YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF COMMERCE

ANTECEDENT FACTORS ON PURCHASE INTENTION

TOWARDS ELECTRIC VEHICLES (EVs)

CHUU YEE MON SOE

SEPTEMBER, 2023

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This thesis is submitted to the Board of Examiners in partial fulfilment of the requirements for degree of Master of Commerce (M.Com)

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ACCEPTANCE

This is to certify that the dissertation entitled "**Antecedent Factors on Purchase Intention towards Electric Vehicles (EVs)**" submitted as the requirements for the degree of Master of Commerce has been accepted by the board of Examiners.

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ABSTRACT

This study focuses on the purchase intention of electric vehicles (EVs) in Myanmar. The research objectives are to analyze the antecedent factors on purchase intention towards EVs, and to examine the effect of purchase intention to the buying behavior of electric vehicle. This study uses systematic sampling method and collects the data from 240 respondents according to the Cochran formula of unknown population. A sample of 240 respondents is chosen one person of every five person at United Diamond and BBB car showrooms from first June to August using systematic sampling method. The results of the study indicate that the subjective norms and perceived behavioral control have impact on consumers purchase intention. Subjective norms have the greatest influence on consumer purchase intention towards EVs because Myanmar consumers like advice of others. Then, perceived behavioral control does encourage them to purchase EVs. According to the finding results, the importing companies should offer reasonable and fair price, should use effective selling methods such as promotions, loan, and various payment methods, by using more budgets in marketing activities and containing showrooms to reach customers easily. Thereby, they can achieve favorable market position in automobile industry.

ACKNOWLEDGEMENTS

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CHAPTER 1

INTRODUCTION

Climate change is one of the world's most critical issues that affect all living species and the environment and the primary cause of climate change is the use of fossil fuels by industries and the transportation sector. The automotive industry and its fossil fuel-based vehicles are seen as a major contributor to the emission of gases. At the end of 2022, the total oil consumption worldwide is expected to reach an average of 100 million 600 thousand barrels per day, increasing by nearly 3.1 million barrels, compared to 2021, and 102 million 600 thousand barrels in 2023 (IEA, 2022).

As one of the gears of the global economy, the automotive industry has undergone a major transformation to protect future of the world, to ensure sustainable consumption, and to increase renewable and green energy use (IEA, 2022). In addition, the automotive industry, as one of the largest industries worldwide, thereby has a twofold scope of influence to the emission balance: reducing emissions when making vehicles, transportation and converse supply chain activities, and decreasing emissions when using vehicles. Therefore, the automotive industry is trying to do its part to prevent the environmental damage caused by excessive oil consumption, air pollution, increased carbon footprint, increased greenhouse gas emissions, etc (Zhao, J., Xi, X. I., Na, Q. I., Wang, S., Kadry, S. N., & Kumar, P. M. 2021).

A major challenge is to replace fuel-based vehicles like electric and hybrid vehicles. Electric vehicles (EVs) are perceived as key technology in the automotive industry to contribute to sustainable development with lower greenhouse gas emissions, less air pollution for citizens and new job opportunities with positive social impact (H.-O. Günther a, M. Kannegiesser b, N. Autenrieb, 2015). Due to the lower greenhouse gas (GHG) emissions and reliance on fossil fuels, EVs are flagging the way for sustainable mobility. On average, it may increase fuel efficiency by 40–60% while reducing the carbon footprint by 30–50% (Wang, S., Li, J., & Zhao, D. 2017).

EVs are 100% powered by electricity instead of petrol or diesel and more environmentally friendly than conventional vehicles because they do not emit polluting exhaust while in operation. The electricity is kept back in rechargeable

batteries that power the electric motors directly. One of its greatest benefits is that it can utilize its maximum turning force from launch resulting in superior acceleration.

Regarding to the above, promoting EVs adoption has become one of the important paths for countries around the world to address climate change and accelerate the transformation of energy system for achieving sustainable development. (He, Z., Zhou, Y., Wang, J., Shen, W., Li, W., & Lu, W., 2022). In view that the successful introduction of electric vehicles (EVs) cannot only bring fundamental changes in sustainable traffic behavior but is also an important way to protect the environment and sustainable development (Smith, R.A, 2008).

The global automobile manufacturers did well in boosting the capacity of electric vehicles by doing research to reduce battery production cost so that EVs market is getting widespread around the world. One time charging obtains about 400 kilos and can drive about 300 miles. Due to the use of battery electric power, EVs have no noise, no gas emissions. At the same time, they can reduce the cost by 6 times for a mile drive comparing with fuel and gas use vehicles and can reduce the damage of natural environment.

There are many antecedent factors on the intention of customers who plan to buy electric Vehicle (EV). Purchase intention is the enthusiasm of a customer to buy a certain product or a certain service and is a dependent variable that depends on several external and internal factors. Purchase intentions are a measure of attitude of the respondent towards purchasing a product or availing a service. Intents of consumers will provide important implications for automotive industries and other concerned stakeholders in designing improved strategies that motivate consumers to purchase EVs. (Lashari, Z. A., Ko, J., & Jang, J. 2021).

1.1   Rationale of the Study

Since the rapid growth of automobile after the market foundational in 2011, Myanmar has been make better the development of automobile assembly industry, allowing auto manufacturers to import products that are essential to make vehicles in the country. Automotive industry consists of a wide range of companies and organizations that involved in the design, development, manufacturing, marketing, and selling of motor vehicles. It is said to be one of the largest economic sectors in the world by revenue and in Myanmar automotive industry is set to grow.

Myanmar expects to drive further growth in domestic automotive manufacturing and auto-related businesses along the supply chain, such as machinery and parts manufacturing, supply of raw materials, after-sales services, parts distribution, insurance, and financing services providers. In addition to the factors such as the reducing of foreign investment rules and the passing of the new foreign investment law, the landscape of the automobile industry is undergoing a major overhaul (Sora Kim, 2019). The famous car brands in Myanmar are Toyota, Mitsubishi, Nissan, and Suzuki.

Nowadays, Myanmar is facing problems such as high fuel oil usages, and the fluctuations of fuel oil price. To reduce these problems, Myanmar government supports the importing of electric vehicles (EVs). Therefore, the newly imported EVs arrived in Myanmar for the first time in 2022. Government also launched pilot projects of establishing charging stations in Nay Pyi Taw, Yangon, Mandalay, and along the Yangon–Mandalay Expressway. Government make legal and policy initiatives to promote foreign investments in the EV sector in Myanmar.

Therefore, the first step is to identify the antecedent factors on customers purchase intention. Due to the shortage of research in this region, there is an essential to address this issue completely. Consequently, the main purpose of this study is to investigate factors affecting on the purchase intention of customers (Akbariyeh, H., Mirabi, D., & Tahmasebifard, H. 2015).

To accelerate the adoption of EV, manufacturers and retailers have to know about the consumer buying behavior towards it. The stronger the intention to engage in a behavior, the more likely it is to perform the behavior. (Ajzen, 1991) According to Icek Ajzen, attitudes towards the behavior, subjective norms, and perceived behavioral control influence behavioral intention of consumers.

Attitude is the extent to which a person has a favorable or unfavorable appraisal to a behavior. Attitude consists of behavioral beliefs and outcome evaluations (Ajzen, 1991). attitude of individual can be influenced in a number of different ways. Attitude of Myanmar consumers towards aesthetic design, functional features, and technology acceptance has impact on purchase intention. These attitudes on the purchase intention are moderated by the age, gender, and cultural value of the

individual. Changing an attitude could be achieved by changing the evaluation of an existing salient belief.

Determinants of subjective norms are also useful to identify the specific strategies. According to the Ajzen, subjective norms of individual about a behavior are a joint function of evaluation of normative beliefs and motivations to comply with those factors (Ajzen, 1991). In Myanmar, family, close friends, society and automotive influencers are the subjective norms that can influence on the purchase intention of EVs.

Perceived behavioral of individual control is a joint function of their assessment of the likelihood or frequency that a specific control factor will occur and the potential for the control factor to facilitate the behavior (Worthington, A. K., 2021). Perceived behavioral control of Myanmar citizens is influenced by perceived quality, charging facility, economic benefits, government incentive policy, and environmental benefits. Educational level of individual, driving experience and monthly income also moderate the perceived behavioral control on purchase intention.

Therefore, this study analyzed the antecedent factors on consumer purchase intention of EVs in Myanmar by attitude, subjective norms, and perceived behavioral control and also focused on investigating whether those factors can influence the purchase intention of consumers EVs in Myanmar.

1.2   Objectives of the Study
The objectives of the study are

1. To analyze the antecedent factors on purchase intention towards electric vehicles(EVs)
2. To examine the effect of purchase intention on the buying behavior of electric vehicle (EVs)

1.3   Scope and Methods of the Study
This study focuses on subjective norms, attitude and perceived behavioral of the customers control antecedent factors on purchase intention of electric vehicles(EVs) and make case study with the population who are willing to purchase

EVs. The population is unknown. Therefore, with the Cochran formula of unknown population, the sample sizes of 240 respondents from the population have selected.

A sample of 240 respondents is chosen one person at United Diamond and BBB car showrooms from first June to August using systematic sampling method. Regarding the method for this research, quantitative research method is used. This study uses multiple regression analysis and descriptive statistics are used to analyze the antecedent factors on purchase intention of EVs.

Data collected by through the primary data as well as secondary data. Primary data collected by surveying method with structured questionnaires. The questions use by Likert scale measurement of 1 to 5: 1 represents strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and 5 for strongly agree respectively. Secondary data was acquired from different published sources; relevant books, journals, articles, research papers and internet website.

1.4   Organization of the Study

This study is composed of five chapters. The chapter one consists of the introduction, rationale, objectives, scope and methods of the study, and organization of the study. Chapter two consists of the theoretical background of the study. Chapter three identifies background of automotive industry and electric vehicles (EVs). Chapter four mentions the analysis of antecedent factors, consumer purchase intention and buying behavior. Chapter five identifies the summary of findings, suggestions, recommendations and conclusions.

CHAPTER 2

THEORETICAL BACKGROUND OF THE STUDY

This chapter discussed the review of literature on buying behavior, the purchase intention, the Theory of Reasoned Action, the Theory of Planned Behavior, factors influencing on consumer purchase intention, previous studies and finally the conceptual framework of the study.

2.1 Buying Behavior

Consumer buying behavior is the study for explaining the consumer why, what, when and how buys a product or a brand (Kumar, John, &Senith, 2014). Consumer buying behavior is the perceptual, emotional and physical activities that people employ when selecting, purchasing, using and disposing of products and services in order to fulfill the need and wants (Schifman & Kanuk, 2009). Therefore, consumer behavior entails the study of needs, motivations, and thought processes of people used in choosing one product over another and the patterns of purchasing different goods and services (Orji et al., 2017). The buying behavior of consumers can be pre-purchase and post-purchase and behavior of a consumer may be either positive or negative, depending on the outcome of their learning and evaluating process and it also comforts the companies to detect the opportunities. Therefore, the understanding of consumer behavior is an important part of marketer.

A better understanding of buying behavior of consumers will allow businesses to acquire more market-applicable approach to sustain in the competitive market. Behavior has a strong encouragement in terms of consumer purchases and they are the leading causes in the consumer purchasing process and also antecedent the awareness of a product. This complicated process enables businesses to attract new consumers and adapt their products or services according to their needs and wants or change behavior of consumers towards their products or services. Consumers tend to reduce their impact on the environment by their purchasing decisions (Agyeman, C. M., 2014).

Consumer buying behavior represents all decisional acts taken at individual or group level, directly connected with obtaining and using goods and services, for the

satisfaction of current and future desires, containing the decisional processes that determine the buying decision (Cătoiu, 2004).

2.2 Purchase Intention

Customers purchase decision is a complex process and customer purchase intention is the most important customer variable to measure and take action against. Purchase intention (PI) indicates the degree of consumer feeling how confident they are to buy a product or service (Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. , 2014). Purchase intention is also perceived as the key predictor of actual behavior (Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R, 2020) that raises a better opportunity to predict overt purchase behavior. Purchase behavior is a key point for consumers to access and evaluate the specific product (Mirabi, V., Akbariyeh, H., & Tahm-asebifard, H., 2015). Consumers will decide to buy the product after searching for information to buy the right product to meet their needs and desires (Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M., 2016). Once the consumers decide to purchase the product, they will be driven by their intention to the product. Therefore, purchase intention is the pivotal construct to be investigated and an increase in purchase indentation reflects an increase in the chance of purchasing.

Purchase intention is also called customer or buyer intent, and is a measure of each propensity of shopper to buy a product or service. According to the Ghosh (1990), purchase intention is an effective tool to forecast the buying process. However, purchase intention might be changed by the influence of price, quality perception and value perception (Zeithaml, 1988). According to the (Kwek, C. L., Tan, H. P., & Lau, T. C., 2010), purchase intention is one attribute concerning with cognitive behavior.

Purchase intentions data are used to make strategic decisions concerning both new and existing products, and the marketing programs that support them. For new products, purchase intentions are used in concept tests to determine whether a concept merits further development, and in product tests to direct attention to whether a new product merits being launched. Furthermore, in planning the launch of a new product, purchase intentions help the managers to decide in which geographic markets and to

which customer segments the product should be launched (Morwitz, V. G., Steckel, J. H., & Gupta, A, 2007).

Purchase intention usually is related to the behavior, perceptions and attitudes of consumers (Mirabi, V., Akbariyeh, H., & Tahm-asebifard, H., 2015). Purchase intention may be changed under the influence of price or perceived quality and perceived value. In addition, consumers are affected by internal or external motivations and are interrupted by internal impulse and external environment during purchasing process. Their behavior will be driven by the physiological motivation that stimulates their respond, which bring them to the retail store to fulfill their need (Ok Kim, J., & Jin, B., 2001).

2.3   The Theory of Reasoned Action

The Theory of Reasoned Action (Ajzen & Fishbein, 1980) speculates that behavior of an individual can be determined by behavioral intentions of an individual. In other words, as an intention of individual to complete a behavior increase, they are more likely to accomplish the behavior. The Theory of Reasoned Action speculates that intentions are expected by (1) attitude of an individual towards the behavior and (2) subjective norms.

An attitude is defined as evaluation of an individual of a given behavior. Consumers might have an affirmative, destructive, or impersonal attitude about a given behavior. As attitude of an individual becomes more positive, their intentions to perform a behavior will increase. Subjective norms are defined as beliefs of an individual about the importance others place on them performing a given behavior. In other words, it is the degree to an individual perceives that other people want them to engage in the behavior. As the subjective norms of an individual increase, their intentions to perform a behavior will increase.

2.4   The Theory of Planned Behavior

The Theory of Planned Behavior (Ajzen, 1988, 1991) lengthens the Theory of Reasoned Action by comprising perceived behavioral control. The Theory of Planned Behavior posits that a behavior is directly determined by intentions and perceived behavioral control. Perceived behavioral control can be defined as self-efficacy, includes the extent to which an individual believes they have control over accomplishing that behavior. Intentions, in turn, are directly predicted by (1) an

attitude of individual towards the behavior, (2) subjective norms, and (3) perceived behavioral control.

Attitudes of individual towards a behavior are a joint function of their evaluation of each belief about the behavior and the strength with which each belief is held. Subjective norms of individual about a given behavior are a joint function of their evaluation of normative beliefs that they ascribe to important others and their motivation to comply with those others. Perceived behavioral of individual control for a given behavior are joint functions of their assessment of the likelihood or frequency that a specific control factor will occur and the prospective for the control factor to obstruct or enable the behavior (Mary J. Ryan & Amber K. Worthington, 2021).

2.5 Antecedent Factors on Consumer Purchase Intention

Consumer purchase intention is influenced by many factors. These may include attitude, subjective norms and perceived behavioral control (Ajzen and Fishbein, 1980).

2.5.1 Attitude

Attitude is the way in which a person views and assesses something or someone, a tendency or a predisposition to respond completely or adversely toward a certain idea, object, person, or situation.

Attitude contributes to opinions and plays a prominent part in decision-making. Ultimately the decision to perform a behavior is relative to attitude of an individual and his or her overall evaluation of a specific behavior (Tonglet et al, 2004). Behavioral intention states to an individual's personal possibility of appealing in a behavior, which can be influenced by attitudes towards performing the behavior (Ajzen and Fishbein, 1980). There is a positive relationship between consumers' attitude and their willingness to pay more for the products (Laroche et al., 2001). Consumers are likely to involve in a behavior when they have more favorable attitude towards and intention for implementation that behavior (Ajzen, 1991). Therefore, the intention of consumers to purchase products is determined by a positive attitude towards the products (Vazifehdoust, H., Taleghani, M., Esmaeilpour, F., & Nazari, K., 2013).

The direct and indirect influences of environmental concern through attitude on behavioral intention, and can be concluded as attitude plays a vital role as a mediator between purchase intention and other variables (Paul, J., Modi, A., & Patel, J., 2016). Consumers' attitude indirectly mediated the effect of identity on consumers' purchase intention (Johe, M. H., & Bhullar, N., 2016).

(a) Aesthetic Design

Aesthetically pleasing designs are bringing up positive attitude of the users. It makes consumers care more about the product. Aesthetic design makes them more loyal of the brand and tolerant toward mistakes or failures. Aesthetic design is influencing how people think, and feel, and influencing how much pleasure we feel from the product. Aesthetic design affects the long-term attitude about products and even people. Aesthetic design troubles not only to create the first impression, but also to keep consolidation the link with the users.

(b) Functional Features

Functional features are characteristics of a product that offer benefits to the consumer and also the separate attributes of a product. The facilities a customer obtains from a product are contained within the authentic and better product through product features. The benefits offered by these features are called functional because these results in a benefit the user directly associates with the product. Functional benefits are often the result of materials, design, and production decisions and also how the product is built can lead to benefits, such as increased speed, ease-of-use, durability, and cost savings.

(c) Innovativeness

Innovativeness is the skill and imagination to create new product from a company that has never been before and also the ability to conceive, develop, deliver, and scale new products and services to consumers. Not like invention, innovativeness means taking an idea and considering how its use can create a positive impact in a new and better way for consumers.

2.5.2 Subjective Norms

A subjective norm is the supposed force for carrying out a behavior and it is also a function of beliefs of the referent, establishing social pressure engaged upon

consumers by their families, relatives, or close friends and is considered before an individual to accomplish a behavior.

This norm exposes the extent to which an individual senses morally responsible for others by buying products and how important positive social image is to consumers (Barber, N. A., Bishop, M., & Gruen, T. 2014). Therefore, when purchasing products, a subjective norm plays an efficient role in reflecting a perception of consumer of his or her close relationships, such as whether their referents meditate them to purchase a product and his or her motivations to adapt to the referents (Noble, S. M., Haytko, D. L., & Phillips, J., 2009). When their referents have strong negative feelings about a product, consumers are more likely to change their purchase intention; likewise, purchase intention of consumer would be prominent if others more positively mention the same product (Kotler and Keller, 2006).

Subjective norm has the substantial relationships with attitude, perceived behavioral control, and purchase intention of synthetic apparel (Kim and Karpova, 2010). Subjective norms are not only play an important role in purchasing decision of an individual, but also are positively associated with attitude of a consumer towards certain types of behavior (Paul, J, Modi, A, & Patel, J, 2016).

(a) Family

An individual's immediate family members play an essential role in influencing the buying behavior. An individual have a tendency to talk over with his family members before purchasing a particular product or service. Family members might livelihood the decision of an individual to buy a particular product, discontinue him for purchasing it and be suggestive of few other options.

(b) Close friends

As a consumer, people also listen to their friends to make a buying decision. Friends make a good accompany to shop. They can talk over before making a decision to acquisition but sometimes they get sway to buy things other than they need because of friends convincing statements.

(c) Society

Society influences the beliefs and behaviors of consumers so that they become more similar to those of others around them. Influence also sometimes

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occurs because they believe that other people have valid knowledge about an opinion or issue, and they use that information to help them make good decisions.

(d) Social influencers

Social influencers are more influencing at the purchasing decisions of consumers. They are a great source of inspiration among consumers and. Using influencer marketing will have a significant influence on a consumer's evaluation of a product when they decide to purchase.

2.5.3 Perceived Behavioral Control

Perceived behavioral control (PBC) reflects and reflects perception regarding access to resources and opportunities needed to undertake behavior, including access to money, time, and other resources, and the crucial person's self-confidence in the ability to carry out the behavior.

Consumers' perceived behavioral control towards purchasing products positively influences their purchase intention (Kim, H. Y., & Chung, J. E., 2011). Perceived behavioral control is not only a powerful factor influencing to attitude and behavior change, but also is related to salient beliefs that have been regarded as important resources for decision-making (Armitage, C. J., & Talibudeen, L., 2010). Roberts (1996) also argues that perceived behavioral control can positively influence consumers' attitude and purchase intention. When a consumer studies that others may not agree to purchase a product, he or she may experience psychological complications to performing this behavior, and negatively affecting to one's perceived behavioral control (Kim, H., & Karpova, E., 2010).

(a) Availability

Availability indicates that something is easily obtainable for use to it. Availability is the measurement of how "available" a service or a product is. Simply, if a customer wants to use the service at a time, he or she expects it to be available. If it is not, then the customer is upset and marketers are failing at providing the service they have paid for.

(b) Convenience

Convenience of consumers becomes new currency for retail from now and future and becomes matters for routine purchases. Convenience means

that consumers can make it easy, simple, comfortable and fast to avail of the product or service and consumers can save their time and effort.

(c) Economic benefits

An economic benefit is any benefit that we can quantify in terms of the money it generates. An economic benefit may refer to a reduction in cost such as maintenance cost and the amount of money that will be saved.
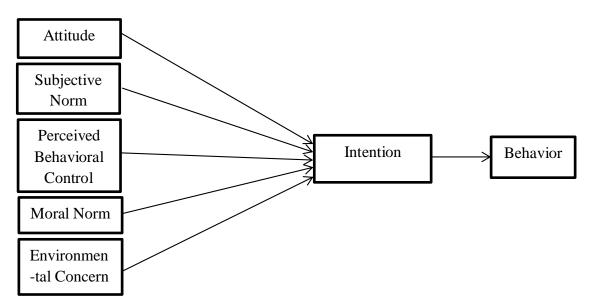
(d) Government policy

Government policy is a pronouncement of government political activities, plans and intentions relating to particular grounds. Government policies comprise the things that are to be done in a certain way and the goal for doing in that direction. The government policy can influence how much tax the community pays, commerce and trade in an economy. Therefore, consumers consider the government policy to purchase new car.

2.6   Previous Studies

Because of the environmental damaged caused by the transport sector in German, Engels, L. J. (2022) makes a study of the factors behind the purchase decision of EVs of German population based on the TPB theory. The scope of this thesis is specialized in five main factors, such as attitude, subjective norm, perceived behavioral control, moral norm and environmental concern.

Figure (2.1) Research Model of Behavioral Intentions of an Electric Vehicle Purchase
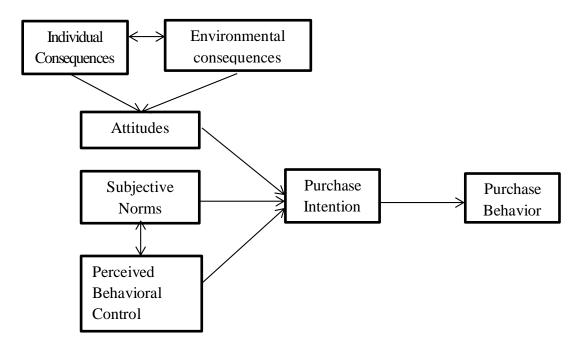

Source: Engels, L. J. (2022)

By validating the results of the regression conducted, it can be assumed that positive attitude, subjective norms, perceived behavioral control, high moral norm and society environmental concern have influenced on the purchase intention of the German consumers towards EVs.

Afroz, R., Masud, M. M., Akhtar, R., Islam, M. A., & Duasa, J. B. (2015) identifies the consumer purchase intention towards environmentally friendly vehicles. This study focused on the population of Kuala Lumpur in Malaysia because of its largest population and its rapid development as transportation in Malaysia. The survey was conducted to the owners of vehicles and above 18 years.

Figure (2.2) Framework of Consumer Purchase Intention towards Environm-entally Friendly Vehicles

Source: Afroz, R., Masud, M. M., Akhtar, R., Islam, M. A., & Duasa, J. B. (2015)

This study found that attitude, subjective norms and perceived behavioral control influenced purchase intentions and also found out that most of the respondents are aware of environmental issues. The results also suggested that EV manufacturers should consider the convenience of recycling and reusing the battery by users and the awareness and understanding levels of environmental problems are poor in Malaysia.

Pathak, G. S., & Yadav, R. (2016) studied the consumer purchase behavior to buy green products of a developing nation such as India by applying and extending

the theory of TPB to reduce the negative impact on the environment.. This study has extended by including perceived value and willingness to pay a premium.
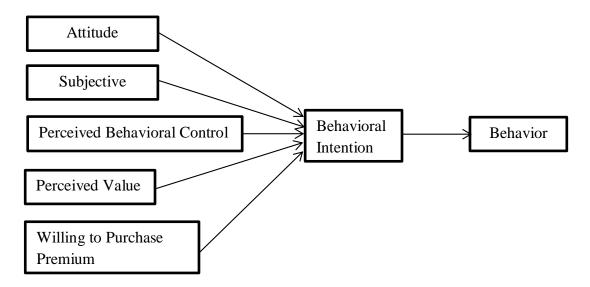
Figure (2.3) Theoretical Framework of Green Purchase Behavior of the Consumer
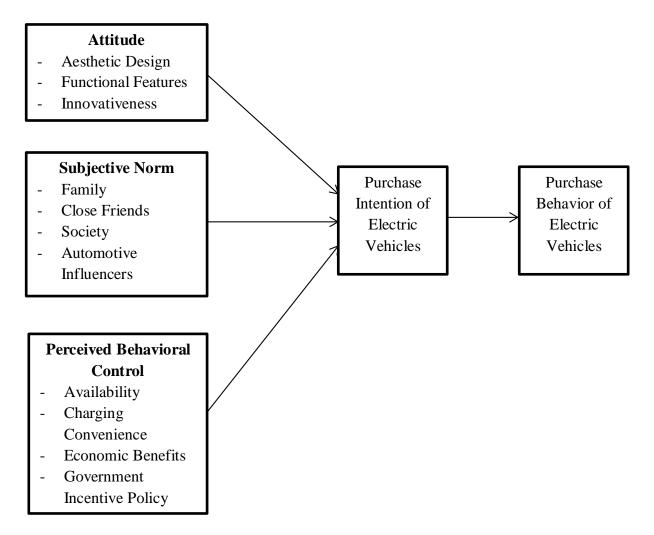

Source: Pathak, G. S., & Yadav, R. (2016)

According to the research, attitudes towards the products emerged as the most significant determinants of consumer purchase intention to green products. And perceived behavioral control and subjective norm are also emerged the significant determinants of purchase intention. It also included the additional constructs such as perceived value and willingness to pay more for green products have the positive influence to the purchase intention.

2.7   Conceptual Framework of the Study

To implement the research study based on the previous studies, the conceptual framework about the influencing factors on purchase intention of consumers to electric vehicles (EVs) and the effect of purchase intention towards buying behavior is drawn. Figure (2.4) presents the conceptual framework for this research study.

Figure (2.4) Conceptual Framework of the Study

Source: Own Compilation (2023)

The Theory of Planned Behavior has been used in this study for examining the purchase intention towards electric vehicles (EVs) in Myanmar. In this study, purchase intention of consumers towards EVs is measured with the attitude, subjective norms and perceived behavioral control. Attitude, subjective norms and perceived behavior control are the components of planned behavior that can exaggerate consumers purchase intention towards the product.

According to the above framework, the study is focused to analyze the relationship between dependent variable and independent variable. The independent variables are attitudes such as aesthetic design, functional features, and innovativeness, subjective norm such as family, close friends, society and automotive influencers, and also perceived behavioral control such as availability, charging

facility, economic benefits, and government incentive policy whereas the dependent variable is the purchase intention.

In individual factors of purchase intention, attitude can affect purchase intention of consumers since normally consumers are likely to involve in a behavior when they have more favorable attitude towards and intention for buying decision of any products that behavior. Subjective norms also affect purchase intention because it is establishing social pressure engaged upon consumers by their families, relatives, or close friends and is considered before an individual to accomplish a behavior. Perceived behavioral control affects purchase intention because it is regarded as an important consideration and it is also the perception of people of how easy or difficult it is to perform a behavior.

CHAPTER (3)

BACKGROUND HISTORY OF ELECTRIC VEHICLES AND ITS GOVERNMENT POLICY IN MYANMAR

This chapter presents background history of electric vehicles (EVs), Government Policy for importing of EVs in Myanmar, types of battery EVs, spare parts and their import related facilities into Myanmar and purchase intention of EVs in Myanmar.

3.1 Background History of Electric Vehicles (EVs)

Electric vehicles (EVs) have been imported to Myanmar for many years and many EVs users were in Myanmar for a long time. There were Master Plans to import electric vehicles into Myanmar in past years. In 2010-2015, Electric vehicles market was started. Along with the permission of National-level Steering Committee on Development of EVs and Related Business, the newly imported EVs arrived to Myanmar in 2015. Those first arrivals EVs was manufactured by China going to run as passenger taxis and it has the value of around 100 million kyats.

At that time, the most famous electric vehicles were known as Nissian Leaf. Since then, consumers are ready to buy the EVs no matter how many problems and issues that they have to face. Such as service parts, and maintenance service is cannot be gained easily. Even the Nissian Company cannot be provided the spare battery of EVs. Safety for consumer is the barrier for the purchase of EV in Myanmar. At that time, the most EVs were not safe to drive in heavy rain. Because Yangon, Commercial town of Myanmar has the tropical climate, it experiences the rainy season from May to October. Other issue experienced in hot dry season was the battery degradation of EVs. Most of the consumers accept the electric vehicles even if they have to face with many problems because the consumers want to quit old fashion of living standards and their perception on automobiles are changes.

In 2015, the government made the huge changes in policy for automobile industry. Instead of using right hand drive cars, Government made the policy changes to use left hand drive cars to adapt with the existing road. The policy also regulated the importation from Japan that mainly uses right hand drive car. The reason behind this policy was to get the investment of Japan Automobile Giant in Myanmar. Due to this policy, the importation of used electric car is no longer. But many electric cars

such as Nissian leaf are still in car market of Myanmar. Regarding to the above problems, not more than ten Tesla is imported to Myanmar until the 2018 because of its high price and unable to get the maintenance service.

In 2022, many Chinese EV companies are willing to investigate in Myanmar. For examples, KSDV1-NE2 Model which is China's high-tech electric car was contrasted in Thadukan industrial zone, Shwepyitha Township, Yangon Region. Those vehicles enter the Yangon market from the beginning of 2022. The first EVs made in Myanmar with the technology of the China designed to be affordable for Myanmar consumers. The battery inducted in an EV can easily recharge wherever there is electricity (Thitsa, P, 2022).

People in Myanmar regard and pay attention to those EVs because of the long-distance trip and the reason that the battery of EVs could be charged with a fully automated system. EVs can drive up to 800 kilometers on a single charge and include the electronic charger engine machine 796 CC that can used to recharge the battery quickly. The battery used for the KSDV1-NE2 model EV can guarantee for five years and the factory will take responsibility for all the mechanical defects of the car during the five-year warranty. EVs can reach speed up to 80 kilometers per hour, and can have seats of five people. EVs can also reduce the cost of fuel oil consumption and have no sound and no smoke while driving. Therefore, the natural environment has preserved by using EVs. Because of the above good characteristics, electric vehicles become popular in Myanmar car market.

3.2   Government Policy for Importing of Electric Vehicles (EVs) in Myanmar

Myanmar Ministry of Commerce issued a pilot period for importing EVs into Myanmar on November 11, 2022, which came into force with MOC Order No. 62/2022, delivered under the Import and Export Law. The Ministry of Electric Power agreed to a pilot project to build five EVs charging stations on the Yangon-Mandalay expressway aimed at addressing the lack of charging options outside of urban areas. The duration of this project is 12 months commencing from 1 January 2023 and ending on 31 December 2023 (Tilleke & Gibbins, 2023).

For these EVs, public charging stations are also implementing. Five charging stations such as Yangon Railways, Thirimingalar market, Aungmingalar and Hlaing Thaya Highway bus terminals and Thakhin Mya Park are now implementing. Plans

have made to implement more charging stations at the Yangon International Airport, in Nay Pyi Taw and Mandalay, Yangon-Mandalay highway and at 38 gas stations in Yangon region as well as at 180 gas stations for the 2nd step.

According the statement of the Ministry of Electric Power, new charging stations need to build with the capacity to charge 50 EVs. Further, the statement also released the location of the charging stations at Zero Mile No. 3 Highway junction, 115th Mile Pyu Rest Stop, 201/2nd milepost Naypyitaw C-junction, 284/4th milepost bus terminal, and 352/3rd milepost Sagaing junction (Nyein, N, 2022).

On 17 November 2022, the law amending the Union Tax Law enacted. The amendment provided exemptions on specific goods tax and commercial tax for EVs and their batteries commencing from 1 October 2022. More foreign EVs companies were approaching and announcing their brands to Myanmar market, as the country was encouraging the use of electric vehicles. EVs have zero taxes for EVs import, and Tax is free for using the bridges and roads for two years (Dfdl, 2023).

3.3 Types of Battery Electric Vehicles (EVs), Spare Parts and Their Import Related Facilities into Myanmar

A notification The Ministry of Planning and Finance (MOPF) issued a notification in November 2022 valid until 31 March 2023 stated that the tariff rates specified in the 2022 Tariff List are reduced to 0% for the following types of battery-operated electric vehicles imported into Myanmar as completely built up, completely knocked down or semi-knocked down units, namely

1. Road tractors for semi-trailers

2. Buses or motor vans for the transport of ten or more people (including the driver)

3. Trucks, motor vehicles for personal use

4. Three-wheeled vehicles for the transport of persons

5. Three-wheeled vehicles for the transport of goods

6. Electric motorcycles

7. Electric bicycles

8. Ambulances

9. Prison vans

10. Hearses

The notification further stated that above tariff reduction also applied to import of accessories for the Battery of Electric Vehicles such as traction battery pack, electric traction motor, charging station and charging system equipments, suspension system and so on. With approval for importation by the Ministry of Electric Power, and spare parts for the Battery of Electric Vehicles above with approval for importation by the Ministry of Industry (LINCOLN LEGAL SERVICES (MYANMAR) LIMITED, 2022).

3.4   Purchase Intention Factors of Electric Vehicles (EVs) in Myanmar

Automotive industry is a booming market in Myanmar and is comprised of a wide range of companies and organizations. Automotive industry is one of the largest economic sectors by revenue in Myanmar and is set to grow with the design, development and marketing, manufacturing and selling of vehicles. Therefore, most of the people are using their income to purchase automobile for the transportation. In 2010, second used electric vehicles namely Nissian Leaf imported in Myanmar very first time for the purpose to run as passenger taxis. In 2020, new EVs manufactured by China and other countries are imported to Myanmar. To achieve high market share in Myanmar, the companies, which import EVs to Myanmar, need to know the factors that influence the demand of Myanmar consumers. Many factors such as attitude, subjective norms, and perceived behavioral control have impact a lot on purchase intention of Myanmar consumers by surveying the respondents.

3.4.1   Attitude

The attitude plays a vital role on the purchase intention of Myanmar consumers. Attitudes such as aesthetic design, functional features, and innovativeness influence a lot on the purchase intention of electric vehicles (EVs) in Myanmar. Consumers think that the design of vehicle at the first place when they buy automotive. Thus, the aesthetics design of the vehicle affects a lot in Myanmar because consumers want unique and highest standards designs. If the first impression of the automotive is exceeding consumers expectations, they will become more loyal and strengthening the bond. If the first impression is not meeting with the expectations, the consumers may switch to another type of vehicle.

Functional features of electric vehicle (EV) which consumers consider as an attitude to purchase an EV in Myanmar. Over the centuries, automotive have been

added additional features and controls. Consumers in Myanmar carefully select the automotive based on the different functional features such as the rear-reversing cameras, air conditioning, navigation systems, and in-car entertainment. Compared to an internal combustion engine, EVs are quiet and very convenient to drive and don not have gears, and interior spaces of EVs are spacious and comfortable. All electric vehicles feature the amenities the Myanmar consumers expect in high-end vehicles such as safety in accident, reliability, high-resolution intelligent displays, automatic wipers, and lights, automatic 30-minute rapid charging, park assist cameras, and environmentally friendly parts.

With the improvement of technology and transportation in Myanmar, the attitude of accepting innovativeness has an impact on the purchase intention of EVs. At the 21st century, Myanmar consumers become more open-minded and accept more challenges. Myanmar consumers think that innovativeness is a powerful tool to create new opportunities and improve the quality of life. Consumers know that innovativeness in technology of EVs have made renewable energy sources to more efficient and affordable and made them to reduce fossil fuels consumption. Then, the attitudes about the aesthetics designs of EVs, functional features of EVs and innovativeness of technology have impact on the purchase intentions of EVs in Myanmar.

3.4.2 Subjective Norms

Subjective norm is a predictor of intention to behave and is a predictor of actual behavior. Myanmar consumers take advices from subjective norms such as family, close friends, society and automotive influencers in order to perform a behavior. Myanmar consumers believe that it is important to include families in helping to shape the decisions in relation to developments they want to make. They also believe that families know the circumstances and the support will work best for them. Being the first and most enduring educator, family is important subjective norm for Myanmar consumers purchase intention to EV.

Close friend plays an important role as a subjective norm for the purchase intention of EVs in Myanmar providing support and companionship. They know that close friends can share the feelings to get new perspectives from broadening the knowledge, and close friends provide a sense of stability and continuity in their ever-

changing lives. Myanmar consumers also believe that friends can motivate them to achieve the goals and dreams. Regarding to the above beliefs, close friends plays an important role in the purchase intention towards EVs.

In Myanmar, society has an impact on the decision making to purchase an EV. Most of the people believe that society involves intentional and unintentional efforts to change the beliefs, attitudes, or behavior. Although the influence of society may be inadvertent or accidental, people will make decisions that conform to higher rank others' decisions. Therefore, Myanmar consumers purchase intention was affected by the surroundings they live.

The reviews of automotive influencers also have an impact on the purchase intention of EVs in Myanmar. Influencers will have the greatest impact when they want to buy and challenge new things. They create awareness and interest to the product, and also provide information about the product. Myanmar consumers know the advantages and disadvantages of the product by searching the reviews of the automotive influencers.

3.4.3 Perceived Behavioral Control

To adopt the electric vehicles (EVs), Myanmar consumers consider the perceived behavioral control of EVs. Perceived behavioral control is the perception of consumers to do the behavior. The availability of EVs, charging convenience, economic benefits and government incentive policy are the perceived behavioral control Myanmar consumers consider to purchase EVs.

In Myanmar, the availability of EV showrooms to acquire EVs and to get the repair and maintenance services and spare parts is an important part of consideration to buy an EV. They also consider that it is easy or difficult to rotating the tires, replacing various fluids, and changing out cabin air filters. Although EV batteries have service lives between 12 and 15 years in moderate climates and this falls to between 8 and 12 years in regular environments, consumers consider the batteries of EVs can be changed easily if required.

EVs use electricity to charge their batteries and it is simple, cost-effective and convenient. EVs require having regular electricity to charge and to have enough charging stations in Myanmar. Consumers also consider the charging speed and the

time it takes to charge to purchase an EV because the time spending to charge EV should not be longer than the time required to fill other combustion car with fuel. Therefore, the charging convenience of EVs is also an important factor influencing the purchase intention as a perceived behavioral control.

The economic benefits that can get from purchasing an EV are one of the most important factors for the purchase intention of EVs in Myanmar. Economic benefits such as less fuel costs, depreciation of EV, taxes, and disposal value of the vehicle at the end of its life are achieved from purchasing an EV. One of the most attractive economic benefits of EVs is less maintenance costs than other fuel consumption vehicles because they have less moving parts than a traditional car and require less lubrication for routine maintenance and repairs.

When consumers consider purchasing an EV, Government incentive policy is an important role in decision-making process. Myanmar Government incentives are also available to help making EV more economical for consumers. When consumers purchase a vehicle, they have to qualify for certain tax credits. When consumers purchase an EV, EVs and their batteries are exempted from commercial tax and special goods tax, which came into force with the Law Amending the Union Tax Law 2022.Therefore, Government incentive policy have impact on the purchase intentions of EV.

CHAPTER 4

ANALYSIS OF ANTECEDENT FACTORS, CONSUMER PURCHASE INTENTION AND BUYING BEHAVIOR

This chapter presents the analysis of antecedent factors on purchase intention and the effect of purchase intention on buying behavior of electric vehicle (EV) cars and also consists of research design, demographic characteristics of respondents, reliability analysis, analytical methods and tools used in this research, and multiple linear regressions to analyze the relationship between variables. Based on data, the analysis is performed by using descriptive statistics.

4.1 Research Design

This study focused on effect of antecedent factors (attitude, subjective norms, and perceived behavioral control) on consumer purchase intention and the effect of purchase intention on buying behavior of electric vehicle (EV) in Myanmar. In this research both primary and secondary data were used to study. The primary data are collected from randomly selected 240 respondents from the population who are willing to purchase electric vehicles (EV) at car showrooms. Therefore, with the Cochran formula of unknown population, the sample sizes of 240 from the population have selected as follows:

$$n = \frac{p(1-p)z^2}{e^2}$$

By replacing a number in the formula

$$n = \frac{0.1(1-0.1)(2.58)^2}{0.05^2}$$

n = 239.9304~240

A sample of 240 respondents is chosen one person at United Diamond and BBB car showrooms from first June to August using systematic sampling method. To collect the primary data, the structured questionnaire is designed. The questionnaire is organized with two main parts: demographic factors and variables to be analyzed. Secondary data were gathered from different published sources; relevant books, journals, articles, research papers and internet website. The collected data were then analyzed by SPSS statistical tool. The main variables are attitude, subjective norms, perceived behavioral control, purchase intention and purchase decision of consumers. For data analysis, multiple linear regression method is applied.

Five-point Likert scale used in the survey questionnaire for measuring the strength of a respondent's opinion. Which are given numerical values ranging from strongly disagree to strongly agree (rating are on 5-point scale; strongly disagree = 1, disagree = 2, neutral = 3, agree = 4, and strongly agree = 5). The Likert Scale interpretation is shown in following Table (4.1).

Table (4.1) Likert Scale Score Interpretation

No	Mean Score between	Interpretation
1	1.00 -1.80	Strongly disagree
2	1.81 – 2.60	Disagree
3	2.61 – 3.40	Neutral
4	3.41 – 4.20	Agree
5	4.21 – 5.00	Strongly agree

Source: (Sekaran, 2003).

Mean values were calculated based on the results of respondents' responses. The means value is categorized into the three levels. Means value of less than 2.60 are as low level, means value between 2.61 and 3.40 are as moderate level and means value of 3.41 or higher are as high level of perception towards a particular variable (Sekaran, 2003).

4.2   Demographic Profile of Respondents

The demographic characteristics of 240 respondents who are willing to purchase electric vehicles (EV) at car showrooms are analyzed in this survey to identify the attitude, subjective norms, perceived behavioral control and consumer purchase intention. This section includes profiles of the respondents such as gender, age, education level, personal monthly income and occupation.

Table (4.2)   Profile of Respondents

Item	Characteristic	Numbers	Percent
Gender	Male	148	61.7
	Female	92	38.3
Age	18 – 25 years	100	41.7
	26 – 40 years	102	42.5
	41 years or above	38	15.8
Education Level	Lower than Bachelor Degree	32	13.3
	Bachelor Degree	128	53.3
	Master Degree	67	27.9
	Higher than Master Degree	13	5.4
Personal Monthly Income (Kyats)	150,000 kyats or less	24	10.0
	150,001 Kyats - 300,000 Kyats	121	50.4
	300,001Kyats - 500,000 Kyats	41	17.1
	500,001 Kyats or above	54	22.5
Occupation	Student	29	12.1
	Government Sector	142	59.2
	Company	28	11.7
	Others	41	17.1
Total		**240**	**100.0**

Source: Survey data (2023)

As shown in the Table (4.1), it is found that majority of the respondents are males with the response rate of 61.7 percentages while the remaining 38.3 percent are female respondents. Age of respondents are divided into three groups and from the result people from age 26 – 40 years were the majority respondent and dominated with 42.5 percent in this study. This study clearly indicates that middle-aged men are willing to purchase EV cars. With the result of education level, most respondents had bachelor degree yielding a respondent rate of 53.3 percent and 5.4 percent of respondents are minor group who held higher than master degree. From the result data of income, respondents with salary 150.001 Kyats–300,000 Kyats are the majority group and are comprised 50.4 percent and 10 percent of respondents got less than 150,000 Kyats per month and most are staffs in government sector.

4.3   Reliability and Validity Test of the Study

The main objective of the questionnaire in this research is to obtain relevant information in most reliable and valid manner. The accuracy and consistency of questionnaire forms a significant aspect of research methodology, which is known as validity and reliability. Reliability test is important for analysis of the study. Reliability states to the degree to which measures are free from random error and therefore yield consistent results (Zikmund 1997). The study uses Cronbach's Alpha as a measure of internal consistency. Cronbach's Alpha is a reliability coefficient that indicates how well items in a set are positively correlated to one another (Sekaran, 2003). A rule of thumb for interpreting Cronbach's alpha for Five-Likert Question is;

Table (4.3)   Rule of Thumb on Cronbach's alpha

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Rule of thumb on cronbach alpha. resarchgate.net

Kaiser-Meyer-Olkin (KMO) and Bartlett Test of Sphericity have been used to examine the validity, the KMO value > 0.6 and the significance value of Bartlett's Test < 0.05 indicates good validity (Shkeer and Awang 2019). Based on the survey data, the reliability or the internal consistency and KMO and Bartlett's Test of Sphericity among the variables was checked with the Cronbach's alpha as per table (4.4).

Table (4.4)   Reliability and Validity Test

Sr. No.	Factors	No. of items	Cronbach'sAlpha	KMO	Bartlett's Test of Sphericity (Sig)
1	Attitude	10	0.930	0.924	0.000
2	Subjective Norms	10	0.951	0.949	0.000
3	Perceive Behavioral Control	11	0.963	0.953	0.000
4	Purchase Intention	5	0.935	0.908	0.000
5	Purchasing Behavior	5	0.11	0.897	0.000

Source : Survey data (2023)

According to the table (4.4), the results show that the research data for this survey are the best and it is reliable for all the alpha value is above 0.9. KMO measures the proportion of variance in the variables and all the results of KMO value were > 0.6. The significance value of Bartlett's test of Sphericity were .000 that is <0.05 and significant. Thus, the above results indicated good internal accuracy and this sample for the size was reliable.

4.4   Analysis of the Antecedent Factors on Purchase Intention

The conceptual model of the study was based on three independent variables namely attitude, subjective norms and perceived behavioral control. Aesthetic design, functional features and innovativeness are considered as attitude, family, close friends, society, automotive influencers are considered as subjective norms, and availability, charging convenience, economic benefits and government incentive policy are considered as perceived behavioral control in this research. Moreover, there is more independent variable of purchase intention as well. The findings under this section seek to measure how each of the antecedent factors variables effect on the purchase intention of electric vehicles (EVs) in Myanmar.

4.4.1 Customer Attitude Factors

In this study, to analyze the attitude factors, the 240 respondents are surveyed and the respondents are required to respond total ten questions. The results from descriptive analysis on customer perception towards attitude factors are as shown in Table (4.5).

Table (4.5)   Attitude

Sr. No.	Attitude	Mean	Standard Deviation
1	Having clean and futuristic design.	3.53	.916
2	Being more compact than other combustion engine cars.	3.31	.908
3	Having aesthetics visual appeal.	3.51	.872
4	Being more comfort and storage space for passengers.	3.40	.839
5	Being easier to drive than combustion engine cars.	3.53	.827
6	Having good mileage.	3.47	.870
7	Accelerating faster than vehicles with traditional fuel engines.	3.33	.923
8	Using electric vehicles can experience new technology.	3.84	.901
9	Relating technologies are innovative.	3.77	.826
10	Using electric vehicle is the development trend in future in terms of driving technology.	3.82	.874
Overall Mean		3.55	

Source : Survey data (2023)

Table (4.5) shows the individual mean score of eight questions for perceived value factors ranging from 3.31 to 3.84. It indicated that respondents agreed the attitude factors that influence the customer purchase intention since the overall mean value is 3.55 which are greater than the statistical average 3. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.4.2 Customer Subjective Norms Factors

To explore the respondent's perception on subjective norms factors, the descriptive method is applied. The results from descriptive analysis are shown in Table (4.6). Regarding with the subjective norms factors, the respondents are required

to respond total ten questions.

Table (4.6) Subjective Norms

Sr. No.	Items	Mean	Standard Deviation
1	Advising by family members.	3.44	.833
2	Recommending by close friends.	3.44	.826
3	Being purchased by peers.	3.32	.918
4	Recommending by colleagues in the office.	3.38	.844
5	Recommending by dealer sales staffs.	3.26	.835
6	Being attractive to other gender.	3.32	.835
7	Recommending by an auto magazine.	3.32	.902
8	Being thinking by society that electric vehicle is good for the environment.	3.65	.913
9	Preferring by Automotive influencers.	3.37	.824
10	Preferring by Brand representatives.	3.30	.940
Overall Mean		3.38	

Source : Survey data (2023)

Table (4.6) shows the individual mean score of ten questions for the subjective norms factors ranging the mean score from 3.26 to 3.65. According to the result, all the mean value are higher than the neutral value 3 and therefore it can be concluded that the respondents agreed the subjective norms factors influence the customer purchase intention. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.4.3 Customer Perceived Behavioral Control Factors

Perceived behavioral control is also one of the influencing factors on purchase intention. Regarding with the perceived behavioral control factors, the respondents are required to respond total eleven questions. Under table (4.7), data are presented about current respondents' perception on the perceived behavioral control factors.

Table (4.7) Perceived Behavioral Control

Sr. No.	Perceived Behavioral Control	Mean	Standard Deviation
1	Finding out the place where and when to purchase an electric vehicle (EV).	3.50	.879
2	Affording the price of an EV	3.74	.837
3	Being available the spare parts of EV	3.78	.871
4	Being available the repair and maintenance services.	3.86	.848
5	Having electricity to charge.	3.85	.886
6	Having the sufficient battery charging stations	3.86	.890
7	Having the fast charging speed	3.76	.907
8	Saving fuel consumption	3.87	.841
9	Having the relevant disposal value	3.63	.835
10	Having the tax policy provided by government	3.66	.820
11	Having Investment for the establishment of charging points by government	3.65	.925
Overall Mean		3.74	

Source : Survey data (2023)

Table (4.7) shows the individual mean score of eleven questions for perceived behavioral control factors ranging from 3.50 to 3.86. It indicated that respondents agreed the perceived behavioral control factors influence the customer purchase intention since the overall mean value is 3.74. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.4.4 Customer Purchase Intention Factors

Regarding with the purchase intention factors, the customers are required to respond total five questions. The results from descriptive analysis are shown in Table (4.8).

Table (4.8) Purchase Intention

Sr. No.	Purchase Intention	Mean	Standard Deviation
1	Having a strong desire to buy an electric vehicle.	3.43	.829
2	Intending to purchase an electric vehicle in the near future.	3.46	.882
3	Considering purchasing an electric vehicle when I want to buy new car.	3.58	.921
4	Recommending others to purchase an electric vehicle.	3.49	.909
5	Being a high probability that my new vehicle will be an EV.	3.60	.845
Overall Mean		3.51	

Source : Survey data (2023)

Table (4.8) shows the individual mean score of five questions for purchase intention factors ranging the mean score from 3.43 to 3.60. It indicated that respondents agreed the purchase intention factors of electric vehicle (EV) since the overall mean value is 3.51. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.4.5 Customer Buying Behavior Factors

To explore the perception of the respondent on purchasing behavior factors, the descriptive method is applied. Regarding with the purchasing behavior factors, the customers are required to respond total five questions. The results from descriptive analysis are shown in Table (4.9).

Table (4.9)   Buying Behavior

Sr. No.	Buying Behavior	Mean	Standard Deviation
1	Purchasing car that reduce carbon emission and air pollution.	3.43	.933
2	Purchasing car with less fuel consumption.	3.42	.948
3	Buying car just after learning complete product information from relevant sources.	3.57	.887
4	Buying car that has good reviews among people.	3.47	.895
5	Having never mind paying premium price for buying car.	3.47	.920
Overall Mean		3.47	

Source : Survey data (2023)

Table (4.9) shows the individual mean score of five questions for purchasing behavior factors ranging the mean score from 3.42 to 3.57. It indicated that respondents agreed the purchasing behavior factors of electric vehicle (EV) since the overall mean value is 3.47, which are greater than the statistical average 3. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

Table (4.10) Overall Mean Value

Variable	Mean	Standard Deviation
Attitude	3.55	.87646
Subjective Norms	3.38	.92973
Perceived Behavioral Control	3.74	.98058

Source: Survey data (2023)

In the summary Table (4.10) shows overall means and standard deviation results of antecedent factors: attitude, subjective norms, perceived behavioral control as well as purchase intention factors and purchasing behavior factors. All the above result showed that the mean results of all factors were above 3. That showed respondents' perceptions were good enough to accept these three factors are related to purchase intention and purchase decision of electric vehicle (EV).

4.5 Relationship between Antecedent Factors and Purchase Intention

Correlation and regression analysis are used to analyze the relationship between independent factors and dependent factors. Correlation is a measure of the relationship between two variables; statistical value (-1 to 1) is given by the correlation coefficient for measuring direction and intensity of the linear relationship between two variables. For this analysis, the correlation coefficients of the individual were determined by bivariate regression. Bivariate correlations, which test the strength of the relationship between two variables without taking into account some other variable to the intervention, may trigger the relationship between the two variables are being tested.

In this study, relationship between antecedent factors such as attitude, subjective norms, perceived behavioral control and purchase intention factors are conducted. Table (4.11) shows the relationship between each factor.

Table (4.11) Correlation between Independent Factors and Purchase Intention

No	Factors	Correlation Coefficient	P-value
1	Attitude	.741**	.000
2	Subjective Norms	.822**	.000
3	Perceived Behavioral Control	.646**	.000
4	Purchase Intention	1	
** Correlation is significant at the 0.01 level (2 tailed)			

Source: SPSS Output, 2023

Table (4.11) shows the values of the correlation coefficient and p-value that described how correlate between purchase intention and its determining factors. The highest correlation coefficient was .822 that existed between subjective norms and purchase intention factors. All factors were also significant at 1% level (2 tailed). This can be seen the influencing factors and purchase intention are positively correlated.

4.5.1 Analysis on the Effect of Antecedent Factors on Purchase Intention

In this section, to find out the effect of antecedent factors on purchase intention, regression analysis is applied. The regression result is revealed in Table (4.12).

Table (4.12) Antecedent Factors on Purchase Intention

Dependent Variable: Purchase Intention	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	SE	Beta			
(Constant)	.208	.153		1.358	.176	
Attitude	.127	.090	.112	1.416	.158	4.943
Subjective Norms	.688***	.064	.642	10.770	.000	2.809
Perceived Behavioral Control	.141**	.063	.139	2.248	.025	3.029
R^2	0.701					
Adjusted R^2	0.697					
F statistics	184.586***					
Statistically significant indicate ***at 1%, ** at 5%, * at 10% level respectively						

Source: SPSS Output, 2023

According to Table (4.12), since the value of adjusted R square is 0.697, it can conclude that this specified model can explain 69.7 % of variation of purchase intention, which is predicted by antecedent factors. As overall significance of the model, F value is highly significant at 1 percent level; this model can be said valid. The above results show that coefficient of subjective norms is significant at 1% level, which is indicated by the value of F-statistic (p-value=0.000), (p-value=0.000). There were no indications for multicollinearity and the significant level is at 1% (p-value = 0.000). It can be seen that the iantecedent factors of subjective norms and perceived behavioral control were influenced on the purchase intention of electric vehicles (EVs).

Subjective norm is an influencing factor on consumer purchase intention to buy EVs. It is found out that there's a positive relationship which points out that the subjective norms increase consumers purchase intention to buy EVs. Consumers believe that the advices from their family, close friends, colleges and the reviews and feedback from automotive influencers can help them to purchase something that is

good for them. Consumers also have the intention to purchase EVs because they can get attention from other genders. And also if the society surrounding them believes that using EVs is good for the environment, their intentions to purchase EVs high to get a good image among society. Therefore, consumers are intent to purchase EVs with the expectation the above benefits.

Perceived behavioral control has the positive relationship with consumers' purchase intention. It shows that the high perceived behavioral control causes the rise of purchasing EVs to most of consumers. When consumers want to purchase cars, they firstly consider the availability of maintenance, spare parts, and fuel consumption costs, disposal value of that car. And also the government tax policy to pay tax is also considered by consumers to buy vehicles. Since, EVs required electricity and charging stations to charge the battery, consumers also consider it in the purchasing decision of EVs. Due to those factors, perceived behavioral control can be noted as the significantly influencing factor for consumers purchase intention to buy EVs.

In summary, subjective norms and perceived behavioral control are the main determinations of purchase intention to EVs. It is found out that most consumers mainly focus on subjective norms while they buy vehicles. Today, to get the advices from their surroundings and to know the reviews and feedbacks from automotive influencers is an importance for consumers. It is, therefore, can be concluded that consumers think of subjective norms as an important factor when they intent to purchase EVs.

4.6   Relationship between Purchase Intention and Buying Behavior

In this study, relationship between purchase intention and buying behavior factors are conducted. Table (4.12) shows the relationship between purchase intention and buying behavior factors.

Table (4.12) Correlation between Purchase Intention and Buying Behavior

No	Factors	Correlation Coefficient	P-value
1	Purchase Intention	.953***	.000
2	Buying Behavior	1	
** Correlation is significant at the 0.01 level (2 tailed)			

Source: SPSS Output, 2023

Table (4.12) showed the values of the correlation coefficient and p-value that described how correlate between purchase intention and buying behavior. The correlation coefficient was .953 that existed between purchase intention factors and buying behavior factors. All factors were also significant at 1% level (2 tailed). This can be seen the purchase intention and buying behavior of electric vehicle (EV) are positively correlated.

4.6.1 Analysis on the Effect of Purchase Intention on Buying Behavior

In this section, to find out the effect of purchase intention on purchasing behavior, regression analysis is applied. The regression result is shown in the following Table (4.13).

Table (4.13) Purchase Intention Effect on Buying Behavior

Dependent Variable: Purchase Decision	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	SE	Beta			
(Constant)	.304	.068		4.489	.000	
Purchase Intention	.902***	.019	.953	48.600	.000	1.000
R^2	0.908					
Adjusted R^2	0.908					
F statistics	2361.978***					
Statistically significant indicate ***at 1%, ** at 5%, * at 10% level respectively						

Source: SPSS Output, 2023

According to Table (4.13), since the value of adjusted R square is 0.908, it can be concluded that this specified model can explain 11.2 % of variation of purchasing behavior which is predicted by purchase intention. As overall significance of the model, F value is highly significant at 1 percent level; this model can be said valid. The above results show that coefficient of purchase intention is significant at 1% level, which is indicated by the value of F-statistic (p-value=0.000), (p-value=0.000). The multicollinearity statistics by using variance inflation factors (VIF) are also checked, indicating that there are as the value of VIF=1. The significant level is at 1% (p-value = 0.000). It can be seen that the purchase intention was influenced on purchasing behavior of electric vehicles (EVs).

The purchase intention positively influences the actual buying behavior of consumers to EVs. The reason behind this is the purchase intention is a cognitive plan to perform a definite action or possible behavior. Each concept of purchase intention represents individual projection or the particular expected behavior to perform. Therefore, the more purchase intention of consumers makes the actual buying behavior of consumers to EVs.

CHAPTER 5

CONCLUSION

This chapter explains about the findings and discussions, which have been resulted from this research study. This also describes suggestion and recommendations and needs for the further research study of electric vehicles (EV) in Myanmar.

5.1 Findings and Discussion

Electric vehicles (EVs) are start importing and using in Myanmar and consumers are becoming more interested in expanding their knowledge about EVs. This study analyzes the influencing factors towards purchase intention of consumers to EVs and the effect of purchase intention to the buying behavior of EVs in Myanmar. Structured questionnaires are distributed to 240 consumers who are willing to purchase. Both primary and secondary data are collected in this research study. This research study is analyzed by using regression analysis method. After the study, it is found out that the subjective norm is the most influencing factor on consumer purchase intention of EV. The more the influences of the subjective norm raise the willingness of the consumer to purchase EVs.

Most of the research survey respondents are the adults in the age of 26-40 years old who are being at the workplace. They mostly work in government sector and earning the monthly income between 150,001 to 300,000 kyats. Therefore, it can assume that the consumers who are willing to purchase EV are the adults who work as government staff. This study clearly indicates that middle-aged men are willing to purchase EV cars.

Firstly, the study analyzes the factors antecedents on consumer purchase intentions towards EVs. Regarding the factors influencing the purchase intention of EV, subjective norms has the most influence on the consumer purchase intention because the reason behind the Myanmar consumers purchase intention of EV is mostly affected by the advices from subjective norms such as family, close friends, society and automotive influencers in order to perform a behavior. Other factors such as perceived behavioral control also influence on the purchase intention of EV. Therefore, it can be conclude that consumers mostly focus on the advices and reviews

of subjective norms rather than the attitude and perceived behavioral control as their first priority. They will purchase an EV if it has preferable subjective norms even if the attitude is not preferred and not recommended it is a suitable one.

Subjective norms and perceived behavioral control of Myanmar consumers mainly determine consumers' behavior of purchasing EVs. However, it is found out that consumers only have little willingness to purchase EV if the availability of EV to buy where and when they want. The availability of spare parts and maintenance services, the availability of electricity to charge EV battery and the charging speed also made the consumers little willingness to buy EVs. Economic benefits consumers can get from purchasing EVs and Government incentive policy for purchasing EVs also have impact on the willingness to purchase of Myanmar consumers.

Then, it can be seen that consumers do not prefer to purchase EVs from the perspective of attitude about it. Although good aesthetic designs, functional features and innovative technology determine to purchase, only the consumers subjective norms and perceived behavioral control will create the actual purchase of EVs.

For the second objective, the study examines the effect of purchase intention of Myanmar consumers on their buying behavior towards EVs. The study found out that the purchase intention positively influences the actual buying behavior of consumers to EVs. The reason behind this is the purchase intention is a cognitive plan to perform a definite action or possible behavior. Each concept of purchase intention represents individual projection or the particular expected behavior to perform. Therefore, the more purchase intention of consumers makes the actual buying behavior of consumers to EVs.

5.2   Suggestions and Recommendations

Electric Vehicles (EVs) importing companies should focus on the reasonable price and disposal value of EV because customers in Myanmar are normally sensitive in prices. Regarding the price, consumers perceive reasonable and fair price. Companies should maintain at current pricing strategy and sell at a reasonable and fair price and need to prove that purchasing EV is money worth. They need better research to produce or import EVs that can reflect the different types of income of consumers.

Not only the price but the importers also should improve the functional features of EVs in order to compete with others. EVs are new to Myanmar culture. Therefore, it is important to perceive as good in consumers mind and to be long existence in Myanmar. Companies needs to make creative and innovative advertisements that demonstrate how using EVs is prestigious in the public and how it can raise the standard of living. Moreover, the companies should use different selling methods such as promotions, loan, and various payment methods.

Regarding with social influence, consumers seeks reviews and recommendations about the product from automotive influencers, brand ambassadors and automotive magazines from Facebook, YouTube and Google before purchasing. Therefore, using more budgets in marketing activities can give the messages that are the quality is reliable about the EVs and they can get good impressions from consumers.

For services offered by EVs showrooms, the company needs to use different types of training to the staffs in order to give the best services for the consumers to purchase EVs. To provide repair and maintenance services effectively and efficiently, companies should have more showrooms for consumers to reach out easily.

5.3   Needs for Further Research

This study focuses on the influencing factors on purchase intentions of consumers towards electric vehicles (EVs). Therefore, this will be useful for further study on consumer buying behavior towards EVs. Besides, it is recommended that the scope should be geographically widened in order to cover all consumers of EVs in future researches. This study uses Theory of Reasoned Action and Theory of Planned Behavior to analyze. It will be better if the further research studies use other theories and analyze from different point of view.

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Survey Questionnaire

Part (A) Demographic Factors

The following are the demographic factors and please tick the box that describes your situation.

1. Gender
   - o Male
   - o Female

2. Age
   - o 18-25 years
   - o 26-40 years
   - o 41 years or above

3. Educational level
   - o Lower than Bachelor Degree
   - o Bachelor Degree
   - o Master Degree
   - o Higher than Master Degree

4. Personal monthly income
   - o 150,000 Kyats or less
   - o 150,001 Kyats - 300,000 Kyats
   - o 300,001 Kyats - 500,000 Kyats
   - o 500,001 Kyats or above

5. Occupation
   - o Student
   - o Government sector
   - o Company
   - o Others

Base on your opinion, please answer the following: You can give 1 to 5 rating to each factor (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree). Please rate the following.

Part (B) Independent Factors

No	Attitude	1	2	3	4	5
1	I think that electric vehicles feature clean and futuristic design.					
2	I think that electric vehicles' shapes are more compact than other combustion engine cars.					
3	I think that electric vehicles' visual appeal is aesthetics.					
4	I think electric vehicles are more comfort and storage space for passengers.					
5	I think that electric vehicles are easy to drive than other combustion engine cars.					
6	I think that electric vehicles have good mileage.					
7	I think electric vehicles accelerate faster than vehicles with traditional fuel engines.					
8	I enjoy experiencing new technologies.					
9	I think electric vehicle related technologies are innovative.					
10	In terms of driving technology, using electric vehicle is the development trend in future.					

No	Subjective Norms	1	2	3	4	5
1	I will purchase electric vehicle if family members advise me to purchase.					
2	I will purchase electric vehicle if close friends recommend it.					
3	I will purchase electric vehicle if peers purchased it.					
4	I will purchase electric vehicle if colleagues in my office recommend it.					
5	I will purchase electric vehicle if dealer sales staffs recommend it.					
6	I will purchase electric vehicle if it will help me attract attention of other gender.					
7	I will purchase electric vehicle if an auto magazine recommend it.					
8	I will purchase electric vehicle if society think that electric vehicle is good for the environment.					
9	I will purchase electric vehicle if automotive influencers prefer it.					
10	I will purchase electric vehicle if brand representatives prefer it.					

No	Perceived Behavioral Control	1	2	3	4	5
1	I can find out the place where and when I want to purchase an electric vehicle.					
2	The price of an electric vehicle is important when I decide to purchase an electric vehicle.					
3	The availability of spare parts is important when I decide to purchase an electric vehicle.					
4	The availability of repair and maintenance services is important when I decide to purchase an electric vehicle.					
5	The availability of electricity to charge is important when I decide to purchase an electric vehicle.					
6	The sufficient battery charging stations are important when I decide to purchase an electric vehicle.					
7	The charging speed is important when I decide to purchase an electric vehicle.					
8	I can save fuel consumption when I decide to purchase an electric vehicle.					
9	The disposal value is important when I decide to purchase an electric vehicle.					
10	The tax policy provided by government is important when I decide to purchase an electric vehicle.					
11	Investment for the establishment of charging points by government is important when I decide to purchase an electric vehicle.					

Part (C) Purchase Intention

No	Purchase Intention	1	2	3	4	5
1	I have a strong desire to buy an electric vehicle.					
2	I intend to purchase an electric vehicle in the near future.					
3	I will consider purchasing an electric vehicle when I want to buy new car.					
4	I would recommend others to purchase an electric vehicle.					
5	There is a high probability that my new vehicle will be an EV.					

Part (D) Buying Behavior

No	Buying Behavior	1	2	3	4	5
1	I always purchase car that reduce carbon emission and air pollution.					
2	I always purchase car with less fuel consumption.					
3	I always buy car just after learning complete product information from relevant sources.					
4	I always buy car that has good reviews among people.					
5	I never mind paying premium price for buying car.					

Frequency Table

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	148	61.7	61.7	61.7
	female	92	38.3	38.3	100.0
	Total	240	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 -25 years	100	41.7	41.7	41.7
	26 - 40 years	102	42.5	42.5	84.2
	41 years and above	38	15.8	15.8	100.0
	Total	240	100.0	100.0	

education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	lower than bachelor degree	32	13.3	13.3	13.3
	bachelor degree	128	53.3	53.3	66.7
	master degree	67	27.9	27.9	94.6
	higher than master degree	13	5.4	5.4	100.0
	Total	240	100.0	100.0	

income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	150,000 Ks or less	24	10.0	10.0	10.0
	150,001 - 300,000 ks	121	50.4	50.4	60.4
	300,001 - 500,000 ks	41	17.1	17.1	77.5
	500,001 ks or above	54	22.5	22.5	100.0
	Total	240	100.0	100.0	

occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	29	12.1	12.1	12.1
	government staff	142	59.2	59.2	71.3
	company staff	28	11.7	11.7	82.9
	others	41	17.1	17.1	100.0
	Total	240	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Attitude	240	1	5	3.53	.916
Attitude	240	1	5	3.31	.908
Attitude	239	1	5	3.51	.872
Attitude	240	1	5	3.40	.839
Attitude	240	1	5	3.53	.827
Attitude	240	1	5	3.47	.870
Attitude	240	1	5	3.33	.923
Attitude	240	1	5	3.84	.901
Attitude	240	1	5	3.77	.826
Attitude	240	1	5	3.82	.874
Valid N (listwise)	239				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Subjective Norms	240	1	5	3.44	.833
Subjective Norms	240	1	5	3.44	.826
Subjective Norms	240	1	5	3.32	.918
Subjective Norms	240	1	5	3.38	.844
Subjective Norms	240	1	5	3.26	.835
Subjective Norms	240	1	5	3.32	.835
Subjective Norms	240	1	5	3.32	.902
Subjective Norms	240	1	5	3.65	.913
Subjective Norms	240	1	5	3.37	.824
Subjective Norms	240	1	5	3.30	.940
Valid N (listwise)	240				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Behavioral Control	240	1	5	3.50	.879
Perceived Behavioral Control	239	1	5	3.74	.837
Perceived Behavioral Control	240	1	5	3.78	.871
Perceived Behavioral Control	240	1	5	3.86	.848
Perceived Behavioral Control	240	1	5	3.85	.886
Perceived Behavioral Control	240	1	5	3.86	.890
Perceived Behavioral Control	240	1	5	3.76	.907
Perceived Behavioral Control	240	1	5	3.87	.841
Perceived Behavioral Control	240	1	5	3.63	.835
Perceived Behavioral Control	240	1	5	3.66	.820
Perceived Behavioral Control	240	1	5	3.65	.925
Valid N (listwise)	239				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Purchase Intention	240	1	5	3.43	.829
Purchase Intention	240	1	5	3.46	.882
Purchase Intention	240	1	5	3.58	.921
Purchase Intention	240	1	5	3.49	.909
Purchase Intention	240	1	5	3.60	.845
Valid N (listwise)	240				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Purchase Behavior	240	1	5	3.43	.933
Purchase Behavior	240	1	5	3.42	.948
Purchase Behavior	240	1	5	3.57	.887
Purchase Behavior	239	1	5	3.47	.895
Purchase Behavior	240	1	5	3.47	.920
Valid N (listwise)	239				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Attitude	240	1.00	5.00	3.5512	.87646
SubjectiveNorms	240	1.00	5.00	3.3808	.92973
PBC	240	1.00	5.00	3.7417	.98058
PurchaseIntention	240	1.00	5.00	3.5133	.99547
PurchaseBehavior	240	1.00	5.00	3.4746	.94243
Valid N (listwise)	240				

Reliability

Attitude

Reliability Statistics

Cronbach's Alpha	N of Items
.930	10

SN

Reliability Statistics

Cronbach's Alpha	N of Items
.951	10

PBC

Reliability Statistics

Cronbach's Alpha	N of Items
.963	11

PI

Reliability Statistics

Cronbach's Alpha	N of Items
.935	5

PB

Reliability Statistics

Cronbach's Alpha	N of Items
.911	5

Validity

Attitude

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.924
Bartlett's Test of Sphericity	Approx. Chi-Square	1642.682
	df	45
	Sig.	.000

SN

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.949
Bartlett's Test of Sphericity	Approx. Chi-Square	2086.555
	df	45
	Sig.	.000

PBC

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.953
Bartlett's Test of Sphericity	Approx. Chi-Square	2694.561
	df	55
	Sig.	.000

PI

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.908
Bartlett's Test of Sphericity	Approx. Chi-Square	963.721
	df	10
	Sig.	.000

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.897
Bartlett's Test of Sphericity	Approx. Chi-Square	758.068
	df	10
	Sig.	.000

Correlations

Correlations

		Attitude	SubjectiveNorms	PBC	PurchaseIntention
Attitude	Pearson Correlation	1	.802**	.818**	.741**
	Sig. (2-tailed)		.000	.000	.000
	N	240	240	240	240
SubjectiveNorms	Pearson Correlation	.802**	1	.647**	.822**
	Sig. (2-tailed)	.000		.000	.000
	N	240	240	240	240
PBC	Pearson Correlation	.818**	.647**	1	.646**
	Sig. (2-tailed)	.000	.000		.000
	N	240	240	240	240
PurchaseIntention	Pearson Correlation	.741**	.822**	.646**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	240	240	240	240

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

Correlations

		PurchaseIntention	PurchaseBehavior
PurchaseIntention	Pearson Correlation	1	.953**
	Sig. (2-tailed)		.000
	N	240	240
PurchaseBehavior	Pearson Correlation	.953**	1
	Sig. (2-tailed)	.000	
	N	240	240

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

Regression
Influencing factors and purchase intention

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	.208	.153		1.358	.176		
Attitude	.127	.090	.112	1.416	.158	.202	4.943
SubjectiveNorms	.688	.064	.642	10.770	.000	.356	2.809
PBC	.141	.063	.139	2.248	.025	.330	3.029

a. Dependent Variable: PurchaseIntention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837[a]	.701	.697	.54762

a. Predictors: (Constant), PBC, SubjectiveNorms, Attitude

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	166.064	3	55.355	184.586	.000[b]
Residual	70.773	236	.300		
Total	236.837	239			

a. Dependent Variable: PurchaseIntention

b. Predictors: (Constant), PBC, SubjectiveNorms, Attitude

Purchase Intention and Purchase Behavior

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953[a]	.908	.908	.28574
a. Predictors: (Constant), PurchaseIntention				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	192.843	1	192.843	2361.978	.000[b]
	Residual	19.431	238	.082		
	Total	212.275	239			
a. Dependent Variable: PurchaseBehavior						
b. Predictors: (Constant), PurchaseIntention						

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.304	.068		4.489	.000		
	PurchaseIntention	.902	.019	.953	48.600	.000	1.000	1.000
a. Dependent Variable: PurchaseBehavior								