

# THE INTENTION TO PURCHASE ELECTRIC VEHICLES: INFLUENCE OF CONSUMER ATTITUDES

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## ABSTRACT

CO2 emissions from transportation have skyrocketed in recent years, and forecasts indicate that they will continue to climb in the future. The use of electric vehicles is one potential way to minimise CO2 emissions from passenger vehicles. Consumer attitudes and intentions to purchase these new automotive technologies are key to successful diffusion adoption. This study aims to investigate customer attitudes and purchasing intentions towards electronic vehicles. A questionnaire survey was conducted to potential consumers in Pathum Thani province. A total of 400 valid survey responses were obtained and an empirical analysis was conducted using multiple regression. The research results indicate that the following attitude aspects, namely cognitive, affective, and behavioural components, can explain and predict consumer intentions to purchase an electronic vehicle at a 0.05 level of statistical significance. The present study makes theoretical contributions and policy recommendations regarding consumer attitudes towards EV technology, which marketers and vehicle manufacturers can employ when designing the business strategy.

**Keywords:** Attitude, Purchase Intention, Electric Vehicle

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