

ANALYSIS OF THE ADOPTION OF ELECTRIC VEHICLES AND CONSUMER PURCHASING INTENTIONS IN PATHUM THANI PROVINCE

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ABSTRACT

Electric drive vehicles or EVs are vehicles that use electricity for some or all of their propelling force. This technology benefits both customers and the environment. Therefore, rapid domestic adoption of EV technology is vital in both energy and environmental policy concerns. The purpose of this study was to examine the impact of electric vehicle adoption on customer purchasing intentions. A survey questionnaire was constructed and used in this study to collect information from a sample population in Pathum Thani province, using the random sampling technique. A completed 400 responses were received and analysed using descriptive and inferential statistics. The study demonstrated that the adoption of electric vehicle innovation influences the intention to purchase an electric car. The regression coefficient reveals that travel range ($\beta = 0.292$) has the greatest impact on the intention to purchase electric cars, followed by environmental concern ($\beta = 0.228$), charging infrastructure ($\beta = 0.123$), image ($\beta = 0.079$), and financial concern ($\beta = 0.05$) at the 0.05 level of significance. The findings can assist policymakers in developing energy and transportation policies as well as EV developers in deciding how to incorporate consumer preferences into their designs.

Keywords: Adoption, Purchase Intention, Electric Vehicle

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