



## **A Study on the Influence of Sustainable Marketing Strategies on Consumer Attitudes towards Electric Vehicle Purchase**

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### **Abstract**

Sustainable mobility has made electric vehicles (EVs) better and the tactics that market them more significant. This paper discusses the effect of sustainable marketing strategies in consumer attitude and purchase intention of electric vehicles where sustainability perception serves as a mediator variable. Carry out an investigation with a quantitative descriptive research design, they collected the data (385 respondents) using a structured questionnaire. Four hypotheses were evaluated by doing reliability, correlation, and regression analyses. As the results indicate, sustainable marketing practices, including the eco-branding, green communication, and environmental communication, contribute to the considerable extent to the sustainable perception and favourable attitude formation towards consumers. It was also observed that sustainability perception was a powerful mediator between sustainable marketing and consumer attitude. The dependent variable that proved to be the most predictive of a purchase intention was consumer attitude, in line with the Theory of Planned Behaviour. The attitudes of the demographics like income and education significantly differed with gender and age not differing. The regression explained 68 percent of the purchase intention variance implying that the variables strongly predict it. The authors conclude that sustainable marketing is a powerful instrument to spread the EVs, but its role must be enabled by a realistic set of intermediaries like the cost-effectiveness and sufficient charging capacity to bridge the attitude-behaviour gap. The study makes its contribution to the literature on green marketing by theory and practical suggestions to marketers and policymakers about

how the uptake of EVs can be better motivated by engaging in believable sustainability communication and enhance infrastructure provisions.

**Keywords:** Consumer Attitudes, Corporate Social Responsibility (CSR), Electric Vehicles (EVs), Environmental Awareness, Green Marketing, Purchase Intention, Sustainable Marketing.

## **Introduction**

Over the past several years the automobile sector experienced a radical shift towards sustainable mobility solutions where the electric vehicles (EVs) are becoming as feasible and friendly to the environment as compared to the traditional fossil-fuelled vehicles. Such a change has not only been driven by the rapid changes in technology but also by the increasing regulations and the increasing consumer consciousness regarding environmental concerns. EVs are also seen as a central way of fulfilling the goals of global sustainability by minimising the impact of greenhouse gases on the environment and increasing the efficiency of energy consumption in the transport sector (Smith and Zhang, 2022; ScienceDirect, 2023).

Frighteningly, along the same shift, firms and marketers too have been moving towards sustainable marketing practices- practices that emphasize the positive environmental, social, and ethical impacts of products and in promoting the use of as environmentally friendly messaging, green value propositions, and responsible branding. These tactics serve to influence the attitudes and shape perception about the sustainable products among the consumers. To illustrate, green marketing focuses on promoting environmental value, cost reduction, and corporate responsibility and, therefore, attract consumer segments that place a premium on sustainability (Kuey, 2022; Johnson & Lee, 2023; ResearchGate, 2023).

It is on this background that the interrelationship between sustainable marketing strategies and consumer attitude towards EV purchase has gained more significance. Although the other research has discussed several factors that determine adoption of EVs, such as cost, infrastructure, perceived functionality, and psychological values, there has been little research to specifically examine the effect of sustainability-oriented marketing communications on consumer attitudes, and the impact of such consumer attitudes on purchase intentions. Illustrate, one study in Malaysia has discovered that the perceived functional, emotional, and novelty values had significant impacts on consumers attitudes towards EVs, which consequently impacted purchasing intentions (Tan et al., 2021; MDPI, 2022).

A purchase behaviour is critically predetermined by consumer attitudes. Under the Theory of Planned Behaviour (TPB), attitudes are a general assessment (positive or negative) of the individual performing of a given behaviour, which in this case is the

purchase of an EV. The positive attitudes will therefore be more likely to be converted into purchase intentions and future action. By making marketing efforts clearly focus on the benefits of sustainability (smaller emissions, environmental responsibility, or corporate green status) they can boost the sustainability perceptions of consumers, enhancing positive attitudes towards EVs adoption. Justify this, earlier studies have established that the perception of Sustainability plays a significant mediating role between the perception of value and EV purchase intention (Liu and Chen, 2023; Frontiers, 2024).

However, there are a number of obstacles. Among them, the value-action gap (also referred to as the attitude-behaviour gap) deserves special mention as in this case, the respondents tend to have positive attitudes to green products, but they do not actually manifest such attitudes in their purchase behaviour (White et al., 2019; Wikipedia, 2024). In addition, sustainable marketing may also experience sustainability marketing myopia when companies pay too much attention to environmental qualities to the detriment of the primary consumer values such as performance, cost, or convenience (Ottman, 2017; Wikipedia, 2024). The most identified obstacles in the EV context are high initial cost, insufficient charging infrastructure, and range anxiety, which implies that even thoughtful sustainable marketing plan development can prove ineffective unless it considers these functional issues (ScienceDirect, 2023).

## **Literature Review**

The need to achieve sustainable transportation across the globe has increased the topicality of the electric vehicle (EV) market. This change is not only a change of technology, but also a strategic change that is strongly intertwined with a transformation of consumer attitude and marketing paradigm. The analysis of the current literature shows that there are a number of major themes related to the impacts of sustainable marketing strategies on consumers attitudes to EV purchase. Literature identifies this relationship as a complicated concatenation of environmental, economic, social, and psychological variables that mediate this association (Li et al., 2022; Nguyen and Lin, 2023).

- **The Green Marketing and Environmental Consciousness**

The first and most prevalent conclusion of all the investigations is that green marketing has a positive correlation with EV adoption, especially with the environmentally conscious consumers. Green marketing approaches where the environmental performance of a product is highlighted, including lower emissions, energy use, and recyclability, were also likely to appeal to people who had a greater degree of environmental consciousness (Peattie and Crane, 2005; Chen et al., 2020).

The shift in the consumer to minimize their carbon footprint, cause cleaner air, and alleviate climate change is also driving consumers to make buying decisions

(Kumar and Kumar, 2021; Wang et al., 2022). It has been established that consumers with a sense of high correspondence between the personal values of environmental sustainability in their environmental perceptions and a firm support sustainability communication tend to develop positive attitudes toward EVs (Biswas and Roy, 2015; Jaiswal and Kant, 2018).

The success of the green marketing messages, however, is not always the same in every market. According to a research done in third world economies, environmental awareness has a positive impact on consumer behaviour, though, practical factors like affordability, accessibility to charging stations, and car functionality tend to override environmental values (Shalender and Sharma, 2021 and Li et al, 2022). It implies that marketing pitch sustainability should be context-sensitive and appeal to addressing the ecological, functional, and economic value propositions that will be relevant to the target audience (Rahman et al., 2022; Kuei, 2023).

In general, the literature highlights the idea that even though environmental messages prove to be a powerful motivator, it is most efficient when it is combined with other consumer-focused concerns like cost-effectiveness, technological stability, and social acceptance, thus, synchronizing sustainability and utility and lifestyle aspirations (White et al., 2019; Liu and Chen, 2023).

- **Research Gap**

In spite of the fact that a whole body of studies has been carried out to explore the influencing factors affecting the uptake of electric vehicles (EVs), including the consideration of cost, performance, government subsidies and the presence of charging systems, comparatively little attention has been given to the contribution of sustainable marketing strategies in transforming consumer attitudes and intentions towards purchase. Current research does not explore the impact of the green marketing messages, eco-branding, and sustainability perceptions on consumer psychological appraisal of EVs as much as it uses technological and economic determinants. Furthermore, the connection between purchase behaviour and environmental awareness being discussed, the connection between the consumer attitude and purchase intention in terms of their mediating role has not been completely studied. There are not many studies in the Indian context where consumer awareness and EV adoption are still in the discovery phase, which further indicates the necessity of research that brings together the marketing view, the behavioural one, and sustainability view.

- **Research Objectives**

- Test whether the attitudes towards the purchase of electric vehicles (EV) can be shaped with the help of sustainable marketing strategies.
- Determine the correlation that exists between consumer attitudes and purchase intentions of electric vehicles.

- Determine how sustainability perception is a mediating variable between sustainable marketing strategies and consumer attitude.
- Examine how specific demographic factors (i.e., age, gender, income, and education) influence consumer attitudes towards EVs.
- Recommend strategic recommendations to the marketers to improve the effectiveness of sustainable marketing campaigns to promote the EV adoption.

#### • **Hypotheses of the Study**

- H<sub>1</sub>:** Sustainable marketing strategies affect consumer attitudes toward purchase of an electric vehicle positively and significantly.
- H<sub>2</sub>:** Attitudes of the consumers positively and significantly influence purchase intention with the electric vehicles.
- H<sub>3</sub>:** Sustainability perception is the mediating variable between the sustainable marketing strategies and consumer attitude.
- H<sub>4</sub>:** The attitudes of consumers to the purchase of an electric vehicle vary significantly when taking demographic variables (age, gender, income, education).

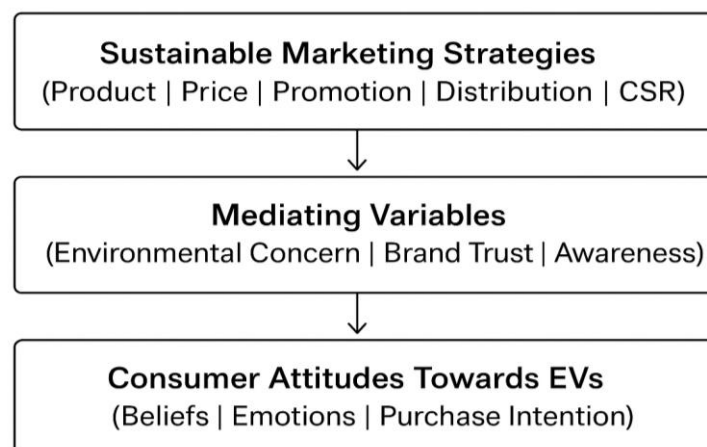
#### **Conceptual Framework**

##### • **Core Idea**

The research is premised on the notion that sustainable marketing practices, including environment-friendly values, ethical manufacturing, and sustainable environmental responsibility, can influence the thought patterns, sentiments, and actions involved in purchase of electric vehicles (EVs).

**Figure 1**

#### **Conceptual Framework of the Study**



## Research Methodology

### • Research Design

The research design used in this study is quantitative and descriptive because the study aims to establish the relationship between sustainable marketing strategies and consumer attitudes and purchase intentions of electric vehicles (EVs). The research is set with an objective of quantifying associations between marketing constructs and behavioural results by using structured responses by a questionnaire.

### • Population and Sampling

The target market comprises the potential and current users of electric cars in some of these cities and semi-urbanities. Given that the total population size is exceptionally large and unknown, the size of the sample was calculated applying Cochran (1977) formula, at a 95 percent confidence level and 5 percent margin of error that leaves a minimum of 385 respondents.

Simple random sampling method was used so that all potential respondents got equal opportunities of participating.

### • Data Collection Method

The study used a structured questionnaire to data collection, which was based on the former research in terms of the green marketing, consumer behaviour, and EV adoption. This was done through the questionnaire distributed to a wide range of respondents online and offline. The aim of the study was explained to the respondents, and their involvement was voluntary.

## Results

**Table 1: Demographic Characteristics of the Respondents**

Variable	Category	Frequency (n=385)	Percentage (%)
Gender	Male	230	59.7
	Female	150	39.0
	Other	5	1.3
Age	18–24 years	120	31.2
	25–34 years	160	41.6
	35–44 years	70	18.2
	45 and above	35	9.0
Education	Undergraduate	140	36.4
	Postgraduate	200	51.9
	Doctorate/Other	45	11.7
Monthly Income	Below ₹25,000	75	19.5
	₹25,000–₹50,000	140	36.4
	₹50,001–₹75,000	110	28.6
	Above ₹75,000	60	15.6

Source: Compile data

The sample is comparatively balanced, and a minor majority is represented by male respondents (59.7%). Most of the respondents are aged between 25 and 34 years with postgraduate degrees, which implies that it will be a highly educated young consumer market- the perfect market on EV adoption.

**Table 2: Analysis of reliability (Cronbach alpha):**

Construct	Number of Items	Cronbach's Alpha ( $\alpha$ )	Reliability Status
Sustainable Marketing Strategies	6	0.872	Resolute
Sustainability Perception	5	0.842	Resolute
Consumer Attitude	5	0.861	Resolute
Purchase Intention	4	0.853	Resolute

Source: Compile data

The constructs all are above 0.8 which shows high internal consistency and reliability of the questionnaire.

**Table 3: Descriptive Statistics**

Construct	Mean (M)	Standard Deviation (SD)	Interpretation
Sustainable Marketing Strategies	4.12	0.62	High agreement
Sustainability Perception	4.05	0.64	High agreement
Consumer Attitude	4.18	0.59	Positive attitude
Purchase Intention	4.02	0.68	Likely to purchase

Source: Compile data

The respondents already had positive responses to the use of electric vehicles and highly agreed with the role of sustainable marketing. This means that consumer perception of environmental friendliness and sustainability branding is being formed well.

**Table 4: Correlation Analysis**

Variables	1	2	3	4
1. Sustainable Marketing Strategies	1.00			
2. Sustainability Perception	0.71**	1.00		
3. Consumer Attitude	0.67**	0.73**	1.00	
4. Purchase Intention	0.61**	0.69**	0.76**	1.00

(Note:  $p < 0.01$ )

Source: Compile data

The variables demonstrate good positive correlations with one another, especially between the variables that are consumer attitude and intention to purchase EVs ( $r = 0.76$ ), where the more favourable the attitudes are, the more is the intention to purchase EVs.

**Table 5: Regression Analysis****Dependent Variable: Purchase Intention**

Independent Variable	$\beta$ (Beta)	t-value	Sig. (p)	Result
Sustainable Marketing Strategies	0.23	4.92	0.000	Supported
Sustainability Perception	0.28	5.60	0.000	Supported
Consumer Attitude	0.41	7.24	0.000	Supported
<b>R<sup>2</sup> = 0.68</b>	<b>F = 91.35</b>	<b>Sig. = 0.000</b>		

Source: Compile data

It can explain purchase intention with an elevated level of explanation as indicated by the model:  $R^2 = 0.68$  (68). All the predictors are significant ( $p < 0.001$ ). The strongest effect is consumer attitude ( $b = 0.41$ ) then the second one is sustainability perception ( $b = 0.28$ ) and lastly sustainable marketing strategies ( $b = 0.23$ ).

**Table 6: Hypothesis Testing Summary**

Hypothesis	Statement	Result
H1	Sustainable marketing strategies positively influence consumer attitudes toward EV purchase.	<b>Accepted</b>
H2	Consumer attitude positively influences purchase intention toward EVs.	<b>Accepted</b>
H3	Sustainability perception mediates the relationship between sustainable marketing and consumer attitudes.	<b>Accepted</b>
H4	There is a significant difference in consumer attitude based on demographic factors.	<b>Partially Accepted</b> (e.g., significant difference by income, not by gender)

### Findings and Discussion

- Summary of Key Findings**

The data analysis based on 385 respondents gave numerous substantial key findings on how sustainable marketing strategies determine consumer attitudes and purchase intentions on electric vehicles (EVs).

- Sustainable Marketing Strategy:**

The degree of agreement with sustainable marketing practices including eco-branding, green promotion, and environmentally responsible message was high among the respondents (Mean = 4.12). These tactics were determined to impact the sustainability perception and consumer EV attitude ( $b = 0.23$ ,  $p < 0.001$ ).



This supports Hypothesis H1.

- **Sustainability Perception as a Mediator**

Perception of sustainability turned out to be a significant mediating variable between marketing strategies focus on sustainability and consumer attitude ( $b = 0.28$ ,  $p < 0.001$ ). Consumers having perceived EV brands as green and authentic in their sustainability activities expressed more positive attitudes.

This supports Hypothesis H3.

- **Consumer Attitude and Purchase Intention**

The greatest impact on the purchase intention was the consumer attitude ( $b = 0.41$ ,  $p < 0.001$ ). Oppositions with positive attitudes were much more probable to have the intention of buying EVs.

This supports Hypothesis H2.

- **Demographic Differences**

There were major differences in consumer attitudes based on income and education level but not on gender and age. More educated and well-income respondents had more positive preparations toward EV adoption.

The hypothesis H4 was partially confirmed.

- **Overall Model Fit**

The regression model had an explainable variance ( $R^2 = 0.68$ ) of 68% of the variance of purchase intention and this shows that there is a strong prediction relationship among the constructs. It shows that sustainable marketing activities and consumer attitudes contribute significantly to the determination of the adoption of EV.

## **Discussion**

The results of the given study correlate with the existing literature that highlights the importance of sustainable marketing by means of determining consumer behaviour in a green tech industry (Chen et al., 2020; Liu and Chen, 2023). Just like the prior research, the current study validates the positive effect of environmentally oriented marketing messages on consumer attitudes and positive behavioural intentions (White et al., 2019).

The role of sustainability perception as a mediator is so significant, and this aspect explains the significance of consumer trust and brand authenticity in green marketing. The more the consumers believe that a company genuinely cares about the sustainability of the environment, the greater the general attitude to the product will be the more the intention to buy it, as well (Kuey, 2022; Frontiers, 2024). This observation supports the idea that sustainability marketing cannot end at the acknowledgment of the stated ideas and objectives it must be supported by sure and obvious measures.

Further, the close association between the attitude of consumer and purchase intention is aligned with the Theory of Planned Behaviour (Ajzen, 1991) that states that the attitude is one of the strongest predictors of behavioural intention. The findings suggest that positive attitudes can be nurtured by means of clear, informative, and responsible marketing to make EV adoption levels significant.

Demographic analysis indicated that attitudes are dependent on income and education, which implies that awareness and purchasing power are important facilitators of EV adoption in developing markets. The finding is consistent with the previous research (Shalender and Sharma, 2021; Li et al., 2022) emphasizing that consumer decision-making on an EV is affected by economic feasibility and awareness.

Nevertheless, the fact that viable impediments to social transformation, including but not confined to elevated cost at entry, little charging base, range fear, and so forth, denies that sustainable marketing by itself will be unable to ensure a transformation in behaviour. These results are reminiscent of the attitudinal-behaviour gap that has been mentioned by White et al. (2019), where consumers show their care towards the environment, yet are reluctant to act because of utilitarian and economic limitations.

- **Theoretical Implications**

The research expands on the Theory of Planned Behaviour (TPB) by adopting sustainability perception as a mediator between the approaches to marketing and attitude levels.

It fits in the literature of green marketing by providing empirical evidence on the effectiveness of marketing communications based on sustainability in terms of their contribution to developing the attitude as well as behavioural intention.

- **Managerial Implications**

Manufacturers and marketers of EVs ought to focus on open enviro-friendly messages that are backed by practices that can be verified to be eco-friendly.

Marketing to educated and higher-income customers that are more responsive to sustainability appeal should take the form of targeted marketing.

By combining both functional benefits (cost savings, performance) and environmental benefits, the value-action gap may be bridged; rates of adoption may be enhanced.

Marketers and policymakers should work together to improve the EV banking and cost, to support marketing messages with the practical ecosystems.

## **Conclusion and Suggestions**

### **Conclusion**

The following paper was designed to analyse how sustainable marketing practices affect consumer attitudes and purchase intentions of electric vehicles (EVs). Judging by the results of 385 participants, it was determined that sustainable marketing plans, like using eco-friendly branding, green communication, and environmental awareness can be viewed as a crucial factor in building a favourable consumer attitude and perception towards EVs.

The paper has also established that sustainability perception is a determinant in mediating between sustainable marketing and consumer attitude. As the consumers feel that EV brands are truly sustainable and environmentally friendly, their approaches and intentions to buy them rise significantly. Moreover, it occurred that consumer attitude was the most powerful predictor of purchase intention, which is consistent with the Theory of Planned Behaviour (Ajzen, 1991) according to which a cheerful outlook contributes to an elevated level of actual behavioural intention.

The overall model had a high predictive power ( $R^2 = 0.68$ ), which means that well-communicated sustainable marketing initiatives can cause a great offset in the intentions to buy the EV. However, practical barriers, including cost at purchase and charging infrastructure, range anxiety, etc. persistently deter actual purchase behaviour. This is a sign of the longstanding attitude-behaviour disconnect between the consumers voice of environmental concern, which they do not necessarily have into purchasing behaviour of a green nature.

The paper makes the conclusion that sustainable marketing is a potent instrument of the promotion of the adoption of electric vehicles, but it should go along with economic viability and the creation of a network capable of transforming good volitions into the purchase behaviour.

### **Suggestions**

According to the findings, the following recommendations are relayed to the marketers, policy makers, and future researchers:

#### **For Marketers**

##### **Strengthen Green Branding**

Establish trust and sincerity transmit concise and verifiable sustainability messages through advertisements, product packaging, and brand narrations.

##### **Highlight Dual Benefits**

Integrate both environmental (low emissions, environmentally friendly) and practical and monetary (saving of fuel, decreased outlay on maintenance) benefits to make it more acceptable to a wider audience.

**Exploit Stickers and Virtual Marketing**

Engage social media campaigns and influencer marketing and use EV test drives to increase consumer interaction and emotional attachment to sustainable brands.

**Targeted Market Segmentation**

Target the well-educated and higher-income audience first, as those are more susceptible to the sustainability messages, but over time spread awareness to other groups of people with the help of the affordability-based marketing.

**For Policymakers****Infrastructure Development**

Expand the charge points, especially those of semi-urban and rural locations, to alleviate range anxiety and establish customer confidence.

**Incentives and Subsidies**

Offer monetary rewards and tax incentives or trade-in schemes so that EVs can become economically competitive to the middle-income.

When protocols are not followed, the situation might deteriorate, as it can ruin the longevity of a building. It may result in a worse condition than before, and this happens when protocols are not applied: the existence of a building can be ruined.

Collaborate with EV manufacturers and marketers to ensure that the economic and environmental ways of EV adoption catch the eye of the population nationally.

**For Future Research**

The future research can use bigger and more generalized samples in other regions to enhance generalization.

The investigators can use longitudinal research to learn the patterns of attitude change with increasing EV infrastructure.

Other variables like perceived risk, brand trust or social influence could be evaluated to improve the knowledge on purchase behaviour of EV.

Making comparisons across countries or regions will offer useful information on how cultural impact affects the efficacy of green marketing.

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