

The Influence of Green Marketing, Content Marketing, and Environmental Awareness on the Purchase Decision of Honda Electric Cars in West Java

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ABSTRAK

This community service activity aims to increase consumer understanding of the role of green marketing, content marketing, and environmental awareness in encouraging the purchase decision of Honda electric cars in West Java. The service was carried out through educational socialization accompanied by the distribution of questionnaires to 150 respondents as an evaluation of the impact of the activity. The implementation method uses a quantitative approach with Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis. The activity will be held in November 2025 in Cirebon. The results show that all three variables have a significant effect on purchasing decisions. These findings imply the importance of strengthening sustainable marketing strategies and environmental literacy to encourage environmentally friendly consumption behavior.

INTRODUCTION

Economic developments, digital technology, and global warming issues are driving changes in company strategy, especially in the automotive industry. Consumers now consider not only price and quality, but also the environmental impact of the product. This condition gave birth to the concept of green marketing and content marketing which focuses on environmentally friendly marketing from the production process to communication with consumers, which ultimately influences purchasing decisions.

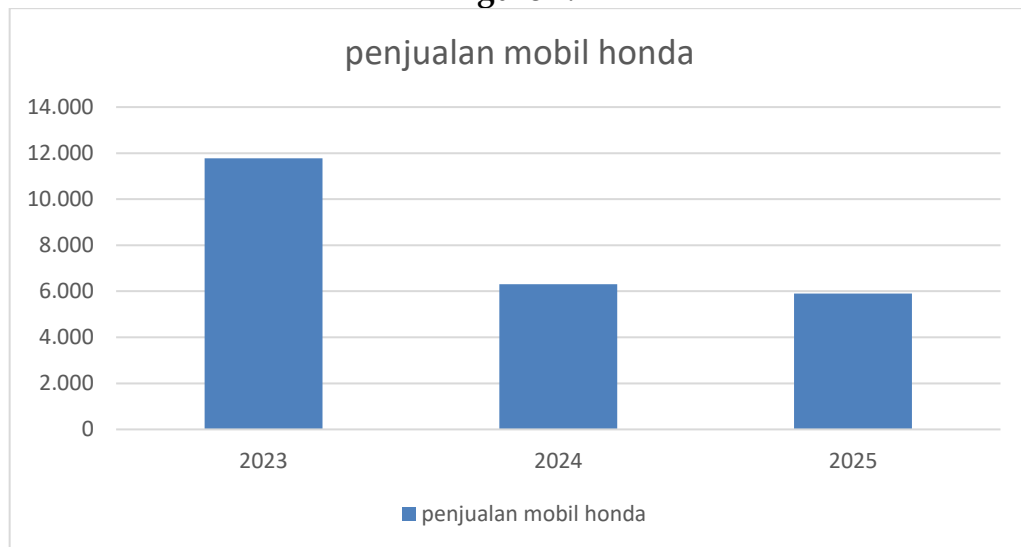
The increasing public concern for environmental issues has led to a response to green marketing. According to Ahmad, green marketing is a way to be aware of ecological issues related to all aspects from production, distribution, to promotion. The company's overall activities that aim to create consumer needs by reducing the smallest possible impact on environmental damage Green Marketing can be interpreted as the process of manufacturing and marketing products that do not damage the environment, through special promotional strategies, and the use of recycled materials that are more environmentally friendly. (I. Rachmadini, 2025) (Mishra, 2014a) (B. Harto, 2023) .

The impact of implementing this strategy is that companies play a role in preserving nature and have the opportunity to increase consumer trust and loyalty, but the development of *content marketing* can also provide great opportunities for companies to reach consumers from various walks of life efficiently. Content marketing is a good strategy used to attract attention and retain customers to create good relationships and increase trust thus encouraging conversion and attention. In content marketing research, it aims to market products so as to help create a product brand image. This is due to the fact that creating engaging content can improve the brand's image of a product (Hasan, 2023). (A. S. Amir, 2024) (F. A. Setiawan & Safitri, 2024) .

Another important factor to determine purchasing decisions is environmental awareness, consumers who have a high sense of environmental awareness will consider the consequences of the purchase decisions taken. They will choose products that are environmentally friendly, have green certification, have an environmentally friendly production concept. Environmental awareness reflects a person's level of understanding, concern, and responsibility for the environment and the impact of his or her decisions and behaviors on daily life. (M. A. Ahmadi & Mahargyani, 2024) .

The combination of *green marketing*, *content marketing*, and environmental awareness results in changes in consumer behavior patterns. As technology increases and global warming issues, consumers no longer focus on the functional value of products, but also consider their impact on the environment. Therefore, companies need to understand the influence of these three factors on purchasing decisions. In 2025, Honda's car sales will decrease, one of which is due to the presence of new competitors for environmentally friendly electric cars, such as BYD, which is increasingly attracting public interest.

Figure 1.1



Source markliness.com

Based on the data shown in Figure 1.1, it can be seen that Honda car sales have decreased significantly from 2023 to 2025. In 2023, Honda car sales were recorded at around 12,000 units, then decreased drastically to around 6,000 units in 2024, and again experienced a slight decline in 2025, which was 1000 units.

It can be concluded that there is a decrease in sales due to a decrease in purchase decisions. This phenomenon shows a decline in consumer interest in Honda cars in the last three years. One of the factors influencing this condition is the emergence of new competitors from environmentally friendly electric car manufacturers such as BYD, which has managed to attract the attention of the public with technological innovations and an environmentally sustainability-oriented brand image.

This condition illustrates that changing consumer preferences for more environmentally friendly and innovative products is a serious challenge for Honda in maintaining its market share in Indonesia. Therefore, companies need to strengthen their marketing strategies, especially through *green marketing* and *digital content marketing* approaches, in order to be able to rebuild consumer trust and buying interest.

This research is expected to measure the influence of *green marketing*, *content marketing*, and environmental awareness on purchase decisions on Honda cars and hopes that this research can be used for companies in improving sustainable marketing strategies.

LITERATURE REVIEW

Green Marketing

Green marketing is a marketing strategy that is oriented towards environmental sustainability and ecosystem welfare in all business activities. According to , green marketing reflects awareness of ecological issues which include all stages of production, distribution, and product promotion. Meanwhile, he emphasized that this strategy aims to meet consumer needs by minimizing negative impacts on the environment. (A. Rahmadini, 2025) (Mishra, 2014b)

According to , green marketing includes the use of recycled materials, environmentally friendly promotional strategies, and green product innovation. The practice not only supports environmental preservation, but also improves brand image and customer trust in the company. (T. Harto, 2023)

Content Marketing

Content marketing is a digital marketing approach that focuses on creating and disseminating relevant, consistent, and valuable content to attract and retain customers. , this strategy aims to create deep engagement between consumers and companies through valuable and sustainable communication. (F. Amir, 2024)

(A. Setiawan & Safitri, 2024) adding that content marketing plays an important role in shaping a brand image by conveying an attractive message and according to the needs of the audience. While emphasizing that engaging content can increase consumers' positive perception of the product, especially in the competitive automotive industry. (Hasan, 2023)

International research shows that content marketing has an indirect influence on the purchase intention of green products through (Al-Gasawneh & Al-Adamat, 2020) *electronic word of mouth (e-WOM)*. Similar findings were put forward by , which stated that social media-based content marketing strategies are able to strengthen brand awareness and electric vehicle purchase decisions in China. (Mingyu & Aduldaecha, 2025)

Environmental Awareness

Environmental awareness is a form of understanding, concern, and responsibility for a person's environmental conditions and the impact of their behavior. explained that environmental awareness reflects an attitude of concern for nature conservation as well as the encouragement to choose environmentally friendly products. (S. Ahmadi & Mahargyani, 2024)

Consumers with high environmental awareness tend to consider sustainability in their purchasing decisions. stated that environmental awareness can play a role as a mediating variable that strengthens the relationship between green marketing strategy and green product purchase intention. It also found that environmental awareness and knowledge moderate the influence of the marketing mix on electric vehicle purchase decisions, thereby strengthening consumer commitment to sustainable products. (Permana & Sihombing, 2024) (Tripopsakul, 2024)

Purchase Decision

Purchase decisions are the final stage in the consumer decision-making process which includes the identification of needs, information search, alternative evaluation, purchase decisions, and post-purchase behavior. According to , this process begins when consumers realize unmet needs and seek information from various sources, then evaluate alternatives based on quality, price, environmental benefits, and the credibility of sustainability claims. (Kotler, 2016)

In the context of green marketing, strategies such as *green marketing* and *content marketing* that present information transparently can increase consumer perception of value and trust in environmentally friendly products, thereby driving purchase decisions, including in sustainable automotive products such as Honda cars. After purchase, the level of satisfaction with the product's performance and ecological benefits will affect attitude, loyalty and the possibility of a repeat purchase.

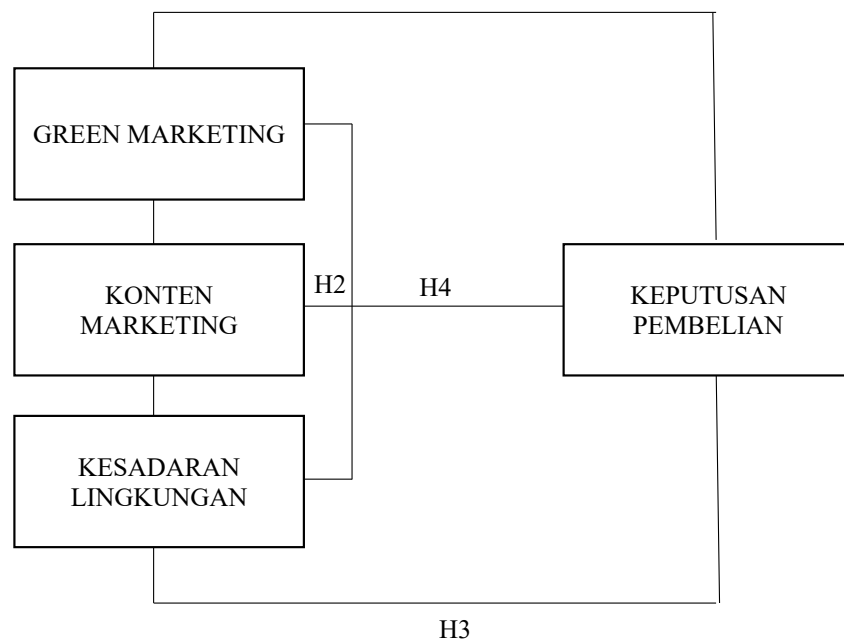


Figure 1. Conceptual Framework

Remarks: The conceptual framework above illustrates that the purchase decision (Y) is influenced by three main variables: *green marketing*, *content marketing*, and *environmental awareness*. This relationship is expected to be able to explain how sustainable marketing strategies can shape the behavior of automotive consumers in Indonesia.

2.4 Research Hypothesis

H1 : Green marketing affects purchase decisions

H2: Digital marketing affects honda purchase decisions

H3 : Environmental awareness affects the purchase of Honda

H4: Green marketing, digital marketing, and environmental awareness simultaneously have a significant effect on Honda's purchase decision.

METHODOLOGY

This study uses a descriptive quantitative methodology. According to Sugiyono (2019), quantitative research is a method based on the philosophy of positivism, used to research a specific population or sample, by collecting data using research instruments, as well as quantitative or statistical data analysis with the aim of testing the hypothesis that has been determined. This study uses primary data and secondary data. Primary data was obtained through the distribution of Google Form questionnaires to Honda electric car owners. Meanwhile, secondary data was obtained from various sources of literature such as books, scientific journals, and previous research (Hair et al., 2019).

Population is all subjects or objects that have certain characteristics and are the focus of research (Sugiyono, 2017). In this study, the population used was all Honda electric car owners. Samples are a part of the population that is considered to be able to represent the characteristics of the population as a whole (Sugiyono, 2017). The determination of the number of samples in this study refers to the Partial Least Squares–Structural Equation Modeling (PLS-SEM) analysis method. According to the minimum number of samples in PLS-SEM is determined based on the number of indicators, which is 5–10 times the number of indicators used in the research model. This study uses 27 indicators, so the minimum number of samples recommended is in the range of 135 to 270 respondents. Thus, the sample number of 150 respondents has met the minimum recommended criteria and is considered adequate to produce stable and accurate parameter estimates. In addition, it is stated that PLS-SEM relatively does not require a large sample size and can still be used effectively on a medium sample number, so that the use of 150 respondents in this study is appropriate and can be accounted for methodologically. Hair et al (2014) Ghazali & Latan (2015)

RESEARCH RESULTS

Convergent Validity Test

Table 2. Outer Loading

	Green Marketing	Content Marketing	Environmental Awareness	Purchase Decision
GM1	0.581			
GM2	0.883			
GM3	0.759			
GM4	0.790			
GM5	0.772			
GM6	0.878			
CM1		0.653		
CM2		0.746		
CM3		0.621		
CM4		0.859		
CM5		0.852		
CM6		0.790		
KL1			0.622	
KL2			0.871	
KL3			0.787	
KL4			0.787	
KL5			0.775	
KP1				0.689
KP2				0.849
KP3				0.864
KP4				0.829
FP5				0.903
KP6				0.849
KP7				0.813
FP8				0.791
KP9				0.755
KP10				0.665

To assess the validity of the indicators in the reflective measurement model, **the outer loading** value is used. An *outer loading* value greater than **0.70** indicates that the indicator is able to adequately represent the latent construct and is declared valid. Furthermore, indicators with an *outer loading* value in the range of **0.50–0.60** are still acceptable in exploratory research or in models that are still in the development stage. However, indicators that have (Ghozali, 2014) an *outer loading* value below **0.50** should be eliminated from the model because they are considered incapable of adequately explaining the variance of the construct (Hair et al., 2022) .

Based on the test results presented in **Table 2**, all indicators have an *outer loading* value above **0.50**. This indicates that all indicators have met the convergent validity criteria and are suitable for use in further analysis. Thus, it can be concluded that all indicators used in this study are declared **valid**. Furthermore, the structural model of this research is presented in the following figure

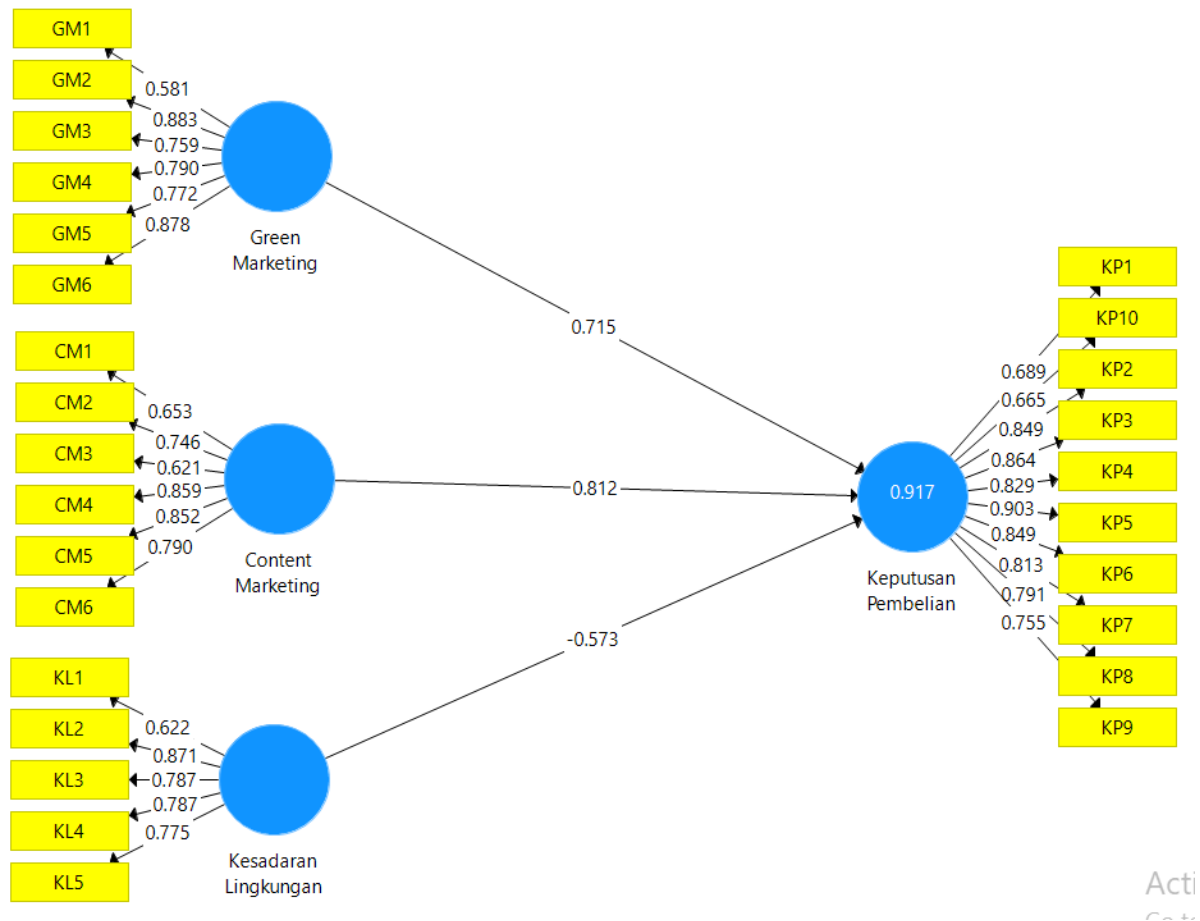


Figure 2. Outer Model Test Results

The figure above shows the results of the estimation of the structural model (inner model) using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The value listed on each path between latent variables is the path coefficient, which describes the direction and strength of the influence between constructs in the research model.

Based on the classification put forward by , the path coefficient value of around 0.10–0.20 is categorized as a weak influence, a value of 0.30–0.50 as a moderate influence, and a value above 0.50 as a strong influence. Referring to this classification, the estimation results show that the relationship between Green Marketing, Environmental Awareness and Content Marketing to Purchase Decisions has a strong influence. Hair et al (2017)

Overall, the path coefficient values obtained in this model show that the relationships between latent variables have been substantially formed and are able to explain the variation in endogenous variables. This is reinforced by the high R-square value of the Purchase Decision, which indicates that the independent variables in the model have excellent explanatory power. Thus, the results of data processing on this structural model show that the research model has met the feasibility criteria empirically and conceptually, and can be used as a basis for further hypothesis testing.

Reliability Test Results

The reliability of the indicator blocks used to measure constructs is determined through internal reliability testing. In this study, Composite Reliability (CR) was used as the main measure to assess the internal consistency of the construct, with the acceptance criterion of the CR value > 0.70. In addition, the reliability of the construct can also be evaluated through Cronbach's alpha of the indicator block in question. A construct is considered reliable if Cronbach's alpha value reaches more than 0.70. The results of the reliability testing of the indicators in this study, including the outer loading value, are presented in Table 3, which was obtained through analysis using SmartPLS software. (Sarstedt et al., 2017)

Table 3. Reliability and Validity of Constructs

	Cronbach's Alpha	Composite Reliability	(AVE)
Green Marketing	0.871	0.904	0.614
Content Marketing	0.852	0.889	0.576
Environmental Awareness	0.829	0.880	0.597
Purchase Decision	0.938	0.948	0.646

An Average Variance Extracted (AVE) **value** above **0.50** is considered adequate for reflective constructs, while constructs with an AVE value of less than **0.40** should be eliminated from the model because they do not meet the convergent validity criteria AVE evaluation is an important step to ensure the validity of constructs in the study. Based on the test results presented in (Hair et al., 2022) **Table 3**, the entire construct of the study variables had an AVE value above **0.50**, which indicates that all variables have met the **convergence validity** criteria. Thus, it can be concluded that all variables in this study meet the **standards of reliability and validity of the constructs** that have been set.

R-Square Inner Model

The R² value (coefficient of determination) is used to measure the ability of exogenous variables to explain the variance of endogenous variables.

The interpretation of R^2 in this study refers to namely, the value of $R^2 < 0.33$ indicates a weak relationship between exogenous and endogenous variables. An R^2 value between 0.33–0.67 indicates a moderate (moderate) relationship. An R^2 value > 0.67 indicates a strong relationship. The test results show that all endogenous variables have adequate R^2 values, so the relationship between exogenous and endogenous variables in this model can be considered significant and substantive. Hair et al. (2017, 2022)

Table 4. R-Square

	R Square	R Adjusted	Square
Purchase Decision	0.917	0.915	

The table above shows that the purchase decision variables are significantly influenced by the model, which confirms that the model contributes substantially in explaining the factors that influence these variables.

Hypothesis Testing Results

Based on the analysis of coefficients in the structural model, it was carried out to test the research hypothesis by assessing the significance of the relationship between latent variables. Hypothesis testing in this study was carried out using the bootstrapping method by paying attention to the T-statistical and P-value values. A hypothesis is declared acceptable if the T-statistic value is greater than 1.96 and the P-value is less than 0.05, indicating that the relationship between variables is statistically significant at a 95% confidence level. (Hair et al., 2022; Sarstedt et al., 2017)

Table 5. Test Result

Hypothesis	Relationships	T Statistics	P Values	Information
Direct Effect Test Result (Pengaruh Langsung)				
H1	Green Marketing -> Purchase Decisions	3.762	0.000	Supported
H2	Content Marketing -> Purchase Decisions	10.448	0.000	Supported
H3	Environmental Awareness -> Purchasing Decision	3.270	0.001	Supported

Based on the results of data analysis using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software, the H4 hypothesis test regarding the simultaneous influence of variables X1, X2, and X3 on variable Y was carried out with reference to the value of the determination coefficient (R-square). The results of the analysis showed that the R-square value of the Y variable was 0.915, which indicated that 91.5% of the variation of the purchase decision variable was able to be explained together by the variables of green marketing, content marketing and

environmental awareness, while the remaining 8.5% was explained by other variables outside the research model. The R-square value is in the strong category, thus showing that the structural model built has excellent predictive capabilities.

Table 6 F-Square and R-Square

H4	Content Marketing	Green Marketing	Environmental Awareness	Purchase Decision
F-Square	0.799	0.119	0.094	
R-Square				0.915

In addition, to strengthen the results of simultaneous influence testing, effect size (f^2) analysis was used as an additional measure to determine the contribution of each independent variable to the dependent variable. The results of the f^2 analysis show that each independent variable has a small to moderate contribution to the Y variable. Thus, based on the high R-square value and supported by the effect size (f^2) results, it can be concluded that the variables of green marketing, content marketing and environmental awareness simultaneously have a significant effect on the variables of purchase decisions. Therefore, the H4 hypothesis is declared accepted

DISCUSSION

Hypothesis 1: Green Marketing Has a Positive and Significant Effect on Honda Car Purchase Decisions

The results of this study show that green marketing has a significant effect on Honda car purchase decisions. This is evidenced by the results of statistical testing which showed a p-value of 0.000, which is smaller than the significance level of 0.05, and a T-statistical value of 3.762, which is greater than the critical value of 1.96. Thus, it can be concluded that Hypothesis 1 which states the influence of green marketing on purchasing decisions is accepted. These findings indicate that Honda's implementation of a marketing strategy oriented towards environmentally friendly aspects is able to influence the decision-making process of consumers in buying vehicles. Consumers showed a positive response to the company's efforts in communicating environmental commitments, such as the development of low-emission technologies, fuel efficiency, and a sustainable brand image.

The results of this study are in line with the findings of previous research conducted by dan , which stated that green marketing has a significant influence on consumer behavior and purchasing decisions. The alignment of these findings reinforces the argument that environmental awareness and concern have become important factors in consumer considerations, particularly in the automotive industry. Green marketing strategies not only function as a means of promotion, but also as a mechanism in building green trust among consumers.

Green trust is an important factor in the development of effective eco-friendly marketing strategies as well as in fostering long-term relationships with consumers who care about the environment. This trust serves as a reference for consumers in determining sustainability-oriented purchasing choices. Furthermore, the effectiveness of green marketing cannot be separated from the support of various stakeholders. The implementation of an optimal green marketing strategy requires the active participation of governments, organizations, and the community, and is supported by the availability of adequate resources, expertise, financial support, and infrastructure. With this synergy, eco-friendly marketing efforts can run sustainably and have a more significant impact on consumer purchasing behavior. Andryan et al. (2024) Umar et al. (2025) (Tsai et al., 2025) (Li et al., 2025) .

Hypothesis 2: Content Marketing Has a Positive and Significant Effect on Honda Car Purchase Decisions

The results of this study show that content marketing has a significant effect on Honda car purchase decisions. This is evidenced by the results of statistical testing which showed a p-value of 0.000, which is smaller than the significance level of 0.05, and a T-statistical value of 10.448, which is greater than the critical value of 1.96. Thus, it can be concluded that Hypothesis 2 which states the influence of content marketing on purchase decisions is accepted. The results of this study are in line with the findings of previous research conducted by (Huda et al., 2025) . These findings indicate that the more effective the content marketing strategy implemented by Honda, the greater the tendency of consumers to make purchasing decisions.

Content marketing allows Honda to reach a wide and diverse audience efficiently, so that marketing messages related to products, technological innovations, and brand values can be conveyed more effectively. Content marketing applied through social media also plays a role in building a loyal brand community. When Honda consistently delivers engaging, informative, and relevant content, consumers not only gain product information, but also feel an emotional attachment to the brand. This attachment strengthens the relationship between consumers and Honda, thus encouraging the formation of positive attitudes towards the brand and increasing the tendency of consumers to make purchases (Sitorus, 2024) .

In addition to building emotional attachment, Honda's content marketing also plays a role in increasing brand awareness and enriching the information that consumers have. As consumer awareness levels of Honda's brands and products increase, consumers tend to look for more information online, such as vehicle specifications, technological advantages, and comparisons with competing brands. The process of seeking and evaluating this information is an important part of purchasing decision-making, as it is suggested that consumers will assess the benefits of a brand compared to other alternatives before making a purchase decision. Hanaysha (2022) .

Hypothesis 3: Environmental Awareness Has a Positive and Significant Effect on Honda Car Purchase Decisions

The results of this study show that environmental awareness has a significant effect on the decision to buy Honda cars. This is evidenced by the results of statistical testing which showed a p-value of 0.001, which is smaller than the significance level of 0.05, and a T-statistical value of 3.270, which is greater than the critical value of 1.96. Thus, it can be concluded that Hypothesis 3 which states the influence of environmental awareness on purchasing decisions is accepted. These findings indicate that consumers who have a high level of environmental awareness tend to consider sustainability aspects in the purchasing decision-making process. (Ahmadi, 2024)

Environmental awareness includes understanding and knowledge of ecological issues and environmental issues faced by society, which affect consumer attitudes and behaviors towards environmentally friendly products (Wu et al., 2024) . In the context of Honda, consumers' environmental awareness makes them more appreciative of environmentally friendly vehicle innovations, such as energy-efficient, low-emission engine technology, and vehicle features that support sustainability. Environmentally conscious consumers tend to see barriers that may arise, such as higher vehicle prices than conventional vehicles, not as insurmountable obstacles, but as long-term investments that align with environmental values (Skowron, 2021) . This attitude encourages consumers to purchase Honda cars that are considered to have balanced financial and ecological benefits.

In addition, environmental awareness also plays a role in forming a positive perception of the brand and encouraging loyalty. Environmentally conscious consumers are more likely to spread their green behavior on social networks, thereby enhancing Honda's reputation and image as an environmentally conscious vehicle manufacturer. This not only strengthens individual purchasing decisions, but also contributes to the formation of a community of consumers who support sustainability practices and expand the company's positive impact in society.

Hypothesis 4: Green Marketing, Content Marketing, and Environmental Awareness Simultaneously Affect Purchase Decisions on Honda Cars

The results of the study show that Green Marketing, Content Marketing, and Environmental Awareness simultaneously have a significant effect on Honda car purchase decisions. An R^2 value of 0.915 indicates that 91.5% of the variation in consumer purchasing decisions can be explained by these three independent variables, while the remaining 8.5% is influenced by factors other than the research model. These findings confirm that eco-friendly marketing strategies, effective content delivery, and consumer environmental awareness collectively have a major contribution to shaping purchasing behavior.

In more detail, Green Marketing provides a foundation for consumers to assess Honda's commitment to sustainability, through low-emission technological innovations, fuel efficiency, and environmentally friendly production practices. This strategy increases consumers' positive perception and trust in the brand, thus influencing purchasing decisions. Meanwhile, Content Marketing acts as an effective communication channel to convey Honda's brand message and values to a wide audience. Relevant, informative, and engaging content, especially through social media, helps build a loyal brand community and increases consumers' emotional attachment to Honda.

In addition, Environmental Awareness moderates consumers' perceptions of the benefits of eco-friendly products, reduces barriers related to price or ease of use, and encourages purchases that are in line with sustainability values. Environmentally conscious consumers tend to judge Honda vehicles not only in terms of functionality, but also in terms of their contribution to environmental sustainability, thus increasing the likelihood of making a purchase decision.

Thus, these three variables interact with each other to shape the purchase decision of a Honda car. Green Marketing provides a foundation of trust, Content Marketing strengthens attachment and understanding, and Environmental Awareness moderates consumer evaluation of products, thereby simultaneously forming strong purchasing decisions. An R^2 value of 0.915 indicates that this model has very high predictive capabilities, confirming the importance of integrating these three strategies to Honda's marketing success.

CONCLUSIONS AND RECOMMENDATIONS

Overall, the study confirms that Honda's success in improving consumer purchasing decisions does not only depend on product quality or price, but is also influenced by the implementation of environmentally oriented marketing strategies, effective content delivery, and consumer understanding of sustainability issues. As such, companies are advised to continue to strengthen these three aspects to improve consumer loyalty, brand image, and overall marketing performance.

ADVANCED RESEARCH

Based on the experience of carrying out the research, there are several limitations in this study, namely: Honda Electric car respondents who are rarely encountered due to time constraints are expected for the next research to be able to reach this study with a wider range of respondents.

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