

How Green Marketing Affects Brand Equity On Wuling Electric Cars: A Study on Gen Z And Millennials

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Abstract— Climate change and carbon emission pollution have made people switch to using environmentally friendly products such as electric cars. Electric car manufacturers must be able to compete with consumer behavior, which has begun to realize the importance of protecting the environment, and must be able to market their products with their environmentally friendly messages. So, Brand Equity is important for electric car manufacturers to compete in the market. This research aims to discover how Green Marketing influences the Brand Equity of Wuling electric cars among Gen Z and Millennials in Bandung. The method used in this study uses a descriptive verification method and a quantitative approach with a questionnaire distributed to 200 respondents via Google Forms, consisting of Gen Z and Millennials in the city of Bandung. In this study, the data were processed and analyzed with PLS-SEM software to see how the influence of variable X, which is Green Marketing, on variable Y, which is Brand Equity. The research results indicate that the Green Marketing strategies have a positive and significant impact on the Brand Equity of Wuling electric cars.

Keywords: *Green Marketing, Brand Equity, Wuling Electric Car, Gen Z, Millennials*

INTRODUCTION

Climate change, caused by human activities such as fossil energy use and deforestation, contributes to greenhouse gas emissions and global warming. This phenomenon is affected by various sectors, including the transportation sector, which is one of the industries that contributes greatly to the increase in carbon emissions. This strategic impact requires transportation companies, including Wuling, to adapt to remain competitive in the automotive industry (Linnenluecke & Griffiths, 2013) (Renukappa, Akintoye, Egbu, & Goulding, 2013).

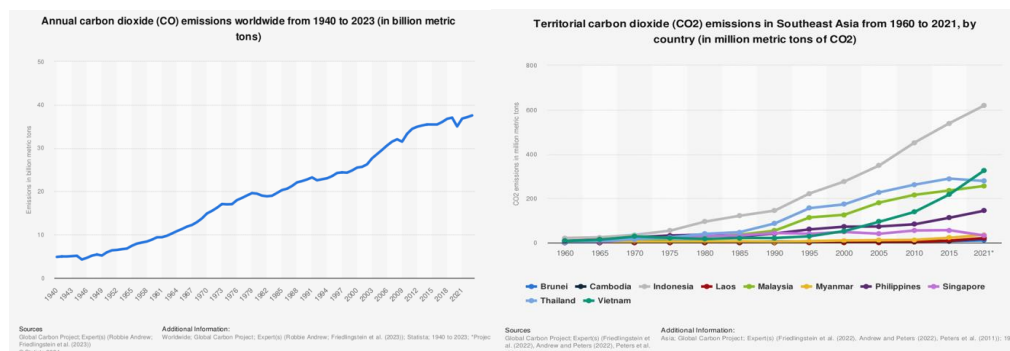


Figure 1: CO Emissions in the world & ASEAN Region

The data above shows the annual increase of carbon emissions around the world, and the ASEAN region, including Indonesia, has increased massively. With the contribution of the transportation sector in Indonesia being one of the largest, where in 2023 there are 152 million oil-fueled vehicles, consisting of 126 million motorcycles, 19 million passenger cars, and the rest of the goods vehicles, which makes air quality in Indonesia poor. From data from the Department of Transportation, Indonesia will be the largest contributor to carbon emissions in 2022, with at least 1.3 gigatons of carbon with 50.6% of emissions coming from the energy sector and as much as>

80% of which comes from transportation modes cars and motorcycles (Department of Transportation, 2023). Based on the Air Quality Live Index (AQLI), 91% of Indonesia's citizens live in areas with air quality pollution levels that exceed the safe limits set by the WHO (Situmorang, 2021). With these alarming environmental conditions, Wuling, as a car manufacturer, must be able to meet the needs of consumers who have begun to shift from using conventional goods to consuming products that are more environmentally friendly with its electric car products.

In the competition in the electric vehicle (EV) transportation sector, current electric car manufacturers, especially Wuling, should pay attention to the strength of their brand equity to compete in the market. Brand equity is a collection of brand assets that increase value for consumers and businesses, including perceived quality, brand communication, and brand awareness. Therefore, Wuling, as an electric car manufacturer, needs to focus on brand equity to add value to its environmentally friendly products. With this competition, Wuling, with their products, must be able to convey the company's vision and mission, which is not only focused on achieving profits but also must pay attention to their concern for the environment and get attention from the public. Wuling's strategy in marketing and campaigning their green product, the electric car, must be done well through a strategy known as Green marketing.

As of 2023, Indonesia has 133,225 battery-based electric vehicles (KBLBB), with a projected increase to 2.19 million cars and 13 million electric motorcycles by 2030 (Urhan, 2023). However, this figure is still much lower than the 152 million oil-fueled vehicles in Indonesia (Ministry of Transportation, 2023). In Indonesia, electric car sales continue to rise. Wholesale sales of battery electric cars (BEVs) in Indonesia increased 130% in the first semester of 2024, reaching 11.9 thousand units, according to Gaikindo. This large increase shows the high public interest in EVs. In 2024, electric cars from Wuling, Chery, Morris Garage, and Hyundai dominated sales (Yonatan, 2024).

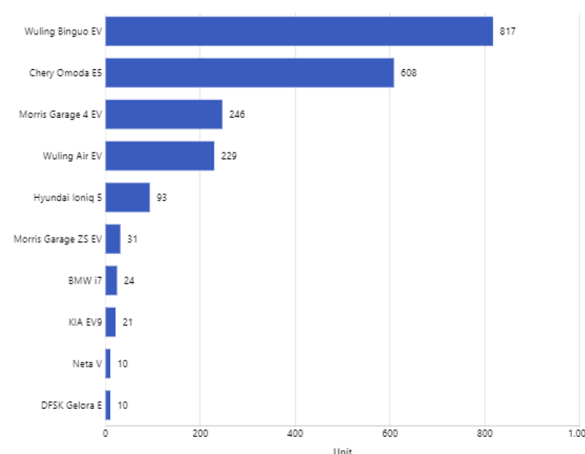


Figure 2: Electric Car Sales in Indonesia by 2023

This research focuses on the electric car manufacturer Wuling in Bandung, which is one of the regions with the highest electric car sales in Indonesia. Wuling became one of the pioneers of electric cars produced in Indonesia and became the favorite car of Gen Z from the Marketeers Youth Choice Awards (YCA) in 2024. The subjects of this study are Gen Z and Millennials because, according to data from Peugeot, Gen Z, born after 2004, said that they asked their parents to buy an electric or hybrid car. A total of 54.8 percent of these children said that they asked their parents to reduce the amount of waste they throw away and replace their cars with electric or hybrid ones (Moss, 2020).

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compete in the market. Brand equity is a collection of brand assets that increase value for consumers and businesses, including perceived quality, brand communication, and brand awareness (Shariq, 2018). Therefore, Wuling, as an electric car manufacturer, needs to focus on brand equity to add value to its environmentally friendly products. With this competition, Wuling, with its products, must be able to convey the vision and mission of the company, which is not only focused on achieving profits but also must pay attention to its concern for the environment and get attention from the public. Wuling's strategy in marketing and campaigning for their green product, the electric car, must be done well through a strategy known as the Green Marketing Strategy. Green marketing can be characterized as an all-encompassing and responsible vital management preparation that distinguishes, expects, fulfills, and meets partner needs, with sensible rewards, that don't unfavorably influence human welfare or the environment (Mahmoud, 2018).

So it will be relevant to analyze the influence of green marketing strategies on the brand equity of Wuling electric cars according to Generation Z and Millennials in Bandung City. Understanding how the Green Marketing strategy is used will be very important for Wuling as an electric car manufacturer to know its effect on the brand equity of their brand. This can also be a product development strategy, marketing strategy, and sustainability activity. This research is in line with previous research conducted by Rinu Mathew & Abin Jose in 2022, where the results of the study show that green products, green advertising, and green prices positively affect brand equity. And other research from Rahma Dwigunawati (2021), the result of which is that the green marketing mix has a positive effect on corporate image. With green product and corporate social responsibility factors as the most significant factors in building corporate image.

LITERATURE REVIEW

Green Marketing

The concept of Green Marketing was established by Henion (1976), who first referred to it as “ecological marketing”. Ecological marketing was first described as “marketing activities that have helped cause environmental problems of the environment, and which can serve to correct environmental problems” (Henion, 1976). The term focused on the negative impact that marketing might have on the environment, and especially the industries that were most damaging to the environment. But over time, the definition of green marketing changed as the importance of environmental sustainability grew (Dangelico & Vocalelli, 2017). The American Marketing Association (2014) states that green marketing refers to creating and promoting products that are safe for the environment. Meanwhile, Papadas et al. (2017) explain green marketing as a strategy with the main goal of creating goods and services with the least negative impact on the environment. However, according to Groening et al. (2018), green marketing is also defined as a set of marketing activities (such as planning, processes, production, promotion, and people) targeted at all consumers and intended to show the company's commitment to reducing the environmental impact of its goods and services.

Green marketing consists of green products, green advertising, green pricing, green brand image, and green trust. According to Shaputra (2013), green products are efforts to maximize the products made and remain environmentally friendly by reducing waste during the production process. According to Kasali in Pamungkas (2015), green products are products that are not destructive to the environment and people, don't consume assets, don't create excessive squander, and don't include creature pitilessness. Green products are intended to reduce negative environmental impacts over the product life cycle, such as reducing the use of natural raw materials, avoiding materials that contain toxins, and using materials that cannot be renewed or recycled. And Green advertising is a communication carried out by a product or brand through mass media to encourage consumers to purchase naturally inviting items, and be mindful of natural

issues (Kong et al., 2014). Then, Kotler and Keller (2018) state that green brand image can be a set of convictions, thoughts, and impressions that consumers have of a product that is considered environmentally friendly. The next dimension is Green Trust. Green trust is the desire to rely on organic products based on convictions or desires coming about from validity, good deeds, and environmental performance proficiency (Gunarso & Kusumawati, 2017). Green price is the price set by businesses based on environmental considerations, and “green” products are usually more expensive.

Brand Equity

According to Keller (2013), quoted from Rahman et al. (2023) explains brand equity is the added value possessed by a particular brand because of the distinctive and specific marketing effects for that brand. The virtues and characteristics of a product or service determined by customer experience are known as brand equity. Brand equity is a factor that influences customer decisions to accept or reject these products (Khan et al., 2023).

The measurements of the brand equity variable comprise brand awareness, brand loyalty, perceived quality, and brand image. Consumers' emotional connection with a particular brand is known as brand awareness (Wilson & Liu, 2010). When there is difficulty in distinguishing one product from another because of their similar quality, brand awareness helps buyers in making their decisions (Nurhayati & Hendar, 2019). The next dimension is brand image, brand image can be described as “responses to brands that are reflected in brand associations stored in our memories” (Keller 1993), cited from (Boronczyk, Breuer, 2021).

Brand image is often defined as the emotional response of consumers in an industry about a particular brand. Perceived quality can be defined as a measure of beliefs about the level of quality of a product or service (Solin & Curry, 2023). In line with the previous statement, perceived quality can also be interpreted as a customer's perception of the quality or general superiority of a product. The last dimension is brand loyalty, the choice of customers to buy certain goods or services with the same brand regularly is known as brand loyalty or can be referred to as brand loyalty (Fanandaru et al, 2023).

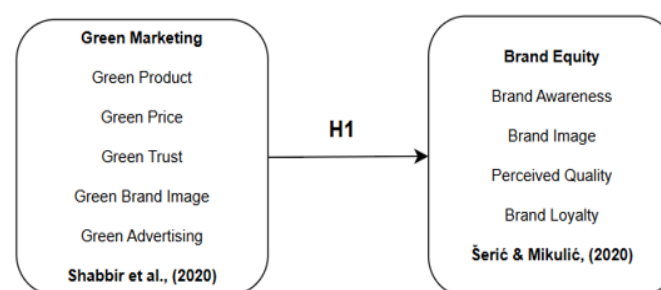


Figure 3: Framework of Thought

The Impact of Green Marketing on Brand Equity

In this study, there are five dimensions of green marketing from Shabbir et al. (2020) and supported by other research studies. The dimensions to be studied include green product, green advertising, green brand image, green trust, and green price as independent variables, and brand equity as dependent variables. This study analyzes Green Marketing as an independent variable on Brand Equity as the dependent variable. Research by Abdul Qayyum et al. (2020) shows that the green marketing dimension has a positive relationship with green brand equity, where an effective green marketing strategy can increase consumer perceptions of brand credibility. However, greenwashing practices should be avoided as they can damage brand trust. And Rinu Mathew & Abin Jose's study (2022) also supports that green marketing has a significant

contribution to increasing brand equity. Based on this description, the following hypothesis is formulated:

H₁: Green Marketing has a positive influence on Wuling electric car Brand Equity

METHODOLOGY

In this study, the approach used is a descriptive quantitative approach. According to Sugiyono (2010), descriptive quantitative methodology is used in this study to achieve the goal of answering problems using numerical data and statistical processing. In this study, a descriptive method is used to determine the effectiveness of the influence of green marketing on brand equity by providing an explanation of the research subject and drawing conclusions from phenomena that can be observed and studied further.

For this study, the variables used are Green Marketing and Brand Equity, with Green Marketing as the independent variable, and the dependent variable of this study is Brand Equity. Variable operationalization is used to make points that will be used as a questionnaire, which will later be filled in, and the data results will be used to test the variables mentioned above. Measurement of indicators in this study using a Likert scale with scores from 1 to 5

To obtain direct information about the research subject, the survey method was used as the primary data collection technique in this thesis. This method was chosen because it can collect data from a large number of people in a systematic and structured manner, which allows researchers to measure and analyze variables relevant to the research objectives. The platform that will be used for data collection is Google Forms. Secondary data for this study was obtained from existing or previously accessible sources, such as scientific journals, statistical reports, articles, books, and websites containing relevant information. Secondary data is used in this study to complement or verify the quality and accuracy of primary data used as a reference or reference.

The population is Gen Z and Millennials of Bandung City, but Gen Z, who are included in the population, are Gen Z who were born from 1997-2004 with the age range of 20-27 years. And millennials who were born from 1981-1996, with the age range of 28-43 years. According to data from the National Statistics Agency (BPS) in the 2020 census data, of the 2.44 million population of the city of Bandung, 51% are dominated by millennials and Generation Z. This population was chosen because according to data from Peugeot UK, children from Generation Z, born after 1995, asked their parents to buy an electric or hybrid car. A total of 54.8 percent of children admitted that they forced their parents to be more environmentally conscious by reducing waste and changing their car to an electric or hybrid car (Moss, 2020). Generation Z and millennials are generations who have lived in technological developments and have been exposed to various information related to climate change and environmental damage. So that their understanding of the importance of consuming goods and services that are environmentally friendly or green products is higher than previous generations (Astuti, 2021)

The population will not only focus on people living in the city of Bandung, but will also lead to the existing automotive community, especially the existing electric car community. So that it does not only cover the Bandung area. These communities can be found through their social media on Instagram and other social media platforms. So that later the survey results will be more accurate and relevant to the research. Within this research, the sampling utilizes a simple random sampling method, this method provides an equal opportunity for each member of the population to become a sample. In addition, this study will also use the PLS-SEM technique. In this study, the number of samples collected must be at least five to ten times the number of observation parameters used in the study (Hair et al, 2017). Since this study has a total of 29 indicators and 2 latent variables, the following is the sampling model that will be used in this study:

$$n = (Total\ Indicators + Total\ Latent\ Variables) \times 5$$

$$n = (29 + 2) \times 5$$

$$n = 155$$

From the results of the formula calculation, it can be concluded that this study requires a minimum of 155 respondent samples with an age range of 20-39 years. However, in this study, researchers obtained 200 respondents, so they exceeded the minimum limit of respondents based on the calculation.

The data gathering strategy in this consider was carried out using a survey conducted through Google Forms. This method was chosen because it is effective and can reach a large number of respondents quickly and efficiently. Google Forms allows researchers to create questionnaires with the Likert method, which measures using an ordinal scale. By using the link shared by the researcher, respondents can fill out the questionnaire online, which facilitates the data collection process without being limited by geographical location. By using the Google Form feature, the data collected is automatically saved in a digital format, which can be downloaded and analyzed by statistical software.

RESULT

The following test is used to measure the effect of Green marketing on brand equity after the questionnaire data is distributed:

Validity Test

The taking after are the results of the instrument validity test used to measure the variables in this study, which were processed using SmartPLS version 4.

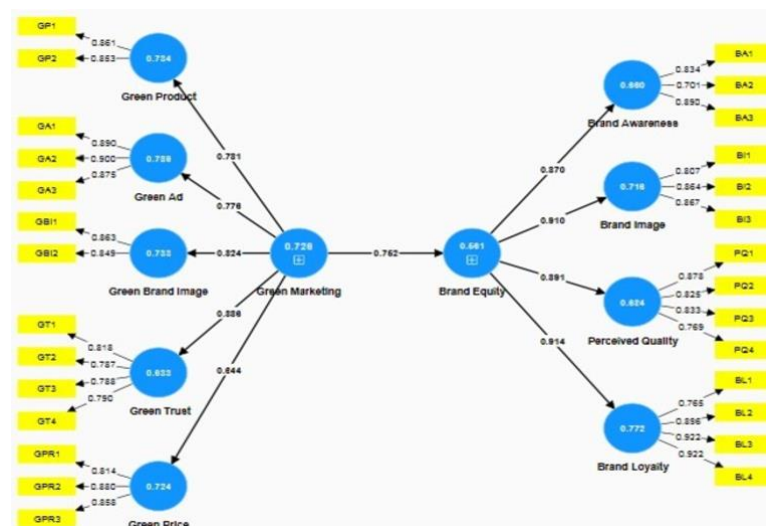


Figure 4: Path model of Outer Loading Validity Test

Convergent validity indicates how strongly a construct measured by various indicators relates to each other, suggesting that all indicators measure the same construct. In general, AVE is utilized to assess convergent validity (Hair et al., 2017). When the AVE value of a construct is more than 0.50, which indicates that the construct accounts for more than 50% of the variation in the indicators and if the loading factor value is greater than or equal to 0.7, convergent validity is considered sufficient. In the path analysis figure above, it can be seen that each loading factor and AVE has reached the specified limit.

Table 1. Results of the Validity

Dimension	AVE	Information
Green Product	0,734	Valid
Green Advertising	0,789	Valid
Green Brand Image	0,733	Valid
Green Trust	0,633	Valid
Green Price	0,724	Valid
Brand Awareness	0,660	Valid
Brand Image	0,716	Valid
Perceived Quality	0,684	Valid
Brand Loyalty	0,722	Valid

It can be seen that the loading factor value of all things in this consider appears to be a value > 0.70. This implies that all indicators of each measurement present latent constructs or variables. In addition, the AVE value of each dimension is also above 0.50. This implies that all indicators succeed in explaining most of the change within the latent construct being measured. In this way, all statement items in this study can be announced to meet the validity requirements.

Reliability

The following are the results of the instrument reliability test utilized to measure the factors in this consideration, which were prepared to utilize SmartPLS 4.

Table 2. Results of the Reliability

Dimension	Cronbach alpha	rho c	Information
Green Product	0,639	0,847	Reliable
Green Advertising	0,866	0,918	Reliable
Green Brand Image	0,636	0,846	Reliable
Green Trust	0,807	0,874	Reliable
Green Price	0,811	0,887	Reliable
Brand Awareness	0,740	0,852	Reliable
Brand Image	0,802	0,883	Reliable
Perceived Quality	0,846	0,896	Reliable
Brand Loyalty	0,900	0,931	Reliable

The results of information analysis indicate that the consistency of respondents' answers in this consider can be said to be Reliable. This is because the CR and CA values of the dimensions in the analysis results table have a value higher than 0.6.

R Square

Table 3. R Square

	R Square	Adjusted R
Brand Equity	0,551	0,548

This shows that the Green Marketing variable contributes to explaining the Wuling electric car Brand Equity variable by 55.1%. Where the contribution or influence of 55.1% is included in the moderate or moderate category, and the rest is influenced by other factors that are not included in this study.

F Test

Table 4. F-Test

	Brand
Equity	
Green Marketing	1,225

F-squared is used to measure how much the exogenous variables contribute to the R Square of the endogenous variables in the model, and helps measure how strong the impact of each predictor is in the structural model (Hair et al, 2017). F Square with a size of 0.35 or more is categorized as a large effect size, a value of 0.15 to <0.35 is categorized as a medium effect size, and a value of 0.02 to <0.15 is small. The dimensional F Square value of the Green Marketing on Brand Equity is 1.225. So it can be concluded from the F Square value that there is a significant effect or influence from Wuling's Green Marketing on the Brand Equity of Wuling electric cars, where the significance value is in the strong or large category.

T-Test

Table 5. T-Test

Hypothesis	(O)	(M)	(STDEV)	T Statistic
P value				
<i>GM->BE</i>	0,728	0,745	0,032	22,864
0,000				

Based on the table of hypothesis test comes about over, it is concluded that the relationship between Green Marketing and Brand Equity of Wuling electric cars has a path coefficient value in the original sample of 0.728. This shows that Green Marketing has a positive influence on the Brand Equity of Wuling electric cars. Then the t-statistic value is 22.864, which exceeds the significant threshold of 1.967. This means that the positive impact of Green marketing on the Brand Equity of Wuling electric cars is very significant and strong, so the probability that arises is very small if it is associated with chance factors. Followed by the p-value of 0.000, smaller than 0.05. which means that the hypothesis was successfully tested and accepted because Green Marketing (X) has a positive impact on Brand Equity (Y) of Wuling electric cars with a very significant influence. So if the Wuling company makes changes or something that can improve the Green Marketing strategy of Wuling electric cars, then the Brand Equity of Wuling electric cars will also experience a positive and significant increase.

The green marketing factor that has the most influence on brand equity is green trust, green trust is the biggest because this trust is a major element in consumer and brand relationships regarding the reputation and credibility of the Wuling electric car brand in fulfilling environmentally friendly promises and green trust has a mutually influencing relationship with other dimensions or factors in green marketing. Such as the green product dimension, where consumers must first believe that Wuling electric cars fulfill their claims as environmentally friendly products. Then, the green advertising dimension, an honest and ethical green advertising campaign for Wuling electric cars, will build strong green trust in the brand. Then green price, buyers wants to pay a premium price for Wuling electric cars if consumers believe in their environmental benefits. And towards the green brand image, consumer trust in Wuling electric cars will create a positive image of the Wuling electric car itself.

However, it should be noted that green marketing is not fully a variable that affects brand equity the most, because the score of green marketing on brand equity is only 55.1%, which means

there are still other factors that affect the brand equity of Wuling electric cars that are not examined in this study.

CONCLUSION

Conclusions can be drawn that the implementation of Green Marketing on Wuling electric cars, according to Gen Z and Millennials in Bandung City, and based on the analysis, the application of Green Marketing on Wuling electric cars according to Gen Z and Millennials in the city of Bandung is good. Because the results showed that the majority of respondents, totaling 200 people, consisting of Generation Z and millennials in Bandung City, had a positive view of the application of Green Marketing by Wuling electric cars. The good assessment is because Wuling has succeeded in creating an environmentally friendly electric car with a focus on energy efficiency, the use of recyclable materials, and low-emission technology. Wuling electric cars are considered relevant to the needs of environmentally conscious consumers, especially Generation Z and Millennials in Bandung, who have a high concern for sustainability.

The Brand Equity of Wuling electric cars is considered good by Gen Z and Millennials in Bandung City. The average score of each indicator of the Brand Equity dimension is at a score of 3.4 - 4.2, so that it is in the good category. The good Brand Equity is because Brand Awareness of Wuling is very high among Generation Z and Millennials in Bandung City, this is supported by intensive advertising, digital marketing activities, and the image of Wuling electric cars as pioneers of electric cars in Indonesia. This makes Wuling one of the first brands that Gen Z and Millennials in Bandung remember when talking about electric cars. Wuling is known as an innovative and oriented brand.

The impact of Green Marketing on Brand Equity of Wuling electric cars, according to Gen Z and Millennials in Bandung City, Green Marketing positively and significantly affects the Brand Equity of Wuling electric cars, according to Gen Z and Millennials in Bandung. This positive and significant influence explains that the better the Green Marketing strategy is implemented by the Wuling electric car, the Brand Equity of Wuling electric cars will also increase. However, it should be noted that green marketing is not entirely the variable that affects brand equity the most, because the score of green marketing on brand equity is only 55.1%, which means there are still other factors that affect the brand equity of Wuling electric cars that are not examined in this study.

LIMITATION AND IMPLEMENTATIONS

Suggestions for Wuling as an Electric Car Manufacturer. Wuling can evaluate strategies or dimensions of green marketing that have a low contribution to the green marketing of electric cars, such as the Green Advertising dimension, by ensuring that its advertising messages are more credible, relevant, and free from greenwashing assumptions. By strengthening this aspect, Wuling can improve its brand sustainability image while increasing competitiveness in the electric car market.

Suggestions for further research are to consider variables other than green marketing to be studied, such as customer experience, customer service, or the effectiveness of after-sales service in influencing brand equity. Green marketing is only able to explain or contribute to brand equity by 55.1%. Then, in this study, there is still an ambiguous assessment of the perceived quality of the Wuling electric car, due to the limitations of respondents to directly experience the benefits of the electric car. So that the characteristics of respondents who have had or own a Wuling electric car are needed. Further research can also expand the scope of the research area so that the number of respondents is greater and can provide a more accurate picture of consumer behavior towards electric cars in various social and economic contexts.

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