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Brand Image and Price Influence BYD Purchase Intention through Green Lifestyle

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ABSTRACT

As the government promotes sustainable mobility and environmental consciousness, Indonesia's developing electric vehicle (EV) market demands a thorough knowledge of customer buying intention. This research uses consumer behaviour theory and the Theory of Planned Behaviour framework to examine how brand image and perceived price affect Build Your Dream electric car purchase intention, using green lifestyle as a mediating variable. Using a quantitative method and purposive selection of Jabodetabek respondents, Structural Equation Modeling–Partial Least Squares (SEM-PLS) was used to assess direct and indirect effects among factors. The results reveal that brand image and perceived price positively and significantly affect purchase intention. Furthermore, green lifestyle plays a significant mediating role, indicating that favourable brand perceptions and fair price evaluations strengthen environmentally oriented lifestyles and ultimately enhance consumers' intention to purchase electric vehicles. These results emphasise the necessity of incorporating environmental values into marketing tactics to promote electric car adoption in Indonesia.

Keywords: Brand Image; Perceived Price; Purchase Intention; Electric Cars; Green Lifestyle

INTRODUCTION

In recent years, the development of electric vehicles (EVs) in Indonesia has grown significantly, driven by supportive government regulations promoting clean energy adoption, increasing public environmental awareness, and advancements in EV technology and supporting infrastructure (PwC Indonesia, 2024). Currently, around 10 EV manufacturers operate in Indonesia with a combined production capacity of 70,660 units per year. Chinese manufacturer Build Your Dreams (BYD) is constructing a plant in Subang with a capacity of 150,000 units annually and an investment value of IDR 11.7 trillion. Geely has invested IDR 43.86 billion with a production capacity of 20,000 units per year, while VinFast from Vietnam is building a US$1.2 billion plant with a capacity of 50,000 units per year. PT National Assemblers has a production capacity of 31,000 units annually, including 6,000 units for Maxus, 19,000 units for AION, and 6,000 units for Citroën. These developments indicate a substantial increase in investment and production capacity, accelerating Indonesia's transition toward environmentally friendly transportation (Rajendra, 2025).

According to Shang & Choi (2020), BYD (Build Your Dreams) is a Chinese automobile brand that began with batteries in 1995. The firm provides complete new energy solutions by controlling essential EV technologies such batteries, IGBT, electric motors, and electronic control systems. BYD acquired Qinchuan Motors in 2003 to become the second-largest rechargeable battery maker and build its automobile segment, strengthening its competitive

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advantage. Its product designs combine global innovation with Chinese cultural aesthetics, symbolizing the progress of China's national automotive industry.

Based on Huda (2025), BYD officially entered the Indonesian market in January 2024, introducing its flagship models Atto 3, Dolphin, and Seal equipped with blade battery technology known for enhanced safety and efficiency. Although BYD has demonstrated strong global performance, it faces challenges in adapting its business strategy to local consumer characteristics. Nevertheless, in its first year, BYD successfully led Indonesia's EV market with significant bookings, indicating positive market acceptance (Yoga, 2025). GAIKINDO wholesales data from January to August 2025 show BYD's dominance in Indonesia's EV market, consistently outperforming competitors such as Wuling, Hyundai, and Chery. In March and August 2025, BYD recorded peak sales of nearly 2,000 units. Despite this achievement, battery electric vehicles (BEVs) accounted for only 9.7% of total national car sales in the first semester of 2025, indicating that most Indonesian consumers still prefer conventional vehicles (Simanjuntak, 2025).

Consumer decisions to adopt Electric Vehicles (EVs) remain multifaceted. According to PwC Indonesia (2024), price is the primary consideration for 73% of consumers, followed by environmental concerns (47%) and driving comfort (44%). However, apprehensions regarding driving range, charging infrastructure, and battery longevity persist as significant barriers (PwC Indonesia, 2024). From a branding perspective, it is emphasised that brand image shapes consumer perceptions through direct product experience, which ultimately dictates purchase behaviour (Tasya et al., 2023; Pinariya et al., 2025). Nevertheless, Alamsyah et al. (2020) argue that a "green" brand image does not automatically translate to optimal consumer green awareness. This suggests that even if a company successfully projects an eco-friendly image, it does not guarantee that consumers will fully perceive or internalize the environmental value of the product delivered.

Ainul et al. (2024) find that pricing significantly impacts purchase intention; EVs typically command higher upfront costs, which often overshadow their lower operational expenses and ecological benefits in the eyes of the consumer. Furthermore, Hasan et al. (2025) highlight lifestyle as a key determinant, noting that modern consumers increasingly associate EVs with a sustainable and high-tech identity. Consequently, Oktaviani et al. (2024) assert that intense market competition requires manufacturers to strengthen product quality and brand differentiation to foster long-term loyalty.

Green knowledge helps educate the people on environmental challenges, the environmental effect of product use, and the advantages of purchasing natural, eco-friendly goods, according to Hanjani & Widodo (2019). Huda (2025) believes that competitive pricing and a good brand image are necessary for Indonesian EV market penetration. BYD must strategically emphasise battery technical advantages, sustainability, infrastructural collaborations, and user experience to maintain its leading position. This study seeks to evaluate if a good brand image and pricing perception might increase customers' desire to buy electric cars, especially in the context of an ecologically responsible lifestyle.

Literature Review

A lot of study has examined how brand image, price, and lifestyle affect electric car purchasing intention. Martinus et al. (2023) show that brand image positively affects purchasing intention

directly and indirectly via lifestyle. In contrast, price does not demonstrate a direct effect but contributes indirectly through lifestyle, underscoring the importance of its mediating function. In a related study, Permana et al. (2023) confirm that price value significantly affects purchase intention, although their framework places stronger emphasis on psychological dimensions and policy-related factors.

Lifestyle consistently drives buying intention, according to empirical research. Fauzi et al. (2024) indicate that lifestyle and electronic word of mouth boost purchasing intention, whereas consumer perception does not produce a significant effect. Similarly, Faujiyah et al. (2025) identify lifestyle as the most influential variable in determining electric vehicle purchase intention in Greater Jakarta. Collectively, these studies reinforce the role of lifestyle in encouraging environmentally oriented consumption behaviour.

Oktaviani et al. (2024) show that brand image positively affects buying choices. Wang et al. (2022) indicate that green brand image and perceived environmental value increase purchase intention, especially when combined with positive attitudes and brand trust. Dekhili and Nguyen (2021) also found that a credible green company image increases customers' propensity to buy eco-friendly items.

However, price's role is empirically inconsistent. Price perception and purchase intention are positively correlated in Permana et al. (2023) and Faujiyah et al. (2025), but not in Benedick et al. (2024). However, Fahmi (2023) finds that price negatively affects purchase intention, suggesting that pricing remains a sensitive aspect in the electric car industry. Furthermore, Hoang et al. (2025) demonstrate that green brand image, perceived value, and environmental concern significantly contribute to purchase intention. Their findings also indicate that the influence of price is evident particularly among consumers with higher levels of environmental awareness, suggesting a differentiated impact across consumer segments.

While the factors driving electric vehicle (EV) adoption have been extensively documented, current literature remains fragmented in explaining how brand dynamics, price perception, and consumer lifestyles interact. This study bridges this gap by developing an integrated framework that examines the partial and simultaneous effects of brand image and perceived price on the purchase intention of BYD electric vehicles. The primary novelty of this research lies in the exploration of the role of a green lifestyle. In emerging markets characterized by dynamic environmental awareness, a green lifestyle is not only examined as a direct driver of purchase intention but is also positioned as an intervening variable that mediates the relationships of brand image and perceived price toward purchase intention. Through this model, this study moves beyond isolated analyses to demonstrate how consumers' green living orientation can transform price perception and brand image into sustainable purchasing decisions.

Theory of Planned Behaviour

According to Maslim and Andayani (2023), Ajzen's (2005) Theory of Planned Behaviour (TPB) expands upon the foundational concepts of the Theory of Reasoned Action (TRA). TPB posits that behavioural intention the immediate precursor and strongest predictor of actual behaviour is driven by three core determinative pillars: attitude toward the behaviour, subjective norms, and perceived behavioural control. In the context of electric vehicle (EV) adoption, this classical socio-psychological framework provides a robust lens to understand

how internal consumer evaluations and external structural constraints combine to shape green purchasing intentions. Rather than treating empirical variables in isolation, this study explicitly integrates the pillars of TPB to map out the interconnected dynamics between green brand image, lifestyle, and price perception.

Within this integrated framework, attitude toward the behaviour is directly reflected through the lens of a green brand image. When consumers perceive an EV brand as eco-friendly and socially responsible, they form a positive cognitive and affective evaluation of the purchase itself (Wang et al., 2022). This structural link is supported by Hanartyo and Annisa (2025) who demonstrate that a credible corporate and brand image serves as a powerful determinant in driving eco-conscious buying intentions. Furthermore, subjective norms, alongside internalized personal values, are manifested through the consumer's lifestyle. A green lifestyle goes many steps beyond individual preference; it reflects how a consumer navigates social expectations, peer reference groups, and the shared identity of environmental responsibility. This eco-centric lifestyle ultimately compels individuals to align their daily consumption patterns with sustainable social norms.

Finally, perceived behavioural control is operationalized through perceived price. In the TPB model, perceived control represents the perceived ease or difficulty of performing a behaviour, which is often governed by resource constraints like money and availability. Here, price acts as either an external barrier or a structural facilitator. As noted in Hanartyo and Annisa (2025), when consumers perceive the price as fair and aligned with tangible environmental benefits, their perceived behavioural control increases, which significantly boosts their willingness to pay a premium for energy-efficient innovations. By anchoring these modern market variables into the established dimensions of TPB, this framework provides a clearer, holistic view of how psychological drivers and market realities interact to determine EV purchasing choices.

Brand Image

Similarly, Nasyeh & Avriyanti (2023) explain that brand image results from consumers' perceptions, either positive or negative based on their experiences and comparisons with competing brands. Consumers tend to choose brands that best align with their needs and expectations. Therefore, a strong and positive brand image is essential for attracting and retaining customers, as it facilitates trust, loyalty, and competitive differentiation.

Keller (2016) defines brand image as consumers' memory-based brand connections and perceptions. A good brand image boosts trust and purchasing intent. Consumers are more likely to buy if their mental picture is powerful. Furthermore, Hoang et al. (2025) emphasise that in environmentally friendly products, brand image is reflected in Green Brand Image dimensions, including green reputation, environmentally friendly associations, and corporate image.

Perceived Price

Son and Jin (2019), referenced in Anwar et al. (2022), define perceived price as customers' value and attribute assessments of a product's price. Price indicates quality and advantages, not just a number. Purchase intention decreases when a price is too high and improves when it is fair and linked with product quality. When comparing identical items across brands, perceived pricing is significant.

Ebbing (2022) explains that perceived price reflects consumers' judgment of price fairness, acceptability, and justice. Prices that are excessively low may signal questionable quality, while excessively high prices may be perceived as unfair, both of which can reduce purchase intention. Price also functions as a quality signal and a reference point in transaction evaluation through comparison with a reference price. Furthermore, Imron & Widaningsih (2019) identify three primary dimensions of price evaluation: fair price, reliable price, and relative price. Wahyudianto (2021) adds that perceived price indicators include price quality congruence, price benefit alignment, affordability, and price differences compared to competitors.

Purchase Intention

Purchase intention refers to a consumer's mental inclination to consider or carry out a purchase after assessing relevant information (Wardhana, 2024). This intention develops gradually through stages of awareness, knowledge, preference, and conviction towards a product. In today's consumer behaviour, it is influenced by internal factors, social dynamics, and evaluations of product worth. Wardhana (2024) emphasises that perceptions of quality, value, and price significantly contribute to this intention. Specifically, more favourable price perceptions enhance consumers' likelihood of making a purchase.

Sepriano et al. (2023), as cited in Ramadhani and Yuliana (2023), argue that reduced purchase intention results from both macro- and micro-level factors. Macroeconomic issues—like energy shortages, rising interest rates, and economic instability—diminish purchasing power. Additionally, personal financial circumstances and changing needs influence buying choices. The existence of substitute products further aggravates this reduction.

Tasya et al. (2023) elaborates on purchase intention as an outcome of both internal and external factors. Internal aspects, such as profession, lifestyle, and motivation, shape income, daily habits, and inherent shopping tendencies. External factors consist of social influences, pricing, and product quality, which together affect consumers' confidence and preparedness to make purchases. Regarding eco-friendly products, Hoang et al. (2025) define green purchase intention in terms of commitment and the willingness to purchase sustainable goods.

Green Lifestyle

The concept of a green lifestyle, as explained by Tallulembang (2019), is seen as a mindset, a set of values, and actions that are demonstrated through straightforward yet consistent efforts to uphold environmental sustainability, encapsulated in the idea that "Green is more than just a slogan. Green is real action." The shift towards a green lifestyle must initiate with the individual, serving as a role model, since one cannot inspire others to embrace eco-friendly behaviours without first exemplifying them. These endeavors are evident in everyday practices such as waste management, energy saving, and minimizing single-use plastics, all contributing significantly to environmental health. In terms of consumer behaviour, those who adopt a green lifestyle generally exhibit a stronger intent to purchase eco-friendly products and assess prices based on sustainability advantages rather than just financial factors.

According to the research by Wan et al. (2025), a green lifestyle is characterized as an individual behavioural pattern focused on diminishing adverse environmental effects through sustainable consumption, production, and resource management practices. This framework

underscores the significance of ecological awareness, social accountability, and active involvement in sustaining the equilibrium between human demands and environmental conservation. A green lifestyle is demonstrated not only through practices like energy conservation, recycling, or utilizing eco-friendly transportation, but also in choosing products that hold sustainability value.

The examination of green lifestyle from the viewpoint of Hoang et al. (2025) brings attention to several essential dimensions and indicators. These comprise environmental consciousness, reflecting ecological values, awareness of sustainability, and environmental accountability; social influence, which includes societal norms, peer impact, and the roles of government and media; green trust, pertaining to the dependability, transparency, and consistency of environmental assertions; and perceived green marketing strategy, which covers credibility, genuineness of messages, and clarity in communication. Collectively, these dimensions offer a robust framework for comprehending how individuals embrace and manifest environmentally responsible lifestyles.

Research Model & Hypotheses Development

Brand image refers to the set of perceptions, associations, and beliefs stored in consumers' memory regarding a particular brand (Keller, 2016). It reflects how consumers interpret a brand's identity, reputation, and values. Nasyeh & Avriyanti (2023) emphasise that brand image is formed through consumer experiences and comparisons with competing brands. In the context of environmentally friendly products, brand image evolves into green brand image, which includes green reputation, environmental associations, and corporate ecological commitment (Hoang et al., 2025).

Recent research, notably Adnan et al. (2025), show that environmentally conscious companies may increase customers' ecological knowledge and sustainable consumption. According to the Theory of Planned Behaviour (TPB), attitude toward a behaviour strongly influences behavioural intention. When a company regularly promotes environmental responsibility and sustainability ideals, people are more inclined to choose eco-friendly purchases. These positive reviews progressively help people adopt the brand's environmental principles into their beliefs. As a result, customers are more likely to support sustainable goods and businesses and behave ecologically responsibly in their daily lives.

Hoo et al. (2025) also claim that the perception of environmentally responsible brands can promote a green lifestyle, which includes energy-saving habits, responsible consumption, and sustainable product preferences. According to the Theory of Planned Behaviour (TPB), certain behavioural patterns arise when people value environmental conservation and sustainable consumption. Consumers incorporate environmental factors into their everyday decisions when such attitudes are encouraged. Thus, green lifestylers are more likely to have better behavioural intentions to buy ecologically friendly items, including electric vehicles.

Brand Image has an effect on Green Lifestyle (H1)

Brand image influences customer behaviour, especially among eco-conscious consumers. According to Putri et al. (2024), sustainable customers have greater impressions of companies with environmentally friendly ideals, which might motivate them to buy responsible items. According to Pramesthi & Bernarto (2023), people are more inclined to trust and enjoy ecologically friendly companies.

Perceived Price has an effect on Green Lifestyle (H2)
Consumers subjectively assess a product's pricing for fairness, reasonableness, and value (Ebbing, 2022). Consumers see pricing as an indicator of quality, fairness, and transaction equity. Fair, dependable, relative, affordable, and value congruent prices influence customers' price perception (Imron & Widaningsih, 2019; Wahyudianto, 2021).

The TPB framework defines perceived behavioural control as people's sense of their capacity to undertake a behaviour, including financial competence. Although a green lifestyle is largely driven by ecological awareness and moral responsibility (Tallulembang, 2019), financial considerations may influence whether consumers feel capable of consistently choosing sustainable products. If environmentally friendly products are perceived as excessively expensive or unfairly priced, consumers may hesitate to adopt green consumption patterns. Conversely, when prices are perceived as fair and aligned with environmental benefits, consumers may feel more confident in integrating sustainable products into their lifestyle.

Shao & Lin (2024) indicate that economic factors and perceived value encourage green consumption because buyers weigh a product's environmental advantages against its price. Sustainable consumption is more likely when customers evaluate the value of environmentally friendly items according to their price. Oesman et al. (2024) discovered that green consumers are prepared to pay extra for environmentally friendly items because they value the environmental and social advantages. These findings indicate that positive price perception can support the adoption of green lifestyles and strengthen sustainable consumption behaviour.

Brand Image has an effect on Purchase Intention (H3)
Purchase intention is customers' psychological predisposition to plan or buy a product after assessing information (Wardhana, 2024). Green buying intention indicates customers' readiness to acquire eco-friendly items (Hoang et al., 2025). Attitudes toward a behaviour affect intention, according to TPB. Brand image influences customer behaviour by building trust, credibility, and emotional security (Firmansyah, 2019). Consumers generate good opinions of a company, especially in terms of environmental responsibility, which increases their buy intention.

Martinus et al. (2023) found that brand image positively affects purchasing intention directly and indirectly via lifestyle. Price indirectly affects buying intention via lifestyle. Green trust also mediates the association between perceived consumption values and green purchase intention, according to Aly & Al-Salfiti (2025). Vinoth et al. (2024) found that customers' green purchases were impacted by confidence in eco-friendly items.

Perceived Price has an effect on Purchase Intention (H4)
Perceived price significantly influences consumers purchasing decisions. When consumers perceive price as fair, affordable, and aligned with product quality and benefits, their purchase intention increases (Ebbing, 2022). Conversely, high prices or perceptions of unfairness may reduce purchase intention, particularly under unstable macroeconomic conditions (Sepriano et al., 2023).

The research used the Theory of Planned Behaviour (TPB) and Technology Acceptance Model to examine electric car purchase intention, as per Permana et al. (2023). Price value, attitude, and financial incentive policies favourably impact purchase intention, but perceived risk and infrastructural constraints negatively affect it, according to PLS-SEM analysis of 242 respondents. Similar to this study, pricing affects buying intention. This research focuses on brand image, perceived pricing, and green lifestyle as an intervening variable in BYD electric car purchase intentions.

Previous research indicates that perceived price does not significantly impact green purchase intention (p-value = 0.812, t-value = 0.239, p-value < 1.984), suggesting that price perception may not always influence consumers' intention to buy eco-friendly products. Consumer behaviour research demonstrates that pricing perception affects purchasing intention. Annisa & Juwita (2023) discovered that customers are more likely to acquire a product if its pricing is acceptable and associated with advantages. Pratama & Handoyo (2024) found that perceived price positively influences purchase intention because customers analyze if the price meets the anticipated value and quality. In addition, Anas et al. (2023) found that fair and economical pricing perceptions may increase e-commerce customers' buy inclinations.

Green Lifestyle has an effect on Purchase Intention (H5)

Green lifestyles include consistent environmental thinking, attitudes, and behaviours (Tallulembang, 2019; Wan et al., 2025). A strong green lifestyle includes ecological awareness, sustainable consumerism, and moral commitment to environmental preservation. According to Aly & Al-Salfiti (2025), environmental awareness strongly impacts consumption values and customer intents to purchase green items. Vironika & Maulida (2025) also note that environmental education builds customer trust and indirectly influences green buying in developing countries like Indonesia. Previous research supports the suggested theoretical model by demonstrating that green-related variables positively affect customers' purchasing intention (Xu et al., 2025).

Han & Yoon (2015) explain that environmentally responsible behaviour plays an important role in encouraging green consumption. Individuals with higher environmental awareness tend to develop more positive attitudes toward sustainable products and are more willing to adopt environmentally friendly consumption behaviours. This indicates that pro-environmental behavioural orientation can increase consumers' tendency to choose and purchase environmentally friendly products. Yulianingsih et al. (2024) explain that individuals who adopt environmentally friendly lifestyles tend to demonstrate stronger purchase intentions toward sustainable products because their daily behaviours reflect environmental values. Over time, environmental values can become embedded in an individual's identity and daily routines, which contributes to the formation of a green lifestyle characterized by responsible consumption, energy conservation, and preference for eco-friendly products.

Studies show that green living increases buying intention. Nurdin & Ratnasari (2024) examined how green lifestyle, product knowledge, and promotion affect electric motorbike green purchasing intention. Green lifestyle strongly increases green purchasing intention, according to quantitative analysis of 385 respondents. This suggests that customers who emphasise ecologically friendly behaviours are more likely to buy sustainable items. Laela & Mohungo (2025) found that lifestyle strongly affects customers' green buying intention,

suggesting that environmentally conscious consumers are more inclined to buy eco-friendly items. These results imply that customers' propensity to buy sustainable items is influenced by their lifestyles' environmental ideals.

Green Lifestyle mediates the relationship between Brand Image and Purchase Intention (H6)

Green lifestyle may mediate brand image effects on purchase intention. According to the Theory of Planned Behaviour (TPB), attitudes, subjective standards, and perceived behavioural control affect behavioural intention. In this approach, brand image might reflect customers' attitudes toward environmentally responsible companies. (Ajzen, 2005; Adnan et al., 2025).

A strong green brand image may encourage consumers to internalize environmental values promoted by the brand. Adnan et al. (2025) found that environmentally responsible brand positioning can strengthen consumers' environmental awareness and influence their sustainable consumption behaviour. When consumers perceive a brand as credible in its environmental commitments, they are more likely to align their personal values with the brand's sustainability orientation. This alignment can gradually shape consumers' lifestyle patterns, leading to the adoption of a green lifestyle characterized by environmentally responsible consumption behaviours. Febriandari and Suryati (2024) explored how green goods and promotion affect eco-friendly packaging purchasing intention via green lifestyle. The findings demonstrate that green lifestyle strongly mediates the association between green marketing variables and purchase intention, suggesting that environmentally conscious lives encourage customers to buy eco-friendly items.

Green Lifestyle mediates the relationship between Perceived Price and Purchase Intention (H7)

Green lifestyle may mediate perceived pricing effects on purchase intention. According to the Theory of Planned Behaviour (TPB), attitudes, subjective standards, and perceived behavioural control affect behavioural intention. In this approach, perceived pricing may indicate perceived behavioural control connected to consumers' financial capacity to buy sustainable items (Ajzen, 2005; Adnan et al., 2025).

Electric vehicle purchasing intention has been studied using the Theory of Planned Behaviour (TPB) and the Technology Acceptance Model (TAM), as per Permana et al. (2023). They found that pricing value, attitude, and financial incentive policies boost purchasing intention, whereas perceived risk and infrastructural constraints decrease it. Similarly, Wang et al. (2022) explain that consumers tend to evaluate the economic value of environmentally friendly products before making purchase decisions. When the price of green products is perceived as reasonable and proportional to their benefits, consumers are more likely to develop positive attitudes and stronger purchase intentions. From the perspective of TPB, price perception is closely related to perceived behavioural control, where affordable and justified prices increase consumers' perceived ability to purchase, thereby strengthening their purchase intention toward electric vehicles.

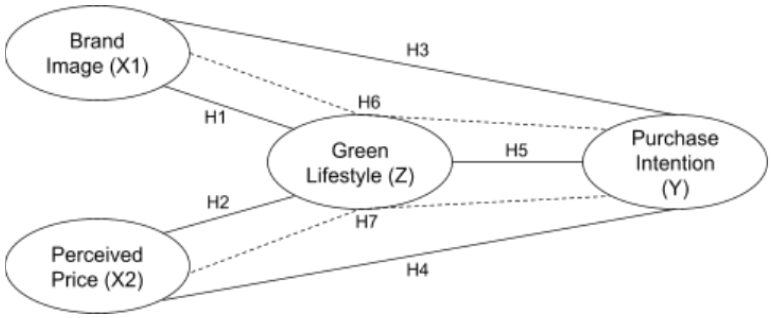

Figure 1. Research Framework
Source: Data Processing Result (2026)

METHOD

This quantitative explanatory study examined BYD electric car brand image, perceived pricing, green lifestyle, and purchase intention. Quantitative explanatory research uses statistics to examine variable correlations (Creswell & Creswell, 2018). This research examined brand image, perceived pricing, green lifestyle, and purchase intention. Surveys provided main data for the research. Data was collected using a standardized questionnaire on a five-point Likert scale from strongly disagree (1) to strongly agree (5). Google Forms ran the questionnaire online and distributed it via WhatsApp, Instagram, and online automotive groups to reach suitable responders. A pilot test with 30 participants assessed assessment item clarity, reliability, and appropriateness before full-scale data collection. This stage followed methodological suggestions to ensure that all indicators were properly understood and acceptable for future research (Sekaran & Bougie, 2016; Hair et al., 2022).

This survey targeted Greater Jakarta residents (Jakarta, Bogor, Depok, Tangerang, and Bekasi) who were either potential electric car purchasers or users, acquainted with BYD, and aged 20-45. Non-probability purposive sampling was used to choose respondents based on their desire to buy a vehicle within six months (Asrulla et al., 2023). According to Hair et al. (2019), the minimum sample size should be five to ten times the number of measurement indicators. The survey has 10 indications; hence 100 respondents were needed. Eligible participants received 200 surveys to improve data quality.

This research used three sequential data analysis steps, as recommended by past literature (Benedick, 2024). The measurement model is evaluated to determine research instrument validity and reliability. Validity assessment ensures that each indicator accurately measures the underlying construct it is designed to measure, delivering accurate and scientifically reliable data (Soesana et al., 2023). The next stage examines the structural model, aiming to determine whether the proposed model adequately represents the

Operational Variables

Table 1. Operational Variables

Variable	Dimension	Indicator	Measurement
Brand Image	Green Brand Image (Hoang et al., 2025)	Green Reputation and Environmentally Friendly Associations (Hoang et al., 2025)	Likert Scale (1-5)

Variable	Dimension	Indicator	Measurement
Perceived Price	Reliable Price (Imron & Widaningsih, 2019)	Affordable Product Price (Wahyudianto, 2021)	Likert Scale (1-5)
	Fair Price (Imron & Widaningsih, 2019)	Price is commensurate with product quality (Wahyudianto, 2021)	
	Relative Price (Imron & Widaningsih, 2019)	Price differences compared to competitors (Wahyudianto, 2021)	
Green Lifestyle	Environmental Consciousness (Hoang et al., 2025)	Environmental sustainability awareness (Hoang et al., 2025)	
	Social Influence (Hoang et al., 2025)	Social media influence (Hoang et al., 2025)	
	Green Trust (Hoang et al., 2025)	Environmental credibility (Hoang et al., 2025)	
Purchase Intention	Green Purchase Intention (Hoang et al., 2025)	Commitment to purchase and Desire to buy environmentally friendly products (Hoang et al., 2025)	

Source: Imron & Widaningsih, (2019); Hoang et al., (2025); Wahyudianto, (2021)

Data was analysed using PLS-SEM. This technique was chosen for its flexibility, adaptability for small sample numbers, and capacity to handle complicated models without tight normality assumptions (Hair et al., 2022). The measurement model (outer model) and structural model (inner model) were evaluated in the study. Discriminant validity was examined using the square root of AVE, whereas convergent validity was assessed using factor loadings (>0.70) and Average Variance Extracted (AVE >0.50 Cronbach's Alpha and Composite Reliability (>0.70) assessed reliability. Then, structural model analysis tested the hypotheses and examined direct and indirect variable correlations.

Table 2. Profile of Respondents

Profile	Classification	Frequency	Percentage
Gender	Male	102	51%
	Female	98	49%
Age (Year)	20-24	30	15%
	25-29	110	55%
	30-34	36	18%
	35-49	19	9.5%
	50-54	5	2.5%
Domicile	Jakarta	153	76.5%
	Bogor	8	4%
	Depok	8	4%
	Tangerang	15	8%
	Bekasi	16	8%
Occupation	Civil Servant	14	7%
	Private Employee	121	60.5%

Profile	Classification	Frequency	Percentage
	Entrepreneur	34	17%
	Freelance	6	3%
	Influencer	9	4.5%
	Others	16	8%
Income (monthly)	8,000,000-12,000,000	44	22%
	12,000,001-16,000,000	90	45%
	16,000,001-20,000,000	44	22%
	20,000,001-24,999,999	8	4%
	25,000,000	14	7%

Source: Data Processing Results (2026)

Based on the demographic data of 200 respondents, the gender distribution is relatively balanced, consisting of 102 males (51%) and 98 females (49%). Most respondents are aged 25-29 years (55%), followed by 30-34 years (18%) and 20-24 years (15%), indicating that the majority of participants are young adults in their productive age. In terms of domicile, most respondents live in Jakarta (76.5%), while the rest are distributed across Bekasi (8%), Tangerang (8%), Bogor (4%), and Depok (4%). Regarding occupation, the majority are private employees (60.5%), followed by entrepreneurs (17%), civil servants (7%), influencers (4.5%), freelancers (3%), and others (8%). Furthermore, most respondents have a monthly income of IDR 12,000,001-16,000,000 (45%), indicating that the sample is dominated by middle-income individuals.

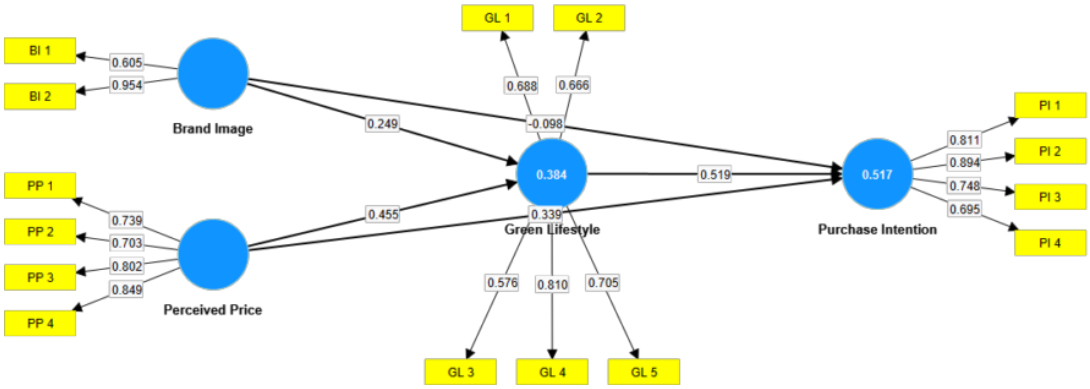

Figure 2. PLS-SEM Structural Model Result

Source: Data Processing Results (2026)

The inner model shows that Green Lifestyle affects Purchase Intention the most with a route coefficient of 0.519. Purchase Intention is directly affected by Perceived Price (0.339) and negatively affected by Brand Image (-0.098). Perceived Price affects Green Lifestyle (0.455) more than Brand Image (0.249). Figure 2 shows that the Purchase Intention endogenous latent variable has a coefficient of determination (R^2) of 0.517. Brand Image, Perceived Price, and Green Lifestyle explain 51.7% of Purchase Intention variation, which is moderate. The R^2result for Green Lifestyle is 0.384, indicating that Brand Image and Perceived Price account for 38.4% of the variation.

Table 3. Validity and Reliability Test

Variables	Composite Reliability	AVE
Brand Image	0.839	0.638
Green Lifestyle	0.736	0.500

Purchase Intention	0.835	0.625
Perceived Price	0.784	0.601

Source: Data Processing Results (2026)

The measurement model assessment reveals all variables match reliability and validity standards. Composite reliability ratings of 0.736 to 0.839 indicate strong internal consistency, above the 0.70 criterion. Average Variance Extracted (AVE) values surpass the minimal criteria of 0.50, ranging from 0.500 to 0.638. This shows that Brand Image (BI), Green Lifestyle (GL), Purchase Intention (MB), and Perceived Price (PP) have sufficient convergent validity for further investigation.

Table 4. Outer Loadings

Variables	Brand Image	Green Lifestyle	Purchase Intention	Perceived Price
Brand Image 1	0.605			
Brand Image 2	0.954			
Green Lifestyle 1		0.688		
Green Lifestyle 2		0.666		
Green Lifestyle 3		0.576		
Green Lifestyle 4		0.810		
Green Lifestyle 5		0.705		
Purchase Intention 1			0.811	
Purchase Intention 2			0.894	
Purchase Intention 3			0.748	
Purchase Intention 4			0.695	
Perceived Price 1				0.739
Perceived Price 2				0.703
Perceived Price 3				0.802
Perceived Price 4				0.849

Source: Data Processing Results (2026)

The outer loading results indicate that most indicators have values above 0.60, which suggests acceptable indicator reliability. For the BI variable, BI1 (0.605) and BI2 (0.954) show strong contributions to the construct. The GL indicators range from 0.576 to 0.810, indicating moderate to strong loadings. Similarly, MB indicators show values between 0.695 and 0.894, while PP indicators range from 0.703 to 0.849. Overall, these results demonstrate that the indicators are sufficiently representative in measuring their respective latent variables.

RESULT

Table 5. Fornell-Larcker Criterion

Variables	Brand Image	Green Lifestyle	Purchase Intention	Perceived Price
Brand Image	0.799			
Green Lifestyle	0.478	0.693		
Purchase Intention	0.321	0.670	0.791	
Perceived Price	0.502	0.581	0.592	0.776

Source: Data Processing Results (2026)

The Fornell-Larcker discriminant validity test demonstrates that each construct's square root of AVE is larger than its correlations with other constructs. BI (0.799), GL (0.693), MB (0.791), and PP (0.776) match the requirements. This shows that each variable measures multiple research model principles.

Table 6. Hypothesis Results

No	Variables	Coefficient	t-statistics	p-values	Result
H1	Brand Image → Green Lifestyle	0.249	3.002	0.003	Accepted
H2	Perceived Price → Green Lifestyle	0.032	0.371	0.710	Rejected
H3	Brand Image → Purchase Intention	0.519	7.416	0.000	Accepted
H4	Perceived Price → Purchase Intention	0.455	6.130	0.000	Accepted
H5	Green Lifestyle → Purchase Intention	0.576	9.468	0.000	Accepted
H6	Brand Image → Green Lifestyle → Purchase Intention	0.130	2.666	0.008	Accepted
H7	Perceived Price → Green Lifestyle → Purchase Intention	0.237	4.594	0.000	Accepted

Source: Data Processing Results (2026)

The hypothesis testing results indicate that most of the proposed relationships in this study are statistically significant. Brand image has a positive and significant effect on green lifestyle (H1), as indicated by a coefficient of 0.249 and a p-value of 0.003, suggesting that a stronger brand image encourages consumers to adopt a more environmentally oriented lifestyle. In contrast, perceived price does not have a significant effect on green lifestyle (H2), with a p-value of 0.710, indicating that price perception does not directly influence consumers' lifestyle orientation. Furthermore, brand image (H3) and perceived price (H4) both show positive and significant effects on purchase intention, with coefficients of 0.519 and 0.455 respectively, and p-values of 0.000, meaning that both variables play an important role in increasing consumers' intention to purchase BYD electric vehicles. In addition, green lifestyle (H5) has the strongest direct influence on purchase intention, with a coefficient of 0.576 and a p-value of 0.000, indicating that consumers with environmentally friendly lifestyles are more likely to purchase electric vehicles. The mediation analysis also reveals that green lifestyle significantly mediates the relationship between brand image and purchase intention (H6), as well as between perceived price and purchase intention (H7), with p-values of 0.008 and 0.000 respectively. This implies that both brand image and perceived price can indirectly influence purchase intention by fostering a green lifestyle, highlighting the important role of environmental values in shaping consumer behaviour toward electric vehicle adoption.

Table 7. Direct Effect Test

No	Variables	Coefficient	t-statistics	p-values
H1	Brand Image → Green Lifestyle	0.249	3.002	0.003
H2	Perceived Price → Green Lifestyle	0.032	0.371	0.710
H3	Brand Image → Purchase Intention	0.519	7.416	0.000

H4	Perceived Price → Purchase Intention	0.455	6.130	0.000
H5	Green Lifestyle → Purchase Intention	0.576	9.468	0.000

Source: Data Processing Results (2026)

Hypothesis testing shows multiple significant variable correlations. A strong company image positively impacts green living (β = 0.249, p = 0.003), encouraging customers to choose a greener lifestyle. However, Perceived Price does not substantially impact Green Lifestyle (β = 0.032, p = 0.710). Additionally, Brand Image (β = 0.519, p < 0.001) and Perceived Price (β = 0.455, p < 0.001) positively impact Purchase Intention. Additionally, Green Lifestyle substantially impacts Purchase Intention (β = 0.576, p < 0.001). These results imply that brand impression and eco-friendly lifestyles influence customers' buying intentions.

Table 8. Indirect Effect Test

No	Variables	Coefficient	t-statistics	p-values
H6	Brand Image → Green Lifestyle → Purchase Intention	0.130	2.666	0.008
H7	Perceived Price → Green Lifestyle → Purchase Intention	0.237	4.594	0.000

Source: Data Processing Results (2026)

Analysis reveals Green Lifestyle mediates the link between Brand Image and Purchase Intention (β = 0.130, p = 0.008). This suggests that a strong brand image might indirectly boost purchase intention by promoting greener living. Green Lifestyle also mediates the relationship between Perceived Price and Purchase Intention (β = 0.237, p < 0.001), indicating that consumers who perceive prices positively are more likely to adopt environmentally conscious behaviour, leading to higher purchase intentions.

Table 9. Results of R-Square

Variables	R-Square	Conclusion
Green Lifestyle	0.384	Low
Purchase Intention	0.517	Moderate

Source: Data Processing Results (2026)

The R-square results indicate that Green Lifestyle is explained by the independent variables at 38.4%, which is categorized as a low explanatory level. Meanwhile, Purchase Intention has an R-square value of 0.517, indicating a moderate level of explanatory power. This means that Brand Image, Perceived Price, and Green Lifestyle collectively explain about 51.7% of the variance in purchase intention, while the remaining variance is influenced by other factors not included in this study.

DISCUSSION

The results of this study show that brand image has a positive and significant effect on green lifestyle. This means that a strong brand image associated with sustainability, innovation, and environmental responsibility can encourage consumers to adopt a more environmentally friendly lifestyle. In the case of BYD electric vehicles, the brand's eco-friendly image may influence consumers to align their values and behaviour with sustainability. This finding is in

line with Keller (2016), Han et al. (2019), and the Theory of Planned Behaviour (Ajzen, 2020), which suggest that brand image can shape consumer attitudes and lifestyle choices.

The results of this study also show that perceived price does not have a significant effect on a green lifestyle. This indicates that consumers' perception of whether the price is high or low does not directly influence their environmentally friendly lifestyle. Green lifestyle appears to be more strongly shaped by internal factors such as environmental awareness, personal values, and beliefs rather than economic considerations. This finding is supported by Faujiyah et al. (2025), Hoang et al. (2025), and Ajzen (2020).

Research shows that brand image positively and significantly affects purchasing intention. BYD electric car sales may rise with a good brand image. Innovative, trustworthy, and ecologically responsible brands are preferred by consumers. This supports Keller (2016), Martinus et al. (2023), Oktaviani et al. (2024), and the Theory of Planned Behaviour (Ajzen, 2020).

This research found that perceived price positively and significantly affects purchasing intention. Consumers are more inclined to buy BYD electric cars if they think the pricing is reasonable for the advantages. In this situation, buyers may consider energy efficiency, cheaper operational expenses, and environmental advantages in addition to the original purchase price. This finding is supported by Son and Jin (2019), Permana et al. (2023), Faujiyah et al. (2025), and Ajzen (2020).

The study finds that a green lifestyle has a positive and significant effect on purchase intention. Consumers who already practice or value environmentally friendly behaviour are more likely to intend to purchase eco-friendly products such as electric vehicles. This suggests that a green lifestyle plays an important role in encouraging sustainable consumption behaviour. This result is consistent with Wang et al. (2022), Tallulembang (2019), and the Theory of Planned Behaviour (Ajzen, 2020).

A strong green brand image may encourage consumers to internalize environmental values promoted by the brand. Adnan et al. (2025) found that environmentally responsible brand positioning can strengthen consumers' environmental awareness and influence their sustainable consumption behaviour. When consumers perceive a brand as credible in its environmental commitments, they are more likely to align their personal values with the brand's sustainability orientation. This alignment can gradually shape consumers' lifestyle patterns, leading to the adoption of a green lifestyle characterized by environmentally responsible consumption behaviours. In line with this, Febriandari and Suryati (2024) explored how green goods and promotion affect eco-friendly packaging purchasing intention via green lifestyle. The findings demonstrate that green lifestyle strongly mediates the association between green marketing variables and purchase intention, suggesting that environmentally conscious lives encourage customers to buy eco-friendly items.

In contrast, perceived price does not significantly influence green lifestyle, thereby weakening its indirect effect on purchase intention through this mediating variable. While perceived price may directly affect purchase intention, it does not play a substantial role in shaping environmentally friendly lifestyles, which are more strongly driven by internal factors such as environmental awareness and personal values (Hoang et al., 2025). From a theoretical

perspective, these findings align with the Theory of Planned Behaviour proposed by Ajzen (2020), where behavioural intention is influenced by both external evaluations and internal values. In this study, green lifestyle acts as an internal value-based factor that effectively mediates the relationship between brand image and purchase intention, but not between perceived price and purchase intention, highlighting the importance of value-driven factors in shaping consumer behaviour toward environmentally friendly products.

Instrument Refinement and Iteration Process

In evaluating the measurement model, five iterations were conducted using the PLS-SEM approach to ensure that all indicators met the required validity and reliability criteria. This iterative process aimed to improve the overall quality of the model by systematically assessing the performance of each indicator. During the evaluation, indicators with low outer loading values were identified as not sufficiently representing their respective constructs. As a result, these indicators were considered for removal to enhance the robustness of the measurement model. This step is essential to ensure that the constructs are measured accurately and consistently.

Throughout the refinement process, one indicator from Brand Image, one from Perceived Price, and two from Green Lifestyle were eliminated due to their inadequate contribution to the constructs. The removal of these indicators led to a more reliable and valid measurement model. After completing all iterations, the remaining indicators demonstrated satisfactory levels of validity and reliability. This was confirmed through the final outer model evaluation results, which indicated strong factor loadings and consistency across constructs. Consequently, the refined model was deemed appropriate for further structural analysis.

CONCLUSION & RECOMMENDATION

This study offers valuable understanding regarding how brand image and perceived price shape purchase intention, particularly through the mediating role of green lifestyle. Nevertheless, several limitations should be acknowledged. One notable constraint is the geographical concentration of the sample, which only covers respondents from the *Jabodetabek* area. This limited scope may reduce the extent to which the findings can be generalized to wider populations. As such, the results need to be interpreted within the specific regional context in which the data were collected.

Future research is recommended to involve a broader and more diverse sample by including participants from various regions across Indonesia. Expanding the coverage would enhance the representativeness of the data and strengthen the external validity of the findings. Moreover, conducting comparative studies across different countries could provide deeper insights into how variations in cultural, social, and economic environments influence consumer behaviour toward electric vehicles. Such efforts would contribute to a more comprehensive understanding of sustainable consumption on a global scale.

Another limitation relates to the relatively limited number of variables incorporated within the framework of the Theory of Planned Behaviour. This study primarily focuses on brand image, perceived price, and green lifestyle, which may not fully reflect the complexity of consumer decision-making processes. Therefore, future studies are encouraged to include

additional constructs, such as subjective norms and perceived behavioural control, to enrich the analytical model. Incorporating these variables could improve the explanatory capacity of the model and offer a more nuanced perspective on the determinants of purchase intention.

In addition, factors such as environmental awareness and technological readiness deserve further attention in subsequent research. These elements are likely to play a crucial role in shaping consumers' attitudes and acceptance of electric vehicles. By integrating these dimensions into the research framework, future studies can develop a more holistic and multidimensional understanding of consumer behaviour. This approach would also help capture the interplay between environmental concerns and technological adoption in influencing purchase decisions.

Lastly, the reliance on a quantitative survey design may limit the depth of insights into consumers' underlying motivations and perceptions. Future research is therefore encouraged to complement quantitative analysis with qualitative or mixed-method approaches, such as in-depth interviews or focus group discussions. These methods can provide richer and more detailed insights into how consumers interpret and evaluate electric vehicles. Furthermore, comparative analyses involving different electric vehicle brands could reveal variations in brand perception and competitive positioning, offering practical implications for companies in formulating more effective and targeted marketing strategies to promote sustainable mobility.

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