International Journal of Application on Economics and Business (IJAEB)
Volume 2, Issue 4, 2024. ISSN: 2987-1972

EXPLORING ENVIRONMENTAL CONCERN AND CONSUMER'S MOTIVES TOWARDS INTENTION TO PURCHASE ELECTRIC VEHICLE IN JAKARTA

Albert[1], Tommy Setiawan Ruslim[2*]

[1,2] Faculty of Economics and Business, Universitas Tarumanagara, Indonesia
Email: albert.115200055@fe.untar.ac.id, tommyr@fe.untar.ac.id

*Corresponding Author

Submitted: 14-01-2024, Revised: 21-01-2024, Accepted: 11-02-2024

ABSTRACT

In recent years, environmental damage has become a global problem. The cause of environmental damage is air pollution caused by various vehicle fuels, which produce CO2. This encourages people to care more about the environment, including the automotive industry. The rise of the environmental movement is encouraging car companies to produce electric vehicle products to reduce pollution. This research was conducted to determine and test the effects of environmental concerns, gain motives, and normative motives towards intention to purchase electric vehicle in Jakarta, and to test hedonic motivation as a mediator of gain motives and normative motives towards purchase intention. The study included 325 people living in Jakarta who either own or plan to own an electric car. This research use non-probability sampling techniques with the judgmental sampling method for sampling. The results of testing in this research used the PLS-SEM model with Smart-PLS system software version 4.0. The research results show that gain motives and normative motives have significant impact towards hedonic motives. Normative motives and hedonic motives have significant effects towards purchase intention. Environmental concern and gain motives have no significant impact towards purchase intention. Gain motives and normative motives influence purchase intention through hedonic motives.

Keywords: *environmental concern, gain motives, normative motives, hedonic motives, purchase intention*

1. INTRODUCTION

In recent decades, modern lifestyles and industrialization activities have been the main cause of many negative impacts on the environment (Chan, 2001). The use of vehicles is an example of a modern lifestyle that contributes to environmental damage due to its impact in causing air pollution.

According to data from the Ministry of Environment and Forestry, vehicles contribute 44 percent to air pollution. The second largest source contributing to air pollution is steam power plants with a share of 34 percent, while other sources including households account for the remaining percentage (CNN, 2023).

Another statement from Sigit Reliantoro, Director of the Ministry of Environment and Forestry Pollution and Environmental Damage Control Agency, stated that the transportation sector contributed 44 percent of air pollution in Jakarta, while the remaining 32 percent came from the industrial sector (CNBC, 2023).

During the period from 1990 to 2016, the transport sector accounted for 25 percent of global CO2 emissions from fuel combustion. It is estimated that CO2 emissions from the transportation sector contribute for 50 percent of total global CO2 emissions by 2030 (Huang et al., 2019).

From this series of statements, it can be concluded that the transportation sector, especially private vehicles, is the biggest factor causing air pollution. Therefore, it is important to pay more attention and reduce the use of vehicles as a step in reducing air pollution. The solution that can be implemented is to use electric vehicles (EV).

Electric vehicles are a type of vehicle that uses electric power from batteries as a power source to operate (Xing et al., 2021). Modern battery technology has been applied to the development of electric vehicle products and transformed into technology-based products (Sabri et al., 2016; Tu & Yang, 2019). Electric vehicles are considered one of the most promising solutions in private transportation, promising to reduce negative effects on the environment and save increasingly scarce fossil fuel resources (Lieven et al., 2011).

However, in order for people to be able to purchase and switch to using electric vehicles, there are various factors that underlie their behavior in having an intention to purchase electric vehicles. Therefore, this study objective was to determine empirically the influence of environmental concern, gain motives and normative motives towards consumers purchase intention of electric cars in Jakarta with hedonic motives as mediation.

TPB is a theory developed due to the limitations of the original model that addresses behaviors beyond the individual's full control (Ajzen, 1991). Like Theory of Reasoned Action (TRA), the primary factor in TPB is the individual's intention to perform a specific behavior. Intentions can be defined as motivational factors that influence certain behaviors. It reflects how much a person is willing or how much effort will be made to carry out the behavior. This intention or interest is formed by three main factors, namely behavioral attitudes, subjective norms and perceived behavioral control (Ajzen, 1991). Thus, TPB is a description of individual intentions when doing something, and these intentions are influenced by several factors.

GFT was proposed by Lindenberg & Steg (2007) aims to explain the factors that drive individuals to behave in specific ways (Steg et al., 2016). The theory is based on the belief that most behaviors are influenced by various desired goals (Kopetz et al., 2012). In this GFT, three types of goals are distinguished, namely: gain goals, hedonic goals and normative goals. These three types of goals describe how a person processes information, responds to it, considers options and takes action.

Refers to Dunlap & Jones (2002), environmental concern means caring about the environment and wanting to help solve problems. People who care a lot about the environment often choose products that are good for the environment because they want to help. A person’s who have high environmental concern tend to buy products that environmental friendly as a form of their awareness of the environment (Ruslim et al., 2022).

Refers to Lindenberg & Papies (2019), gain motives mean wanting to get more or better things, like making money, being respected, or saving for the future. Liobikienė & Minelgaitė (2021) revealed that consumers who feel responsible for the environment and are motivated by gain motives show high interest in actions that support energy efficiency and resource saving. Schuitema et al. (2013) have also confirmed that the gain motive is a relevant marker in consumer decisions towards purchasing green products.

Refers to Lindenberg & Papies (2019), normative motives are all about doing the right thing and following the rules. This means helping others and keeping the environment clean. People

with normative motives care a lot about doing what they think is right, like helping the environment or being a good role model (Steg et al., 2014).

Refers to Steg et al. (2014), hedonic motives can be defined as goals that cause an individual to focus on ways to improve feelings in a given situation, such as: for example, avoiding effort, seeking immediate pleasure, or seeking excitement. Previous studies conducted by Chahal et al. (2014) found significant proof that hedonic motives, such as the feeling of increased social status felt by consumers, can generate positive experiences such as satisfaction and excitement. This can be interpreted as a factor that increases the tendency to buy a product.

Refers to Yohanna & Ruslim (2021), purchase intention means consumer's willingness to purchase a specific brand of product. Mustikawati et al. (2021), said that purchase intention is a type of decision making by consumers in studying several reasons to buy a particular brand. When individuals feel interested in buying an item, it generates interest that encourages them to continue the buying process (Ruslim et al., 2022).

2. RESEARCH METHOD

The effects of Environmental Concern on EV Purchase Intention (H1)
Environmental issues are an important factor influencing people's purchase intention to purchase environmentally friendly products (Al Mamun et al., 2020). People who care about the environment tend to purchase eco-friendly products to express their care (Ruslim et al., 2022. Research conducted by Klabi & Binzafrah (2023) said that environmental concerns have a significant positive impact towards intention to purchase electric vehicles. On this basis, the authors propose the following hypothesis:
H_1:Environmental concern has a significant positive impact towards purchase intention of electric vehicle in Jakarta.

The effects of Gain Motives and Normative Motives on EV Purchase Intention (H2 and H3)
Gain motives are one of the factors that can be taken into consideration by someone to have an interest in buying or purchase intention towards a product. In a study conducted by Liobikienė & Minelgaitė (2021), they managed to find that consumers who have a sense of responsibility towards the environment and are driven by gain motives have a strong interest in taking various actions related to saving energy and resources. Apart from that, previous research also explains that gain motives are an indicator of good consumer decisions in the context of purchasing environmentally friendly products (Schuitema et al., 2013). Research conducted by Chaturvedi et al. (2022), said that gain motives have a significant positive towards purchase intention of electric vehicle.

Normative motives are also can affect someone's purchase intention. This can be proven by the many studies that have been conducted and the results show that normative motives can influence consumer intention to purchase environmentally friendly products (Byerly et al., 2018; Chaturvedi et al., 2021; Hanss et al., 2016). Research conducted by Rezvani et al. (2018), says that normative motives have a significant positive effect towards intention to purchase consumption of sustainable products.

With reference to the above literature, H2 and H3 are formulated as follows:

H_2:Gain motives has a significant positive impact towards purchase intention of electric vehicle in Jakarta.

H_3:Normative motives has a significant positive impact towards purchase intention of electric vehicle in Jakarta.

The effects of Gain Motives and Normative Motives on Hedonic Motives (H4 and H5)
Gain motives are one of the factors that can encourage hedonic motives. Someone who has the goal of behaving well and in accordance with the environment can encourage their buying interest in electric vehicles. Research conducted by Chaturvedi et al. (2022), said that gain motives have a positive and significant influence on hedonic motives in electric vehicle. Research conducted by Fatoki (2022), says that gain motives have a positive and significant influence on hedonic motives in energy saving behaviour. Research conducted by Chakraborty et al. (2017), found that gain motives have no influence on hedonic motives in pro-environmental behaviour.

Normative motives was also one of the factors that have effect on hedonic motives. When someone has a goal to behave well and in accordance with the environment, it can cause pleasure or happiness because they feel proud of having done something positive. Research conducted by Chaturvedi et al. (2022), said that normative motives have a positive and significant influence on hedonic motives in electric vehicle.

With reference to the mainstream literature, H4 and H5 are formulated as follows:
H_4:Gain motives has a significant positive impact towards hedonic motives.
H_5:Normative motive has a significant positive impact towards hedonic motives.

The effects of Hedonic Motives on EV Purchase Intention (H6)
Hedonic motives are one of the factors that can influence a person's purchase intention. Previous research conducted by Chahal et al. (2014), found significant evidence that hedonic motives such as increasing social status felt by consumers can lead to pleasant feelings such as satisfaction and joy which can be interpreted as increasing purchase intention for a product. Refers to the study by Chaturvedi et al. (2022), said that hedonic motives have a positive and significant influence on purchase intention of electric vehicle.Hence, it is hypothesized as,

H_6:Hedonic motives has a significant positive impact towards purchase intention of electric vehicle in Jakarta.

The effects of Gain Motives and Normative Motives mediated by Hedonic Motives on EV Purchase Intention (H7 and H8)
Refers to the study by Khan et al. (2023), stated that gain motives has a significant positive impact towards intention to purchase organic food, and this effect is mediated by hedonic motives. Study by Hameed & Khan (2020), found that gain motives has a significant positive impact towards intention to purchase inverter air conditioners, and this impact is mediated by hedonic motives. The study by Khan et al. (2023), pointed out that normative motives have a significant positive impact on intention to purchase organic food, and this effect is mediated by hedonic motives.

Based on the statement above, the H7 and H8 in this study are as follows:
H_7:Gain motives has a significant positive impact towards purchase intention of electric vehicle in Jakarta which is mediated by hedonic motives.
H_8:Normative motives has a significant positive impact towards purchase intention of electric vehicle in Jakarta which is mediated by hedonic motives.

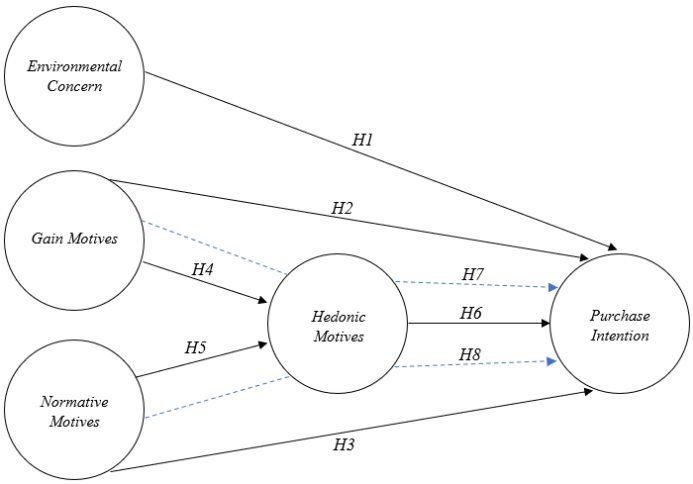

Figure 1. Conceptual Framework

This study adopted a descriptive research and cross-sectional approach. The data used in this study are quantitative and the population consists of people who already own an electric vehicle or intend to purchase an electric vehicle and live in Jakarta. The sampling technique used in this study is non-probability sampling plus judgment sampling. The respondent criteria for this study are those who are 17 years or older, own an electric car or plan to buy an electric car, and live in Jakarta.

The data in this study was obtained using a questionnaire distributed online using social media applications, such as WhatsApp, Line, and Instagram. The data collection was conducted in October 2023 and 377 respondents participated. However, after the selection process, 52 respondents did not meet the predetermined criteria, so only 325 respondents were deemed eligible to be involved in further research. In addition, the sampling in this study used a Likert scale consisting of 5 points stating one's agreement or disagreement with each indicator statement.

This study also consists of 3 exogenous variables (environmental concern, gain motives and normative motives), 1 mediation variable (hedonic motives) and 1 endogenous variable (purchase intention). Environmental concern variable was measured using 7 indicators adopted from Klabi & Binzafrah (2023) and Lee (2008). Then, gain motives variabel is measured using 6 indicators adopted from Chaturvedi et al. (2022) and Khan et al. (2023). Next, normative motives variable was measured using 6 indicators adopted from Chaturvedi et al. (2022) and Khan et al. (2023). Furthermore, hedonic motives variable was measured using 5 indicators adopted from Chaturvedi et al. (2022) and Khan et al. (2023). Finally, the purchase intention variable was measured using 7 indicators adopted from Chaturvedi et al. (2022) and Klabi & Binzafrah (2023).

Table 1. Instruments

Construct	Items	Source
Environmental Concern	Concerns about environmental pollution	(Klabi & Binzafrah, 2023) & (Lee, 2008)
	Nature's balance is easily broken	
	Humans should live in harmony with nature	
	If humans destroy nature, it will have serious consequences	
	Concern about the impact of air pollution	
	Concern with the current situation of the natural world	
	A sense of responsibility to protect the environment	
Gain Motives	Green products can lower the cost of living	

	Green products can improve social status	(Chaturvedi et al., 2022) & (Khan et al., 2023)
	After-service on green products	
	No other alternative green products on the market	
	Preferential policy for green products	
	Performance on green products	
Normative Motives	Have awareness and concern for environmental protection	(Chaturvedi et al., 2022) & (Khan et al., 2023)
	Have a sense of moral obligation to use green products	
	Using green products can reduce air pollution and slow global warming	
	Choosing to use green products because of a sense of social responsibility	
	Most people who are important to me support me to use green products	
	Willingness to make an extra effort to use green products	
Hedonic Motives	Green products bring me happiness and satisfaction	(Chaturvedi et al., 2022) & (Khan et al., 2023)
	Feeling good when using green products	
	Feeling safe when using green products	
	Feeling easily moved by advertisements for green products	
	Feeling of pride when using green products	
Purchase Intention	Intention to purchase green products	(Chaturvedi et al., 2022) & (Klabi & Binzafrah, 2023)
	High willingness to purchase green products	
	Likelihood to purchase green products	
	Intention to purchase green products in the near future	
	I will continue to purchase green products even if the quality is lower	
	I will continue to purchase green products even though they are less convenient	
	I will still purchase green products even though the design is less attractive	

3. RESULTS AND DISCUSSIONS

This study uses data obtained from respondents' responses through an online questionnaire. Most of the respondents for this study were women between 17 and 25 years of age who had completed high school, were students, had an income of less than Rp 150.000.000 and were unmarried. This research is adopting quantitative research where the data and information used in it. This research was obtained using a questionnaire via Google forms distributed online using social media applications, such as Line, WhatsApp and Instagram. From the data collection process carried out in October 2023, there are total of 377 respondents who responded to the questionnaire. However, after selection there were 52 respondents who did not meet the criteria so that the total number of respondents can be used and examined further in this research, namely 325 respondents. The criteria for a respondent in this research is someone who already has or have the intention to buy an electric vehicle (car or motorbike) domiciled in Jakarta and at least 17 years old.

The Results of Convergent Validity

Convergent validity can be evaluated through the AVE value and the loading factor. The AVE value is considered valid if it exceeds 0.50 (> 0.50), while the loading factor is considered valid if it exceeds 0.70 (> 0.70) (Hair et al., 2022).

Table 2. The Results of Convergent Validity Analysis

Variable	AVE
Environmental Concern	0.559
Gain Motives	0.574
Hedonic Motives	0.690

Normative Motives	0.682
Purchase Intention	0.649

Based on the table 1, it can be seen that the analysis results show that each variable has an AVE (Average Variance Extracted) value that exceeds 0.50 (> 0.50), in accordance with the established criteria. Therefore, it can be concluded that these values can be considered valid.

Table 3. The Results of Loading Factor Analysis

	EC	GM	HM	NM	PI
EC1	0.721				
EC2	0.710				
EC3	0.736				
EC5	0.766				
EC6	0.762				
EC7	0.790				
GM1		0.724			
GM2		0.790			
GM3		0.713			
GM4		0.726			
GM6		0.828			
HM1			0.819		
HM2			0.851		
HM3			0.828		
HM4			0.819		
HM5			0.837		
NM2				0.836	
NM3				0.728	
NM4				0.873	
NM5				0.828	
NM6				0.856	
PI1					0.725
PI2					0.829
PI3					0.770
PI4					0.835
PI5					0.845
PI6					0.824
PI7					0.806

From the table 2, it can be seen that the analysis results of the loading factor value that measures each indicator on the variable have a value of more than 0.70 so that it can be declared valid because it meets the criteria. However, in this study there were indicators that were discarded because they did not meet the criteria, namely EC4, GM5 and NM1.

The Results of Discriminant Validity

Discriminant validity can be assessed from the HTMT, Fornell-Larcker criterion, and cross loading. A good HTMT value is below 0.85 (<0.85) and the threshold value is still acceptable if the value is less than 0.90 (<0.90) (Hair et al., 2022).

Table 4. The Results of HTMT Analysis

	EC	GM	HM	NM	PI
EC					
GM	0.373				
HM	0.343	0.870			
NM	0.478	0.794	0.782		
PI	0.322	0.732	0.852	0.714	

Based on the results of table 3, it can be seen that the results of the analysis of the Heterotrait-Monotrait Ratio (HTMT) value are less than 0.90, so it can be concluded that the value is valid because it meets the criteria.

Table 5. The Results of Fornell-Larcker criterion Analysis

	EC	GM	HM	NM	PI
EC	0.748				
GM	0.311	0.758			
HM	0.307	0.750	0.831		
NM	0.415	0.673	0.697	0.826	
PI	0.292	0.639	0.768	0.646	0.806

It can be seen from the results in Table 4 that the analysis results of the Fornell-Larcker criterion value have met the standards and can be declared valid, because the Fornell-Larcker criterion value of the indicator used by each variable has a value greater than the Fornell-Larcker value of other variables.

Table 6. The Results of Cross Loading Analysis

	Environmental Concern	Gain Motives	Hedonic Motives	Normative Motives	Purchase Intention
EC1	**0.721**	0.201	0.153	0.264	0.156
EC2	**0.710**	0.247	0.254	0.294	0.220
EC3	**0.736**	0.208	0.183	0.269	0.188
EC5	**0.766**	0.235	0.274	0.347	0.254
EC6	**0.762**	0.185	0.196	0.285	0.185
EC7	**0.790**	0.293	0.272	0.367	0.269
GM1	0.305	**0.724**	0.536	0.541	0.452
GM2	0.131	**0.790**	0.626	0.469	0.550
GM3	0.283	**0.713**	0.492	0.516	0.430
GM4	0.201	**0.726**	0.465	0.486	0.385
GM6	0.274	**0.828**	0.682	0.549	0.568
HM1	0.318	0.624	**0.819**	0.609	0.602
HM2	0.263	0.599	**0.851**	0.601	0.668
HM3	0.250	0.619	**0.828**	0.581	0.605
HM4	0.161	0.654	**0.819**	0.548	0.637
HM5	0.285	0.622	**0.837**	0.559	0.676
NM2	0.346	0.593	0.583	**0.836**	0.559
NM3	0.438	0.468	0.458	**0.728**	0.420
NM4	0.313	0.572	0.578	**0.873**	0.515
NM5	0.270	0.528	0.567	**0.828**	0.540
NM6	0.368	0.604	0.666	**0.856**	0.609
PI1	0.382	0.476	0.600	0.505	**0.725**
PI2	0.306	0.529	0.682	0.583	**0.829**
PI3	0.365	0.496	0.597	0.542	**0.770**
PI4	0.159	0.529	0.629	0.525	**0.835**
PI5	0.149	0.528	0.632	0.523	**0.845**
PI6	0.106	0.532	0.596	0.481	**0.824**
PI7	0.171	0.512	0.582	0.474	**0.806**

It can be seen from the results in Table 5 that the analysis results of cross-coding values meet the standards and can be declared valid because the cross-loading values of the indicators used for each variable are greater than the cross-loading values of the values to other variables.

The Results of Reliability Analysis

Reliability analysis can be seen through Cronbach's alpha and composite reliability values. The indicator consistency reliability test can be said to be reliable if the Cronbach's alpha and composite reliability values are between 0.60 and 0.95. Values above 0.95 are considered unreliable because these results have repeated values or the same statement value (Hair et al., 2022).

Table 7. The Results of Reliability Analysis

Variable	Cronbach's Alpha	Composite Reliability
Environmental Concern	0.844	0.884
Gain Motives	0.815	0.870
Hedonic Motives	0.888	0.918
Normative Motives	0.883	0.914
Purchase Intention	0.909	0.928

The Results of Data Analysis Assumption

If the VIF value is less than 5, the results of the multicollinearity test can be described as good (Hair et al., 2022). The table below shows that there is no multicollinearity between the variables because the VIF value is not greater than 5 (<5), so it can be said that this research is good.

Table 8. The Results of Multicollinearity Analysis

Variable	VIF Value		Conclution
	Hedonic Motives	Purchase Intention	
Environmental Concern	-	1.211	No multicollinearity
Gain Motives	-	2.547	No multicollinearity
Hedonic Motives	-	2.708	No multicollinearity
Normative Motives	-	2.332	No multicollinearity

The Results of Coefficient of Determination (R^2)

In this study, the R-Square value of the hedonic motives variable is 0.631, while the purchase intention variable is 0.616, so it can be said that this study has a moderate influence.

Table 9. The Results of *Coefficient of Determination* Analysis

Variable	R-Square	Conclusion
Hedonic Motives	0.631	Moderate
Purchase Intention	0.616	Moderate

The Results of Effect Size (f^2)

In this study, gain motives and normative motives variables have a strong effect on the hedonic motives variable because they have a value of 0.391 and 0.183. Then, environmental concern variable has no effect on the purchase intention variable because it has a value of 0.000. At the same time, the gain motives and normative motives variables have a weak impact on the purchase intention variable, with values of 0.006 and 0.039. At the same time, the "hedonic motives" variable has a greater impact on purchase intention, with a value of 0.317.

Table 10. The Results of *Effect Size*Analysis

Variable	Hedonic Motives	Purchase Intention
Environmental Concern	-	0.000
Gain Motives	0.391	0.006
Normative Motives	0.183	0.039
Hedonic Motives	-	0.317

The Results of Hypothesis Analysis

Table 11. The Results of Hypothesis Analysis

Variable	Path Coefficient	P-value	Conclusion
Environmental Concern → Purchase Intention	0.014	0.394	Not Supported
Gain Motives → Purchase Intention	0.077	0.147	Not Supported
Normative Motives → Purchase Intention	0.188	0.014	Supported
Gain Motives → Hedonic Motives	0.514	0.000	Supported
Normative Motives → Hedonic Motives	0.352	0.000	Supported
Hedonic Motives → Purchase Intention	0.575	0.000	Supported
Gain Motives → Hedonic Motives → Purchase Intention	0.295	0.000	Supported
Normative Motives → Hedonic Motives → Purchase Intention	0.202	0.000	Supported

The result of the research hypothesis are as follows:

H_1: Environmental concern has no impact on purchase intention of electric vehicle in Jakarta. The situation may be due to the majority of respondents in this study are students, so although they are concerned about the environment, they have not shown intention in purchasing electric vehicles. This may be because electric vehicles are perceived as high end products that have relatively high prices.

H_2: Gain motives has no impact on purchase intention of electric vehicle in Jakarta. The situation may be due to the lack of infrastructure supporting the use of electric vehicles in Indonesia and the high price of electric vehicle parts. This leads to the perception that buying an electric vehicle will not provide any financial or social benefits for them.

H_3: Normative motives has a significant positive impact on purchase intention of electric vehicle in Jakarta. An individual's intention to act positively towards the environment may influence their intention in purchasing an electric vehicle because electric vehicles are considered an environmentally friendly option, allowing individuals to reduce air pollution levels and maintain environmental health by utilizing them.

H_4: Gain motives has a significant positive impact on hedonic motives. When individuals feel that spending their money on an item benefits them or improves their social standing, it can create a sense of excitement and happiness. In this context, electric vehicles are considered a factor that provides a positive impact, both financially and in terms of social status, which can cause them to feel a sense of satisfaction and happiness after acquiring them.

H_5: Normative motives has a significant positive impact influence on hedonic motives. When individuals have the intention to act in accordance with environmental values, it can bring a sense of excitement or happiness as they feel proud to have taken positive action. In this context, electric vehicles are perceived as a more environmentally friendly option, which can assist them in acting in accordance with their environmental principles.

H_6: Hedonic motives has a significant positive impact on purchase intention of electric vehicle in Jakarta. When individuals feel excitement or have an intention in a product, it can influence their propensity to purchase that product. In this context, those who enjoy and feel satisfied using electric vehicles may be more likely to be attracted and have a greater intention in purchasing electric vehicles.

H_7: Gain motives has a significant positive impact on purchase intention of electric vehicle in Jakarta which is mediated by hedonic motives. When individuals feel that their money spent on a product is worth it or even profitable, this can lead to feelings of pleasure towards the product and may ultimately influence their intention in purchasing the product.

In this case, they feel that the investment of money to buy an electric vehicle is worth it or even profitable so they feel happy and excited and increase their intention to purchase an electric vehicle.

H_8: Normative motives has a significant positive impact influence on purchase intention of electric vehicle in Jakarta which is mediated by hedonic motives. When individuals feel that using a product will encourage good behavior and conform to environmental values, this can generate feelings of pleasure towards the product and ultimately influence their intention in purchasing the product. In this context, a person believes that using an electric vehicle is a good action and has a positive impact on the environment so that it can bring feelings of pleasure, happiness, and a sense of pride for doing something positive which ultimately increases a person's intention to purchase an electric vehicle.

4. CONCLUSIONS AND SUGGESTIONS

Based on the analysis results of this study, it can be concluded that environmental concern have no impact on the purchase intention of electric vehicles in Jakarta. The gain motives will not affect someone's willingness to buy electric cars in Jakarta. Normative motives have a significant positive impact on purchase intention of electric vehicles in Jakarta. Gain motives has a significant positive impact on hedonic motives. Gain motive has a significant positive impact on hedonic motives. Hedonic motives has a positive and significant impact on purchase intention of electric vehicles in Jakarta. Gain motive has a significant positive impact on electric vehicle purchase intention in Jakarta, mediated by hedonic motivation. Normative motives has a significant positive impact on electric vehicle purchase intention in Jakarta, mediated by hedonic motives.

The researcher recommends that next researchers add other exogenous variables such as brand image, perceived price, perceived quality, attitude, subjective norms, perceived behavioral control, and price sensitivity, which are included in the model developed by Setiadi & Ruslim (2020) and Ruslim et al. (2023). The researcher recommends future research to increase the number of respondents because the current study only involved 325 respondents and can also expand the scope by involving other cities in Indonesia or even overseas regions, considering that this study only limits its scope to the city of Jakarta.

Researchers also suggest electric vehicle companies to provide services that can reduce consumer costs, such as towing services when the battery runs out and increasing the number of charging facilities for electric vehicles. Companies can also design their vehicles with good performance and prioritize comfort so that it is expected to increase consumer buying interest in electric vehicles

ACKNOWLEDGMENT

The author would like to expresses sincere deepest gratitude to several parties who contributed to this academic work. Especially to Tommy Setiawan Ruslim for providing guidance, advice and support during this research. Additionally, the author is appreciative of the respondents who took part in completing the questionnaire, thus enabling the successful culmination of this work. Your valuable contributions have played a significant role in this research.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50, 179–211.

Al Mamun, A., Nawi, N. C., Hayat, N., & Zainol, N. R. B. (2020). Predicting the purchase intention and behaviour towards green skincare products among Malaysian consumers. Sustainability (Switzerland), 12(24), 1–18. https://doi.org/10.3390/su122410663

Byerly, H., Balmford, A., Ferraro, P. J., Hopkins, J., Business, C., Courtney, S., Wagner, H., & Palchak, E. (2018). Nudging pro-environmental behavior: evidence and opportunities. Frontiers in Ecology and the Environment, 16(3), 159–168. https://scholarworks.uvm.edu/rsfac/43

Chahal, H., Dangwal, R., & Raina, S. (2014). Antecedents and consequences of strategic green marketing orientation. Journal of Global Responsibility, 5(2), 338–362. https://doi.org/10.1108/JGR-09-2013-0012

Chakraborty, A., Singh, M. P., & Roy, M. (2017). A study of goal frames shaping pro-environmental behaviour in university students. International Journal of Sustainability in Higher Education, 18(7), 1291–1310. https://doi.org/10.1108/IJSHE-10-2016-0185

Chan, R. Y. K. (2001). Determinants of Chinese consumers' green purchase behavior. Psychology & Marketing, 18(4), 389–413. https://doi.org/https://doi.org/10.1002/mar.1013

Chaturvedi, P., Kulshreshtha, K., & Tripathi, V. (2021). Investigating the role of celebrity institutional entrepreneur in reducing the attitude-behavior gap in sustainable consumption. Management of Environmental Quality: An International Journal, 33(3), 625–643. https://doi.org/10.1108/MEQ-09-2021-0226

Chaturvedi, P., Kulshreshtha, K., Tripathi, V., & Agnihotri, D. (2022). Exploring consumers' motives for electric vehicle adoption: bridging the attitude–behavior gap. Benchmarking. https://doi.org/10.1108/BIJ-10-2021-0618

Choy, D., & Prizzia, R. (2010). Consumer behaviour and environmental quality in Hawaii. Management of Environmental Quality: An International Journal, 21(3), 290–298. https://doi.org/10.1108/14777831011036858

Dijkstra, J. K., Kretschmer, T., Lindenberg, S., & Veenstra, R. (2014). Hedonic, instrumental, and normative motives: differentiating patterns for popular, accepted, and rejected adolescents. Journal of Early Adolescence, 35(3), 1–21. https://doi.org/10.1177/0272431614535092

Dunlap, R. E., & Jones, R. E. (2002). Environmental concern: Conceptual and measurement issues. Handbook of Environmental Sociology, 3(6), 482–524. https://www.researchgate.net/publication/285810112

Fatoki, O. (2022). Determinants of household energy saving behaviour: An application of the goal framing theory. International Journal of Sustainable Development and Planning, 17(5), 1621–1628. https://doi.org/10.18280/ijsdp.170527

Fitri, R. A., & Wulandari, R. (2020). Online purchase intention factors in Indonesian millenial. International Review of Management and Marketing, 10(3), 122–127. https://doi.org/10.32479/irmm.9852

Fraj, E., & Martinez, E. (2007). Ecological consumer behaviour: An empirical analysis. International Journal of Consumer Studies, 31(1), 26–33. https://doi.org/10.1111/j.1470-6431.2006.00565.x

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A PRIMER ON PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING (PLS-SEM) (Third Edition). Sage.

Hameed, I., & Khan, K. (2020). An extension of the goal-framing theory to predict consumer's sustainable behavior for home appliances. Energy Efficiency, 13(7), 1441–1455. https://doi.org/10.1007/s12053-020-09890-4

Hansla, A., Gamble, A., Juliusson, A., & Gärling, T. (2008). The relationships between awareness of consequences, environmental concern, and value orientations. Journal of Environmental Psychology, 28(1), 1–9. https://doi.org/10.1016/j.jenvp.2007.08.004

Hanss, D., Böhm, G., Doran, R., & Homburg, A. (2016). Sustainable consumption of groceries: the importance of believing that one can contribute to sustainable development. Sustainable Development, 24(6), 357–370. https://doi.org/10.1002/sd.1615

Huang, Y., Liao, C., Zhang, J., Guo, H., Zhou, N., & Zhao, D. (2019). Exploring potential pathways toward urban greenhouse gas peaks: a case study of Guangzhou, China. Applied Energy, 251.

Kendaraan Bermotor Biang Kerok Polusi Jakarta, Salah Siapa? (2023, August 15). CNBC Indonesia.

Khan, K., Hameed, I., Akram, U., & Hussainy, S. K. (2023). Do normative triggers and motivations influence the intention to purchase organic food? An application of the goal-framing theory. British Food Journal, 125(3), 886–906. https://doi.org/10.1108/BFJ-11-2021-1194

Klabi, F., & Binzafrah, F. (2023). Exploring the relationships between Islam, some personal values, environmental concern, and electric vehicle purchase intention: the case of Saudi Arabia. Journal of Islamic Marketing, 14(2), 366–393. https://doi.org/10.1108/JIMA-06-2020-0170

Kopetz, C. E., Kruglanski, A. W., Arens, Z. G., Etkin, J., & Johnson, H. M. (2012). The dynamics of consumer behavior: A goal systemic perspective. Journal of Consumer Psychology, 22(2), 208–223. https://doi.org/10.1016/j.jcps.2011.03.001

Lee, K. (2008). Opportunities for green marketing: Young consumers. Marketing Intelligence and Planning, 26(6), 573–586. https://doi.org/10.1108/02634500810902839

Lieven, T., Mühlmeier, S., Henkel, S., & Waller, J. F. (2011). Who will buy electric cars? An empirical study in Germany. Transportation Research Part D: Transport and Environment, 16(3), 236–243. https://doi.org/10.1016/j.trd.2010.12.001

Lindenberg, S., & Papies, E. K. (2019). Two kinds of nudging and the power of cues: Shifting salience of alternatives and shifting salience of goals. International Review of Environmental and Resource Economics, 13(3–4), 229–263. https://doi.org/10.1561/101.00000110

Lindenberg, S., & Steg, L. (2007). Normative, gain and hedonic goal frames guiding environmental behavior. Journal of Social Issues, 63(1), 117–137.

Liobikienė, G., & Minelgaitė, A. (2021). Energy and resource-saving behaviours in European Union countries: The Campbell paradigm and goal framing theory approaches. Science of The Total Environment, 750.

Minton, A. P., & Rose, R. L. (1997). The effects of environmental concern on environmentally friendly consumer behavior: An exploratory study. Journal of Business Research, 40(1), 37–48.

Mustikawati, E., Utama, L., Ruslim, S. T., & Wijaya, H. (2021). Faktor-faktor yang mempengaruhi minat beli makanan organik. Jurnal Bina Manajemen, 9(2), 146–161.

Nanaki, E. A., Koroneos, C. J., Roset, J., Susca, T., Christensen, T. H., De, S., Hurtado, G., Rybka, A., Kopitovic, J., Heidrich, O., & Amparo López-Jiménez, P. (2017). Environmental assessment of 9 European public bus transportation systems. Sustainable Cities and Society, 28, 42–52.

Park, J., Ko, E., & Kim, S. (2010). Consumer behavior in green marketing for luxury brand: A cross-cultural study of US, Japan and Korea. Journal of Global Academy of Marketing Science, 20(4), 319–333. https://doi.org/10.1080/12297119.2010.9707436

Rezvani, Z., Jansson, J., & Bengtsson, M. (2018). Consumer motivations for sustainable consumption: The interaction of gain, normative and hedonic motivations on electric vehicle adoption. Business Strategy and the Environment, 27(8), 1272–1283. https://doi.org/10.1002/bse.2074

Ruslim, T. S., Kartika, Y., & Hapsari, C. G. (2022). Effect of environmental concern, attitude, subjective norms, perceived behavioral control and availability on purchase of green skincare products with intention to purchase as a mediation variable. Journal Ilmiah Manajemen Dan Bisnis, 8(1), 120–137.

Ruslim, T. S., Setiawan, K., Hapsari, C. G., & Herwindiati, D. E. (2023). Factors that increase purchase intention of electric cars in Jakarta. International Journal of Application on Economics and Business (IJAEB), 1(3), 2987–1972. https://doi.org/10.24912/ijaeb.v1.i3.968-977

Sabri, M. F. M., Danapalasingam, K. A., & Rahmat, M. F. (2016). A review on hybrid electric vehicles architecture and energy management strategies. Renewable and Sustainable Energy Reviews, 53, 1433–1442.

Schuitema, G., Anable, J., Skippon, S., & Kinnear, N. (2013). The role of instrumental, hedonic and symbolic attributes in the intention to adopt electric vehicles. Transportation Research Part A: Policy and Practice, 48, 39–49. https://doi.org/10.1016/j.tra.2012.10.004

Setiadi, F. J., & Ruslim, T. S. (2020). Pengaruh citra merek terhadap niat beli konsumen (studi pada Toyota Agya). Jurnal Manajerial Dan Kewirausahaan, 2(3), 603–611.

Steg, L., Bolderdijk, J. W., Keizer, K., & Perlaviciute, G. (2014). An integrated framework for encouraging pro-environmental behaviour: the role of values, situational factors and goals. In Journal of Environmental Psychology (Vol. 38, pp. 104–115). https://doi.org/10.1016/j.jenvp.2014.01.002

Steg, L., Lindenberg, S., & Keizer, K. (2016). Intrinsic motivation, norms and environmental behaviour: The dynamics of overarching goals. International Review of Environmental and Resource Economics, 9(1–2), 179–207. https://doi.org/10.1561/101.00000077

Stern, P. C., Young, O. R., & Druckman, D. (1992). Global Environmental Change: Understanding the Human Dimensions. The National Academies Press. https://doi.org/10.17226/1792

Sumber Polusi Udara Jakarta, Kendaraan atau Bukan yang Paling Berdosa? (2023, September 6). CNN Indonesia.

Tu, J. C., & Yang, C. (2019). Key factors influencing consumers' purchase of electric vehicles. Sustainability (Switzerland), 11(14), 1–22. https://doi.org/10.3390/su11143863

Xing, J., Leard, B., & Li, S. (2021). What does an electric vehicle replace? Journal of Environmental Economics and Management, 107. http://www.nber.org/papers/w25771

Yohanna, & Ruslim, T. S. (2021). Pengaruh brand love, brand satisfaction, brand trust terhadap purchase intention produk Gucci. Jurnal Manajerial Dan Kewirausahaan, 3(2), 569–579.

Zameer, H., & Yasmeen, H. (2022). Green innovation and environmental awareness driven green purchase intentions. Marketing Intelligence and Planning, 40(5), 624–638. https://doi.org/10.1108/MIP-12-2021-0457