordability, battery durability, and access to after-sales services. Therefore, the TPB framework provides a relevant analytical foundation for understanding how marketing strategies and policy interventions influence electric car purchase intention in Indonesia.

Several previous studies have examined factors influencing electric vehicle purchase intention in Indonesia. Ruslim *et al.,* (2023) found that attitude, subjective norms, and price sensitivity positively influenced purchase intention, whereas perceived behavioral control had an insignificant effect. Sukma *et al.,* (2023) demonstrated that environmental concern and government policy significantly affected consumer purchase intention. Gunawan *et al.,* (2022) identified attitude toward use as the strongest determinant shaped by performance expectancy, hedonic motivation, and price value, while Wicaksono & Aprianingsih (2021) highlighted the important role of environmental values in forming consumer attitudes toward electric vehicles. Furthermore, Permana *et al.,* (2024) emphasized the effectiveness of Wuling Air EV's omnichannel marketing strategy through the integration of online and offline promotional channels. Lady & Angelino (2024) also found that brand awareness, social media marketing, and electronic word-of-mouth positively influenced brand trust and purchase intention.

Despite these findings, several important challenges remain unresolved. Widitya *et al.,* (2024) identified high vehicle prices and limited charging infrastructure as major obstacles to electric vehicle adoption, while Astuti & Susanto (2024) found that perceived usefulness alone did not automatically generate strong purchase intention. These findings indicate that technological superiority and

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environmental messaging are insufficient without adequate supporting infrastructure, affordability, and consumer confidence. Marketing communication and after-sales service strategies, therefore, become important mechanisms for reducing consumer uncertainty regarding charging accessibility, maintenance, and long-term vehicle usability. However, efforts to stimulate purchasing interest still face significant challenges related to infrastructure and education. Consumer concerns about the availability of Public Electric Vehicle Charging Stations (SPKLU), charging duration, and resale value remain significant inhibiting factors. Marketing communication and after-sales service strategies, therefore, become important mechanisms for reducing consumer uncertainty regarding charging accessibility, maintenance, and long-term vehicle usability throughout Indonesia.

Although previous studies have examined consumer attitudes, environmental concern, government incentives, and social influence in relation to electric vehicle purchase intention, several important limitations remain. Existing studies predominantly rely on quantitative survey approaches that examine isolated determinants of purchase intention without comprehensively analyzing how automotive manufacturers integrate green marketing communication, omnichannel promotion, infrastructure narratives, and policy incentives into broader market strategies. In addition, prior studies generally focus on testing statistical relationships among variables rather than critically examining how the components of the Theory of Planned Behavior—attitude, subjective norms, and perceived behavioral control—are operationalized within the actual marketing practices of electric car manufacturers in Indonesia. Consequently, there remains a limited qualitative understanding regarding how marketing narratives are strategically constructed to reduce consumer uncertainty and strengthen purchasing intention in an emerging electric vehicle market. In addition to external factors, consumer psychology, such as perceptions of a modern lifestyle and prestige, also plays a crucial role. Consumer perceptions regarding modernity, innovation, environmental responsibility, and social identity may contribute to stronger emotional attachment toward electric vehicles, particularly among urban and digitally connected consumers. Therefore, analyzing the extent to which branding and marketing communication strategies can engage consumers' emotional well-being is highly relevant and warrants further investigation to accelerate market penetration.

The relevance of this issue is reinforced by the rapid growth of battery electric vehicle (BEV) sales in Indonesia in recent years, accompanied by intensified competition among manufacturers such as Hyundai, Wuling, BYD, Chery, and Toyota to introduce various electric vehicle models and run promotional campaigns. At the same time, market growth continues to face structural constraints related to the distribution of charging infrastructure, consumer trust, and price affordability. These conditions indicate that consumer purchasing intention is influenced not only by technological advancement, but also by how manufacturers communicate value, reduce perceived risk, and align their strategies with consumer expectations and government policy support.

This study aims to examine how Indonesian automotive manufacturers' marketing strategies have evolved to influence consumer purchasing intentions. This study specifically addresses the limited integration among green marketing strategies, government policy interventions, and the Theory of Planned Behavior in explaining electric car purchase intention in the Indonesian market. Through this analysis, the study seeks to provide a more comprehensive understanding of how marketing narratives, infrastructure considerations, and consumer perceptions interact in shaping electric vehicle adoption in Indonesia.

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The remainder of this paper is organized as follows. Section 2 provides a literature review and hypothesis development. Section 3 presents the research method and design. Section 4 provides the results and discussion. Section 5 is Concluding Remarks and Recommendations.

2. Literature Review and Hypothesis Development

2.1 Green Marketing and Electric Vehicle Marketing Strategy

Green marketing has become an increasingly important strategic approach in the modern automotive industry, particularly in the development and promotion of electric vehicles (EVs). The growing global concern about climate change, carbon emissions, and environmental sustainability has prompted automotive manufacturers to integrate environmental values into marketing, product positioning, and brand communication. Green marketing no longer focuses solely on promoting environmentally friendly products, but also emphasizes sustainable production processes, energy efficiency, and long-term ecological responsibility (Bhardwaj *et al.,* 2023). In the electric vehicle industry, marketing strategies are designed to shape positive consumer perceptions regarding sustainability, innovation, and reduced environmental impact. This development reflects the growing shift in consumer preferences toward green consumerism, with consumers becoming more attentive to environmental values in their purchasing decisions. Consequently, electric vehicle manufacturers increasingly employ sustainability narratives, eco-friendly branding, and digital campaigns to strengthen public trust and improve market acceptance of electric vehicles. According to Kumo (2023), sustainability-oriented marketing communication also plays an important role in influencing consumer perceptions and strengthening environmentally responsible purchasing decisions.

The implementation of green marketing in the electric vehicle sector is commonly reflected through integrated marketing communication strategies that combine sustainable advertising, digital marketing, social media campaigns, influencer engagement, and environmentally oriented product messaging. Yaputra *et al.,* (2024) explained that green marketing, sustainable advertising, and eco-labeling positively influence green purchasing behavior in the Indonesian electric vehicle market. Green marketing strategies also increasingly involve omnichannel approaches that integrate online and offline consumer experiences to strengthen brand engagement and purchasing intention. In addition, Saleh *et al.,* (2024) emphasized that green marketing mix practices influence consumers' intention to purchase electric vehicles through the mediating role of perceived green value. This indicates that consumers are more likely to develop positive purchase intentions when they perceive electric vehicles as environmentally beneficial, economically efficient, and socially valuable. Therefore, marketing communication in the electric vehicle industry is not limited to product promotion; it also serves to construct environmental value and reduce consumer uncertainty about electric vehicle adoption.

In Indonesia, the development of electric vehicle marketing strategies is increasingly influenced by competitive market dynamics, technological innovation, and changing consumer lifestyles. Automotive companies are actively competing to strengthen brand image and consumer trust through sustainability-oriented branding and environmentally responsible communication strategies. Andryan *et al.,* (2025) found that green marketing strategies positively influence purchase decisions through increased purchase interest among electric vehicle consumers. Furthermore, Aldino & Indika (2025) demonstrated that green marketing significantly strengthens brand equity among Generation Z and millennial consumers of Wuling electric vehicles in Bandung. Business & Lesmana (2025) also

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highlighted that green marketing strategies and environmental awareness significantly shape electric vehicle usage behavior. In addition, Li *et al.,* (2023) explained that green premiums and sustainability-oriented consumer perceptions increasingly influence electric vehicle market growth and sales forecasting. These findings indicate that the effectiveness of electric vehicle marketing strategies depends not only on technological superiority and pricing competitiveness but also on manufacturers' ability to integrate environmental values, social influence, and sustainable branding into broader consumer engagement strategies.

2.2 Consumer Purchase Intention and Behavioral Factors in Electric Vehicle Adoption

Consumer purchase intention toward electric vehicles has become an increasingly important topic in line with the global transition toward sustainable transportation and low-carbon mobility. Purchase intention refers to consumers' tendency to consider, evaluate, and ultimately decide to purchase a product based on psychological, social, economic, and environmental factors. In the context of electric vehicle adoption, consumer behavior is influenced not only by product functionality and technological innovation but also by perceptions regarding sustainability, environmental responsibility, and long-term economic benefits. The Theory of Planned Behavior (TPB) explains that attitude, subjective norms, and perceived behavioral control influence behavioral intention. Ruslim *et al.,* (2023) found that attitude, subjective norms, and price sensitivity positively influenced electric vehicle purchase intention in Indonesia, although perceived behavioral control showed less significant effects. Similarly, Dutta & Hwang (2021) emphasized that environmental values significantly shape consumer attitudes, which subsequently influence purchase intention toward electric vehicles. This argument is also supported by Bundu *et al. (2024), who explained that positive brand attitudes play an important role in mediating consumers' intentions* toward purchasing decisions. These findings indicate that consumer evaluations of electric vehicles are strongly associated with perceptions of environmental sustainability and personal value alignment.

In addition to psychological factors, consumer intention to adopt electric vehicles is also shaped by broader behavioral and contextual factors, including government support, technological expectations, and social influence. Hakam & Jumayla (2024) demonstrated that environmental concern and government policy positively influence consumers' intention to adopt electric vehicles in Indonesia. This suggests that public awareness regarding environmental issues, combined with supportive policy frameworks such as tax incentives and infrastructure development, can strengthen positive consumer perceptions toward electric vehicles. Furthermore, Manutworakit & Choocharukul (2022) identified performance expectancy, hedonic motivation, and price value as significant determinants influencing electric vehicle adoption intention through the extended Unified Theory of Acceptance and Use of Technology (UTAUT). These findings illustrate that consumers tend to evaluate electric vehicles not only from an environmental perspective but also from considerations of driving experience, practicality, technological sophistication, and financial efficiency. Consequently, electric vehicle adoption behavior reflects a combination of rational evaluation, environmental awareness, and technological acceptance.

The increasing influence of digital communication and social interaction has also transformed consumer behavior in the electric vehicle market. Clarita & Chalid (2024) found that social influence, environmental concern, and consumer attitudes significantly affect electric vehicle purchase intention among consumers in Greater Jakarta. In addition, Wibisono *et al.,* (2024) highlighted the important role of social media marketing, electronic word-of-mouth, and brand trust in strengthening consumer

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purchase intention toward electric vehicles in Indonesia. Digital platforms increasingly serve as key channels for shaping consumer perceptions, spreading environmental narratives, and raising awareness of electric vehicle technology. However, Moslem & Pilla (2024) argued that perceived usefulness alone does not automatically lead to strong behavioral intention, indicating that structural barriers such as charging infrastructure, affordability, and consumer uncertainty remain important challenges to electric vehicle adoption. Therefore, consumer purchase intention toward electric vehicles is shaped by a complex interplay among psychological factors, environmental awareness, technological perceptions, social influence, and market readiness.

2.3 Electric Vehicle Adoption and Consumer Behavior in Indonesia

The development of electric vehicles (EVs) in Indonesia has accelerated significantly in recent years due to increasing environmental concerns, technological advancement, and government commitment to supporting sustainable transportation. The Indonesian government has actively encouraged electric vehicle adoption through fiscal incentives, tax reductions, and infrastructure development programs to improve market readiness and reduce consumer barriers. Vasconcelos *et al.,* (2022) explained that government incentives, tax reductions, and technology readiness play important roles in encouraging electric vehicle adoption in Indonesia. These policies are intended to improve affordability and increase public confidence in electric vehicle technology. At the same time, the Indonesian automotive market has experienced growing competition among global manufacturers introducing various electric vehicle models with different technological features and pricing strategies. This market expansion reflects the increasing strategic importance of electric vehicles within Indonesia's long-term transportation and environmental agenda.

Despite positive market growth, electric vehicle adoption in Indonesia continues to face several structural and behavioral challenges. Yeni *et al.,* (2025) identified charging infrastructure limitations and vehicle affordability as major barriers influencing consumer adoption decisions. Concerns regarding the availability of Public Electric Vehicle Charging Stations (SPKLU), charging duration, battery durability, and resale value continue to shape consumer perceptions toward electric vehicles. In addition, consumer adoption behavior is strongly influenced by technological perceptions and expectations regarding practicality and usability. Gunawan *et al.,* (2022) found that performance expectancy, price value, and hedonic motivation significantly influence the intention to adopt electric vehicles in Indonesia. Similarly, Astuti & Susanto (2024) emphasized that perceived usefulness alone is insufficient to generate strong behavioral intention when consumers still perceive substantial risks and infrastructural limitations. These findings indicate that electric vehicle adoption is influenced not only by environmental awareness but also by consumers' evaluations of economic feasibility, technological reliability, and market accessibility.

Consumer behavior toward electric vehicles in Indonesia is also increasingly shaped by social influence, digital communication, and branding strategies. Clarita & Chalid (2024) demonstrated that social influence, environmental concern, and consumer attitudes significantly affect the purchase intention for electric vehicles among urban consumers in Greater Jakarta. The growing role of social media platforms and digital communities has further strengthened the dissemination of environmental awareness and information about electric vehicles. Lady & Angelino (2024) found that social media marketing, electronic word-of-mouth, and brand trust positively influence consumer purchase intention toward electric vehicles in Indonesia. In addition, Skinner (2024) highlighted the effectiveness of Wuling Air EV's omnichannel marketing strategies through the integration of digital promotion, influencer

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marketing, dealership experiences, and auto exhibitions. These findings suggest that electric vehicle adoption in Indonesia is increasingly influenced by a combination of government support, infrastructure readiness, perceptions of technology, social influence, and integrated marketing communication strategies that shape consumer trust and behavioral intention.

3. Research Method

This study uses a qualitative descriptive approach to provide a systematic overview of the development of electric car marketing in Indonesia. This approach was chosen because the researcher wanted to explore in depth the communication strategies and marketing mixes used by manufacturers, as well as how external factors, such as government policies, influence consumer purchasing interest, to obtain a contextual and interpretative understanding of electric vehicle marketing development and consumer purchasing behavior in Indonesia.

The primary data sources in this study were secondary data obtained through literature review and official documentation. Data were drawn from the annual sales reports of the Association of Indonesian Automotive Industries (GAIKINDO), scientific journals related to green marketing and electric vehicle adoption, online automotive and business news articles published between 2023 and 2025 from platforms such as Kompas Otomotif, CNBC Indonesia, Bisnis Indonesia, and Katadata, as well as government regulatory documents such as Presidential Regulation No. 55 of 2019 concerning the acceleration of battery-based electric motor vehicle programs.

The literature search process was conducted using several academic databases, including Google Scholar, Scopus-indexed journals, ScienceDirect, Emerald Insight, SpringerLink, and SINTA-indexed Indonesian journals. The search used keyword combinations such as "electric vehicle marketing," "green marketing," "electric car adoption," "consumer purchase intention," "electric vehicle consumer behavior," "Indonesia electric vehicle market," and "Theory of Planned Behavior in EV adoption." The inclusion criteria comprised scientific articles, government reports, industry reports, and business publications published between 2022 and 2025 that specifically discussed electric vehicle marketing, consumer behavior, electric vehicle adoption, green marketing, or Indonesian electric vehicle policies. Sources unrelated to electric cars, duplicate publications, opinion-based blogs, and non-academic promotional materials were excluded from the analysis. A total of 47 documents were initially identified during the literature search process. After screening and relevance assessment, 28 sources, including journal articles, industry reports, government documents, and automotive market publications, were selected for in-depth analysis.

Data collection was conducted through library research by reviewing relevant literature on consumer behavior theory, green marketing strategy, and electric vehicle adoption. Furthermore, the researcher conducted systematic observations of digital marketing campaigns, social media content, promotional videos, official websites, and online advertisements from major brands such as Hyundai, Wuling, and BYD to map the communication patterns used to attract consumers in the Indonesian market.

Data analysis was conducted interactively, beginning with the data reduction stage, which summarized and focused on important aspects such as tax incentives, infrastructure development, green marketing communication, omnichannel promotion, and product feature innovation. The selected documents were coded thematically based on several analytical categories, including green marketing

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strategy, omnichannel promotion, government incentives, charging infrastructure, consumer attitudes, subjective norms, perceived behavioral control, and purchase intention. This thematic coding process enabled the researcher to identify recurring patterns and relationships among marketing strategies, consumer perceptions, and electric vehicle adoption behavior.

Next, the data were presented descriptively through narratives and comparative analyses of inter-brand marketing strategies to facilitate understanding of current dynamics in Indonesia's electric vehicle market. To improve analytical validity, data triangulation was conducted by comparing findings from academic literature, government documents, industrial reports, and digital campaign observations. Cross-source comparison was also used to ensure consistency between market trends, policy developments, and consumer behavior findings.

4. Results and Discussion

Research shows that electric car marketing in Indonesia has undergone a significant structural transformation over the past three years. This transformation is not merely a passing trend but the result of a paradigm shift in the national automotive industry, which is beginning to adopt a large-scale clean energy ecosystem. The surge in consumer interest observed today is the result of ongoing market education efforts, in which electric vehicles are no longer viewed as a distant-future technology but rather as a relevant, functional daily transportation solution for urban communities. From the perspective of the Theory of Planned Behavior (TPB), this transformation reflects changes in consumer attitudes, subjective norms, and perceived behavioral control toward electric vehicle adoption. Positive consumer attitudes are increasingly shaped by perceptions of environmental sustainability, operational efficiency, and technological innovation, while subjective norms are emerging from growing social exposure to environmentally friendly mobility trends and digital discussions about electric vehicles.

The main driver behind this phenomenon is the strong synergy between strategic government policies and manufacturers' aggressiveness in introducing the latest innovations. The Indonesian government, through fiscal incentives such as VAT reductions and regional tax exemptions, has successfully created an attractive investment climate for global manufacturers. Meanwhile, manufacturers have responded to these policies by introducing more efficient battery technology and artificial intelligence features for driving. This combination of concrete regulatory support and the availability of cutting-edge technology is a key catalyst in accelerating public acceptance of battery-based electric vehicles (BEVs). The findings indicate that government incentives not only reduce economic barriers but also strengthen perceived behavioral control by increasing consumer confidence in affordability and the feasibility of long-term ownership.

Data from the Association of Indonesian Automotive Industries (GAIKINDO) indicate that battery electric vehicle (BEV) sales in Indonesia increased significantly from approximately 10,327 units in 2023 to more than 17,000 units in 2024, reflecting growing public acceptance of electric mobility. This growth is supported by market penetration from various international brands that have begun assembling their units locally (Completely Knocked Down/CKD). The presence of a local production base not only ensures the availability of units and spare parts but also signals to consumers the sustainability of after-sales service, which has long been a major concern for prospective buyers in Indonesia. The expansion of local production also helps strengthen consumer trust, as the availability of spare parts and maintenance services reduces concerns about long-term vehicle usability.

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The success of this marketing strategy also depends heavily on product diversification that can reach various economic strata. Currently, the Indonesian automotive market no longer only offers premium-class electric cars priced in the billions of rupiah. However, it has also been enlivened by a more affordable entry-level segment. Competitive pricing strategies, often at par with conventional car prices, have broken down the economic barriers that have previously hampered mass adoption. With an increasingly wide range of model choices, electric cars have now become a rational choice for a wide range of consumer profiles, from first-time car buyers to luxury vehicle collectors. These findings indicate that pricing accessibility plays an important role in strengthening purchase intention, particularly among middle-class urban consumers who prioritize both affordability and operational efficiency.

The green marketing strategies implemented by electric car manufacturers in Indonesia have now evolved from simply environmental awareness campaigns to strategies with tangible economic value. Manufacturers are no longer simply selling a "saving the planet" or carbon-emission-reduction narrative. However, they are integrating this message with the promise of significantly lower operating costs than conventional vehicles. This strategy is highly relevant to the pragmatic nature of Indonesian consumers, for whom environmental sustainability is more appealing when coupled with tangible financial benefits in daily spending. This finding demonstrates that green marketing effectiveness in Indonesia is closely associated with manufacturers' ability to integrate environmental narratives with practical and economic considerations.

The core of this marketing effectiveness lies in an educational campaign that highlights energy cost comparisons. By presenting real-world data on the low cost of charging per kilometer compared to fuel prices, manufacturers have successfully transformed the perception of electric cars from an expensive luxury item to a profitable long-term investment. This cost comparison strategy helps strengthen consumer perceptions of long-term operational efficiency and reduce concerns about the total cost of ownership (TCO), particularly those associated with battery replacement and maintenance.

The strength of this marketing strategy is further solidified by government fiscal incentives that lower price barriers at the dealer level. Policies such as the exemption from Luxury Goods Sales Tax (PPnBM) and government-funded Value Added Tax (VAT) discounts significantly reduce vehicle selling prices by tens of millions of rupiah. The synergy between more competitive unit prices and the promise of energy efficiency creates momentum, making electric cars no longer merely status symbols but the logical choice for people seeking modern vehicles with minimal maintenance costs amid fluctuating fossil fuel prices. These findings reinforce the argument that economic incentives and perceived financial benefits remain important determinants influencing consumer purchase intention in emerging electric vehicle markets.

In addition to price, infrastructure development is a crucial determinant in determining public purchasing interest. This study found that despite growing enthusiasm for electric technology, the phenomenon of range anxiety, or psychological anxiety related to range and the fear of running out of power mid-trip, has emerged. This concern is particularly felt by potential consumers who reside in or frequently travel outside major cities, where the density of charging points is not yet comparable to that of conventional gas stations. This challenge demonstrates that marketing strategies should not be limited to vehicle features but should also address the limitations of the supporting ecosystem. Within the TPB framework, these infrastructure concerns directly influence perceived behavioral control, as consumers assess whether electric vehicles can realistically support their daily mobility needs.

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In response to these challenges, the marketing strategies of pioneering manufacturers like Hyundai and Wuling have shifted from simply selling units to offering an energy-solution ecosystem. Strategic moves like providing free home charging installation services for every buyer help shift charging habits from "finding a location" to "charging at home," much like charging a smartphone. Furthermore, manufacturers' initiatives to build independent charging stations (SPKLU) in strategic locations such as shopping centers and toll road rest areas are not merely additional amenities, but rather strategies to directly reduce consumer psychological barriers on the ground. The findings indicate that ecosystem-oriented marketing strategies increasingly serve to reduce uncertainty and improve consumer confidence in the practicality of electric vehicles.

Furthermore, the presence of visible supporting infrastructure in public spaces serves as visual reinforcement of ecosystem readiness. Every charging station displayed in a public area signals that the electric vehicle ecosystem is increasingly available and operational. This physical presence helps strengthen potential buyers' confidence by providing tangible assurance about operational accessibility and charging availability. With increasingly massive infrastructure development underway, consumer doubts are slowly eroding, giving way to confidence in adopting electric mobility without hesitation.

Beyond infrastructure issues, traditional Indonesian consumers' skepticism about resale value poses a significant barrier to their decision-making. Consumers in the domestic automotive market typically view vehicles as investment assets, with potential future price depreciation heavily factored in. Concerns that battery technology will quickly become obsolete or degrade in performance over the next few years create a high perception of financial risk, often delaying purchase intentions, even among those interested in this environmentally friendly technology. These findings suggest that perceived financial risk remains a major psychological barrier to consumer behavioral intention to adopt electric vehicles.

In response to this challenge, manufacturers' marketing strategies are shifting radically, offering aggressive long-term protection schemes. Offering a guaranteed battery life of up to eight years and even a lifetime warranty on battery components are tactical moves to provide long-term consumer assurance. This strategy is not simply a promise of after-sales service, but rather a tool to build trust that the functional value of electric cars will be maintained over the long term, while simultaneously providing strong product differentiation amidst increasingly fierce market competition. The implementation of long-term battery warranty schemes also helps reduce perceived risk and strengthen consumer confidence in the security of electric vehicle investments.

The implementation of this comprehensive battery warranty effectively reduces the perceived risk of expensive battery component replacement costs. When manufacturers mitigate these technical and financial risks through a solid warranty, consumers' psychological doubts gradually fade, and they become confident in making a transaction. Ultimately, this shift in marketing strategy, which focused on ensuring investment security, successfully transformed speculative and deliberate purchase intentions into concrete purchase decisions, directly contributing to the accelerated adoption of electric cars in Indonesia.

International automotive exhibitions, such as the Gaikindo Indonesia International Auto Show (GIIAS) and the Indonesia International Motor Show (IIMS), have become key catalysts for accelerating electric vehicle adoption in Indonesia. These annual events are not simply product showrooms but interactive educational centers where consumers can engage directly with the entire electric vehicle ecosystem. Amid the onslaught of digital information, the physical presence of vehicles at a major

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exhibition lends manufacturers credibility in demonstrating their seriousness about developing the Indonesian market, which significantly impacts consumer purchasing intentions. The findings indicate that direct interaction through exhibitions strengthens subjective norms by increasing consumers' exposure to electric-vehicle trends, technological innovation, and the social acceptance of environmentally friendly mobility.

One of the determining factors in the success of these exhibitions is the extensive test drive facilities provided. The analysis shows that the direct driving experience is the most crucial turning point in the consumer decision-making process. Many prospective buyers who were previously skeptical about the performance of electric cars ultimately changed their minds after experiencing a quiet, vibration-free ride, instant, responsive acceleration, and a futuristic cabin. This sensory experience provides tangible evidence that electric cars are not only environmentally friendly but also offer a standard of comfort and performance that surpasses gasoline-powered cars in the same class. These direct experiences strengthen consumer attitudes toward electric vehicles by replacing perceived technological uncertainty with practical user experience.

The impression of modernity and technological sophistication showcased at the event perfectly aligns with the aspirations of urban lifestyles, which desire both efficiency and prestige. Features such as Advanced Driver Assistance Systems (ADAS), remote control via a mobile phone, and the vehicle's ability to serve as a backup power source (Vehicle-to-Load) further emphasize the role of electric cars as smart devices of the future. For urban consumers, owning an electric car is now seen as a statement of a progressive and tech-savvy lifestyle, ultimately driving a mass purchasing trend in major cities. This finding indicates that consumer behavior toward electric vehicles is increasingly associated with lifestyle transformation, technological orientation, and social identity formation among urban communities. Table 1 presents a comparative overview of electric vehicle marketing strategies implemented by several major manufacturers in Indonesia.

Table 1. Comparative Overview of Electric Vehicle Marketing Strategies in Indonesia

Brand	Main Marketing Strategy	Consumer Target	Supporting Ecosystem
Hyundai	Sustainability and premium technology branding	Urban middle-upper consumers	Home charging installation and SPKLU development
Wuling	Affordable EV and omnichannel promotion	Middle-class consumers	Dealer expansion and digital campaigns
BYD	Battery innovation and technology-oriented marketing	Technology-oriented consumers	Battery ecosystem and charging infrastructure

In conclusion, this analysis finds that the successful marketing of electric cars in Indonesia results from the integration of various mutually reinforcing factors. A strategic combination of increasingly affordable pricing driven by incentives, extensive education on operational cost efficiency, and after-sales guarantees that provide peace of mind has successfully broken down the wall of consumer doubt. With the support of a growing infrastructure and direct experience through appropriate exhibition channels, electric vehicles are experiencing increasing market acceptance and growing strategic importance within Indonesia’s automotive industry transition.

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5. Concluding Remarks and Recommendation

Based on the analysis and discussion, it can be concluded that the development of electric car marketing in Indonesia has reached a significant transformational point, driven by the synergy between government incentive policies and manufacturers' marketing strategies. This study aimed to analyze how electric vehicle marketing strategies in Indonesia influence consumers' purchase intentions, considering green marketing and consumer behavioral factors. Using a qualitative descriptive approach based on a literature review, GAIKINDO reports, government documents, business publications, and observations of digital marketing campaigns, the findings indicate that consumer purchase intention toward electric vehicles is influenced by the interplay among economic considerations, technological perceptions, environmental awareness, infrastructure readiness, and social influence. This research shows that consumer purchasing interest is not solely influenced by environmental awareness, but is more predominantly driven by the economic value offered, such as efficiency in daily operating costs and reduced selling prices due to tax incentives. Green marketing strategies combined with long-term after-sales guarantees, such as battery warranty protection, help reduce consumer concerns about technological uncertainty, battery durability, and resale value. Furthermore, hands-on experience through test-drive facilities at major automotive exhibitions is a crucial factor in transforming technical perceptions into stronger purchase intentions among urban consumers. The findings also demonstrate that the Theory of Planned Behavior (TPB) provides a relevant analytical framework for explaining how attitudes, subjective norms, and perceived behavioral control shape consumers' behavioral intention to adopt electric vehicles in Indonesia.

This study contributes theoretically by strengthening the integration between green marketing, consumer behavior theory, and electric vehicle adoption within the Indonesian market context. The findings demonstrate that electric vehicle purchase intention is explained not only by environmental concern but also by practical considerations such as affordability, infrastructure accessibility, operational efficiency, and perceived technological security. Practically, this study provides insights for automotive manufacturers regarding the importance of integrating sustainability narratives with tangible economic value, ecosystem readiness, and long-term after-sales support in marketing communication strategies. From a policy perspective, the findings indicate that fiscal incentives, charging infrastructure expansion, and market-supportive regulations remain important instruments for improving consumer confidence and accelerating the acceptance of electric vehicles in Indonesia.

This study has several limitations. First, the research relied primarily on secondary data sources, including literature reviews, industry reports, business publications, and observations of digital campaigns, without direct interviews or primary consumer survey data. Second, the study focused mainly on major electric vehicle manufacturers and urban market dynamics, which may not fully represent consumer behavior in rural or less-developed regions. Third, the analysis was limited to the Indonesian electric car market and did not compare consumer behavior across electric mobility categories, such as hybrid vehicles and electric motorcycles. Therefore, future researchers are encouraged to conduct comparative studies involving Battery Electric Vehicle (BEV) and Hybrid Electric Vehicle (HEV) consumers, to incorporate quantitative or mixed-methods approaches, and to explore regional differences in consumer behavior and infrastructure readiness. Further studies may also investigate the long-term impact of the expansion of charging infrastructure, the effectiveness of digital marketing, and technological trust on sustainable electric vehicle adoption behavior in Indonesia.

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Statement of Use of Generative AI

During the preparation of this work, the author used generative artificial intelligence tools to support the scientific writing process. Grammarly was used to check grammar, refine writing style, and improve clarity in scientific writing. All interpretations, analyses, and conclusions presented in this study are the sole responsibility of the author.

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