

The Effect of Green Country Image on Green Trust on Purchase Intention in the Case of Electric and Hybrid Cars in Indonesia

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Abstract

This study investigates the influence of South Korea's green image on Indonesian consumers' trust and purchase intentions regarding electric and hybrid vehicles among Indonesian consumers. As global environmental concerns intensify, understanding how perceptions of a country's environmental commitment influence consumer behavior in the automotive sector is essential for promoting sustainable transportation solutions. This study fills a substantial void in current literature regarding the influence of South Korea's green image on Indonesian consumers, particularly considering Indonesia's escalating environmental challenges. Utilizing an online survey administered to Indonesian participants, the study employs PLS-SEM to investigate the relationships among green country image, green trust, and purchase intentions. The findings reveal that South Korea's cognitive green image positively correlates purchase intentions, while its affective green image significantly impacts both trust and purchasing decisions. However, the study also finds that affective dimensions do not directly translate into purchase intentions, suggesting that emotional connections may be insufficient without corresponding cognitive evaluations. The results underscore the importance of a robust green country image in enhancing consumer trust and encouraging purchases of environmentally friendly vehicles. Consequently, marketers should strategically leverage both rational and emotional aspects of national image in their campaigns to effectively influence consumer attitudes and behaviors within Indonesia's automotive market. This research emphasizes the necessity for companies and policymakers to prioritize strong environmental commitments in their marketing strategies to foster sustainable transportation solutions.

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INTRODUCTION

Indonesia has made significant strides in its developmental progress since the late 20th century, culminating in a robust economic landscape. By 2012, Indonesia achieved lower middle-income status with its GDP growing steadily, reaching an average of 4.89 percent GDP Annual Growth Rate from 2000 until 2024. Alongside this rapid economic advancement, Indonesia faces critical environmental challenges as a direct consequence of its developmental outcomes. As the fourth most populous nation globally, Indonesia, which has a population of over 250 million, is dealing with substantial transportation challenges. The rise in pollution is a growing concern, with the transportation sector contributing to 28% of Indonesia's energy sector emissions (Climate Transparency, 2019). World Population Review (2022) has found that Indonesia ranks 11th globally in greenhouse gas emissions, accounting for approximately 2.09% of the total emissions. The necessity of confronting the challenge of decreasing carbon emissions produced by fossil fuels is paramount, given that these fuels currently supply energy to nearly 92 percent of transportation vehicles (Khalili et al., 2019). The accelerated development of road transportation, coupled with poor fuel standards, led to significant environmental deterioration and rising levels of air pollution.

As reported by Giwa et al. (2017), burning fossil fuels like gasoline and diesel causes the discharge of carbon dioxide (CO₂), a significant contributor to atmospheric greenhouse gases. Furthermore, this process generates various greenhouse gases, including methane, nitrous oxide and hydrofluorocarbons, which together play a role in increasing atmospheric temperatures and driving climate change (Balcioglu et al., 2024). Mwangi et al. (2015) highlights that vehicle powered by diesel and gasoline, reliant on these fossil fuels, significantly contribute to global warming and air pollution.

To tackle these environmental challenges, electric vehicles (EVs) and hybrid electric vehicles (HEVs) are increasingly seen emerging as a sustainable and environmentally friendly option for consumers. Electric vehicles (EVs) function using traction motors or electric motors for driving force, powered by electrical energy stored in batteries or various storage systems (Rudatyo & Tresya, 2021). These characteristic positions electric vehicles as a promising alternative to the rising environmental, economic, and energy challenges faced in transportation, include concerns related to air quality, climate change effects, and urban development (Haddadian et al., 2015). Compared to conventional gasoline or diesel vehicles, electric vehicles are associated with lower emissions of greenhouse gases and pollutants, hereby contributing positively to atmospheric quality (Ehrenberger et al., 2019).

The evolution of electric vehicles has gained momentum, and following ten years of swift expansion, more than 16 million electric vehicles (EVs) are currently in use worldwide. The government of Indonesia recognizes this potential and has set ambitious goals for electric vehicle adoption, aiming to achieve net-zero emissions by 2060 (IESR, 2023). Electric vehicles are being promoted vigorously through governmental measures like tax incentives, providing subsidies, and developing the necessary charging infrastructure (Mahalana & Yang, 2021). Emissions from vehicles, particularly those powered by fossil fuels like gasoline and diesel, contribute significantly to air pollution and greenhouse gas emissions. These pollutants not only degrade air quality but also have direct health implications of transportation-related emissions (Degirmenci & Breitner, 2017).

The Indonesian electric vehicle industry is on a trajectory of considerable growth, with an expected CAGR of 20.96% over the next six years (Maximize Market Research Pvt Ltd, 2023). This rapid expansion highlights the increasing adoption of EVs by Indonesian consumers. However, despite this growth, electric vehicles still represent a small portion of the overall car market in Indonesia. Interestingly, South Korean brands like Hyundai and KIA are emerging as prominent players in the burgeoning Indonesian electric vehicle market. These brands leverage their reputation for innovation and technological advancements in electric vehicle development and battery technology to attract Indonesian consumers. However, the effectiveness of their marketing strategies hinges on how Indonesians perceive South Korea's environmental commitment and the eco-friendliness of its electric vehicles. The aim of this study is to assess how South Korea's green country image affects green trust and purchase intentions regarding Korean electric and hybrid cars among consumers in Indonesia. Through this research, we intend to contribute valuable insights to the existing literature on consumer behavior, environmental consciousness, and sustainable choices within the automotive industry. Understanding these factors influencing consumer decisions can provide valuable insights for policymakers in Indonesia and marketing strategies for Korean electric vehicle manufacturers. Ultimately, this can contribute to promoting the widespread adoption of electric vehicles and achieving sustainable transportation goals in Indonesia.

Several researchers have studied environmental, social and environmental concerns based on consumers' perceptions and behaviors towards green products, particularly in other countries. Accordingly, few Asian country researchers focused on consumers' purchase intentions for sustainable products, their purchasing behavior and their purchasing process. Consumer attitudes towards green brand image, along with their influence on trust and purchase intentions, are essential elements in the promotion of environmentally friendly vehicles. Existing literature emphasizes the vital influence of a green country's image on consumer behavior towards environmentally sustainable products. Lee (2020) revealed that this image significantly affects green trust and purchasing intentions among Vietnamese consumers in relation to Korean offerings. Similarly, Kuchinka et al. (2018) pointed out that green perceived value is essential for enhancing brand loyalty, emphasizing how sustainability influences consumer choices. Furthermore, Zaman & Kusi-Sarpong (2024) identified critical success factors for sustainability that influence consumer behavior, emphasizing the need for effective green marketing strategies to promote environmental sustainability.

The theoretical basis for this research is derived from the relationship between green country image, green trust, and purchase intention. Prior studies have established that a robust green country image can significantly

enhance consumer trust and drive their intentions to purchase environmentally sustainable products (Lee, 2020; Kuchinka et al., 2018; Zaman & Kusi-Sarpong, 2024). Limited scholarly attention has been given to the effects of South Korea's green country image on Indonesian consumers, particularly within the framework of Indonesia's socio-cultural context. To achieve the goal of identifying the potential mediating role of green trust, we examine whether the perception of a country of origin (green country image) and the general brand image (green brand image) of electric vehicles significantly influence trust in electric vehicles and ultimately affect purchase impact intention. Therefore, the objectives of this study can be summarized as follows: (1) Examines how perceptions of a country's environmental practices (green country image) and a brand's environmental commitment (green brand image) influence consumer trust in electric vehicles. (2) Examines the potential role of green trust in mediating the relationship between these perceptions and purchase intention. (3) By understanding the mediating effect of green trust, the study aims to identify potential opportunities to leverage the image of a green country and green brand to increase EV purchase intention among Indonesian consumers.

LITERATURE REVIEW

Green Country Image

The concept of Country Image has garnered significant attention in international marketing research, particularly concerning its influence on consumer perceptions, preferences, and purchasing behaviors. Each nation has a specific Country Image (CoI) that significantly affects consumer preferences and intentions concerning products associated with that country. CoI is commonly defined as the aggregate perception consumers hold regarding products from a certain nation, distinguishing it from the broader concept of country image. CoI, characterizing it as the aggregate of all beliefs held about a particular country. Three core dimensions of CoI: cognitive, affective, and normative which in details can be seen in Table 1.

Table 1. Country Image (CoI) Component Explanation

Dimensions	Definition	Findings
Cognitive	The rational evaluation consumers perform when assessing product quality, where the CoI acts as a heuristic for expected performance and quality.	Consumers utilize CoI as a "signal" to assess general quality of a product and specific characteristics such as dependability and longevity
Affective	How consumers' feelings towards a country can enhance their attachment to products from that nation, influencing their purchasing decisions based on emotional connections.	The CoI plays a role in creating image attributes that connect products to emotional and symbolic advantages, including social status and national pride
Normative	The social and personal norms that consumers hold regarding the country of origin.	Buying local products is often seen as a socially responsible choice that supports the national economy. In contrast, consumers may choose to avoid products from nations associated with unethical practices or regimes

Source: Lee, 2020

Country Image serves as a critical cue in consumer decision-making processes, affecting purchase intentions. The interaction between cognitive beliefs and emotional responses underscores the complex nature of Country Image (CoI) and its critical influence on consumer attitudes toward products from different nations. This multifaceted relationship reveals how both cognitive evaluations and affective feelings contribute to shaping perceptions, ultimately affecting purchasing decisions. Understanding this interplay is essential for marketers aiming to effectively position their products in a competitive global market, as it highlights the need to address both rational and emotional factors in consumer engagement strategies.

The image products significantly influence consumer perceptions regarding its products (Maimunah & Sardjono, 2024). According to Kotler and Keller (2016), the country image encompasses the mental associations and beliefs that arise from a particular country. Recently, the concept of green country image has emerged as an important area of study. Lee (2020) expands on traditional definitions by characterizing green country image as "the overall perception of products from a specific nation, with an emphasis on environmental and sustainability issues. This perspective suggests that a green country image can notably affect consumer trust in environmentally friendly products produced in that nation.

Green Trust

Green trust is defined as a consumer's inclination to depend on and purchase eco-friendly products, which is influenced by their perceived effectiveness, credibility, performance, and past experiences with these products (Martínez, 2015). Consumers who possess a higher degree of green trust are more inclined to believe that electric vehicles (EVs) and hybrid electric vehicles (HEVs) from a particular country or brand will genuinely offer environmental benefits. Lin et al. (2017) defines green trust as the readiness of the customers to buy and to depend on environmentally sustainable products including green products based on performance, credibility, effectiveness and previous functionality. Consumers are more inclined to trust and buy environmentally friendly products from nations that are viewed as dedicated to sustainable practices. This tendency underscores the significance of a country's commitment to environmental responsibility in shaping consumer behavior and preferences. This trust can be fostered by a positive green country image. Several studies have explored the positive relationship between a country's green image and consumer trust in its green products (Wu & Chen, 2014; Lee, 2020). These findings suggest that a strong green country image can enhance consumer trust in environmentally friendly products manufactured in that nation. Considering the relationships between these CoI and GT, the following hypotheses are suggested:

H₁: Cognitive perception of green country image has a positive influence on green trust.

H₂: Affective perception of green country image has a positive influence on green trust.

Purchase Intention

Kotler & Keller (2016) define purchase intention as a form of behavior by consumers who have a desire to buy a product based on the desire, experience of use, and desire for the product of a product. In the context of EVs and HEVs, several factors influence purchase intentions. Studies by Huang et al. (2014) highlight the role of environmental consciousness, perceived economic benefits (fuel efficiency, government incentives), technological advancements, and concerns about charging infrastructure. These factors shape consumers' decision-making process and ultimately influence their purchase intentions. When consumers perceive a country or brand to be genuinely committed to sustainability, it increases their trust in the eco-friendliness of their products, ultimately influencing their purchase decisions (Chen et al., 2017; Chen et al., 2018).

This study seeks to examine the influence of Green Country of Origin Image (GCoI) on consumer attitudes and behaviors towards foreign products, addressing a notable gap in existing literature. Previous research has established that GCoI can be categorized into cognitive and affective elements, supporting the notion that CoI is a multifaceted construct (Tariq et al., 2018). Each of these dimensions is anticipated to exert a positive effect on consumers' trust and purchasing intention (Djukuw & Tarigan, 2024). According to Theory of Reasoned Action (TRA), the most effective way to gauge an individual's behavior is by assessing their intention to perform a specific action. The authors posited that this intention is shaped by the individual's attitude towards the behavior and their perception of its significance. TRA has been widely applied in various studies, including those focused on country image, due to its ability to enhance understanding of consumer attitudes and behaviors through straightforward measurement methods. Reflecting on the correlations between Country Image and Purchase Intention, the hypotheses below are put forward:

H₃: Cognitive green country image has a positive impact on purchase intention.

H₄: Affective green country image has a positive impact on purchase intention.

H₅: Green trust has a positive impact on purchase intention.

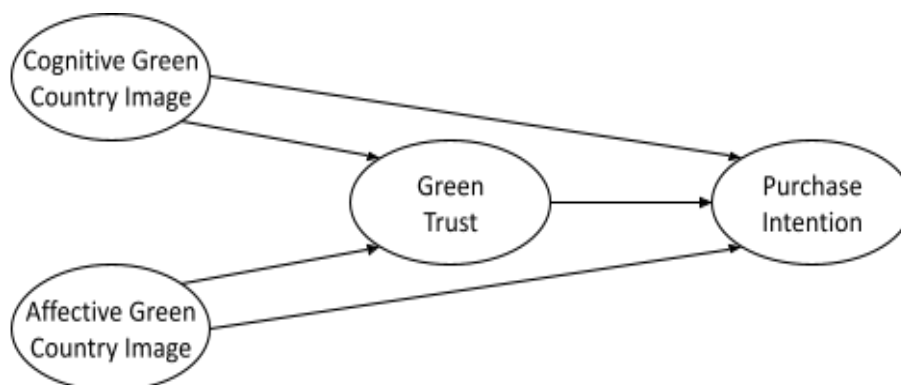


Figure 1. Model of Research

The Mediation of Green Trust

Green trust can be nurtured by a positive green country image and a strong green brand image. When consumers perceive a country or brand to be genuinely committed to sustainability, it increases their trust in the eco-friendliness of their products, ultimately influencing their purchase decisions (Chen et al., 2018). Research conducted by Wang et al. (2019) demonstrates that both green trust and perceived consumer effectiveness act as partial mediators in the relationship between green product knowledge and the intention to purchase green products. This accentuates the vital importance of trust in determining consumers' intentions to invest in green products, based on their insights and perceptions. Considering the earlier discussions and empirical findings, the following hypotheses are delineated.

H₆: Green Trust acts as a mediator in the relationship between Cognitive Green Country Image and Purchase Intention.

H₇: Green Trust functions as a mediator in the association between Affective Green Country Image and Purchase Intention.

RESEARCH METHOD

The Indonesian electric vehicle (EV) market is experiencing significant growth, despite the dominance of foreign brands such as those from China and South Korea. It examines the intermediary role of green trust and explores how perceptions of a country's environmental practices (green country image) influence consumer trust in EVs, ultimately impacting their purchase intention.

To assess the hypotheses, a survey was executed among Indonesian participants, employing Structural Equation Modeling (SEM) as the main analytical strategy. The researchers specifically selected PLS-SEM because of its effectiveness in managing complex models with numerous variables and structural paths while being less reliant on strict data distribution assumptions than other SEM techniques (Hair Jr. et al., 2019). The analysis in this study employs Partial Least Squares (PLS-SEM). As noted by Hair et al. (2021), having approximately 100 respondents is usually adequate for PLS-SEM research. The sample sizes between 30 and 500 are generally appropriate for most studies (Sekaran & Bougie, 2020). It is essential to determine an adequate sample size to ensure the validity of the research results. Existing guidelines suggest that researchers should aim for a minimum sample size that is ten times greater than the number of variables in their study (Sekaran & Bougie, 2020). For studies employing PLS analysis, it is advisable to have at least 100 participants (Hair et al., 2019).

The collection of data was executed through an online survey methodology aimed at obtaining insights from Indonesian consumers. The researchers devised a sampling strategy by performing online investigations and utilizing simple random sampling methods. This entailed distributing questionnaires electronically to compile data from respondents. In the context of simple random sampling, every member of the population is afforded a known and equal opportunity to be chosen. This study employed diverse online platforms for survey distribution and implemented screening questions to ensure participant demographics align with the target population (Indonesian consumers). Google Form was selected as a cost-effective and efficient online survey method due to its ease of use and accessibility to a geographically diverse sample. The data collection process spanned three weeks. The survey was available in Bahasa Indonesia to ensure accessibility for a wider range of participants.

Prior to the extensive data gathering phase, a pilot study was carried out with a minimum of 10 Indonesian respondents. This pilot test assessed the clarity and effectiveness of the survey questions, allowing for refinement of the instrument. The target population for the survey will be individuals of all genders residing in Indonesia, aged 17 or over. To ensure the relevance and appropriateness of the survey participants for this study, the researchers incorporated specific filtering questions. These questions were designed to identify individuals who meet the following criteria: they must be at least 17 years old, reside in Indonesia, and possess awareness of South Korea and its electric vehicles. By implementing these filtering questions, the researchers aimed to create a targeted sample that accurately reflects the population of interest. The internal consistency and reliability of the adapted measurement scales for green country image, green trust, and purchase intention within the context of electric vehicles in Indonesia were assessed using Cronbach's Alpha. This ensures the survey instrument provides consistent and reliable data for analysis (Sekaran & Bougie, 2020).

As a result, a sample size of 132 Indonesians to investigate their purchase intention regarding electric vehicles (EVs) in Indonesia. The target population consisted of individuals residing in Indonesia, aged 17 or over, of

any gender and aware of electrical vehicles in Indonesia. The participant demographics in this study provide a comprehensive overview of the respondents involved in the survey regarding electric vehicles in Indonesia. A total of 132 respondents participated, with a gender distribution of 53% female (70 respondents) and 47% male (62 respondents), indicating a slight majority of female participants. The age distribution reveals that the predominant age group is 21 years old, comprising 31.06% of the sample (41 respondents). This suggests that young adults are particularly engaged in discussions about electric vehicles, likely due to their increasing environmental awareness and interest in sustainable transportation options.

In terms of geographic representation, the majority of respondents (72%) reside in East Java, highlighting this region's significant interest in electric vehicles. Other areas represented include Jakarta (17.4%), West Java (3.8%), Central Java (3%), Bali (0.8%), and various other locations (3%). This demographic distribution indicates that the survey successfully captured a diverse range of perspectives from different regions of Indonesia, with a notable concentration in East Java, which may reflect the region's economic activities and environmental initiatives. Overall, these findings underscore the relevance of understanding consumer attitudes toward electric vehicles among various demographics in Indonesia, particularly as the country aims to promote sustainable transportation solutions.

The following segment featured metrics for the various constructions discussed in the literature review section. The questionnaire was designed with a five-point Likert scale, where participants rated their responses from 1 to 5, corresponding to "strongly disagree" through "strongly agree.". This study identified four primary constructs Cognitive Green Country Image (CGCoI), Affective Green Country Image (AGCoI), Green Trust (GT), and Purchase Intention (PI). The measurements utilized in this study are Green Country Image (GCoI) was then derived from two variables, namely Cognitive Green Country Image (CGCoI), and Affective Green Country Image (AGCoI). Cognitive Green Country Image (CGCoI) have the indicators are Korea holds a good reputation in environmental responsibilities, Korea holds high environmental protection regulations, and Korea holds advanced environmental systems. Affective Green Country Image (AGCoI) have the indicators are I feel discomfort when reflecting on Korea's environment, I feel irritated when reflecting on Korea's environment, I feel negativity when reflecting on Korea's environment. Green Trust (GT) have the indicators are the environmental reputation of the electric vehicle is typically credible (GT1), The electric vehicle's eco-friendly reputation is predominantly reliable (GT2), the electric vehicle is perceived to have a generally trustworthy environmental reputation (GT3), the electric vehicle's environmental concern meets your expectations (GT4), the electric vehicle fulfills its promises and pledges regarding environmental protection (GT4). Purchase Intention (PI) have the indicators that are inclined to purchase an electric vehicle due to concerns about the environment (PI1), expect to buy an electric vehicle in the future based on its environmental capabilities (PI2) and feel satisfied purchasing an electric vehicle because it is environmentally conscious (PI3).

ANALYSIS AND DISCUSSION

The analysis revealed that there were no missing values for any of the constructs, with mean scores falling between 3.742 and 4.394, median values of 4 and 5, a minimum score of 1, a maximum score of 5, and standard deviations ranging from 0.724 to 1.02.

Table 2. Descriptive Analysis

Description	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE	Mean	Standard deviation
CGCoI1	0.761	0.679	0.824	0.609	4.129	0.753
CGCoI2	0.818				4.227	0.724
CGCoI3	0.760				4.394	0.756
AGCoI1	0.899	0.884	0.927	0.810	4.136	0.927
AGCoI2	0.919				4.227	0.958
AGCoI3	0.881				4.333	0.927
GT1	0.762	0.759	0.837	0.508	4.242	0.799
GT2	0.672				4.015	0.816
GT3	0.701				4.121	0.93
GT4	0.658				3.97	0.825
GT5	0.763				4.083	0.896
PI1	0.876	0.823	0.894	0.738	3.742	0.997
PI2	0.833				3.977	0.917
PI3	0.867				3.886	1.02

The evaluation of internal consistency focuses on verifying the reliability of the constructions. To pass this assessment, both Cronbach’s alpha and composite reliability should be above 0.6, as indicated by Hair et al. (2021) about rules of thumb about Cronbach’s α coefficient below 0.6 is poor, coefficient in the range of 0.6 until less than 0.7 is moderate, coefficient in the range of 0.7 until less than 0.8 is good, coefficient in the range of 0.8 until less than 0.9 is very good, coefficient equal to or more than 0.9 is excellent. The results of the construct reliability and validity test have shown a result of Cronbach’s alpha of 0.679 to 0.884. This result indicates that this empirical result has fulfilled all the criteria of the test and has a good internal consistency. Convergent validity gauges the extent to which an indicator of a construct is positively correlated with other indicators within the same construct. In assessing convergent validity, it's important for researchers to consider the reliability of the indicators and the average variance extracted (AVE). Concerning convergent validity, the Average Variance Extracted (AVE) should be higher than 0.5, and outer loadings must exceed 0.7 (Hair et al., 2019). The recommended using indicator reliability to evaluate how much of each indicator’s variance is explained by its construct. Outer loadings should be greater than 0.7. However, indicators can still be considered valid with loadings between 0.4 and 0.7. Removal should be considered only if it increases composite reliability and AVE above the threshold value. According to the table results, all constructs’ loadings are above 0.7.

Therefore, it can be concluded that all measurements of the constructs meet the indicator reliability criterion. The AVE value should be at least 0.5 to indicate that the construct explains more than half of the variance in its indicators. Path coefficients in structural models illustrate the hypothesized relationships among variables. They measure the strength, direction, and significance of the connections between constructs. These coefficients range from -1 to +1, where values near +1 denote strong positive relationships (Hair et al., 2019). The significance of structural model relationships can be evaluated using t-values, p-values, and bootstrap confidence intervals, in addition to the strength and direction of the relationships. To deem a relationship significant, all t-values of structural path coefficients must exceed 1.96, p-values must be below 0.05, and the bootstrap confidence interval for the path coefficient must exclude zero.

Table 3. Structural Model Path Coefficient Direct Effect

Hypothesis	Proposed Hypothesis	Path Coefficients	(p-value)	t-Statistics	Hypothesis Test Results
H ₁	CGCoI → GT	0.383	0.000	0.107	Supported
H ₂	AGCoI → GT	-0.057	0.444	0.180	Rejected
H ₃	CGCoI → GPI	0.125	0.225	1.334	Rejected
H ₄	AGCoI → GPI	-0.013	0.883	0.152	Rejected
H ₅	GT → GPI	0.529	0	1.897	Supported

As a result, the VHF calculation has produced a value of 1, or 100%. A VHF of 1 indicates that the entire influence of the independent variable on the dependent variable is mediated by the intermediary variable(s). This implies that the complete effect of the independent variable on the dependent variable is channeled through the mediator, with no direct effect present. In essence, the mediating variable entirely accounts for the relationship between the independent and dependent variables (Hair et al., 2019).

Table 4. Structural Model Path Coefficients Indirect Effect

Hypothesis	Proposed Hypothesis	Specific Indirect Effect	VHF	Hypothesis Test Results
H ₆	CGCoI → GT → PI	0.203	100%	Supported
H ₇	AGCoI → GT → PI	-0.034	-	Rejected

Results show that Hypothesis 1 was supported. Cognitive Green Country Image (CGCoI) of South Korea does positively influence Green Trust. This hypothesis posits that consumers' cognitive evaluations of a country's environmental commitment enhance a favorable perception of a country's environmental commitment and enhance consumer trust in its products. This finding is consistent with prior research that underscores the importance of national image in influencing consumer attitudes toward sustainable products. Despite South Korea's initiatives, such as the Green New Deal and commitments to Green Growth and 2050 Carbon Neutrality, studies indicate that these efforts have not effectively shaped perceptions or trust regarding green practices (Eum, 2023; Duong et al., 2022). While these initiatives aim to tackle environmental challenges and promote industrial transformation towards sustainability, they may not adequately reflect the country's commitment to green policies, as evidenced by the lack of consumer trust (Eum, 2023; Duong et al., 2022).

Moreover, South Korea's active participation in international efforts for greenhouse gas mitigation in developing countries further underscores its dedication to environmental causes (Kalinowski, 2021). The country's

implementation of various green activities, stringent policies, and regulations, such as energy management systems and renewable energy development, sets it apart in promoting sustainability (Hong et al., 2019). This proactive approach aligns with the growing global trend towards eco-friendly practices and green marketing (García-Salirrosas & Rondon-Eusebio, 2022). These initiatives clearly support South Korea's image as a green country, which in turn affects the consumer's green trust toward the country.

Hypothesis 3, which suggests that the Cognitive Green Country Image (CGCoI) impacts the purchase intentions of South Korean electric vehicles, is supported by existing literature. Research has indicated that numerous elements affect consumers' intentions to purchase electric vehicles, such as brand identity, brand perception, perceived risk, environmental issues, financial incentives, and consumer attitudes (Jiang et al., 2021; Manutworakit & Choocharukul, 2022; Yang et al., 2020). Additionally, emotional value, control over resources required for purchase, consultation opinions, and perceived benefits have been identified as significant determinants of purchase intentions for electric vehicles (Tu & Yang, 2019; Xu et al., 2024). In the context of Indonesia, the relevance of CGCoI in influencing purchase intentions can be attributed to several factors. Firstly, as Indonesia grapples with severe environmental challenges, there is a rising consciousness among consumers about the importance for eco-friendly transportation alternatives (Hakam & Jumayla, 2024). The perception of South Korea as a country committed to green initiatives enhances consumer confidence in its electric vehicles. This cognitive association fosters a belief that purchasing these vehicles aligns with their environmental values and contributes positively to addressing local ecological issues.

Additionally, the growing awareness among Indonesian consumers regarding global climate change and pollution has heightened their sensitivity to environmental branding (Ellyany Sinaga et al., 2024). As a result, a favorable cognitive image of South Korea's commitment to sustainability can significantly enhance consumers' willingness to consider and ultimately purchase South Korean electric vehicles. This dynamic illustrates how cognitive evaluations of a country's environmental policies and practices can directly impact consumer behavior in emerging markets like Indonesia, where there is a burgeoning interest in electric mobility solutions. Studies have revealed that a variety of factors influence consumers' intentions to purchase electric vehicles, encompassing brand identity, brand image, perceived risk, concerns about the environment, financial incentives, and consumer attitudes (Jiang et al., 2021; Manutworakit & Choocharukul, 2022; Yang et al., 2020). The association between green country image, green trust, and purchase intention has been explored with a focus on Korean products, stressing the importance of perceptions and trust on consumer behavior (Lee, 2020).

Green trust serves as a mediator in the link between CGCoI and purchase intention. Therefore, green trust is identified as a significant mediator in the relationship between Cognitive Green Country Image (CGCoI) and purchase intention. Research has shown that green trust plays an essential role in influencing consumers' intentions to buy environmentally friendly products (Amin & Tarun, 2020). Specifically, studies have highlighted the mediating role of green trust in contexts such as green brand awareness, green brand association, and green word-of-mouth, underscoring its importance in shaping purchase intentions (Guerreiro & Pacheco, 2021). Additionally, the mediating role of GT has been noted in eco-conscious consumer behavior, highlighting its impact on environmentally responsible purchase decisions (Hameed & Waris, 2018). This suggests that even if consumers acknowledge a country's green initiatives, their purchase decisions are significantly influenced only when this recognition is combined with trust. Moreover, the mediating effect of GT between CGCoI and PI indicates that trust is not merely a byproduct of cognitive processing but an active facilitator in the decision-making process.

Contrary to expectations, Hypothesis 2 and 4 was rejected in which demonstrates Affective Green Country Image (AGCoI) was indicated as non-significant predictor for green trust and purchase intention. This outcome suggests that emotional perceptions of a country's environmental efforts do not significantly enhance consumer trust in this context of EVs. This discrepancy may stem from the fact that, while emotions can shape consumer attitudes, they may not be sufficient to establish trust without accompanying cognitive evaluations. In the automotive sector, particularly regarding high-involvement products like electric vehicles, consumers may prioritize rational assessments of a country's environmental performance over emotional connections (Shukor et al., 2016). This indicates while emotional connections can be powerful, they may not override to build trust without the backing of cognitive evaluations or tangible evidence of environmental commitment.

From the perspective of psychology (Dubois et al., 2021), consumers tend to favor relying on rational decisions over emotional judgments when faced with complex and costly purchases. Rational thinking allows individuals

to weigh the pros and cons objectively, avoiding biases inherent in emotional reactions. This preference for rationality stems from the desire to minimize errors in judgment, especially in scenarios where incorrect decisions could have serious consequences, such as compromising safety or financial stability. In the decision-making process for purchasing an electric vehicle, consumers are likely to prioritize logical assessments over emotional attachments. Factors like the cost of ownership, maintenance costs, charging infrastructure availability, and technical specifications become paramount. Emotional connections with a country's environmental efforts may not sufficiently outweigh these pragmatic considerations unless accompanied by concrete evidence of environmental commitment and tangible benefits. Research in cognitive processes in consumer decision-making about luxury products highlights how consumers engage in systematic reasoning to justify their spending habits (Viola, 2021). Luxury goods, much like high-end EVs, involve significant investments requiring thorough examination of features, durability, and return on investment (Ingeborgrud & Ryghaug, 2019). This meticulous evaluation process leans heavily on cognitive functions rather than emotional impulses. This posits on why consumers bought for informed decision-making over impulsive actions guided solely by emotional resonance.

CONCLUSION

The goal of this study was to analyze the effect of South Korea's green country image and eco-friendly brand image on the establishment of green trust and the inclination to purchase electric vehicles among consumers in Indonesia. The study sought to fill a significant gap in the literature by exploring how perceptions of South Korea's environmental initiatives impact consumer behavior in Indonesia, particularly as the country faces increasing environmental challenges. The objectives set forth in this research were successfully achieved. The findings revealed that the Cognitive Green Country Image (CGCoI) positively influences purchase intentions, highlighting the importance of cognitive evaluations in shaping consumer decisions. Additionally, the study confirmed that Green Trust (GT) serves as a crucial mediator between CGCoI and purchase intentions, indicating that trust significantly enhances the likelihood of consumers choosing South Korean electric vehicles. This underscores the necessity for marketers and policymakers to foster a robust green image and build consumer trust through transparent communication about environmental practices.

However, the research also found that the Affective Green Country Image (AGCoI) did not significantly predict green trust or purchase intentions. This outcome suggests that while emotional connections can be influential, they may not be sufficient to establish trust or drive purchasing decisions without accompanying cognitive assessments. This finding is particularly relevant in the context of high-involvement products like electric vehicles, where consumers tend to prioritize rational evaluations over emotional appeals. Overall, this study enhances valuable comprehension of interplay between cognitive and affective dimensions of a country's green image and their roles in shaping consumer behavior toward sustainable products. The results highlight the importance of developing effective marketing strategies that leverage both cognitive and emotional aspects of national image to enhance consumer attitudes and behaviors within Indonesia's automotive market. By prioritizing strong environmental commitments in their marketing strategies, companies can promote sustainable transportation solutions and aid in the overarching objective of reaching net-zero emissions in Indonesia.

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