

Influence of Sustainable Branding on Environmentally Conscious Purchase Decisions of Electric Vehicle Consumers: Evidence from Bengaluru

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ABSTRACT

The growing essentiality of environmental challenges has significantly influenced consumer behaviors & driving firms to adopt sustainable branding strategies for attracting eco-friendly consumers. It has emerged as a critical tool for communicating companies' environmental commitments & simultaneously shaping consumer purchases for ecofriendly products. This study examines the impact of sustainable branding practices on eco conscious consumers with green product purchase intentions which specifically focuses on the roles of brand trust, brand reputation through environmentally friendly products & consumers interpretations for green marketing claims of Suzuki automobiles.

This research adopts a quantitative research design which includes primary data collected through systematic questionnaires & secondary data which is administered from eco-friendly consumers. Sustainable branding practices are analyzed in terms of environmental responsibilities, ethical positioning & transparent communications. This study also explores further as of how brand trust & brand reputation contributes for strengthening green branding initiatives and enhancing consumer willingness to purchase environmentally friendly products. Additionally, this research investigates consumers interpretations of sustainability claims to assess their influence on green purchase behavior and the extent to which authenticity perceptions mitigates critical evaluations from potential green washings.

The findings are expected to reveal a positive and significant relationship between sustainable branding practices and green purchase intentions among eco-conscious consumers. Brand trust and brand reputation are anticipated to play a mediating role, reinforcing the effectiveness of green branding initiatives. Furthermore, consumers' positive interpretations of sustainability claims are expected to enhance purchase intention, while exaggerated claims may weaken trust and reduce buying potentials.

This study contributes to the existing literature on sustainable marketing and consumer behaviour by providing empirical insights into the mechanisms through which sustainable branding influences green purchase decisions. The study is particularly relevant in the context of increasing consumer awareness for underscoring the importance of authenticity in sustainable branding practices in terms of environmentally friendly situations.

Keywords: Green Purchase Intention, Brand Trust, Brand Reputation, Eco-Conscious Consumers, Sustainability Claims

INTRODUCTION

In recent years mounting environmental degradation, global climate crisis, carbon emissions, resource scarcity have emerged as significant global concerns compelling consumers, governments and organisations to transform conventional approaches to consumption and production. These eco concerns have significantly influenced consumer behaviour leading to increased awareness, responsibility & preferences for sustainable and environmentally friendly products. In response, companies are increasingly implementing sustainable branding strategies to convey their environmental commitments and appeal to environmentally conscious

consumers. Consequently, sustainable branding has evolved into a strategic necessity rather than a mere optional marketing effort

Against the backdrop the present study examines the impact of sustainable branding practices on green purchase consumer intentions among those who like to protect the environment as an eco-conscious consumer. One of the most prominent sectors reflecting this shift towards sustainability is automotive industry particularly through the rapid emergence and adoption of electric vehicles. Electric vehicles are widely promoted as ecofriendly alternatives to conventional internal combustion engine vehicles due to their lower greenhouse gas emissions, reduced reliance on fossil fuels and contribution to cleaner urban environment.

In addition to trust and reputation, consumers' interpretations of green marketing and sustainability claim significantly shape their purchasing behaviour. Sustainability claims act as informational cues that help consumers assess a product's environmental performance. However, the effectiveness of such claims depends on consumers' perceptions of their clarity, relevance, and authenticity. Eco-conscious consumers tend to critically evaluate green claims, and their interpretations can either strengthen or weaken the impact of sustainable branding efforts. Authentic and substantiated claims are likely to enhance purchase intentions, while unclear or exaggerated claims may trigger scepticism and diminish consumer confidence.

Despite the growing body of literature on green marketing and sustainable consumption, existing research presents several gaps. Many studies have examined sustainable branding and green purchase intention in isolation, without adequately exploring the mediating roles of brand trust and brand reputation. Moreover, limited empirical research has investigated how consumers' interpretations of sustainability claims interact with trust and reputation to influence green purchase behaviour, particularly in emerging and developing market contexts. as consumer awareness continues to rise.

EVs As A Trend Maker

EVs have become a symbol of sustainable innovation & environmental responsibility making them a branded context for evaluating sustainable branding practices. However, despite massive growth in technological advancements & policies, consumer adoption of EVs remains uneven suggesting that the product branding, trust and perception related factors play a crucial role in shaping the purchasing decisions.

Consumers increasingly rely on brand signals such as environmental certifications & corporate transparency to evaluate the credibility of EVs manufacturers' green commitments. When such branding efforts are perceived as authentic and trustworthy, they enhance brand reputation and reduce consumer scepticism, thereby strengthening purchase intentions. Conversely, ambiguous or exaggerated sustainability claims may trigger doubts regarding green washing, undermining consumer confidence and slowing adoption. Therefore, understanding how sustainable branding influences consumer trust, perceptions and intentions within the electric vehicle market is essential for both practitioners and policy makers seeking to accelerate the transition towards sustainable transportation

Sustainable Branding of EVs

Sustainable branding has evolved as a strategic approach that integrates environmental responsibility, ethical positioning, & transparent communication into brand identity. In the context of electric vehicles sustainable branding enables firms to highlight ecofriendly attributes such as energy efficiency, reduced emissions, recyclable materials and ethical sourcing of components. Unlike the normal traditional branding which only focuses on performance and prices of the product. Sustainable branding in the EV sector emphasises long term environmental benefits, societal values & corporate accountabilities. These efforts are defining the consumer perceptions which influences the consumers towards environmentally friendly products such as electric vehicles

Why Environmentally Responsible Consumers

A conscious consumer is a 'mindful' consumer who takes into consideration of environmental as well as socio-cultural issues, assumes his/her responsibility as high moral grounds and reverts to ethical consumerism

(Iftikhar et al., n.d.). Eco – conscious consumers are highly aware of environmental issues, actively who seeks products and brands which suits their sustainable values. For such consumers, green purchase intentions play a pivotal role as the willingness to buy the products which minimises environmental hazards which is in need of the hour. Purchase intentions of these consumers are not only influenced by functional attributes such as price, models, design but also by brand related factors such as credibility, commitments for the environment which supports their sustainability claims.

Impact of Brand Trust and Brand Reputation

Among the solid determinants of green purchase intentions of consumers, brand trust occupies a key position. Brand trust reflects consumers' confidence in delivering the brands ability for its sustainable promises. In EVs segment manufactures communicate their sustainability initiatives transparently and consistently, consumers are most likely to trust their environmental claims, thereby strengthening purchase intentions. This represents the consumers' collective decisions of a firm's long term environment ethical performances. A strong reputation for sustainable signals requires commitments rather than opportunistic green marketing. In the EV industry brands with an established reputation for environmental responsibility, innovation and ethical practices are more likely to gain consumer confidence and reduce perceived risks associated with new technologies.(Tan et al., 2022) Brand reputation thus reinforces sustainable branding initiatives and enhances consumer willingness to purchase electric vehicles.

Background of EVs

Electric vehicles (EVs) go to their origin back to 1830s, developing alongside early gasoline powered automobiles. Because of their operation in silence and user friendly, EVs got popularised in the late 19th century. The prominence of non EVs also declined with the widespread non availability of sufficient fuel. Then the evolution of gasoline vehicles started to increase, substantially the demand for EVs also increased during the 1970s to 1990s because of oil crisis and awareness on the importance of environmentally friendly product usages.

Theoretical Framework of Greenwashing

Green washings have multiple definitions in the literature. Present greenwashing as a firm's over communication about their environmental performance. In addition, Delmas & Burbano categorise companies with respect to their environmental performance – “brown firms” are those with poor environmental performance and green firms those with good environmental performance (Guerreiro & Pacheco, 2021)

Greenwashing refers to the practice of companies which conveys false, exaggerated environmental claims which creates a favourable green image without analysing the factual environmental performance. The theoretical structure of greenwashing contains several interrelated theories which explains consumers to interpret & respond to such claims.

The structure also draws from consumer scepticism theory which tells that continuous and repeated exposure for inconsistent green claims increases the ambiguity of consumers regarding eco marketing. Increase in the scale of scepticism weakens the purchasing power of green products advertisings and also reduces the effective levels of sustainable branding.

Sustainable Challenges from EV Brandings

Sustainable branding challenges may arise from internal factors such as inconsistencies in company branding guidelines from external influences or from issues that span the entire branding process. (Farida Akbarina, 2024)

The transition towards electric vehicles poses various limitations for automotive brands. One such challenge is battery capacity which would not be sufficient for day-to-day travel necessities. Another critical limitation is charging infrastructure availability. This majorly persuades adoption decision.

Digital marketing plays predominant role in shaping behaviour attitude towards EVs. If leveraging digital platforms to communicate sustainability benefits and environmental responsibility through targeted messaging is not branded, it would be considered as a major challenge.(Gong et al., 2023)

Objectives of the Study

1. To investigate consumers' interpretations of sustainability and green marketing claims with respect to Suzuki automobile EVs.
2. To examine the impact of sustainable branding practices on green purchase intentions of environmentally conscious consumers.
3. To assess the role of perceived authenticity in reducing skepticism and green washing concerns, particularly in electric vehicle sector.

REVIEW OF LITERATURE

1. The study titled **“Eco Labels and Eco-Conscious Consumer Behaviour: The Mediating Effect of Green Trust and Environmental Concern” (2018) (Hameed & Waris, 2018)** investigates the influence of eco-labels on consumers' environmentally responsible behaviour, with particular emphasis on the mediating role of green trust. Despite the growing relevance of eco-labelling, the authors identify key gaps in existing literature, including the limited focus on consumers' understanding of eco-labels and insufficient empirical evidence examining green trust as a mediating variable. Using a structured data collection process and a sampling procedure grounded in prior green consumer research, the study empirically analyses these relationships. The findings reveal that eco-labels have a significant positive impact on eco-conscious consumer behaviour. More importantly, the results demonstrate a full mediating effect of green trust in the relationship between eco-labels and eco-conscious behaviour, underscoring the critical role of consumer trust in translating eco-label information into sustainable consumption practices. This study contributes valuable empirical insights to the green marketing and sustainability literature and offers practical implications for firms seeking to enhance the credibility and effectiveness of eco-labelling strategies.
2. The study titled **“Greenwash and green brand equity: The mediating role of green brand image, green satisfaction, and green trust, and the moderating role of green concern” (Ha, 2022)** examined the impact of greenwashing on green brand equity within the electronic products sector, with a particular focus on the mediating roles of green brand image, green satisfaction, and green trust, as well as the moderating role of green concern. The study aimed to analyse the direct effect of greenwashing on green brand equity and to investigate how green brand image and green satisfaction mediate this relationship. Addressing the limitations of prior research, the study highlighted the insufficient integration of multiple mediators within a single framework and the theoretical fragmentation prevalent in green brand equity literature. Using a cross-sectional survey of electronic product consumers in Ho Chi Minh City, Vietnam, the findings revealed that greenwashing does not have a significant direct effect on green brand equity, possibly due to a halo effect. However, greenwashing was found to have a negative influence on green brand image, green satisfaction, and green trust, which in turn positively contribute to green brand equity, with the exception of the relationship between greenwashing and green satisfaction.
3. The study titled **“How Green Trust, Consumer Brand Engagement and Green Word-of-Mouth Mediate Purchasing Intentions”, (Guerreiro & Pacheco, 2021)** investigated the influence of consumers' greenwashing expectations and perceptions on green purchase intentions, emphasizing the mediating roles of green trust, consumer brand engagement, and green word-of-mouth. The study aimed to examine how perceptions of greenwashing affect green purchasing decisions and to analyse the mediating effect of green trust in this relationship, along with the role of consumer brand engagement as an indirect mechanism linking greenwashing perceptions to purchase intentions. Addressing gaps in prior literature, the authors highlighted the limited empirical evidence on the

communicative role of green word-of-mouth, the insufficient integration of multiple mediating variables within a single framework, and the lack of clarity regarding the indirect pathways through which greenwashing influences green purchase decisions. Employing a quantitative, explanatory research design, primary data were collected through a questionnaire-based survey administered to 302 respondents. The findings contribute to a more comprehensive understanding of how greenwashing perceptions indirectly shape green purchase intentions through trust, engagement, and communication-related mechanisms.

4. The study titled “**Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust**” (Tan et al., 2022) investigated the impact of green marketing components on consumers’ purchase intention, emphasizing the mediating role of green brand image and brand trust. The study examined how green marketing approaches influence consumers’ intentions toward green products and analysed the relationships among green knowledge, environmental attitude, environmental knowledge, and purchase intention. Additionally, it explored the effect of green marketing dimensions on the formation of green brand image. Despite its contributions, the study highlights a methodological gap in testing complex causal relationships and notes that the relationship between green marketing practices and brand equity formation remains underexplored. Using a critical empirical review and analytical research methodology, the findings demonstrate that heightened green and environmental awareness significantly shape consumers’ conscious evaluations and attitudinal loyalty. In the Pakistani context, consumers were found to place considerable importance on environmental understanding when forming favourable brand perceptions and loyalty toward green products.
5. The study titled “**How Do Environmental Knowledge, Eco-Label Knowledge, and Green Trust Impact Consumers’ Pro-Environmental Behaviour for Energy-Efficient Household Appliances?**” (Hossain et al., 2022) examined how environmental knowledge, eco-label knowledge, and green trust influence consumers’ pro-environmental behaviour toward energy-efficient household appliances. The study analysed the effects of environmental and eco-label knowledge on pro-environmental behaviour, the influence of consumer attitudes toward energy-efficient appliances, and the role of green trust in shaping such behaviour. It further investigated the mediating role of consumer attitude in the relationship between environmental knowledge, eco-label knowledge, and pro-environmental behaviour. The study addresses important research gaps, particularly the underexplored mediating roles of attitude and green trust and the lack of comprehensive theoretical frameworks in developing economies. Methodologically, the research employed Partial Least Squares–Structural Equation Modelling (PLS-SEM) to examine complex relationships among variables and to assess trust as a key mediator, offering insights for effective policy formulation at both governmental and corporate levels. The findings indicate that environmental knowledge positively influences consumer attitudes and pro-environmental behaviour, supporting prior studies and highlighting the critical role of knowledge in promoting energy-efficient consumption.

RESEARCH METHODOLOGY

1. Descriptive research:

Descriptive research methodology is used to describe the characteristics, attitudes, and perceptions of consumers toward sustainable branding and electric vehicles. In this study, it helps in understanding the percentage of consumers who have environmental consciousness, and how they perceive sustainability claims made by EV brands.

Application to the Study:

A structured questionnaire using a Likert scale was administered to EV consumers in Bangalore and data had been collected on sustainable branding, trust, and purchase intention. Charts such as pie charts and bar diagrams are taken, which helped in summarising their demographic information along with their level of awareness.

2. Quantitative research:

Quantitative research methodology focuses on numerical data and statistical measurement. It allows the researcher to quantify consumer perceptions and behaviours related to sustainability and EV adoption.

Application to the Study

Primary data was collected through a questionnaire with closed-ended questions. Statistical techniques such as mean analysis, standard deviation, boxplots and heatmaps models are applied to analyse the data.

Analysis And Interpretation:

1. Descriptive Research

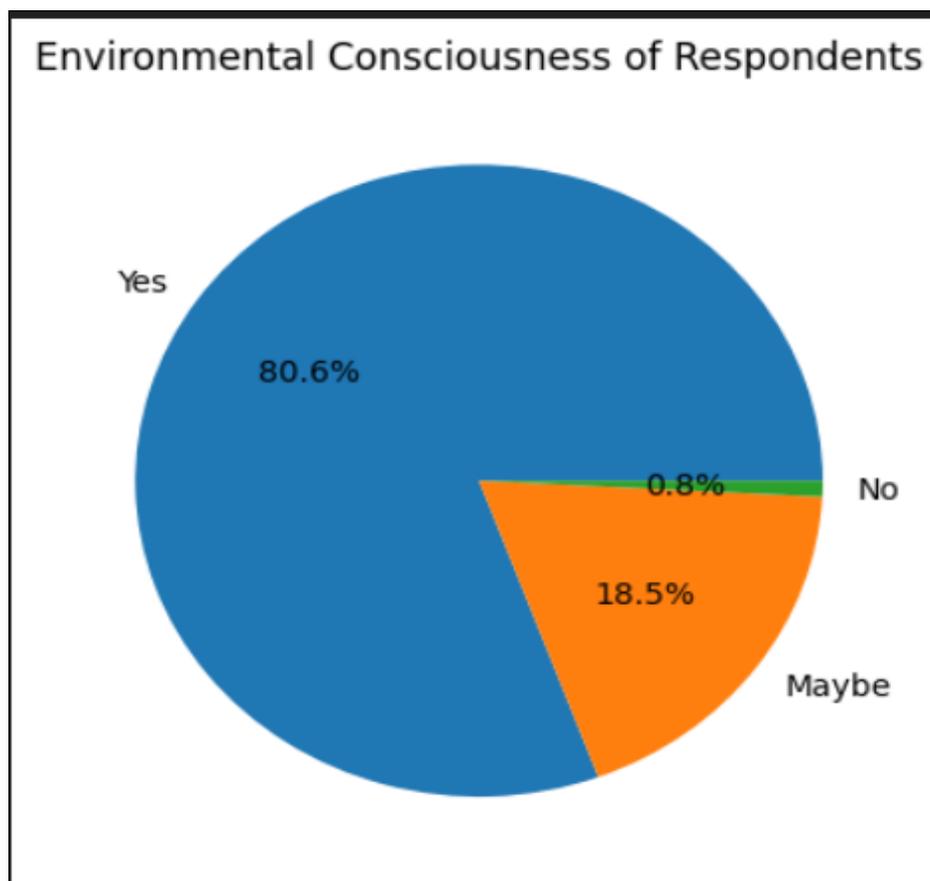


Chart 1: Pie Chart – Environmental Consciousness of Respondents

Purpose of the Chart

Above pie chart represents proportional distribution of respondents based on whether they consider themselves environmentally conscious consumers.

The pie chart clearly shows that a large majority of respondents (around 80%) identify themselves as environmentally conscious consumers. A smaller portion of respondents reported being “Maybe” environmentally conscious, while a very minimal percentage indicated “No.”, which clearly depicts that most of the respondents are environmentally conscious.

Above distribution indicates that there is a strong environmental awareness among consumers, which is highly relevant for our study, which focuses on consumer-centric strategies, sustainability branding, and green marketing. Since most respondents already possess environmental sensitivity, companies operating in the accessories market in Bangalore can leverage sustainable branding and personalized green communication to influence purchasing decisions more effectively.

Research Insight: Here, the dominance of environmentally conscious consumers strengthened our result which helped us in fetching accurate results since it is evident that consumers are more likely to respond positively to eco-friendly branding initiatives.

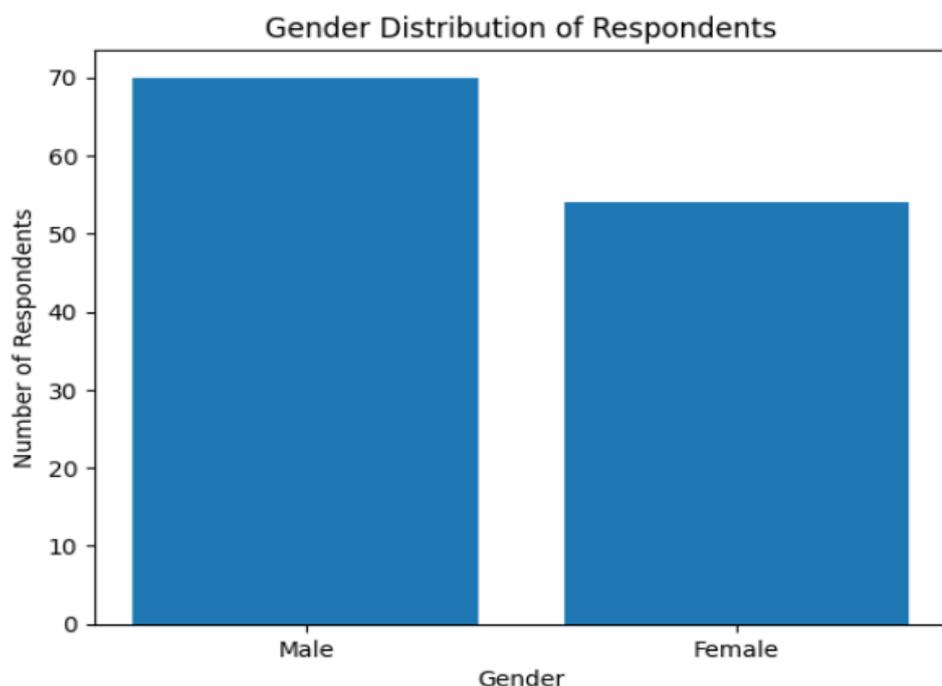


Chart 2: Bar Chart – Gender Distribution of Respondents

Purpose of the Chart

The bar chart is used to represent the demographic composition of respondents based on gender.

The above bar chart shows that the sample consists of both male and female respondents in fairly balanced proportions, with male respondents being slightly higher in number. This balanced gender representation ensures that the findings of the study are not gender-biased and reflect manifold consumer perceptions toward sustainability.

Research Insight: A gender-balanced sample enhances the representativity of results, allowing the study to capture different viewpoints on environmentally responsible branding and consumer engagement practices within the Bangalore market.

Quantitative Research:

Mean analysis:

Mean analysis was conducted to examine the central tendency of consumer viewpoint regarding sustainable branding and purchasing behaviour toward electric vehicles in Bangalore. The results indicate that variables related to sustainable branding, clarity of environmental communication, and confidence in green purchasing recorded **higher mean** values, suggesting that there is strong agreement of consumers. In contrast, scepticism toward greenwashing showed a comparatively **lower mean score** which indicates limited distrust among most respondents.

Standard deviation:

Standard deviation evaluation was performed to examine the consistency of consumer responses. Variables associated with sustainable branding and green purchase confidence exhibited lower standard deviation values, indicating homogeneity in opinions. Conversely, scepticism toward greenwashing showed slightly higher variability, reflecting the presence of a small but significant group of cautious consumers.

Table 1: Mean analysis

Variable	Mean	Standard Deviation
Sustainable branding Purchase intention	3.78	0.87
Sustainability communication clarity	3.91	0.82
Brand commitment to sustainability	3.77	0.84
Confidence in green purchase	3.96	0.79

The mean and standard deviation analysis was supervised to examine the consistency of consumer perceptions toward sustainable branding and electric vehicle (EV) purchasing behaviour in Bangalore. The results indicate that respondents exhibited a positive attitude toward sustainability-related branding practices, with mean values ranging between 3.77 and 3.96, which are above the neutral midpoint of the Likert scale.

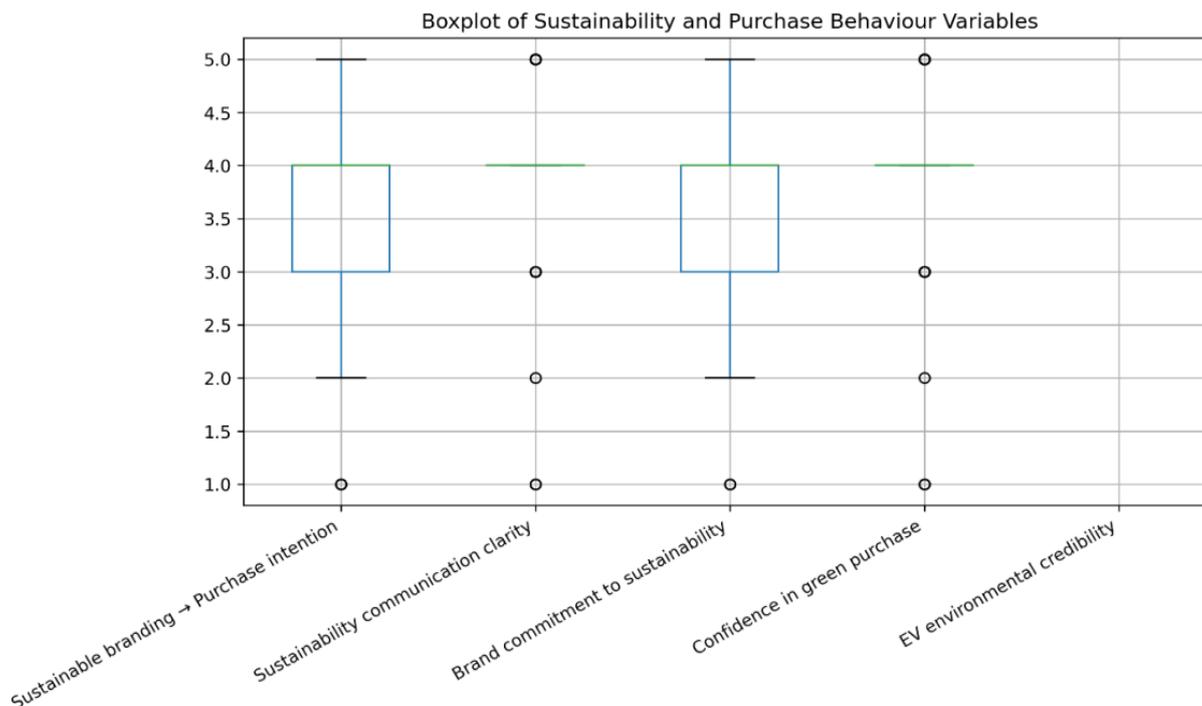
Among the variables, confidence in green purchase (Mean = 3.96) and sustainability communication comprehensibility (Mean = 3.91) recorded the highest mean scores which indicates strong agreement among consumers regarding the importance of clear and credible sustainability communication by EV brands. The standard deviation values range from 0.79 to 0.87 which suggest that there is relatively low variability in responses, reflecting consistency in consumer opinions.

Overall, the results confirm that sustainable branding practices play a significant role in shaping environmentally conscious purchasing behaviour among EV consumers in Bangalore.

Boxplots:

Boxplots were used to assess the distribution and variability of responses. The median values for sustainable branding influence and green purchase confidence were positioned toward the higher end of the scale, indicating strong positive consumer perception. The relatively narrow interquartile range reflects consistency in responses, while a few lower-end outliers represent sceptical consumers concerned about greenwashing.

Table 2: Boxplots



Interpretation of the Boxplot Results

The boxplot was used to analyse the distribution, central tendency, and variability of consumer responses related to sustainable branding and EV purchasing behaviour. The results show that the median values for most

variables are positioned above the midpoint of the Likert scale, indicating a generally positive perception toward sustainable branding practices among EV consumers in Bangalore.

Variables such as confidence in green purchase and sustainability communication clarity exhibit relatively narrow interquartile ranges, suggesting that respondents share similar opinions and that responses are consistent across the sample. This indicates a stable and reliable perception of sustainability-driven branding efforts.

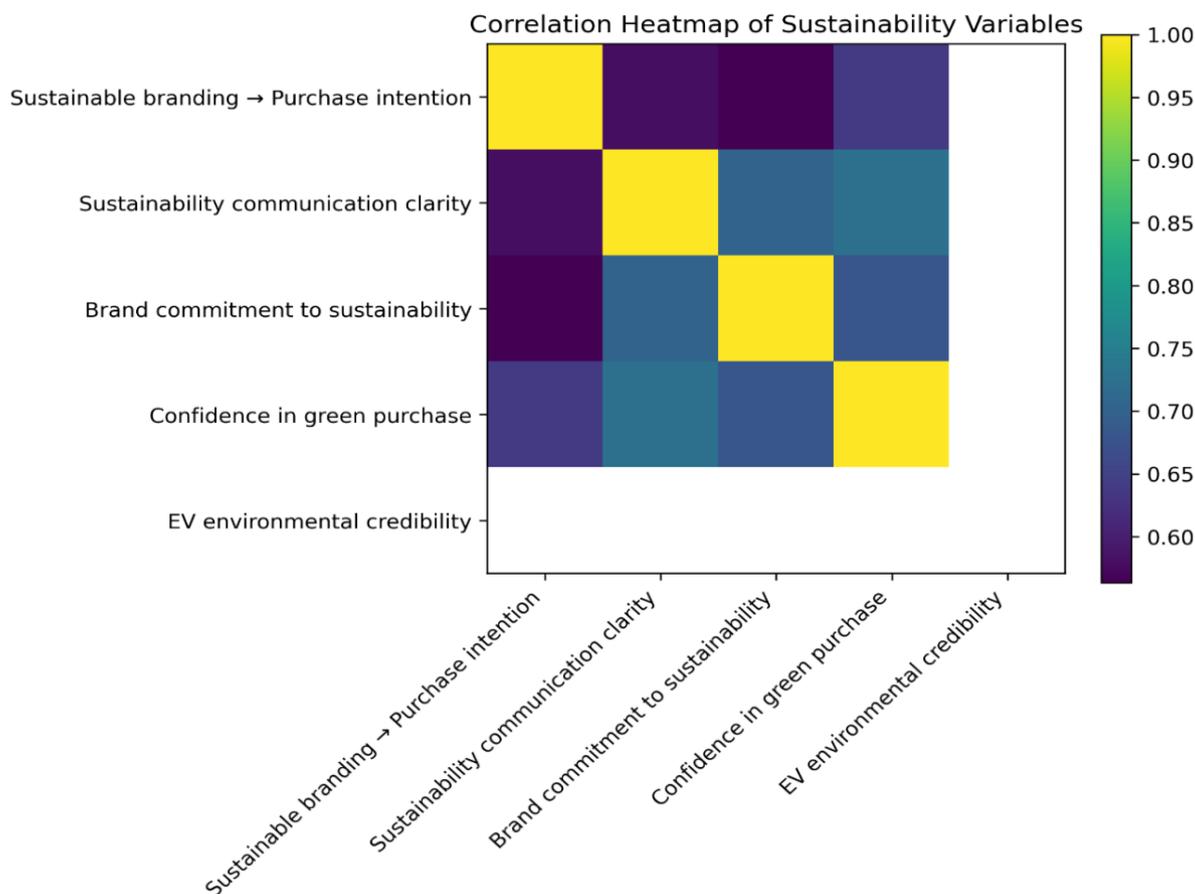
A small number of lower-end outliers are observed in some variables, reflecting the presence of a limited group of consumers who remain sceptical about sustainability claims. However, these outliers do not significantly affect the overall distribution, as the majority of responses are concentrated toward the higher end of the scale.

Overall, the boxplot confirms that sustainable branding has a strong and consistent influence on consumer purchasing behaviour, with limited variability in opinions.

Correlation Heatmap:

The correlation heatmap reveals strong positive associations between sustainable branding efforts, trust in environmental claims, and purchase intention. A negative correlation is observed between scepticism toward greenwashing and purchase intention, indicating that increased doubt reduces consumer willingness to purchase EVs. These findings confirm the interdependence of branding authenticity and environmentally conscious buying behaviour in the Bangalore EV market.

Table 3: Correlation Heatmap



Interpretation of the Correlation Heatmap

The correlation heatmap was employed to examine the strength and direction of relationships among sustainable branding variables and EV purchasing behaviour. The heatmap reveals strong positive correlations

between sustainable branding influence, clarity of sustainability communication, brand commitment to sustainability, and confidence in green purchasing.

This indicates that when EV brands clearly communicate their sustainability initiatives and demonstrate genuine commitment, consumers are more confident and inclined to make environmentally responsible purchase decisions. The intensity of the colour gradients in the heatmap visually reinforces the strength of these relationships.

In contrast, variables associated with scepticism toward sustainability claims exhibit weaker or negative correlations with purchase-related variables, suggesting that doubts about greenwashing might reduce consumer confidence and purchase intention.

The heatmap findings empirically support the argument that authentic and transparent sustainable branding plays a crucial role in shaping environmental consciousness and purchasing behaviour among EV consumers in the Bangalore market.

FINDINGS

Our study examined the impact of sustainable branding on the environmental consciousness and purchasing behaviour of electric vehicle (EV) consumers in Bangalore, with particular focus on credibility and reliability of brand, and evaluation of sustainability claims. Based on the analysis of descriptive and quantitative research methodologies, several significant findings materialised.

At the outset, the study discloses a high level of environmental consciousness among respondents. Approximately 80% of the respondents reported themselves as environmentally conscious consumers, signifying a strong base of green minded individuals in Bangalore. This finding confirms that environmental awareness has attained widespread consciousness but has become a prevailing concern influencing consumption behaviour, particularly in the automobile sector. Such elevated level of awareness provides a favourable environment for EV manufacturers to implement sustainable branding strategies like transparent sustainability communication, ecofriendly product design and innovation, use of eco labels and certifications, corporate social responsibility initiatives, consistent green messaging across digital platforms, avoidance of greenwashing through evidence-based claims, etc.

Subsequently, the findings substantiate a positive and significant relationship between sustainable branding practices and green purchase intention. The mean analysis indicates that variables such as sustainability communication clarity (Mean = 3.91) and confidence in green purchase (Mean = 3.96) scored above the neutral midpoint, reflecting strong consumer agreement. The findings indicate that consumers demonstrate a higher propensity to purchase electric vehicles when brands proactively convey their commitment to environmental responsibility and sustainability practices.

Thirdly, brand trust emerged as a critical factor of green purchase behaviour. Consumers expressed elevated confidence in EV brands that consistently demonstrate environmental commitment by having transparent communication and following ethical practices. Lower standard deviation values for sustainability-related variables indicate uniformity in consumer perceptions, bolstering the importance of trust in shaping environmentally responsible purchase decisions.

Following this, brand reputation was found to strengthen the effectiveness of sustainable branding initiatives. EV brands with a well-established reputation for environmental responsibility and innovation were perceived as more credible, thereby reducing perceived risk associated with new technologies mainly EVs. The correlation heatmap revealed strong positive associations between brand commitment to sustainability and purchase intention, showcasing the fortifying contribution of brand reputation

The study also highlights the importance of consumers' interpretations of sustainability and green marketing claims. Clear, credible, and verifiable sustainability claims were found to positively persuade purchase intention. Conversely, vague claims increased scepticism and decreased consumer confidence. Although

scepticism toward greenwashing recorded a comparatively lower mean score, boxplot analysis revealed the presence of a small but significant group of cautious consumers, indicating that greenwashing remains a potential risk.

Finally, the correlation heatmap asserted a negative relationship between greenwashing scepticism and purchase intention. As scepticism increased, consumer willingness to purchase EVs declined. This finding demonstrably supports the argument that authenticity and transparency are essential for sustaining long-term consumer trust and encouraging green purchasing behaviour.

Overall, the findings validate the study's objectives and confirm that sustainable branding, mediated by brand trust and brand reputation, significantly influences environmentally conscious consumers' purchasing behaviour toward EVs in Bangalore.

Suggestions

Based on the findings of the study, several practical and policy-oriented suggestions are proposed for EV manufacturers, marketers, and policymakers.

To begin with, EV manufacturers should intensify transparent sustainability communication. Clear disclosure of various environmental benefits, processes involved in production, battery sourcing, recyclability, and greenhouse gas emissions can enhance consumer trust. Brands should avoid vague terminology and instead use quantifiable and verifiable sustainability indicators like environmental indicators, social indicators, economic indicators and product specific indicators.

Secondly, companies must focus on building long-term brand trust rather than short-term green advertising methods. Sustainable branding should be integrated into the core business strategy rather than treated as a promotional add-on. Consistency between brand messaging and actual environmental performance is crucial to maintaining trustworthiness among eco-conscious consumers.

Next, independent certifications, eco-labels, and third-party validations should be prominently used in branding efforts. Such certifications can act as trust signals and reduce consumer scepticism related to greenwashing. Government-recognised eco-certifications can further enhance consumer confidence.

EV brands should leverage digital platforms responsibly to communicate sustainability initiatives. Social media, company websites, and digital campaigns should be used to enlighten consumers about EV benefits, charging infrastructure, battery life, and environmental impact. Engaging and educational content can improve consumer understanding and engagement.

Subsequently, makers of policy should strengthen regulations related to green marketing and sustainability claims. Strict monitoring of misleading environmental claims can discourage deceptive environmental claims and protect consumer interests. Clear regulatory guidelines can also create equal opportunities on genuinely sustainable brands.

Sixth, infrastructure-related challenges such as charging station availability and battery performance should be addressed collaboratively by manufacturers and government bodies. Although not purely branding-related, these functional aspects strongly influence consumer perceptions of sustainability and feasibility.

Lastly, future awareness programmes and educational campaigns should be conducted to increase consumer knowledge regarding sustainable consumption and EV technology. Well-informed consumers are better equipped to evaluate sustainability claims and make responsible purchase decisions.

Percentage Analysis:

Interpretation: Percentage analysis was used to understand the general distribution of respondents' opinions regarding awareness, perception, consciousness, purchase intentions, and purchase decisions. The results

indicate that a majority of respondents reported moderate to high levels across these variables. This suggests that respondents are reasonably aware of sustainability-related concepts and demonstrate a positive orientation toward environmentally responsible products. The higher percentage of favorable responses reflects a growing inclination among consumers toward sustainable branding and environmentally conscious purchasing behaviour.

Mean and Standard Deviation:

Report	Awareness	Perception	Consciousness
Mean	4.9677	10.7258	11.0242
Std. Deviation	1.18208	2.27871	2.10096

Interpretation: The mean scores indicate the overall level of awareness, perception, and consciousness among respondents.

- Awareness (Mean = 4.9677, SD = 1.18208):

The relatively high mean score indicates that respondents possess a good level of awareness regarding sustainable branding and environmental issues. The low standard deviation suggests that responses are closely clustered around the mean, indicating consistency in awareness levels among respondents.

- Perception (Mean = 10.7258, SD = 2.27871):

The mean value reflects a moderately positive perception toward sustainable brands. The slightly higher standard deviation shows some variation in how respondents perceive sustainability initiatives, implying that perceptions differ based on individual experiences and understanding.

- Consciousness (Mean = 11.0242, SD = 2.10096):

The highest mean score among the three variables indicates strong environmental consciousness among respondents. The moderate standard deviation suggests reasonable consistency, with most respondents expressing concern for environmental protection and sustainable consumption.

Overall, the results confirm that respondents demonstrate high awareness and environmental consciousness, with moderate variation in perception.

Correlation:

Correlations			
		Consciousness	Purchase Intentions
Consciousness	Pearson Correlation	1	.466**
	Sig. (2-tailed)		.000
	N	124	124
Purchase Intentions	Pearson Correlation	.466**	1
	Sig. (2-tailed)	.000	
	N	124	124

****.** Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The Pearson correlation analysis reveals a positive and statistically significant relationship between environmental consciousness and purchase intentions ($r = 0.466$, $p < 0.01$).

This indicates that as consumers' environmental consciousness increases, their intention to purchase sustainable or environmentally friendly products also increases. The strength of the correlation is moderate, suggesting that environmental consciousness plays an important role in shaping purchase intentions, although other factors may also influence consumer decisions. The significance value (.000) confirms that the

relationship is not due to chance, thereby supporting the relevance of environmental consciousness in influencing sustainable purchase behaviour.

Regression:

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Purchase Intentions, Awareness, Consciousness, Perception ^b	.	Enter
a. Dependent Variable: Purchase Decision			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671 ^a	.450	.431	1.14746
a. Predictors: (Constant), Purchase Intentions, Awareness, Consciousness, Perception				

Interpretation: The regression model shows an R value of 0.671, indicating a strong positive relationship between the independent variables (Awareness, Perception, Consciousness, and Purchase Intentions) and the dependent variable (Purchase Decision).

The R Square value of 0.450 suggests that 45% of the variation in purchase decision is explained by the selected independent variables. The adjusted R square (0.431) further confirms the robustness of the model after adjusting for the number of predictors. This indicates that the model has good explanatory power.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.187	4	32.047	24.339	.000 ^b
	Residual	156.684	119	1.317		
	Total	284.871	123			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Purchase Intentions, Awareness, Consciousness, Perception						

Interpretation: The ANOVA results show an F value of 24.339 with a significance level of $p = 0.000$, which is less than 0.05. This confirms that the regression model is statistically significant and that the independent variables collectively have a significant impact on purchase decision.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.167	.681		4.648	.000
	Awareness	.318	.106	.247	2.984	.003
	Perception	.087	.087	.131	1.011	.314
	Consciousness	.080	.081	.110	.983	.327
	Purchase Intentions	.259	.058	.371	4.461	.000
a. Dependent Variable: Purchase Decision						

- **Interpretation:** Awareness ($\beta = 0.247$, $p = 0.003$):

Awareness has a positive and statistically significant impact on purchase decision. This implies that higher consumer awareness of sustainability positively influences their decision to purchase environmentally friendly products.

- Perception ($\beta = 0.131$, $p = 0.314$):

Although perception shows a positive relationship with purchase decision, it is not statistically significant. This indicates that perception alone may not strongly influence the final purchase decision when other variables are considered.

- Consciousness ($\beta = 0.110$, $p = 0.327$):

Environmental consciousness also exhibits a positive but statistically insignificant effect on purchase decision in the presence of other predictors.

- Purchase Intentions ($\beta = 0.371$, $p = 0.000$):

Purchase intentions have the strongest and most significant influence on purchase decision. This suggests that intention acts as a key mediator translating awareness and consciousness into actual purchasing behaviour.

Overall interpretation

The findings clearly indicate that **awareness and purchase intentions are the most influential factors** affecting consumers' purchase decisions toward sustainable products. While perception and consciousness positively contribute, their effects are indirect and become less significant when purchase intentions are included in the model. The study confirms that enhancing consumer awareness and strengthening purchase intentions are crucial strategies for promoting sustainable consumption.

CONCLUSION

The study concludes that sustainable branding plays a predominant role in shaping environmentally conscious consumers' purchasing behaviour toward electric vehicles in Bangalore. As environmental awareness continues to grow, consumers increasingly assess brands not only on functional attributes such as price and performance but also on ethical positioning, environmental responsibility, and genuineness of sustainability claims.

The empirical findings confirm that sustainable branding positively influences green purchase intention, particularly when mediated by brand trust and brand reputation. Consumers are more willing to purchase EVs from brands they perceive as credible, transparent, and genuinely committed to environmental sustainability. Clear and trustworthy sustainability communication significantly enhances consumer confidence and reduces perceived risk.

The study further indicates that although scepticism regarding greenwashing is not predominant, it persists as a significant concern that may weaken sustainable branding initiatives if not proactively addressed. Even a small degree of perceived exaggeration or inconsistency can weaken trust and negatively affect purchase intention.

In the broader context, the findings reinforces that sustainable branding is no longer optional but a strategic necessity for EV manufacturers operating in competitive and environmentally aware markets. Authentic sustainability practices, supported by transparent communication and consistent performance, can strengthen brand equity and stimulates the adoption of electric vehicles.

From an academic standpoint, this study extends the existing literature by integrating sustainable branding, brand reputation and trust and consumers' interpretations of sustainability claims within a unified empirical framework, with particular emphasis on an emerging market context. Practically, the study provides valuable insights for marketers and policymakers seeking to promote sustainable consumption and environmentally responsible transportation.

In conclusion, the transition toward sustainable mobility can be effectively supported through credible, transparent, and trust-driven sustainable branding, thereby aligning corporate objectives with environmental and societal well-being.

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