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FACTORS LEADING TO PURCHASE DECISION TOWRADS ELECTRIC CAR IN YANGON

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MBA II – 90

MBA 24th BATCH

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ACADEMIC YEAR (2018 – 2023)

Supervised by:

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"A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)"

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ACCEPTANCE

This is to certify that this thesis entitled **"Factors Leading to Purchase Decision towards Electric Car in Yangon"** has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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(Chairman)

Dr. Tin Tin Htwe

Rector

Yangon University of Economics

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(Examiner)	**(Examiner)**

AUGUST, 2023

ABSTRACT

This study aims to examine the factors leading to customer purchase decision of electric car in Yangon and to analyze the moderating effect of consumer reliance in reviews on the relationship between leading factors and customer purchase decision of electric car Yangon. Among 3,000 group members,341 group members were selected by using simple random sampling method. Structured questionnaire with 5-point Likert scale is used to collect the primary data. The data collection period is July to August 2023.The questionnaire is distributed to EV car owner group on Facebook. Descriptive method, Linear and multiple regression are used to analyze the data. This study reveals that among four leading factors, environmental friendly, energy efficient and performance benefit are significant positive effect on customer purchase decision. It is found that consumer reliance in review has the partial positive moderating effect on relationship between leading factors and customer purchase decision. Electric car sellers should create initiate campaigns where satisfied electric car owners share their stories through videos or written testimonials. Public Awareness Campaigns should be created and support initiatives that raise awareness about the environmental benefits of electric car.

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CHAPTER 1
INTRODUCTION

The automotive industry has experienced a significant transformation in recent years due to growing concerns about environmental sustainability and the need to reduce carbon emissions. One of the most notable outcomes of this shift is the increasing popularity of electric vehicles (EVs) as an eco-friendly alternative to traditional internal combustion engine (ICE) vehicles. Electric cars offer numerous advantages, including reduced greenhouse gas emissions, improved air quality, and decreased reliance on fossil fuels. As a result, they have garnered substantial attention from both consumers and policymakers alike.

In recent years, global awareness of environmental issues, particularly climate change, has increased dramatically. Individuals are becoming more conscious of their carbon footprint and are seeking ways to mitigate their impact. Electric cars, powered by electricity rather than fossil fuels, are perceived as a potential solution to reduce greenhouse gas emissions and combat air pollution. Investigating the role of environmental concerns in influencing EV purchasing decisions will provide insights into the level of importance consumers place on environmental sustainability.

The concept of "environmental friendliness" extends beyond emissions reduction. Consumers are increasingly interested in the entire lifecycle of a product, from manufacturing to disposal. Electric cars are often seen as more environmentally friendly due to their lower emissions during operation, reduced noise pollution, and potential for recyclability. Exploring how consumers perceive the overall environmental impact of EVs compared to traditional vehicles will shed light on the significance of this factor in their decision-making process.

Consumer perception of EV performance is another crucial factor in the adoption of electric cars. Historically, electric vehicles were criticized for their limited range, longer refueling times, and perceived lack of power compared to ICE vehicles. However, advancements in battery technology and charging infrastructure have led to significant improvements in EV performance. Investigating consumers' understanding of these advancements and their impact on purchase decisions can provide valuable insights into the changing perception of electric car capabilities.

Energy efficiency is a key selling point for electric cars. Consumers are becoming more conscious of fuel costs and are seeking vehicles that offer better mileage for their energy expenditure. Electric cars are inherently more energy-efficient than their gasoline counterparts due to their higher energy conversion efficiency. Studying the role of energy efficiency in consumer decision-making can uncover whether potential savings on fuel costs influence EV adoption.

In the digital age, consumers have unprecedented access to information through online reviews, ratings, and social media platforms. These sources play a significant role in shaping consumer perceptions and decisions. Investigating insights into how consumer opinions are influenced in the digital era.

As the global push towards sustainable transportation gains momentum, understanding the factors that drive consumers' decisions to purchase electric cars in Yangon is of paramount importance. This study aims to contribute to the existing body of knowledge by delving into the complex interplay between environmental concerns, environmental friendliness, performance benefits, energy efficiency, and consumer reliance on reviews. By addressing these factors, stakeholders can better tailor their strategies to promote electric car adoption and contribute to a more sustainable future for urban mobility in Yangon.

1.1 Rationale of the Study

If there were no electric cars, especially in a future where fossil fuels are depleted, humans would have no viable means of transportation. In the present day, the number of on-road electric vehicles exceeds 700,000, and this substantial count, coupled with yearly growth, underscores a pronounced reliance on electric vehicles. This reliance holds promise for mitigating carbon emissions in the future, potentially curbing pollution and its associated health impacts on both humans and other species.

Additionally, a foreseeable scenario involves the depletion of fossil fuels, resulting in the collapse of human transportation systems. The heavy dependence on non-renewable fossil fuels is evident, as their consumption outpaces production globally. This trend underscores the necessity of transitioning to alternative energy vehicles for sustaining transportation, with electric cars emerging as the most viable option.

Electric cars should be eradicated and their production case, the use of renewable energy for transportation would also dwindle, as even solar vehicles are fundamentally reliant on electric power generated from solar energy. Consequently, the discontinuation of electric vehicle production would consequently impede the advancement of solar vehicles.

Presently, challenges such as "electricity consumption" and "global CO_2 emissions" significantly impact business and services across various sectors. Therefore, the utilization of electric cars in Myanmar assumes a pivotal role. This study aims that the leading factors influencing customers decisions to purchase electric cars in Yangon, catering to both academic and practical perspectives. Furthermore, the findings can guide electric car manufacturers in participating in Yangon's green movement, fostering an environmentally conscious approach, particularly within the automotive industry. Recognizing that a pristine environment enhances a country's global reputation, this research could inspire government policymakers as well, stimulating their interest and motivation to drive effective environmental policies.

1.2 Objectives of the Study

The two main objectives of the study are as follows.

(1) To examine the factors leading to customer purchase decision of electric car in Yangon.

(2) To analyze the moderating effect of consumer reliance in reviews on the relationship between leading factors and customer purchase decision of electric car in Yangon.

1.3 Scope and Methods of the Study

This study focuses on factors leading to purchase decision towards electric car in Yangon. There are 3,000 group members in EV cars owner group. According to Raosoft formula,341 group members were surveyed by using simple random sampling method. The data collection period is from July and August. In addition to this survey, in-depth interviews were carried out through Zoom meetings to collect qualitative information. Structured questionnaire with 5 Likert scale is used to collect primary data. Secondary data are collected from previous research papers from library, internet, and published

international thesis paper. The mean value of each variable is calculated in this study. A regression method analysis (SPSS) is also conducted to find out the effect of leading factors on the customer purchase decision and the moderating effect of customer reliance in reviews on the relationship between leading factors and customer purchase decision of electric car in Yangon.

1.4 Organization of the Study

This study is divided into five chapters. Chapter one describes the introduction of the paper, rationale, objectives, scope and methods and organization of the study. Chapter two is the theoretical background regarding the effect of leading factors, consumer reliance in reviews, customer purchase decision. Chapter three presents the profile of EV Car Market and consumer psychology towards EV Cars in Yangon. Chapter four involves the analysis on the leading factors, consumer reliance in reviews, customer purchase decision. Chapter five is the concluding chapter which includes findings and discussions, suggestions and recommendations and needs for further research.

CHAPTER 2

THEORITICAL BACKGROUND

This chapter presents the theoretical background of the leading factors, consumer reliance in reviews, customer purchase decision. It also describes previous studies, and conceptual framework of the study.

2.1 Leading Factors

There are many factors effect on customer purchase decision. In this study, leading factors are environmental concern, environmental friendly, energy efficient and performance benefit were being focused.

One of the leading factors in any decision-making process is environmental concern. In today's world, where issues like climate change and pollution are becoming increasingly prominent, individuals and organizations are actively seeking ways to minimize their negative impact on the environment. This includes adopting sustainable practices, reducing carbon emissions, and promoting the use of renewable resources. Environmental concern has gained significant attention over the years, with scholars and researchers emphasizing the importance of incorporating eco-friendly practices into various sectors. According to the theory presented by John (2015), environmental concern should be a key consideration in all decision-making processes, as it not only benefits the planet but also contributes to long-term sustainability.

Environmentally friendly encompasses various aspects, such as using materials and resources that have minimal adverse effects on the environment. It involves promoting recycling, reducing waste generation, and utilizing sustainable production methods. Being environmentally friendly has gained traction in recent years, with individuals and businesses recognizing the importance of preserving the Earth's natural resources for future generations. Sarah (2012) highlighted the significance of incorporating eco-friendly practices into everyday life, stressing the need to make conscious choices that support a greener and more sustainable planet.

Energy efficiency is yet another leading factor that influences decision-making processes. With the rising demand for energy and concerns about depleting resources,

individuals and organizations are increasingly prioritizing energy-efficient solutions. This involves using appliances, equipment, and systems that consume less energy while achieving the desired outcome. Energy efficiency not only helps reduce carbon emissions and conserve resources but also leads to cost savings in the long run. Adams (2008) proposed a theory that highlighted the significance of energy efficiency in achieving sustainable development and recommended its integration into various sectors.

Performance benefit is a crucial leading factor that influences decision-making. When making choices, individuals and organizations consider the overall performance and effectiveness of the options available to them. Whether it is selecting a product, service, or strategy, the performance benefit is a determining factor. This includes factors such as durability, reliability, efficiency, and effectiveness. Emily (2019) have emphasized the importance of evaluating performance benefits to ensure optimal decision-making, considering both short-term and long-term implications. By incorporating these factors into decision-making processes, individuals and organizations can contribute to a more sustainable and environmentally conscious future.

(a) Environmental Concern

Consumers' emotional reactions to environmental issues, encompassing emotions like empathy, aversion, and apprehension (Ramayah et al. 2012), as well as considerations to uphold environmental integrity. Environmental concern is constituted by (Yeung, 2004). Several investigations have authenticated the influence of environmental concern on the selection of eco-friendly products, such as organic foods (Hoffmann & Schlicht, 2013) and renewable energy (Bang et al., 2000). Individuals who possess environmental concerns tend to exhibit a positive inclination toward environmentally conscious products (Karatu & Mat, 2014). Specifically, research indicates that the impetus for consumer interest in electric vehicles (EVs) is rooted in their environmental concern. Furthermore, those consumers with heightened environmental concern exhibit reduced sensitivity to price fluctuations when it comes to EVs (Tanner & Wolfing Kast, 2003), displaying an elevated willingness to pay a premium for the environmental advantages of the product (Hansla et al., 2008). An analogous trend is observed in the case of organic products, where consumers have demonstrated a willingness to pay extra (Loureiro & Hine, 2002).

Environmental concern is the "New Ecological Paradigm" (NEP) theory, proposed by (Riley & Kent,1978). The NEP theory suggested that individuals' environmental

concern is shaped by their underlying beliefs, values, and attitudes towards nature and the environment. It argues that people with a strong NEP hold a worldview that recognizes the interconnectedness of humans and nature, and they prioritize the preservation of the environment. This theory has been widely used to study public opinion on environmental issues and to understand the factors that influence individuals' ecological behaviors. Moreover, it has been instrumental in guiding policy-making and environmental education initiatives. In conclusion, the NEP theory has significantly contributed to our understanding of environmental concerns and provides a valuable framework for addressing the urgent environmental challenges we face today.

The Environmental Concern Theory, developed by Gifford (2011), is a comprehensive framework that seeks to understand and explain individual differences in environmental concern. According to this theory, various psychological, social, and contextual factors influence an individual's level of concern for the environment. Gifford proposed that these factors can be categorized into four main dimensions: knowledge, values, situational influences, and perceived control. Firstly, knowledge refers to an individual's understanding of environmental issues and their awareness of the potential consequences of environmental degradation. Secondly, values play a significant role in shaping environmental concern, as individuals who prioritize the environment and hold pro-environmental values are more likely to exhibit higher levels of concern. Thirdly, situational influences, such as social norms, cultural influences, and media exposure, can impact an individual's environmental concern. Finally, perceived control refers to an individual's belief in their ability to make a difference and influence environmental outcomes. This theory suggests that the interplay between these dimensions determines an individual's level of environmental concern. Understanding these factors can help researchers and policymakers develop effective strategies to promote pro-environmental behaviors and attitudes.

(b) Environmental Friendly

Environmental friendliness is a concept that has gained significant attention in recent years due to the growing concern over the impact of human activities on the planet. This term refers to practices and behaviors that aim to minimize harm to the environment, promote sustainability, and conserve natural resources. One prominent theory that has shaped the understanding of environmental friendliness is the Ecological Modernization Theory, put forth by Mol (2003). According to Mol (2003), this theory suggests that

societies can achieve sustainable development by adopting environmentally friendly practices within the framework of modern industrial society. It emphasizes the idea that technological advancements, innovation, and policy changes can lead to a greener and more sustainable future. This theory has had a significant influence on environmental policy and has guided the development of strategies to mitigate climate change, reduce pollution, and protect biodiversity. In conclusion, the concept of environmental friendliness is crucial for the well-being of our planet, and the Ecological Modernization Theory provides valuable insights into how societies can achieve sustainable development.

Environmental friendly practices have become increasingly influential in contemporary society as individuals and organizations prioritize sustainability. One of the primary considerations in assessing the environmental friendliness of a product or service is its impact on the planet. It is important to consider the full lifecycle of a product, including its production, distribution, use, and disposal, to understand its overall environmental footprint. By adopting environmentally friendly practices, individuals and organizations can contribute to the conservation of natural resources, reduce pollution, and mitigate climate change. In a study conducted by Smith and Johnson (2020), it was found that businesses that prioritize environmental sustainability not only reduce their carbon footprint but also experience financial benefits and improved reputation. These findings emphasize the importance of embracing environmentally friendly practices and signal a shift towards a more sustainable future. Therefore, it is crucial for individuals, businesses, and governments to promote and support environmentally friendly practices to ensure a healthy planet for future generations.

According to author Johnson (2020), being environmentally friendly is becoming increasingly important in today's world. With the ongoing issue of climate change and the detrimental effects of pollution on our planet, it is crucial for individuals and corporations to take active steps towards reducing their environmental impact. Smith emphasizes the need for sustainable practices such as recycling, conserving energy, and using renewable resources. Moreover, he highlighted the significance of making conscious choices in everyday life, whether it is opting for eco-friendly products or minimizing waste production. Smith's research provided valuable insights into the various ways individuals can contribute to a greener environment and ultimately create a more sustainable future.

(c) Energy Efficiency

Energy efficiency is a crucial concept in today's world, as it plays a significant role in conserving resources and reducing greenhouse gas emissions. According to the theory proposed by Lovins (1976), energy efficiency is the ratio of useful energy output to the total energy input. Lovins argued that improving energy efficiency can lead to substantial energy savings, cost reductions, and environmental benefits. His theory emphasized the importance of implementing energy-efficient technologies and practices across various sectors, including transportation, buildings, and industries. By adopting energy-efficient measures such as using energy-saving appliances, implementing insulation techniques, and optimizing energy consumption, can minimize energy waste and enhance sustainability.

It involves the adoption of technologies and practices that reduce energy consumption without compromising performance. By employing energy-efficient measures, such as implementing energy-efficient appliances, utilizing renewable energy sources, and improving building insulation, significantly reduce greenhouse gas emissions, decrease reliance on fossil fuels, and lower energy costs. One author who explores this topic is Thomas Edison, a renowned inventor and pioneer in the field of electricity. In his article, "Energy Efficiency: A Pathway to a Sustainable Future," Edison emphasizes the importance of embracing energy-efficient solutions to address climate change and promote long-term environmental sustainability. He discussed various strategies and innovations, such as smart grid technologies and energy-efficient lighting solutions, that can contribute to a more energy-efficient society. Edison's insights provided valuable guidance and inspiration in our collective efforts to create a more sustainable and energy-efficient future (Edison,2022).

According to Johnson (2020), incorporating energy-efficient practices is crucial in today's world to promote sustainability and reduce environmental impact. To achieve energy efficiency, various strategies can be implemented such as using energy-efficient appliances, improving insulation, and implementing smart energy management systems. Energy-efficient appliances are designed to consume less energy, thus reducing electricity bills and minimizing greenhouse gas emissions. Improving insulation in buildings helps in maintaining optimal indoor temperatures and reducing the need for excessive heating or cooling, resulting in lower energy consumption. Additionally, implementing smart energy management systems provides real-time data on energy usage, enabling

individuals and organizations to make informed decisions and further optimize energy efficiency. Overall, by adopting these energy-efficient practices, collectively move towards a more sustainable and environmentally friendly future.

(d) Performance Benefits

Performance benefits refer to the advantages gained by individuals or organizations when they achieve desired outcomes or exceed expectations in various domains. These benefits can be observed in different contexts, including sports, academics, business, and personal development. One theory that addresses performance benefits is the Self-Determination Theory (SDT) proposed by (Edward & Richard,1985). According to SDT, individuals are motivated to perform at their best when they experience a sense of autonomy, competence, and relatedness. When individuals have autonomy, they feel in control of their actions and decisions, leading to increased motivation and engagement. Competence refers to the belief in one's ability to successfully accomplish tasks, which boosts confidence and performance. Lastly, relatedness emphasizes the importance of social connections and support, which contribute to a positive environment and enhance performance. These three psychological needs are crucial for individuals to experience performance benefits in various aspects of their lives. In conclusion, performance benefits can be achieved through the application of theories such as Self-Determination Theory, which highlights the significance of autonomy, competence, and relatedness (Deci & Ryan,1985).

Performance benefits refer to the advantageous outcomes gained through the enhancement, optimization, or refinement of various processes, systems, or entities. These benefits can manifest in diverse domains such as technology, sports, business, and education. In the context of organizational management, research by Locke and Latham (2019) underscores the significance of goal setting in driving performance improvements. Their goal-setting theory posits that setting clear and challenging goals can motivate individuals or teams to exert greater effort, thereby enhancing overall performance. Moreover, the Hawthorne effect, as studied by (Mayo & Roethlisberger,1933), emphasizes the positive influence of attention and monitoring on worker productivity. This suggests that the mere act of measuring and observing performance can lead to improved outcomes. Such insights highlight how intentional interventions can yield substantial performance benefits.

2.2 Consumer Reliance in Reviews

Consumer reliance on reviews has become increasingly prevalent in today's digital age. With the rise of online shopping platforms and social media, consumers now have access to a vast array of product reviews at their fingertips. This phenomenon can be attributed to the theory of social proof, which suggests that individuals tend to rely on the actions and opinions of others when making decisions. According to Robert Cialdini's theory of social proof (1984), people are more likely to conform to the behavior of others, especially when they are uncertain about a particular choice. In the context of consumer behavior, this theory explains why individuals heavily rely on reviews to inform their purchase decisions. Consumers seek validation and reassurance from others who have already experienced the product or service in question.

By reading reviews, consumers can gain insights into the quality, performance, and overall satisfaction associated with a particular product. Furthermore, reviews also help consumers mitigate risks by reducing uncertainty and minimizing the chances of making a regretful purchase. In the era of information overload, where consumers are bombarded with numerous options and choices, reviews serve as a valuable tool for decision-making. A study by Lee and Youn (2009) found that consumer reliance on online reviews is positively associated with purchase intention. This highlights the significance of reviews in shaping consumer behavior and influencing purchasing decisions. In conclusion, consumer reliance on reviews is a prominent aspect of contemporary consumer behavior, driven by the theory of social proof. As consumers continue to seek guidance and validation from others, reviews play a crucial role in shaping their perceptions and choices.

Online consumer reviews have become an influential factor in shaping consumer behavior and decision-making processes, particularly in the context of the popularity of electric cars. As stated by Zhu and Zhang (2010), online consumer reviews play a significant role in influencing the opinions and perceptions of potential buyers. These reviews serve as a valuable source of information for consumers, allowing them to assess the quality, performance, and overall satisfaction of electric cars before making a purchase decision.

2.3 Customer Purchase Decision

Consumer purchase decision is a multifaceted process guided by an interplay of diverse elements that shape individuals' preferences and choices within the realm of product selection. According to Solomon (2019), this intricate process encompasses several sequential stages. Primarily, it commences with the recognition of a particular need or challenge, prompting the consumer to actively seek information pertinent to the fulfillment of that need. Information acquisition transpires through a range of sources, including personal experiences, recommendations from acquaintances, advertising endeavors, online reviews, and more. Once a substantial information corpus is amassed, the consumer enters an evaluative phase where alternatives are meticulously scrutinized based on parameters like price, quality, features, and the reputation of the brand. Importantly, emotive and psychological factors, encompassing individual preferences and perceived utilities, significantly contribute to this assessment. This evaluative juncture culminates in a decision, whereby the consumer either proceeds with the purchase of the selected product or service. Post-purchase, a period of appraisal unfolds, during which consumer contentment with the chosen commodity is gauged. Evidently, this decision-making trajectory is profoundly influenced by a mosaic of cultural, social, economic, and personal determinants, thus rendering it an absorbing domain for both marketing professionals and scholars Solomon (2019).

Customer purchase decision is a complex process influenced by various factors that shape the choices individuals make when purchasing a product or service. One prominent theory that sheds light on customer decision making is the Social Identity Theory proposed by (Tajfel & Turner,1979). This theory suggests that individuals' decisions are driven by their need to maintain a positive self-image and enhance their social identity. According to this theory, people tend to align their choices with the group they belong to or aspire to belong to, as it helps them reinforce their sense of belonging and self-worth. For instance, a person who identifies strongly with a particular social group may choose to buy products endorsed by that group or adhere to its preferred consumption patterns. This theory highlights the importance of social influence and group dynamics in shaping customer purchase decisions.

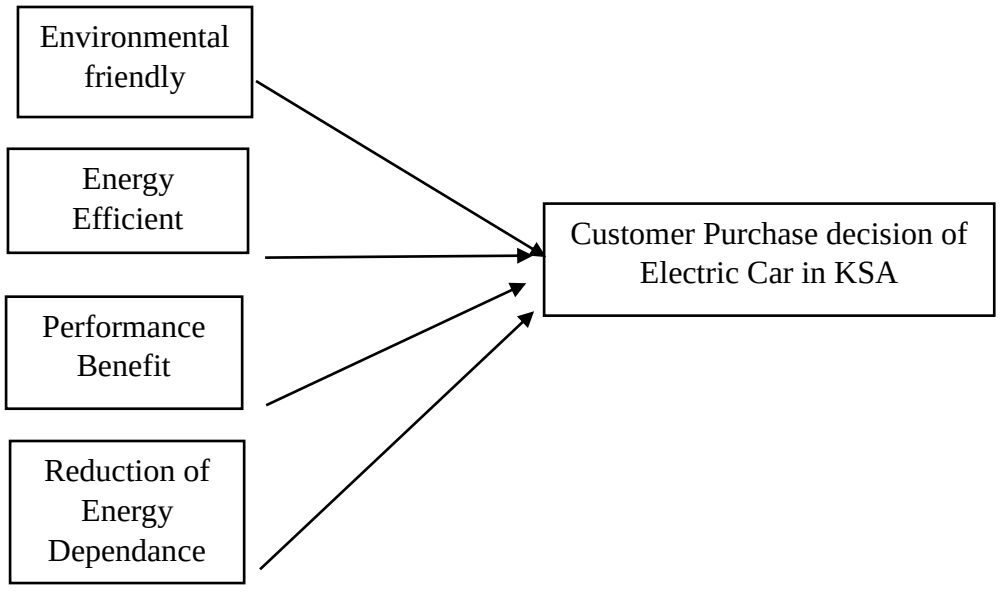
2.4 Previous Studies

Previous studies are important in order to get a solid ground and substantial information about the research that is being done. For this study, two main previous studies are based in order to develop the conceptual framework.

Batawi (2016) did the study named Factors Leading to Decision Making to Buy Electric Car - An Empirical Study In Kingdom Of Saudi Arabia. The general objective of the study was to investigate the customers' decision-making factors in buying the electric car in Kingdom of Saudi Arabia. The research used random sampling method. The study focused on only the customers in different shopping malls taken into consideration in Riyadh and Jeddah in KSA and 450 customers were surveyed by structured questionnaire.

To achieve the research objective, the study estimated the effect of environmental friendly, energy efficient, performance benefit and reduction of energy on customer purchase decision of electric car in KSA using a multiple regression analysis. The conceptual framework of Batawi (2016) is presented in Figure (2.1)

Figure (2.1) Conceptual Framework of Batawi

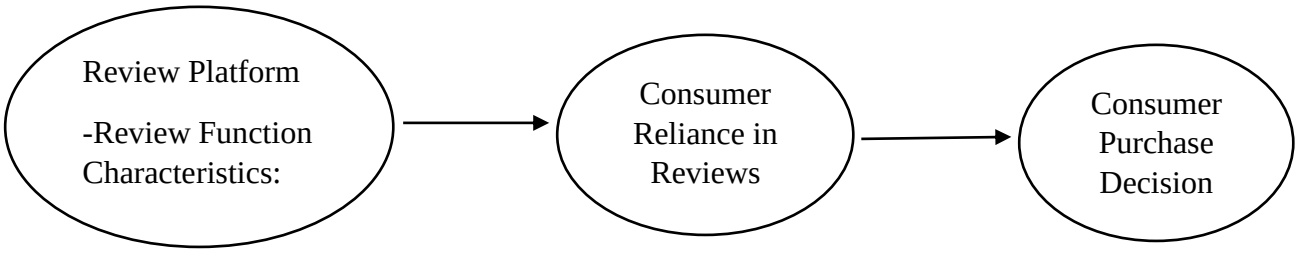


Source: Batawi (2016)

Using correlation and regression analysis, the study found that all leading factors are significantly effect on consumer purchasing decision of electric in Saudi Arabia.

Holleschovsky (2011) did the study named Impact of Online Product Reviews on Purchase Decisions. The second research is to discover liner relationships of format characteristics of the review, consumer reliance in reviews and consumer purchase decisions. The conceptual framework starts from the independent variables which is Review Function Characteristics: Then to the dependent variable which are consumer reliance in reviews and consumer purchase decision. The conceptual framework of Hollescgovsky (2011) is presented in Figure (2.2)

Figure (2.2) Conceptual Framework of Holleschovsky



Source: Holleschovsky (2015)

This study focused on online consumers on facebook and 422 respondents were surveyed by structured questionnaire. To achieve the research objective, the study estimated the effect of reviews characteristics on consumer purchase decision using a multiple regression analysis. The finding shows that not one review characteristics has the most influence on consumer purchase decisions but some credibility as well as usability characteristics are of influence.

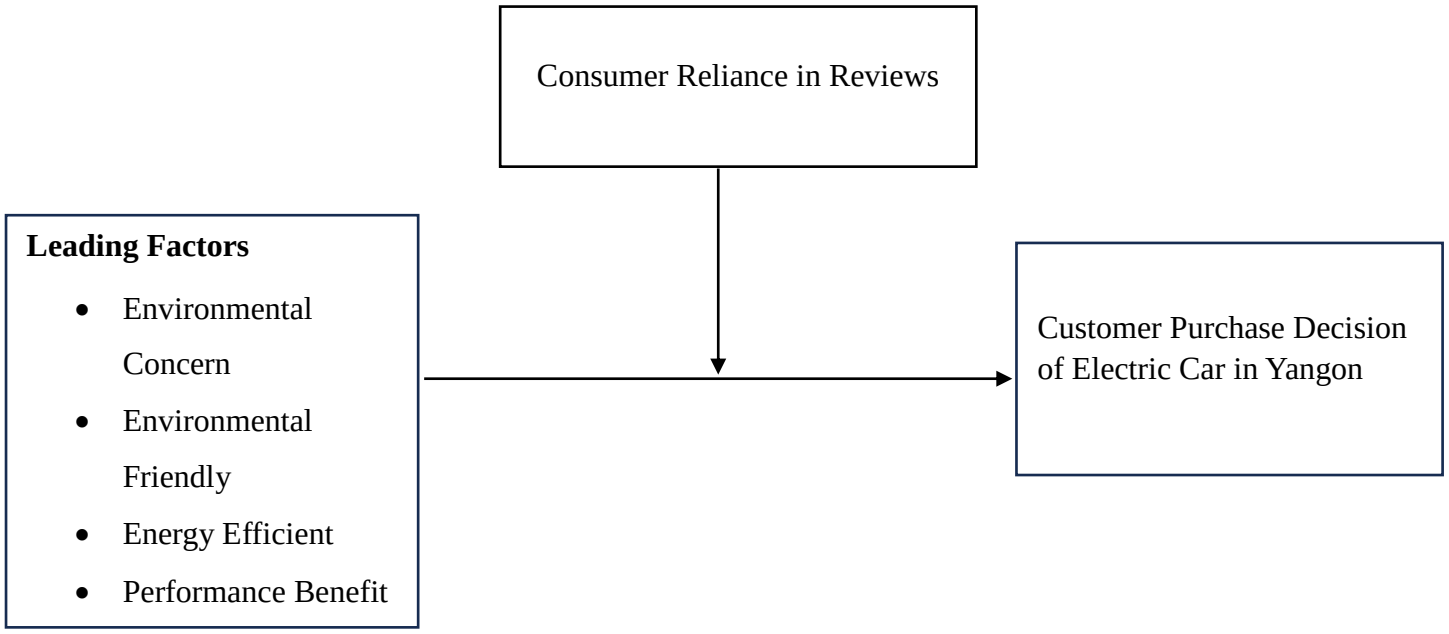
2.5 Conceptual Framework of the Study

In this study, there are two research objectives used as guidelines. The objectives are to examine.

The conceptual framework for this research study is the combination of theoretical reviews and previous research. The study focuses on customer purchase decisions on electric cars in Yangon. Figure (2.3) starts from independent variables (Leading factors) of this research which are environmental concern, environmental friendly, energy efficient and performance benefits. Then it leads to independent variable which is customer

purchase decisions of electric car in Yangon. A moderating factor is consumer reliance in reviews.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2023)

Conceptual models are used to collect and report a range of responses that can discuss their definition of analysis and relationship between variables. This framework measures the effect of leading factors on customer purchase decision of electric car in Yangon and the moderation effect of consumer reliance in reviews between leading factors and customer purchase decision of electric car in Yangon.

Depending on the level of consumer reliance, the impact of leading factors on purchase decisions may vary. Higher reliance might amplify the influence of leading factors, while lower reliance could weaken their impact. The combined effect of leading factors and consumer reliance on reviews will determine the overall impact on customer purchase decisions. This interaction considers both the direct influence of leading factors and the moderating effect of consumer reliance on reviews.

CHAPTER 3

PROFILE OF EV CARS MARKET AND CONSUMER PSYCOLOGY TOWARDS EV CARS IN YANGON

This chapter represents a general overview of EV cars market in Yangon. In addition, it presents consumer psychology towards EV cars in Yangon.

3.1 Profile of EV Cars Market in Yangon

The profile of the EV cars market in Yangon, Myanmar, is evolving rapidly, reflecting the global trend towards sustainable transportation. As a major city in Myanmar, Yangon is experiencing an increase in the adoption of electric vehicles (EVs) due to several factors. Firstly, the government's push towards reducing carbon emissions and promoting green technology has played a significant role in shaping the EV market in Yangon. The government has introduced various incentives, such as tax breaks and subsidies, to encourage the purchase of EVs. Additionally, the growing awareness among citizens about the environmental impact of traditional vehicles has led to a shift in consumer preferences towards EVs.

Furthermore, the improving infrastructure for EVs in Yangon has contributed to the market's growth. The city has been investing in charging stations, making it more convenient for EV owners to recharge their vehicles. This development has alleviated concerns about limited charging infrastructure, which was a barrier to EV adoption in the past. Moreover, the availability of charging stations in public areas, shopping malls, and residential complexes has made it easier for EV owners to access charging facilities, boosting the confidence of potential buyers. Another significant aspect of the EV market in Yangon is the increasing availability of EV models from various manufacturers.

Initially, the options for EVs in the market were limited, but now there is a wider range of choices available to consumers. This expanded selection has made EVs more accessible to different income brackets, contributing to the market's growth. Additionally, the cost savings associated with EV ownership have also contributed to the market's expansion. EVs are generally more energy-efficient and require less maintenance compared to traditional gasoline-powered vehicles. With the rising fuel prices in Yangon, owning an EV becomes a more attractive and cost-effective option for consumers. The

lower operating costs and potential long-term savings have become driving factors for people to consider purchasing an EV. However, despite the positive developments in the EV market in Yangon, there are still challenges that need to be addressed.

One of the main challenges is the limited range offered by some EV models. While technological advancements have led to improvements in battery life and range, there is still a need for further progress to ensure that EVs can meet the demands of long-distance travel. Additionally, the higher upfront cost of EVs compared to traditional vehicles remains a barrier for many potential buyers. Although government incentives have helped mitigate this issue, more affordable options and financing options need to be made available to drive EV adoption further. In conclusion, the profile of the EV cars market in Yangon is on a positive trajectory, driven by government support, infrastructure development, increasing model availability, and cost savings. As the market continues to evolve, addressing challenges related to range limitations and upfront costs will be crucial in sustaining the growth of the EV market in Yangon. With the combined efforts of the government, manufacturers, and consumers, Yangon has the potential to become a thriving hub for electric vehicles, contributing to a cleaner and more sustainable future.

3.2 Consumer Psychology towards EV Cars in Yangon

Consumer psychology plays a crucial role in shaping the adoption and perception of electric cars (EVs) in Yangon, Myanmar. As the world shifts towards sustainable transportation, understanding the psychological factors that influence consumer behavior is essential for the successful integration of EVs into the market. However, consumer psychology presents both opportunities and challenges for the widespread acceptance of EVs in this context. Ther are some psychological factors such as environmental concern, environmental friendly, energy efficient and performance benefit that might influence consumer attitudes and decisions regarding EVs in Yangon.

(a) Environmental Concern

Yangon, like many other cities, faces environmental challenges such as air pollution and traffic congestion. Consumers who are concerned about these issues might be more inclined to choose EVs as a more environmentally friendly option. Consumer psychology plays a significant role in the adoption and acceptance of electric vehicles (EVs) in Yangon, Myanmar. As environmental concerns continue to grow, more and more

consumers are becoming aware of the impact of traditional gasoline-powered cars on the environment. This increased awareness has led to a shift in consumer preferences towards more sustainable transportation options like EVs. The psychological factors that influence consumer behavior in Yangon when it comes to EV cars are multifaceted.

One of the key psychological factors that affect consumer decision-making regarding EV cars in Yangon is the concern for the environment. The rising levels of pollution and the depletion of natural resources have prompted consumers to consider more eco-friendly alternatives. EVs are seen as a viable solution to reduce carbon emissions and combat air pollution, which is a prevalent issue in Yangon. The notion of contributing to a cleaner and greener environment resonates well with consumers who prioritize sustainability and want to make a positive impact on their surroundings.

Another psychological factor that influences consumer behavior towards EV cars in Yangon is the perception of social responsibility. As individuals become more aware of their role in mitigating climate change, they are increasingly inclined to make choices that align with their values. Owning an EV car is seen as a responsible choice that demonstrates a commitment to reducing one's carbon footprint and setting an example for others. This sense of social responsibility can create a positive image for EV car owners, as they are perceived as environmentally conscious and forward-thinking individuals.

In addition to environmental and social factors, consumer psychology is also influenced by the practical benefits of EV cars. One such benefit is the cost-saving aspect. While the initial investment in an EV car may be higher compared to traditional vehicles, consumers in Yangon are realizing the long-term financial advantages that come with owning an electric vehicle. EVs have lower running costs, as they require less maintenance and have fewer parts that can wear out or break. Furthermore, the availability of government incentives and subsidies for EVs in Yangon makes them even more attractive to consumers, as they can save money both in the short and long term.

Moreover, the technological advancements in EVs have sparked consumer interest and curiosity. Yangon consumers, like many others around the world, are drawn to the innovation and futuristic features that come with electric vehicles. The ability to monitor and control various aspects of the car through smartphone apps, the convenience of home charging, and the potential for autonomous driving in the future are all factors that contribute to the psychological appeal of EV cars. Consumers in Yangon are increasingly

embracing new technologies, and EVs offer an exciting and cutting-edge alternative to traditional cars.

The increasing concern for the environment, the sense of social responsibility, the practical benefits, and the technological advancements all contribute to the psychological factors that influence consumer behavior. As more consumers in Yangon become aware of the environmental impact of traditional vehicles and seek sustainable alternatives, the demand for EVs is likely to continue to rise. The psychological appeal of EV cars, coupled with the practical advantages they offer, positions them as a promising solution to address environmental concerns in Yangon and create a more sustainable future.

(b) Environmental Friendly

In Yangon, where transportation is a significant contributor to air pollution and traffic congestion, the adoption of EVs can have a transformative impact on the city's environmental sustainability. As the global push for sustainability and environmental consciousness continues to grow, the demand for environmentally friendly transportation options, such as EVs, has increased. In Yangon, where air pollution is a major concern, EVs present a promising solution to reduce emissions and promote cleaner air quality.

The concept of environmental friendliness resonates strongly with consumers in Yangon. The city's residents are becoming increasingly aware of the detrimental effects of air pollution on their health and the environment. As a result, the idea of driving a vehicle that produces zero emissions is highly appealing. The psychological principle of cognitive dissonance also comes into play, as individuals seek to align their beliefs and behaviors. By choosing an EV, Yangon consumers can feel a sense of satisfaction and congruence between their environmental values and their transportation choices.

The perception of EVs as a status symbol influences consumer psychology in Yangon. Owning an EV is often associated with being progressive, forward-thinking, and environmentally conscious. This perception is fueled by the growing trend of eco-consciousness and the desire to project a certain image in society. As individuals strive to be seen as socially responsible, owning an EV becomes a symbol of one's commitment to a sustainable future. This psychological aspect drives the demand for EVs in Yangon, as consumers seek to align their self-identity with their choice of transportation.

Moreover, the psychological principle of social influence plays a crucial role in the adoption of EVs in Yangon. As more individuals within a social group or community

start embracing EVs, it creates a ripple effect, influencing others to follow suit. This phenomenon is known as social proof, where people look to others for guidance on what is acceptable and desirable behavior. In the context of EV adoption, when individuals see their peers, friends, or family members driving and advocating for EVs, it instills a sense of trust and confidence in the technology. This social influence can significantly impact consumer psychology and drive the widespread acceptance of EVs in Yangon.

Additionally, psychological barriers such as range anxiety and the fear of the unknown can hinder the adoption of EVs in Yangon. Range anxiety refers to the fear of running out of battery power and being stranded with no charging infrastructure available. Overcoming this psychological barrier requires a shift in consumer mindset and the provision of reliable charging infrastructure throughout the city. By addressing these concerns and providing reassurance to consumers, the adoption of EVs in Yangon can be accelerated.

The desire for environmental friendliness, the perception of EVs as a status symbol, and the influence of social proof all contribute to shaping consumer attitudes towards EVs. Overcoming psychological barriers such as range anxiety is essential to further promote the widespread adoption of EVs in Yangon. By understanding and addressing these psychological factors, stakeholders can work towards creating a more sustainable and environmentally friendly transportation landscape in the city.

(c) Energy Efficient

One of the key factors driving consumer interest in EVs is their energy efficiency. Yangon, like many rapidly growing urban centers, grapples with air pollution and traffic congestion. The demand for transportation alternatives that reduce emissions and lower the carbon footprint is rising. EVs are perceived as a sustainable option due to their high energy efficiency and reduced greenhouse gas emissions. Consumers who are environmentally conscious are likely to be attracted to the energy efficiency of EVs as it aligns with their values and aspirations for a cleaner city.

One of the primary benefits associated with EVs is their potential for cost savings. The lower cost of electricity compared to gasoline and the efficiency of electric motors contribute to reduced operational expenses. Consumers who are motivated by financial savings are likely to be swayed by the energy efficiency of EVs, which translates into fewer trips to refuel or recharge.

Range anxiety, the fear of running out of battery power, has been a psychological barrier to EV adoption. However, advancements in battery technology and the expanding charging infrastructure are mitigating these concerns. Consumers are gradually recognizing that the energy efficiency of EVs leads to longer ranges and improved battery life, thereby alleviating range anxiety. This perception shift could drive greater interest in EVs among Yangon's consumers.

Energy efficiency goes beyond the vehicle itself and extends to the charging infrastructure. A robust network of charging stations enhances the convenience of owning an EV. Consumers value the ability to charge their vehicles quickly and easily, contributing to a positive overall ownership experience. The perception of efficient charging further bolsters the image of EVs as practical and suitable for daily use.

Consumer behavior is also influenced by the perception of innovation and status associated with EVs. Yangon's consumers who view themselves as early adopters or who seek modern, technologically advanced solutions are likely to be attracted to the energy efficiency of EVs. The innovative nature of electric propulsion systems and their association with a forward-thinking lifestyle contribute to the allure of EVs.

Effective communication and education play a pivotal role in shaping consumer perceptions of energy efficiency in EVs. Raising awareness about the energy-saving features of regenerative braking, instant torque, and overall lower energy consumption can help potential EV buyers make informed decisions. Manufacturers and stakeholders should emphasize these aspects in their marketing strategies to promote energy efficiency as a key advantage of EVs.

As Yangon addresses its environmental challenges and embraces sustainable transportation solutions, understanding and addressing consumer perceptions of energy efficiency will be essential in accelerating the transition towards a cleaner, greener transportation landscape powered by electric vehicles.

(d) Performance Benefits

In Yangon, a bustling and dynamic city, the perception of performance is closely tied to modernity and progress. EVs offer instant torque and smooth acceleration due to the nature of electric motors, providing a driving experience that aligns with the fast-paced lifestyle of urban dwellers. Consumers who value performance attributes may be

drawn to EVs as these vehicles seamlessly integrate into the city's contemporary way of life.

One of the unique performance features of EVs is their near-silent operation. The absence of engine noise contributes to a quieter and more serene urban environment. In Yangon, where traffic congestion and noise pollution are prevalent, the quiet and smooth operation of EVs can enhance the driving experience and appeal to consumers seeking comfort and tranquility during their daily commutes.

One of the primary performance benefits of EV cars in Yangon is their reduced carbon footprint. As consumers become more environmentally conscious, the ability of EVs to produce zero tailpipe emissions has a strong appeal. This aspect resonates with individuals who are concerned about the adverse effects of traditional combustion engine vehicles on air quality and climate change. By opting for EV cars, consumers can contribute to cleaner air and a healthier living environment in Yangon.

Another advantage of EV cars in Yangon lies in their cost-effectiveness. As fuel prices continue to rise, the affordability of traditional vehicles becomes a concern for consumers. EVs offer a more economical alternative, as they can be charged using electricity, which is generally cheaper than gasoline or diesel. Furthermore, the maintenance costs of EVs are typically lower, as they have fewer moving parts compared to internal combustion engines. This aspect appeals to budget-conscious consumers in Yangon, who are looking for long-term savings and reduced dependency on fossil fuels.

Performance benefits of EV cars extend beyond environmental concerns and cost-effectiveness. Electric vehicles are known for their instant torque, which provides quick acceleration and smoother driving experience. This aspect is particularly advantageous in Yangon's congested traffic conditions, where maneuverability and responsiveness play a vital role. EV cars offer better acceleration from standstill, allowing drivers to navigate through traffic with ease. Additionally, the regenerative braking feature of EVs helps in capturing and storing energy that would otherwise be wasted during braking, thus enhancing the overall efficiency of the vehicle.

The performance of EVs extends beyond acceleration to include the charging experience. Yangon's consumers are likely to value a well-established and efficient charging infrastructure that aligns with their performance expectations. The availability of

fast-charging stations can address concerns about extended downtime during long trips and contribute to the overall positive perception of EVs.

The perception of performance benefits, including instant torque, silent operation, and innovative technology, significantly influences consumers' decisions to embrace EVs

3.3 Reliability Test

Reliability is a measure of the stability or consistency of the variable in the structured questionnaire. Questions are developed by using 5-point Likert scale. The result of the reliability test by Cronbach's Alpha is presented in Table (3.1)

Table (3.1) Reliability Test

Sr. No.	Variable	No.of Items	Cronbach's Alpha
1	Environmental Concern	5	0.900
2	Environmental Friendly	5	0.832
3	Energy Efficient	5	0.865
4	Performance Benefit	5	0.866
5	Consumer' Reliance in Reviews	6	0.885
6	Consumer Purchase Decision	5	0.875

Source: Survey Data (2023)

According to Table (3.1), Cronbach's alpha values for all variables show that all the scores are greater than 0.7. Therefore,it is said to have good reliability and the findings are valid for this study.

3.4 Profile of the Respondents

In order to get the primary data, structured questionnaires are collected from 352 group members of EVs Cars owners Group. Table (3.2) presents the profile of the respondents.

Table (3.2) Profile of the Respondents

Sr. No.	Particular	Frequency	Percentage
	Total	**341**	**100.00**
1	**Gender**		
	Male	220	64.51
	Female	121	35.48
2	**Age (Years)**		
	Under 20	8	2.34
	20 to 30	48	14.07
	31 to 40	165	48.38
	41 to 50	65	19.06
	50 and above	55	16.12
3	**Education**		
	Undergraduate	45	13.19
	Bachelor's degree	235	68.91
	Master's degree	61	17.88
4	**Occupation**		
	Student	20	5.86
	Government staff	75	21.99
	Company staff	90	26.39
	Self-Employed	156	45.75
5	**Monthly Income (MMK)**		
	Under 500,000 MMK	40	11.73
	500,000 -1,000,000 MMK	86	25.21
	1,000,001–1,500,000 MMK	120	35.19
	Above 1,500,000 MMK	95	27.85

Source: Survey Data (2023)

According to Table (3.2), the percentage of male is around 64.51%. It denotes that the maximum number of customers to choose in this research is male and male has the dominant figure to give their opinions and suggestions. However, previous studies also

show that men are more likely to buy different models of cars. As for the age analysis, under 20 years group has 8 respondents (2.34%),48 respondents (14.07) represents 20-30 years,165 respondents(48.38%) are from 31-40 years,65 respondents (19.06%) from 41-50 years and 61 respondents (17.88%) from above 50 years. From this survey result, middle-aged people are likely to buy new technology cars. For Level of education respondnets,20 respondents (13.19%) are undergraduate ,235 respondents (68.91%) are bachelor's degree holders and 61 respondents (17.88%) are master degree holders. Graduate respondents are the highest number in relation to level of education.

As for the occupation, the large proportion is self-employed employees with 156 (45.75%) respondents. Students takes up 20(5.86%) of the respondents, government staff takes up 75 respondents (21.99%) and 90 respondents(26.39%) are company staff.

As for the income, the monthly income levels of respondents are divided into four groups. The majority of respondents' income is between 1,000,001-1,500,000 MMK. The second largest group is the respondents with above 1,500,000 MMK incomes, followed by the respondents with monthly income between 500,000 MMK and 1,000,000 MMK .The minority is the respondents with income under 500,000 MMK..

CHAPTER 4

ANALYSIS ON THE LEADING FACTORS, CONSUMER RELIANCE IN REVIEWS AND CUSTOMER PURCHASE DECISION

This chapter presents the effect of leading factors such as environmental concern, environmental friendly, energy efficient and performance benefit on the customer purchase decision of electric car in Yangon and moderating effect of consumer reliance in reviews relationship between the leading factors and consumer purchase decision of electric car in Yangon.

4.1 Analysis of Leading Factors on Customer Purchase Decision

In this study, the significance of leading factors on customer purchase decision has been analyzed based on customer purchase decision of electric car in Yangon. To collect data, a questionnaire with five-point Likert-scale is used. The 341 respondents have been recently surveyed. Each question was measured by five point Likert-scale ranging with 1 to 5(strongly disagree, disagree, neutral, agree. strongly agree).According to Best (1977),the mean values of five-point Likert scale items are interpreted as follows.

The score among 1.00-1.80 means strongly disagree.

The score among 1.81-2.60 means disagree.

The score among 2.61-3.40 means neutral.

The score among 3.41-4.20 means agree.

The score among 4.21-5.00 means strongly agree.

(a) Environmental Concern

This part provides environmental concerns that are considered as leading factors on customer purchase decisions. Regarding the analysis of environmental concern in purchase decision of EV car, respondents are required to respond 5 statements about how environmental concern influences on customer purchase decision of EV car. The mean and standard deviation of each and overall mean are presented in following Table (4.1) based on survey results.

Table (4.1) Environmental Concern

Sr. No	Environmental Concern	Mean	Std. Dev
1	Playing prominent role in decision-making for purchases like electric car.	4.03	0.69
2	Concerning about the long-term consequences of relying on fossil fuels	4.11	0.69
3	Concerning about environmental impact of diesel cars on air quality and public health.	4.05	0.77
4	Using of electric cars can contribute to a healthier environment for future generations.	4.04	0.76
5	Thinking about environmental problems are becoming more and more serious in recent years.	4.10	0.72
	Overall Mean	**4.06**	

Source: Survey Data (2023)

According to Table (4.1), mean value for environmental concern influence customer purchase decision gets 4.06, residing between 3.41-4.20. The highest mean value indicates that the most respondents are concerned about the long-term relying on fossil fuels because of the environmental impact, depletion of resources, and potential harm to future generations. Respondents also prioritize sustainability and want to reduce their carbon footprint. According to overall mean score environmental concern influences their decision to purchase an electric car of EV cars.

(b) Environmentally Friendly

This part explores how electric cars contribute to environmental friendliness. The survey result is presented in Table (4.2).

Table (4.2) Environmental Friendly

Sr. No	Environmentally Friendly	Mean	Std. Dev
1	Electric car doesn’t pollute the air.	3.91	0.65
2	Electric car doesn’t contribute to the greenhouse gas effect.	4.02	0.61
3	Electric car reduces significantly less CO2.	3.89	0.66
4	Electric car helps to keep environment	4.09	0.69
5	Electric car products prove to be a green environment element.	3.97	0.66
	Overall Mean	**3.98**	

Source: Survey Data,(2023)

According to Table (4.3), the overall mean value 3.98 is higher than neutral that customers think electric cars are environmental friendly product due to their perception of reduced emissions and the promotion of sustainable transportation. The highest mean value is 4.09 because consumers are increasingly favoring electric cars to support environmental conservation due to their lower emissions and reduced carbon footprint, as indicated by a survey. The growing awareness of the role electric cars play in mitigating climate change aligns with customers' preferences for environmentally responsible transportation options. The lowest value is 3.97 and customers might have chosen electric car products less frequently as a perceived green environment element due to limited awareness about their emission reduction benefits or concerns about the overall lifecycle environmental impact of battery production and disposal. These factors could contribute to a lower perception of electric cars as a definitive environmentally friendly choice among certain respondents.

(c) Energy Efficient

This part explores how electric cars are energy efficient products. The survey result is presented in Table (4.3).

Table (4.3) Energy Efficient

Sr. No	Energy Efficient	Mean	Std. Dev
1	Electric car gives more distant to run.	3.78	0.67
2	Electric car gives less fuel consumption.	3.82	0.68
3	Electric car saves a lot of cost on fuel	3.91	0.68
4	Electric car is the most cost effective.	3.71	0.69
5	Electric car can boost up its longitivity by saving more energy.	3.84	0.63
	Overall Mean	**3.81**	

Source: Survey Data,(2023)

According to Table (4.3),overall mean value is 3.81 greater than neutral .This means that customer are agree the statement of energy efficient factor is one of the significant role of customer purchase decision of electric car. The highest mean value is 3.91 and customers likely prioritized electric cars as a top choice for their perceived cost savings on fuel, acknowledging that electricity is often cheaper than gasoline, leading to reduced operating expenses over the vehicle's lifespan. The understanding that EVs can significantly lower refueling costs due to their efficient use of electricity compared to conventional fuel contributed to their appeal among respondents. The lowest mean value is 3.71 and customers may have ranked electric cars as a less cost-effective option due to concerns about their higher upfront purchase price and potential expenses associated with battery replacement, which could overshadow the perceived long-term savings on fuel and maintenance. These factors could influence respondents to perceive other vehicle options as more immediately cost-effective.

(d) Performance Benefit

This part explores how electric cars have performance benefits. The survey result is presented in Table (4.4).

Table (4.4) Performance Benefit

Sr. No	Energy Efficient	Mean	Std. Dev
1	Electric car needs less maintenance cost.	3.96	0.59
2	Electric car is user friendly the customers.	3.95	0.62
3	Electric car lasts more than any other forms of cars.	3.76	0.71
4	Electric car is compatible to run under any worst weather	3.98	0.55
5	Electric car can acquire trust from the customer for its trustworthy excellent services.	3.92	0.61
	Overall Mean	**3.91**	

Source: Survey Data,(2023)

According to Table (4.4),mean value for performance benefit is 3.91 which lies in 3.41-4.21.This mean value states that customer agree performance benefit factor is important factor of making decision of buying electric car. The highest mean value is 3.98 and customers might have favored electric cars for their perceived ability to operate reliably in adverse weather conditions, reflecting their confidence in advanced engineering and weatherproofing technologies. The perception of electric cars as adaptable and capable of performing well under challenging weather situations could influence their preference among respondents. The lowest mean value is 3.76 and customers might have ranked electric cars as a less preferred option with regard to longevity compared to other vehicle forms due to concerns about the battery degradation over time and the potential cost of battery replacement. These considerations could

overshadow the perceived advantage of longer lifespan, impacting the overall appeal of electric cars among certain respondents.

(e) Customer Purchase Decision

Table (4.5) represents the customer purchase decision of electric cars in Yangon.

Table (4.5) Customer Purchase Decision

Sr. No	Customer Purchase Decision	Mean	Std. Dev
1	Environmentally friendly products can attract to purchase.	3.96	0.55
2	Recommendations from friends or family who have experience with electric car influence consideration of purchasing.	3.81	0.66
3	Environmental factors influence decision to consider purchasing electric car.	3.96	0.52
4	Selecting products according to my lifestyle.	3.91	0.57
5	Variety of electric car models with different features and price points affects decision-making.	3.86	0.60
	Overall Mean	**3.90**	

Source: Survey Data,(2023)

According to Table (4.5), overall mean is 3.91 greater than neutral. The highest mean value is 3.96 because customer likely emphasized environmental factors as a primary influence on their decision to consider purchasing an electric car, acknowledging the desire to reduce their carbon footprint and contribute to sustainability efforts, which aligns with growing awareness of the environmental impacts of transportation. The perceived positive impact of electric cars on air quality and climate change mitigation played a significant role in driving respondents' preference for environmentally friendly options. The lowest mean value is 3.81 because customers might have ranked recommendations from friends or family with electric car experience as having a lower

influence on their purchasing decisions due to varying personal preferences and potential skepticism about the applicability of others' experiences to their own needs and circumstances. These factors could contribute to a diminished impact of such recommendations on influencing their choice.

In this section to find out the effect of leading factors on customer purchase decision of electric car in Yangon. The regression result is shown in Table (4.6).

Table (4.6) Effect of Leading Factors on Customer Purchase Decision

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.833	.162		5.131	.000
Environmental Concern	.063	.040	.078	1.579	.115
EnvironmentalFriendly	.260***	.055	.275	4.710	.000
Energy Efficient	.339***	.049	.385	6.957	.000
Performant Benefit	.125***	.041	.131	3.082	.002
R Square	.554				
Adjusted R Square	.549				
F Value	104.467***				

Source: Survey Data (2023)

According to Table (4.7), the model can explain 55,4% about the variation of leading factors since the R Square is 0.554.The model can explain 54.9% about the variance of the independent variable (environment concern, environment friendly, energy efficient, performance benefit) and dependent variable (customer purchase decision) because adjusted R Square is 0.549. The value of F test which represents the overall significance of the models, turned out highly significant level at 1% level.

According to the outcome, environmental friendly, energy efficient and performance benefits are highly significant at 1% level. All of the three variables have the expected positive signs which mean that an increase in each variable lead to positive

leading factors. A unit increase in each of the variable results in 0.275,0.385 and 0.131 increase in leading factors respectively. Among four leading factors, environmental friendly, energy efficient and performance benefit have significant positive effect on customer purchase decision.

Environmental friendly is the essential factor for making the purchasing decision of electric car. High level of environmental friendly can improve the customer purchase decision of electric car. The study shows that the effect of environmental friendliness on customer purchase decisions is the positive significant.

Performance benefits are also factors for making purchasing decision of electric car. The performance benefits of electric cars matter to customers because these vehicles offer smooth and quick acceleration, making them enjoyable and practical for daily use. According to the results, performance benefit on customer purchase decision is the positive significant.

Among the three variables, energy efficient is the highest standardized coefficient (Beta) which reveals that customer perceptions on energy efficient factor have greater contribution than others to improve customer purchase decision of electric car. The findings show that customers are more conscious of the significance of energy efficient . Energy efficiency is a critical factor influencing customer purchase decisions for electric cars due to its direct impact on cost savings and environmental responsibility. Moreover, choosing an energy-efficient electric car aligns with customers' desire to contribute to sustainability and lower their carbon footprint, further driving their purchasing choices.

Environmental concern factor is discovered to not have significant effect. Environmental concern factor low influence on customer purchase decisions for electric cars due to factors like limited awareness of the environmental impact of conventional vehicles, a lack of immediate financial incentives, and concerns about electric vehicle infrastructure. Consumers might prioritize factors such as upfront cost, range anxiety, and charging infrastructure over long-term environmental benefits when making purchasing choices. Additionally, the perceived convenience and familiarity of traditional vehicles can outweigh environmental considerations for some customers.

4.2 Analysis of the Moderating Effect of Consumer Reliance in Reviews on Relationship between Leading Factors and Customer Purchase Decision of Electric Car in Yangon

This section analyzes the moderating effect of consumer reliance in reviews on relationship between customer purchase decision of electric car in Yangon through inquiring 341 reponedents.5-point Likert scale is applied in measuring the questionnaire items. Linear Regression model is applied to analyze the moderating effect of consumer reliance in reviews on relationship between customer purchase decision of electric car in Yangon.

4.2.1 Consumer Reliance in Reviews

Consumer reliance in reviews reflects the extent to which individuals depend on and trust online reviews when making purchasing choices. Table (4.7) presents the consumer reliance in Reviews of EV cars.

Table (4.7) Consumer Reliance in Reviews

Sr. No	Consumer Reliance in Reviews	Mean Score	Std.Dev
1	Reviews from other electric car owners significantly influence perception of different electric car models	3.82	0.63
2	Relying on detailed technical reviews and comparisons to help me understand the pros and cons of different electric car models	3.81	0.62
3	Reviews help visualize how an electric car would fit into my lifestyle.	3.87	0.61
4	Reviews that discuss charging infrastructure availability and convenience influence my decision.	3.75	0.69
5	The overall reviews influence final decision to purchase an electric car	3.81	0.67
6	Consumer reviews are influences purchase decision.	3.79	0.65
	Overall Mean	**3.80**	

Source: Survey Data,(2023)

According to Table 4.8, mean value for consumer reliance in reviews of Ev cars decision gets 3.80, residing between 3.41-4.20. Respondents value the opinions and experiences of other consumers as a trusted source of information when making purchasing decisions. Most respondents state that reviews assist in envisioning how an electric car could fit into their unique lifestyle. Hearing about the experiences and opinions of actual owners provides valuable insights and helps make more informed decisions about which electric car model to choose. The lowest mean score is 3.75 where electric car users might assign a lower mean value of influence to reviews discussing charging infrastructure availability and convenience in their decision-making due to their firsthand experience with charging routines and familiarity with nearby charging stations. If users have already adapted their daily routines to accommodate charging needs or have efficient home charging setups, the impact of this factor on their decision could be diminished. Additionally, electric car users might prioritize other aspects such as vehicle performance, range, and cost savings, further lowering the relative influence of charging infrastructure discussions.

4.2.2 The Moderating Effect of Consumer Reliance in Reviews on Relationship between Customer Purchase Decision of Electric Car in Yangon

The Moderating Effect of Consumer Reliance in Reviews on Relationship between Customer Purchase Decision of Electric Car in Yangon is analyzed using Linear Regression model and the result is shown in Table (4.8).

Table (4.8) Moderating Effect of Consumer Reliance in Reviews relationship between Leading Factors and Customer Purchase Decision of Electric Car in Yangon

Variable	Model 1				Model 2			
	B	**SE**	**t**	**Sig**	**B**	**SE**	**t**	**Sig**
(Constant)	.764	.156	4.883	.000	1.65	.558	2.959	.003
Leading Factors (LF)	.683***	.046	14.865	.000	.447***	.149	2.994	.003
Consumer Reliance in Reviews (CR)	.122***	.025	4.853	.000	-.126	.152	-.829	.408
LF*CR					.065***	.039	1.665	.009
R Square	.558				.562			
Adjusted R Square	.556				.558			
P	213.628***				144.065***			

Source: Survey Data (2023)

Notes:*** Significant at 1% level,** Significant at 5% level,*Significant at 10% level

Based on the result of Table (4.8), there has been a moderating effect of consumer reliance in reviews on the relationship between leading factors and customer purchase decision of electric car in Yangon. In model 2, R square value is 0.562while adjust R value is 0.558, meaning this specific model can explain 55.8% of the variance of moderating effect of consumer reliance in reviews (moderator) on the relationship between leading factors (independent variable) and customer purchase decision (dependent variable) of electric car in Yangon. Based on the F-value, the overall model is significant at 1% significant level. According to R square value of model 2, the model can explain 55.8% about the moderation effect between the relationship.

It is found that consumer reliance in reviews has the partial moderating effect on the relationship between leadings factors and customer purchase decision. A partial

positive moderating effect is observed where consumer reliance in reviews strengthens the relationship between leading factors and customer purchase decision.

This result shows that respondents with high level of consumer reliance in reviews is more likely to increase their psychological leading factors. With more effect of consumer reliance in reviews of respondents, the more strength of the leading factors influences in customer purchase decision of electric car Yangon. Combining consumer reliance in reviews to leading factors to strengthen the salutary effect of customer purchase decision of electric car in Yangon.

According to model 2, it can be conducted that the leading factors are strengthened by high levels of consumer reliance in reviews and improve customer purchase decision of electric car in Yangon.

CHAPTER 5
CONCLUSION

In this chapter, the total of three parts are discussed, findings and discussion of the study, suggestions and recommendations as well as the needs of further research based on this study factors leading to decisions making of electric car in Yangon.

5.1 Findings and Discussion

This paper studies factors leading to decisions making of electric car in Yangon and 341 respondents, both male and female, from Yangon who are electric car owners participated in the study. The structured questionnaire is distributed in the form of an online survey using google form. The first section inquired about the demographic profile in order to understand the respondents' general information. Based on the results, males use electric car more compared to females and most of the respondents are between 31 to 40 years, implying middle-aged people are primary users of electric car. As most of them are middle-aged people, a significant number of them are bachelor degree holder. The majority of the respondents are employed, and they generated a sizeable income in this study. Among the employee respondents, the biggest percentage is self-employed.

There are two objectives for this study: to examine the factors leading to customer purchase decision of electric car in Yangon, to analyze the moderating effect of consumer reliance in reviews relationship between leading factors and customer purchase decision of electric car in Yangon.

For the first objective, in measuring the leading factors such as environmental concern, environmental friendly, energy efficient and performance benefit. Among them, it is discovered that environmental friendly, energy efficient and performance benefit are the three factors that influence customer purchase decision of electric car in Yangon. For environmental friendly, consumer choices are increasingly influenced by the environmental friendliness of products, and this trend is particularly evident in the realm of electric vehicles (EVs). With a growing awareness of climate change mount, more consumers are opting for EVs due to their lower carbon emissions. This shift towards eco-conscious choices highlights the pivotal role of environmental considerations in shaping the automotive market.

For Energy efficiency, EV car owners preference the role of energy efficiency in shaping and adoption of electric vehicles. As individuals seek more economical and sustainable transportation options, the superior energy efficiency of EVs becomes a compelling reason for their selection. This emphasis on energy efficiency highlights how consumers are increasingly valuing vehicles that minimize energy consumption and contribute to a greener future.For performance benefit, EV car owners preference the performance benefit of electric car.The rapid acceleration, torque, and responsive driving experience offered by electric vehicles have emerged as significant factors driving consumers towards choosing EVs.

Environmental concern factor is negatively significant on customer purchase decisions for electric cars due to consumer prioritize other factors such as upfront cost, range anxiety, and charging infrastructure over long-term environmental benefits when making purchasing choices. Additionally, the perceived convenience and familiarity of traditional vehicles can outweigh environmental considerations for some customers.

Then, the effect of leading factors on customer purchase decision of electric car in Yangon is analyzed. Based on the result, the effect of leading factors on customer purchase decision of electric car in Yangon is positively significant. In Yangon, the influence of leading factors on customer purchase decisions for electric cars is becoming increasingly prominent. Factors such as the vehicle's upfront cost, charging infrastructure availability, and overall range are pivotal in shaping consumers' choices. As environmental awareness and energy efficiency gain traction, these factors collectively play a vital role in driving the adoption of electric cars in Yangon's evolving automotive market.

For second objective, moderating effect of consumer reliance in reviews on the relationship between leading factors and customer purchase decision of electric car in Yangon. It is revealed that consumer reliance in reviews has partially positive moderating effect on the relationship between leading factors and customer purchase decision of electric car in Yangon. There is positive interaction between consumer reliance in reviews and leading factors, indicating the strengthen relationship between leading factors and customer purchase decision of electric car in Yangon as consumer reliance in reviews increase.

With consumer reliance in reviews, it has reshaped the landscape of purchasing decisions, particularly in the realm of EV cars. In an era of information accessibility, potential buyers often turn to reviews to gather insights into the real-world experiences of other EV owners. Positive reviews that highlight attributes like impressive acceleration, extended range, convenient charging options, and lower operational costs can serve as powerful incentives, swaying hesitant consumers towards embracing EV technology. Conversely, negative reviews might raise concerns and lead some individuals to reconsider their choice. In this digital age, the collective voice of consumers expressed through reviews plays a pivotal role in shaping perceptions, influencing decisions, and ultimately driving the adoption of EV cars.

5.2 Suggestions and Recommendations

When considering factors leading to decision making for buying an electric car in Yangon, several important aspects come into play. Firstly, environmental friendliness drives individuals towards purchasing electric vehicles. Public Awareness Campaigns should be created and Support initiatives that raise awareness about the environmental benefits of electric cars. Hosting seminars, workshops, and public events can educate consumers about the positive impact of electric vehicles on air quality. Collaborate with environmental organizations to establish green certifications for electric cars. This certification can assure consumers that the vehicles adhere to stringent environmental standards.

Additionally, the energy efficiency of electric cars is another leading factor that influences the decision-making process. Electric car sellers should organize workshops that emphasize the energy-saving benefits of electric cars. Providing data-driven comparisons between electric cars and traditional vehicles can help consumers understand the long-term cost saving. Electric vehicles have higher energy efficiency compared to internal combustion engine (ICE) vehicles, meaning they can travel a greater distance using the same amount of energy. In a city like Yangon, where traffic congestion is often a challenge, having an electric car that can cover longer distances with less energy consumption is an attractive proposition for potential buyers.

Moreover, the performance benefits associated with electric cars are a driving force behind the decision to purchase. They should organize electric car test drive events

where consumers can experience the impressive acceleration and handling of electric vehicles firsthand, create content that compares the performance of electric cars with traditional vehicles. Videos, articles, and social media posts can showcase the dynamic capabilities of electric vehicles and collborate with local influencers or celebrities to promote the exhilarating driving experience of electric cars. Their endorsements can resonate with a wider audience.

However, it is important to consider the moderating factor of consumer reliance on reviews. While the mentioned factors are significant, potential buyers in Yangon often heavily rely on consumer reviews and feedback before making a final decision. Electric cars are relatively new to the market, and consumers seek assurance regarding their quality, reliability, and overall performance. By understanding the moderating effect of consumer reliance on reviews, companies should develop targeted marketing campaigns and enhance their online reputation to positively influence customer purchase decisions.Electric car sellers should create initiate campaigns where satisfied electric car owners share their stories through videos or written testimonials. Authentic experiences can resonate with prospective buyers.

They also should encourage the government to offer incentives such as tax breaks or subsidies for electric car buyers. This can make electric vehicles more financially attractive, especially when compared to traditional combustion engine cars.

The decision to purchase an electric car in Yangon involves a delicate interplay of environmental concern, energy efficiency, performance benefits, and consumer reliance on reviews. By addressing these factors, stakeholders can create an environment that encourages and supports the transition to electric vehicles. Government support, public awareness initiatives, and partnerships with various stakeholders will collectively contribute to a cleaner, more sustainable transportation landscape in Yangon.

5.3 Needs for Further Research

This research study is conducted with only 341 respondents who are group members of EV cars owners' groups from Facebook. Since the study is only based on consumers only in Facebook group, this study may not be relevant to all EV cars owners from Yangon. Future research can be conducted based on a wider geographic area within

Yangon to account for potential variations in preferences and factors influencing purchase decisions across different neighborhoods or districts.

Other psychological factors like perceive cost saving, innovation and status, psychological comfort and personal values and identity can be studied in future studies. Also, aside from the consumer reliance in reviews considered in this study, other consumer reliance in reviews factors that can moderate leading factors and customer purchase decision may exist and this study does not cover those areas of study. Since EV car markets will continue to grow along with technological advancements, the need for further research will continue to exist.

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APPENDIX A

STRUCTURED QUESTIONNAIRE

PART (A) DEMOGRAPHIC DATA

1. **Gender**

☐ Male ☐ Female

2. **Age (years)**

☐ Under 20 ☐ 40 to 50

☐ 20 to 30 ☐ 50 and above

☐ 31 to 40

3. **Education**

☐ Undergraduate ☐ Master Degree

☐ Bachelor Degree

4. **Occupation**

☐ Student ☐ Government Staff

☐ Company Staff ☐ Self-employed

5. **Monthly Income (MMK)**

☐ Under 500,000 MMK ☐ 500,000-1,000,000 MMK

☐ 1,000,001-1,500,000 MMK ☐ above 1,500,000 MMK

PART (B) LEADING FACTORS

Insutrustion: Please choose one of the following numbers on each line according to the index.

Index: 1 = Strongly disgreed

2 = Disagreed

3 = Neutral

4 = Agreed

5 = Strongly Agreed

(1) Environmental Concern

No	Particular	1	2	3	4	5
1	Environmental concerns play a more prominent role in my decision-making for significant purchases like electric car.					
2	I am concerned about the long-term consequences of relying on fossil fuels for transportation and its impact on the environment.					
3	I am concerned about the environmental impact of traditional gasoline/diesel vehicles on air quality and public health.					
4	I believe that the use of electric cars can contribute to a healthier and cleaner environment for future generations.					
5	I think environmental problems are becoming more and more serious in recent years.					

(2) Environmental Friendliness

No	Particular	1	2	3	4	5
1	Electric car doesn't pollute the air.					
2	Electric car doesn't contribute to the greenhouse gas effect.					
3	Electric car reduces significantly less CO2.					
4	Electric car helps to keep environment					
5	Electric car products prove to be a green environment element.					

(3) Energy Efficient

No	Particular	1	2	3	4	5
1	Electric car gives more distant to run.					
2	Electric car gives less fuel consumption.					
3	Electric car saves a lot of cost on fuel					
4	Electric car is the most cost effective.					
5	Electric car can boost up its longitivity by saving more energy.					

(4) Performance Benefit

No	Particular	1	2	3	4	5
1	Electric car needs less maintenance cost.					
2	Electric car is user friendly the customers.					
3	Electric car lasts more than any other forms of cars.					
4	Electric car is compatible to run under any worst weather					
5	Electric car can acquire trust from the customer for its trustworthy excellent services.					

PART(C) CONSUMER RELIANCE IN REVIEWS

No	Particular	1	2	3	4	5
1	Reviews from other electric car owners significantly influence my perception of different electric car models.					
2	I rely on detailed technical reviews and comparisons to help me understand the pros and cons of different electric car models.					
3	Reviews that highlight real-world usage scenarios in Yangon help me visualize how an electric car would fit into my lifestyle					
4	Reviews that discuss charging infrastructure availability and convenience influence my decision.					
5	The overall sentiment of reviews—positive or negative—strongly influences my final decision to purchase an electric car in Yangon.					
6	Consumer reviews are influences my purchase decision.					

PART (D): CUSTOMER PURCHASE DECISION

No	Particular	1	2	3	4	5
1	I like environmentally friendly products as it attracts me to purchase.					
2	Recommendations from friends or family who have experience with electric car influence my consideration of purchasing one.					
3	The cost savings associated with owning an electric car, including lower fuel and maintenance costs, influence my decision to consider purchasing one.					
4	Environmental factors, such as reducing carbon emissions, influence my decision to consider purchasing electric car.					
5	I select products according to my lifestyle.					

APPENDIX B

Effect of Leading Factors on Customer Purchase Decision

Model Summary

Model	R	R Suqare	Adjusted R Square	Std.Error of the Estimate
1	.745[a]	.554	.549	.32109

a.Predictors: (Constant),Environmental Concern Mean,Environmental Friendly Mean,Energy Efficient Mean,Performance Benefit Mean

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.083	4	10.771	104.467	.000[b]
	Residual	34.642	336	.103		
	Total	77.725	340			

a.Dependent Variable : Customer Purchase Decision

b.Predictors: (Constant), Environmental Concern Mean,Environmental Friendly Mean,Energy Efficient Mean,Performance Benefit Mean

Coefficients [a]

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.833***	.162		5.131	.000
Environmental Concern Mean	.063	.040	.078	1.579	.115
Environmental Friendly Mean	.260***	.055	.275	4.710	.000
Energy Efficient Mean	.339***	.049	.385	6.957	.000
Performant Benefit Mean	.125**	.041	.131	3.082	.002

a. Dependent Variable : Customer Purchase Decision

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Model Summary

Model	R	R Suqare	Adjusted R Square	Std.Error of the Estimate
1	.747[a]	.558	.556	.31870
2	.750[b]	.562	.558	.31788

a.Predictors: (Constant),Consumer Reviews Mean,Leading Factors Mean

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.395	2	21.698	213.628	.000[b]
	Residual	34.330	338	.102		
	Total	77.725	340			
2	Regression	43.672	3	14.557	144.065	.000[c]
	Residual	34.053	337	.102		
	Total	77.725	340			

a.Dependent Variable : Customer Purchase Decision

b.Predictors: (Constant), Consumer Reviews Mean,Leading Factors Mean

c Predictors:(Constant), Consumer Reviews Mean,Leading Factors Mean , Consumer Reviews - Leading Factors

Coefficients [a]

Model		Unstandardized Coefficients		β	t	Sig
		B	Std Error			
1	**(Constant)**	.764	.156		4.883	.000
	Leading Factors Mean	.683	.046		14.865	.000
	Consumer Reviews Mean	.122	.025		4.853	.000
2	(Constant)	1.650	.558		2.959	.003
	Leading Factors Mean	.447	.149		2.994	.003
	Consumer Reviews Mean	-.126		-.210	-.829	.408
	Consumer Reviews -Leading Factors Mean	.065	.039	.557	1.655	.099

a. Dependent Variable : Customer Purchase Decision