How effectively does Social Media influence Malaysian Consumers to purchase Electronic Vehicles (EVs) using the Engel-Blackwell-Miniard Model (EBM).

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MASTER OF BUSINESS ADMINISTRATION (CORPORATE MANAGEMENT)

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How effectively does Social Media influence Malaysian Consumers to purchase Electronic Vehicles

(EVs) using the Engel-Blackwell-Miniard Model (EBM).

By

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**Abstract**

**How effectively does Social Media influence Malaysian Consumers to purchase Electronic Vehicles (EVs) using the Engel-Blackwell-Miniard Model (EBM).**

**Low Chee Wei**

As technology is thriving in the modern world, social media has become a powerful platform for products and services, to the extent that it became a new platform for business to conduct virtually. However, this cannot indicate that all products and services can be significantly affected by social media. As there are different categories of consumer purchasing behaviour towards different products, this indicates that every purchase made towards different products undergoes different attitudes. Since there is another popular topic currently which is the adoption of EVs EVs falls under the category of vehicle which is complex buying consumer behaviour. In short, the attitude behind purchasing a vehicle is different from purchasing a bag of cookies. To understand how effectively social media influence consumers' behaviour towards purchasing an EV, the Engel-Blackwell-Miniard model (EBM) provided the stages of how well does external stimuli affect consumers towards purchasing a certain product. Therefore, social media will be acting as external stimuli to measure how effectively it affects consumers' behaviour towards every stage of the EBM model.

# Acknowledgements

# APPROVAL SHEET

This dissertation/thesis entitled **"How effectively does Social Media influence Malaysian Consumers to purchase Electronic Vehicles (EVs) using the Engel-Blackwell-Miniard Model (EBM)."** was prepared by Low Chee Wei and submitted as partial fulfillment of the requirements for the degree of Master of Business Administration (Corporate Management) at University Tunku Abdul Rahman

Approved by:

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Date: 6/7/2023

**SUBMISSION OF FINAL YEAR PROJECT**

It is hereby certified that Low Chee Wei (ID No: 21ABM05124 ) has completed this final year project/ dissertation/ thesis* entitled **"How effectively does Social Media influence Malaysian Consumers to purchase Electronic Vehicles (EVs) using the Engel-Blackwell-Miniard Model (EBM)."** under the supervision of Mr Choy Johnn Yee (Supervisor) from the Department of Marketing, Faculty of Business Administration.

I understand that University will upload softcopy of my final year project in pdf format into UTAR Institutional Repository, which may be made accessible to UTAR community and public.

Yours truly,

_____

(*Low Chee Wei*)

# DECLARATION

I hereby declare that the dissertation is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UTAR or other institutions.

Name: <u>Low Chee Wei</u>

Date: 6/7/2023

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## List of Abbreviations

| | |
|---|---|
| EKB | Engel Kollat Blackwell |
| EBM | Engel Blackwell Miniard |
| EVs | Electric Vehicles |
| EV | Electric Vehicle |

**Title:** How effectively does Social Media influence Malaysian Consumers to purchase Electronic Vehicles (EVs) using the Engel-Blackwell-Miniard Model (EBM).

## Chapter 1: Introduction

**1.0     Research Background**

With the recent technological development, the communication system has been demonstrated as one of the most significant growths. The growth is substantial that it can almost replace face-to-face communication. Take social media as an example; it is a social space on the internet for people. Social media such as Facebook, Twitter, Instagram, and various social apps developed in respective countries like Weibo in China have connected people with no distance worries. However, social media is more than just an internet space for users to interact with people. Businesses have also taken the opportunity to contact or reach consumers (Mangiaracina et al., 2019).

Businesses have taken a step further by conducting business online through social media platforms. Businesses are setting up online shops on social media to reach consumers who might be their potential customers (Mangiaracina et al., 2019). Furthermore, maintaining an online social media shop costs less than having a brick-and-mortar store (Murphy, 2022). Social media also bring another perk: it provides an opportunity to help businesses reach potential worldwide as it is borderless across social media (Mangiaracina et al., 2019). Companies can skip setting up stores in a specific nation to get potential customers. Additionally, an unexpected hit of Covid-19 in the form of lockdowns and movement control orders (MCOs in Malaysia) has further boosted the power of social media for businesses. For instance, social media marketing has merged as a powerful tool for businesses, aiding them to create awareness campaigns as a part of marketing.

While running a business, marketing plays a key role in maintaining or expanding existing sales. Marketing is not just about advertising; informing or raising awareness is integral to introducing the company or products to the consumers (Li et al., 2021). Distance is just one of the perks that social media brings to businesses, and social media has also revolutionised marketing. Since social media is borderless, a company that created an advertisement is suitable for all people from around the world and can use social

media for advertising to the whole world at a lower cost than setting up banners, buying TV commercial advertisements, or even handing out flyers (Li et al., 2021). The online shop also resembles the characteristics of a physical store; a study found that the only difference is that a physical store requires workers to be present (van Leeuwen et a, 2022).

To elaborate, communication is not the only sector revolutionised due to recent technological advancements, it has also brought unprecedented changes to other businesses. In other words, business activities have solely changed with the revolution of communication technologies and digitalisation penetration. One of the sectors is the transportation sector which has consummated technological uplifts. The manufacturing of transportation goods and products, delivery of transportation services, and marketing have been revolutionised because of the growing tech-based digitalisation (Davidsson et al., 2016). In addition, transportation is one of the primary directions in which most nations make plans and policies. Transportation has become one of the issues that most countries are starting to tackle as the traditional fuel car consumes fuel which is the direct consumption of fossil fuel that will increase the carbon footprint (Das & Jharkharia, 2018). Due to the Paris Agreement signed in 2015, the nations that signed it must reduce carbon emissions to lower the damage that causes climate change.

Electric vehicles (EVs) are one of the answers to reducing the carbon emission of a nation. As EVs consume electricity instead of fuel, EVs do not produce carbon as a by-product. According to the Department of Energy (n.d), electric vehicles solely and/or partially works through electricity. The United States environmental protection agency (n.d) added that electric vehicles comprise of a rechargeable battery electric motor instead of a fuel tank and an inside engine for combustion. They are logically more environmentally friendly compared to traditional fuel vehicles. So, nations are keen to implement policies encouraging consumers to buy EVs as their next choice of car.

Likewise, Malaysia is one of the countries serious about saving the environment from pollution, specifically through business. The country has signed the Paris Agreement to ensure environmentally friendly business practices alongside the growth of the transportation sector. In addition, green and sustainable products and services have emerged as a buzzword within the country, as environmental

awareness is rapidly growing022). In lieu of this, instead also implemented a policy encouraging local consumers to buy EVs as their next car. The policy is tax exemption which not only exempts the import tax, but consumers that purchase EVs can also have personal income tax exemption (Koty, 2022). Further, the government has supplicated to build ten thousand charging stations for electric vehicles (EVs) by 2025 to bridge the gap in the infrastructure. Such tax Taxes and infrastructure-building measures could encourage consumers to purchase electric vehicles from monetisation and physical convenience. However, questions are increasing about the utilisation utilising information technologies, including social media platforms, to enhance consumer purchases because of the increasing interest of Malaysians in digitalisation, as 69% of them are highly active on social media for different purposes, including purchases (Think with Google, 2020).

## 1.1 Problem Statement

Social media platforms for businesses are consistently growing for their significant features and advantages. Social media also provides a platform for businesses to conduct B2B and B2C, increasing the efficiency in doing business and leading to higher profit (Aichner, 2021). Even though social media offers functions such as insight for businesses to see how effectively it is reaching the consumer, it does not tell if the user has been informed, as some users might accidentally touch on the ads and quit instantly. This is the reason that even though the popularity of social media has grown over the years, some sectors still need to benefit significantly from it.

In Malaysia, social media platforms have emerged as critical tool for marketing, advertising, and selling the products and services (Asadi, 2022). From apparel to cosmetics and from tourism to electronics and daily-use products, digital media have extensively penetrated Malaysia. Malaysians, one of the most active social media users, also recognise the tools as the most crucial need of the modern era. Thus, such interest increases the significance of social media for all types of businesses (Asadi, 2022).

However, Kotler and Armstrong (2014) had categorised consumer behaviour towards different product which are complex buying, dissonance-reducing, habitual buying and variety-seeking buying. Therefore, social media cannot ensure that it can equally affect all types of products. Since, there is another popular issue nowadays which is the choice between EV or traditional car, so both types of car falls under the category vehicle which Kotler and Armstrong (2014) categorised it as complex buying.

So, in the context of electric vehicles, the Malaysian government has implemented a policy that benefits the consumer that purchases the EVs; it seems like it needs to be fixed as the adaptation seems slow, for the sales of traditional fuel vehicles are still higher than EVs by a significant number (Hiew, 2022).

The problem is that Malaysians seem less likely to adopt EVs as their new vehicle, which can be shown by the market dominators, Proton and Perodua, as both manufacturers still do not produce EVs. Furthermore, Malaysian would only like to see more EVs, but up to 59% still choose petrol cars as their next vehicle (Tan, 2022). This unchanged phenomenon will delay the plan to reduce carbon footprint.

On the other hand, the use of social media seems to be limited, specifically when it comes to marketing EVs to increase purchases in Malaysia (Muzir, 2022). According to Hiew (2022), tax exemptions for electric vehicles are until 2025. It means that the prices will rise, which requires effective promotion from today. In other words, purchases of EVs are still lower even when there are tax exemptions. So, the question arises about its future when there will be no tax exemptions (Salim, 2023). Along the same line, Asadi (2022) have provided social media as an alternative for promoting EVs in the mass market of Malaysia. However, the focus seems to be limited.

Furthermore, since social media has the advantage of advertising, it should have impacted the market by raising awareness of the presence of EVs. However, the result is different as EV sales remain low; as mentioned, the majority of consumer in Malaysia still prefers petrol cars. Despite a forecast saying that there will be an increase in consumers buying EVs (Murugiah, 2023), it remains a question of what factors affect the purchase decision and the accuracy of the forecast. In addition, being a relatively newer topic than other businesses, research studies on the impacts of social media are limited.

Although the sales are growing steadily for the EV market, a report has shown that the knowledge gap remains. Furthermore, customers are willing to pay, however, only for a few notable brands ("*Record sales*", 2022). In China, the research found that the EV brands that adopted social media as a platform for marketing have raised their sales significantly (Wang et al., 2023). Therefore, it is crucial to see how well the brands of EVs in Malaysia have adopted social media to their use.

Determining how effectively social media can influence the consumer's decision towards a product or a business is essential to prove that social media can benefit the sector. Not all sectors will benefit, but there should be an extent to measure how well social media influences consumers. Since EVs are such a hot topic and trend in most countries, this paper will explore to what extent social media can influence consumers' decisions towards EVs. Despite the growing popularity of EVs, there is a lack of research on how social media influences Malaysian consumers towards EVs.

Engel Kollat Blackwell's Model (EKB) is used as the theory and framework to conduct this research to determine how social media influences consumers' decisions towards EVs. The implementation of the

theory will be the revised version of the EKB model, the Engel Blackwell Miniard Model (EBM). Solomon, Russel-Bennett & Previte (2012) posited that EBM is based on seven points that revolve around purchasing decisions purchases. These include "structured around a seven-point decision process: need recognition followed by a search of information both internally and externally, the evaluation of alternatives, purchase, post-purchase reflection, and finally, divestment."

To explain, the EKB model is suitable for this paper; however, the revised model, the EBM model is much more suitable as the external factors determined by the EBM model are much more specific than the EKB model. Both theories are used to determine the consumers' behaviour; however, to be m the EBM model is much more suitable to be more accurate on the external factors influencing the consumers' behaviours paper; the external factor influencing consumers' behaviour towards EV purchases is social media.

1.2 Research Questions

1) To what extent does social media bring awareness of EVs to consumers?

2) To what extent is social media informative about EVs to consumers?

3) To what extent does social media provide EVs insight into consumers?

4) To what extent does social media help consumers to purchase an EV?

1.3 Research Objectives

1) To examine the relationship between the social media influence towards consumers and the EVs market.

2) To examine the extent of social media's usefulness towards the EVs market by analysing the stages of the decision-making process.

## 1.4 Research Significance

This research is to understand the impact of social media on Malaysian consumers' purchase decisions for EVs. It intends to examine the extent to which social media presently impact purchasing decisions of electric vehicles along with the future impacts when there will be no tax exemptions.

This research has numerous aspects of significance, as the findings are essential for providing insights into the factors that influence Malaysian consumers' purchase decisions of EVs and how social media can be used to influence their decisions. As a contribution to the Malaysian government, this research can provide valuable information to marketers and policymakers on effectively using social media to influence Malaysian consumers' EV purchase decisions. In other words, the business of electric vehicles presently operates under the government. Therefore, the Ministry of Transportation will get a fundamental understanding of the social media needs of consumers.

The following significance is related to a better understanding of purchasing decisions for electric vehicles through a theoretical framework. Engel Kollat Blackwell's Model (EKB) is a consumer behaviour model that explains how consumers make purchase decisions. This model is based on the idea that consumers go through a series of steps when making a purchase decision, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. This model can be used to understand how social media influences Malaysian consumers' purchase decisions for EVs. Simply put, the findings of this study will aid in apprehending how social media can boost purchase decisions for electric vehicles. For instance, problem recognition through social media would be the environmental hazards faced by Malaysia and other parts of the world, which can be reduced through increased purchases of electric vehicles.

The next aspect of significance is related to social media. Social media has become an important tool for marketers to reach and influence consumers. It has been found that social media can influence consumers' purchase decisions in various ways, such as by providing information, creating brand awareness, and influencing attitudes and opinions. Additionally, social media can be used to target specific audiences, which can be beneficial for marketers who are trying to reach a specific group of consumers. In Malaysia,

the use of social media is increasing, and it is becoming an important tool for marketers to reach and influence Malaysian consumers. However, the complexity of social media platforms is also clear among marketing gurus. According to Zahay (2019), every social media platform cannot be used to market and advertise every product. Each product has unique features, characteristics, and consumer segments. For instance, the consumer segment for cosmetics can be young Malaysians who are job-doers or university-goers. However, the consumer segment for electric vehicles is not only young but environmental enthusiasts belonging to the upper middle country's upper middle and upper class ., 2022). Therefore, social media usage to convince them to purchase electric vehicles is a complex task.

This research can provide insights into how social media can influence Malaysian consumers' purchase decisions for EVs. Additionally, this research can provide valuable information to marketers and policymakers on how to effectively use social media to influence Malaysian consumers' purchase decisions of EVs, as consumers of every market possess distinctive purchasing demands and requirements.

This research can also provide insights into the factors influencing Malaysian consumers' purchase decisions for EVs. This research can help marketers and policymakers to understand the factors that influence Malaysian consumers' purchase decisions of EVs and how these factors can be used to influence their decisions. Additionally, this research can provide valuable information to marketers and policymakers on how to effectively use social media to influence Malaysian consumers' purchase decisions of EVs in the current and future years.

In conclusion, the research significance of the topic "How Social Media Influences Malaysian Consumers to Purchase Electronic Vehicles (EVs) Using the Engel Kollat Blackwell's Model (EKB)" is to understand the impact of social media on Malaysian consumers' purchase decisions of EVs. This research is important as it can provide insights into the factors that influence Malaysian consumers' purchase decisions of EVs and how social media can influence their decisions. Additionally, this research can provide valuable information to marketers and policymakers on how to effectively use social media to influence Malaysian consumers' purchase decisions of EVs. Thus, it would be the latest research to open new research opportunities for future researchers while bridging the literature gap to some extent.

## Chapter 2: Literature Review

2.0 The overview of the Engel Kollat Blackwell's Model (EKB) framework

Engel Kollat Blackwell's Model is a consumer behaviour model developed by John W. Engel, Roger D. Blackwell, and Paul W. Miniard in 1995. The model is based on the idea that consumer behaviour results from psychological, social, and environmental factors. The model suggests that consumer behaviour results from a complex interaction between these factors and that internal and external factors influence the consumer's decision-making process. The model also suggests that consumer behaviour is influenced by the consumer's perception of the product or service and the consumer's attitude towards the product or service. In their thesis paper, Engel, Blackwell, and Miniard (1995) explain that the Engel Kollat Blackwell Model is based on the idea that consumer behaviour results from a combination of psychological, social, and environmental factors. They explain that the model suggests that consumer behaviour results from a complex interaction between these factors and that internal and external factors influence the consumer's decision-making process. The authors also explain that the model suggests that consumer behaviour is influenced by the consumer's perception of the product or service and the consumer's attitude towards the product or service.

Engel Kollat Blackwell's Model is a consumer decision-making model that explains how consumers make decisions when purchasing products or services. The model comprises three main factors: the consumer's knowledge, attitude, and behaviour. Knowledge: This factor refers to the consumer's understanding of the product or service, including its features, benefits, and costs. This knowledge is acquired through personal experience, advertising, and word-of-mouth. (Kotler & Keller, 2016) Attitude: This factor refers to the consumer's overall opinion of the product or service. This opinion is based on the consumer's beliefs, values, and emotions. (Kotler & Keller, 2016) Behaviour: This factor refers to the consumer's actual behaviour when making a purchase decision. This behaviour is based on the consumer's knowledge and attitude and external factors such as price, availability, and convenience. (Kotler & Keller, 2016)

Later, a new model was introduced with the less sophisticated process, the Engel, Blackwell and Miniard Model (EBM). The next subtopic will elaborate on the EBM model and the critical reasons for implementing it in this study.

2.0.1 The overview of the Engel, Blackwell and Miniard model (EBM)

However, some modifications were made by Miniard in 2001, which made a new EKB model named the Engel, Blackwell and Miniard model (EBM) (Blackwell et al., 2001). The model was based on the previous structure of the EKB model, which follows the five sequential steps that process all the information before making consumption decisions. It starts with the consumers' need or problem recognition, and then the consumers search for solutions. While the consumers search for solutions, the search includes internal and external sources; the internal sources refer to experiences and memories, whereas the external sources refer to any knowledge beyond self, for example, asking another person. After gaining the solutions, the consumers will evaluate based on personal preferences; then, the consumer will make the purchasing decision based on personal preferences. Lastly, the consumer will evaluate the purchasing decision, called the post-purchase evaluation.

Miniard revised the new model by giving names to each stage: information input, information processing, decision process, and external variables influencing the decision process. The model investigates the consumers' decisions with the proposed stages.

A study used the EBM model to investigate the sharpness of the advertisement affects the consumers' decision to make healthier food choices; the study follows the process which obtained positive results as consumers are likely to be influenced by advertisements (Peters & Mennecke, 2011).

A study argues that the EBM model is too complicated as it has too many steps, which complicates the process of determining the results (Karimi, 2013); therefore, a model named the theory of planned behaviour (TPB) was introduced, which only addresses the decision made instead of the decision process.

However, this study needs to use the EBM model because this paper is exploring the two essential things that are currently affecting our world; one of them is social media which is already taking place, and another is EVs which are going to affect the world sooner by the trends of it. Therefore, it is essential to see how social media as an external factor in the EBM model affects consumers' behaviour towards EVs. To differentiate, the EKB explores three factors which are psychological, social and environmental, that

are influential to consumer decisions. Hence, EKM is much more suitable as it allows this study to measure the influence of social media as an external factor.

2.1 Study of vehicle

2.1.1 History of vehicle usage

Before gasoline vehicles were the most seen vehicle on-road, there were times were vehicles were powered by other forms of energy. The first engine was powered by steam, and then there came the availability of electricity and gasoline; however, gasoline was chosen to be the most suitable source of energy as it has a more extended range with one single tank (Berger, 2001).

So, the range issue has given the gasoline car an advantage throughout history. Vehicle manufacturers do not need to worry about vehicles needing another power source as the current coverage of gas stations is sufficient to bring efficiency for gasoline vehicles to refuel (Melaina & Bremson, 2008).

Due to the popularity of gasoline vehicles and the affordability of using gas, the vehicle starts bombing, causing troubles such as massive traffic conjunction and a rise in accidents (Hård et al., 2001).

Since this study is about EVs, this subtopic is short, as gasoline vehicle dominance should not be elaborated more. This study's importance is discovering EVs; therefore, the next topic will be talking more about it.

2.1.2 History of EVs

The first EV was invented in 1859 when the first lead-acid battery was invented as well to use in it; later, the upgraded version of the EV came in the form of a tricycle, which showed improvement from 14.4km/h to 30-50 km/h (Wakefield, 1998, pp6).

As the electric car slowly lost its advantage over the gasoline vehicle, the electric hybrid car (HEV) was introduced, which still falls under the category of EV (Wakefield, 1998, pp9); the official product of HEV was introduced in 1897 when the motor was powered by an internal combustion engine that generates the electric (Wakefield, 1998, pp20). This HEV was powered by both gasoline and electricity at the same time.

However, in this study, HEV will not be considered an EV. This study only studies EVs as a vehicle purely powered by electricity which eliminates the use of gasoline to reduce the carbon footprint.

2.1.2.2 Studies on the Adoption of EVs

Nations are encouraging EV use due to the Paris Agreement signed in 2015 to reduce the carbon footprint, and consumers are highly willing to adopt EVs to help climate change (Thøgersen, 2021). There are still many factors causing the consumer not to purchase EVs; the leading contributor is the maturity of the technology relating to EVs (Higueras-Castillo et al., 2020). Currently, most vehicles on the road still use gasoline; however, a significant increase in EVs has been observed in China as the significant contributing factor is the development of batteries (Fang et al., 2020).

As stated, the battery is one of the issues as it functions as the gas tank of a gasoline car; there are still many other issues affecting consumers to buy an EV. Furthermore, the longevity of an EV is also an issue, as producing new EVs will also increase the carbon footprint. To reduce the production of new EVs, the battery is the most significant issue on hand, and battery swapping plays a critical role in prolonging the use of an existing EV (Adu-Gyamfi et al., 2022).

Another factor is the charging infrastructure which is the same thing as a gas station for gasoline cars and is a concern for many consumers as it holds the key factor of prolonging the range of the journey (Fang et al., 2020). Without the large availability of charging infrastructure for EVs, consumers will experience range anxiety, further discouraging them from purchasing EVs. Even shorter-range drivers would be discouraged from purchasing EVs (Junquera et al., 2016).

A study shows that consumers who do not intend to purchase an EV still show a high willingness to rent one just for the sake of the environment (Gulzari et al., 2022). This indicates that many factors still discourage consumers from purchasing EVs; however, the willingness to adopt the idea of using an EV to save the environment is relevantly high.

In conclusion, the consumers were not unwilling to adopt EVs, and too many factors influenced the decision to purchase an EV. As mentioned above, consumers are highly willing to adopt EVs through rental,

which may be a good initiative for other consumers to follow. However, it is crucial to inform the consumers regarding the updates on the factors influencing the EVs' purchase decision. Therefore, informing is essential in influencing the consumer to purchase an EV.

2.2 The relationship between consumers' behaviour and social media

2.2.1 The History of social media

Before understanding social media, it is essential to understand its root of it, which is the history of the internet. The Internet existed in the 1960s; however, the web we knew today, the "World Wide Web (WWW)", was only publicly available on the 6th of August in 1991 (Taprial & Kanwar, 2012, pp 13). The internet became popular worldwide in the late 90s when many websites allowed users to create and upload content (Dewing, 2010).

Nowadays, social media has a common trait which is providing a platform online for users to communicate from different places. This trait was built on the idea of IRC, ICQ and Instant Messenger. The Internet Relay Chat (IRC) introduced the function of '#' and '@', which helps users to share links and files; the instant messaging system (ICQ) was the upgraded version of IRC where users could interact instantly (Taprial & Kanwar, 2012, pp 13).

Social media can be defined as an online platform where users share their information, such as thoughts, stories, and photos (Dewing, 2010). If the platform involves sharing information, it can be defined as social media. There are a few social media types: Blogs, Wikis, Social bookmarking, Social network Sites, Status-update services, Virtual world content, and Media-sharing sites (Dewing, 2010). Each type of social media brings different functions, and the popular ones are Blogs, Wikis, and Social network sites.

The revolution of social media is closely tied to the web revolution. With social media advancing in this era, each phase of the development of social media defines the web differently. There are three versions of the Web: Web 1.0, Web 2.0, and Web 3.0. Web 1.0 provides the user with one-way communication in which users can only provide information; Web 2.0 is what we are experiencing nowadays, where users can interact to create content. Users use the web to create content with other users; lastly, Web 3.0 is a space where it can replace physical space; users can create their characters and communicate in the virtual space (Dewing, 2010).

Currently, the mainstream web would still be Web 2.0 as Web 3.0 is not well structured and clearly defined; most users are still experiencing Web 2.0. Web 2.0 provides some opportunities for websites that rely on good content, users can now help the websites build content, and it is in the form of interaction with another user. Businesses also see this as an opportunity to interact with their customers and reach out to their potential customers through the functionality of Web 2.0 (Harrison & Barthel, 2009).

2.2.2 The Influence of social media towards Consumers' Behaviour

Many attributes affect consumers' behaviour; all attributes are presented in one form: information. Many decisions are made through the information available to the consumer; word-of-mouth (WOM) defines the action of consumers when exchanging information regarding products and services (Arndt, 1967). WOM is the definition of exchanging information about products and services from one individual to another, which can also be seen as an individual reading another individual's reviews on the product and services. WOM plays a crucial part in consumers' behaviour as it can alter the consumers' behaviour, such as perceptions and expectations towards the products and services (Kimmel & Kitchen, 2014).

Since social media provides a platform for users to communicate, users can switch roles to consumers by performing WOM, making social media an internet space for WOM. Social media can be defined as 'Electric WOM' as it provides consumers to do reviews which is an act of WOM of all brands, products, and services for other consumers to read, which will show a certain degree of altering their consumers' behaviour (Hennig-Thurau et al., 2004). Since social media provides a platform for consumers to perform WOM, they can provide their reviews towards all brands, products, and services (Bronner & Hoog, 2010).

Social media seems like another world for younger people to decide on purchases, forming an electronic economy and community. As social media is getting popular among young people, which is the potential future consumers, it serves the purpose of advertising and a platform for brands to build their reputation (Ziyadin et al., 2019), and young people are easier to be influenced by social media regarding their purchase behaviour (Ioanas, 2020). Furthermore, social media affects green purchases, which means that any environmentally friendly products on social media will influence the consumer positively to purchase the product (Sun & Wang, 2020).

2.3 The Development of Current Research Hypotheses

Implementation of the stages of the EBM model

1st stage: Need Recognition

Need Recognition can also be perceived as Problem Recognition, as the EKB model suggested that consumer purchasing behaviour can be defined as problem-solving (Engel et al., 1978).

The need recognition stage will occur when a consumer realises a problem, which can be external or internal stimuli that spark the recognition (Lee et al., 2015). The recognition occurs when the consumer is aware of the difference between the desired state (what he wants) and the actual state (what he needs) (Tsiakali, 2018). Once the need recognition stage occurs, the consumer will move on to the next stage.

The internal stimuli that cause the need recognition stage can be defined from memory or experience. The memory or experience accumulated by the consumer can start from external stimuli such as an advertisement that gets the consumer to pay attention, then comprehend, form acceptance, and retain the information as memory.

As stated above, the external stimuli contribute to the need recognition stage by contributing to internal stimuli. Therefore, the EBM model proposed that internal and external stimuli simultaneously cause the recognition stage.

A study has found that social media has a high relationship in sparking awareness regarding a product, especially towards teenagers (Osei & Abenyin, 2016). Furthermore, social media has also been proven to raise awareness, leading to the recognition of needs, as previously stated (Tsiakali, 2018). Therefore, this study highly believes that social media will bring a significant impact on raising consumers' awareness.

H1: Social media are highly effective in raising consumers' awareness.

2nd stage: Collection of information

This stage also involves internal and external stimuli. The internal stimuli remain the same, whereas the external stimuli vary. The factor that contributes to the external stimuli is known as environmental factors. The environmental factors are the culture, social class, family members or advertisement.

So, the consumers can choose to use the internal stimuli from personal experience or memory; the consumers can also choose to use the external stimuli or both simultaneously for this stage to help the consumer collect information.

Studies have shown that social media provides consumer efficiency in searching for product information (Tsiakali, 2018). Moreover, the information provided by social media gives a positive impression to consumers (Tang & Zhu, 2019). Therefore, this study believes that social media as an external factor is positive in helping the consumer to collect information.

H2: Social media is helpful to consumers in the collection of information.

3rd stage: Pre-purchase evaluation

After collecting the required information regarding the products or services, the consumer will evaluate the available information to decide. Furthermore, personal factors will take place in the evaluation. The personal factors include the individual's resources, motivation and involvement, knowledge, attitudes, personality, values, and lifestyle.

A study shows that social media provides efficiency in helping the consumer to compare and evaluate available options (Voramontri & Klieb, 2019). Furthermore, social media helps expand the consumer's choices (Tsiakali, 2018). Therefore, this study believes that social will help consumers evaluate other options before purchasing.

H3: Social media is helpful for consumers to evaluate the available choices before purchasing.

4<sup>th</sup> stage: Purchase decision

Lastly, after considering and evaluating the information available and the personal factors, the consumer will make the purchase which the consumer thinks is the best decision. This purchase decision may vary among consumers as the available information and factors vary among individuals.

A study has shown that social media influences consumer behaviour (Tsiakali, 2018). This means that social media can influence consumers' final purchase decisions. Furthermore, consumers felt that most information presented by social media gives them high confidence in their purchasing decision (Voramontri & Klieb, 2019). Moreover, the consumer would recommend social media to their social circles as a source of information for reference (Tang & Zhu, 2019). Therefore, this study believes social media will influence and aid purchase decisions.

H4: Social media is highly influential towards a purchase decision.

H5: Social media gives aid for a purchase decision.
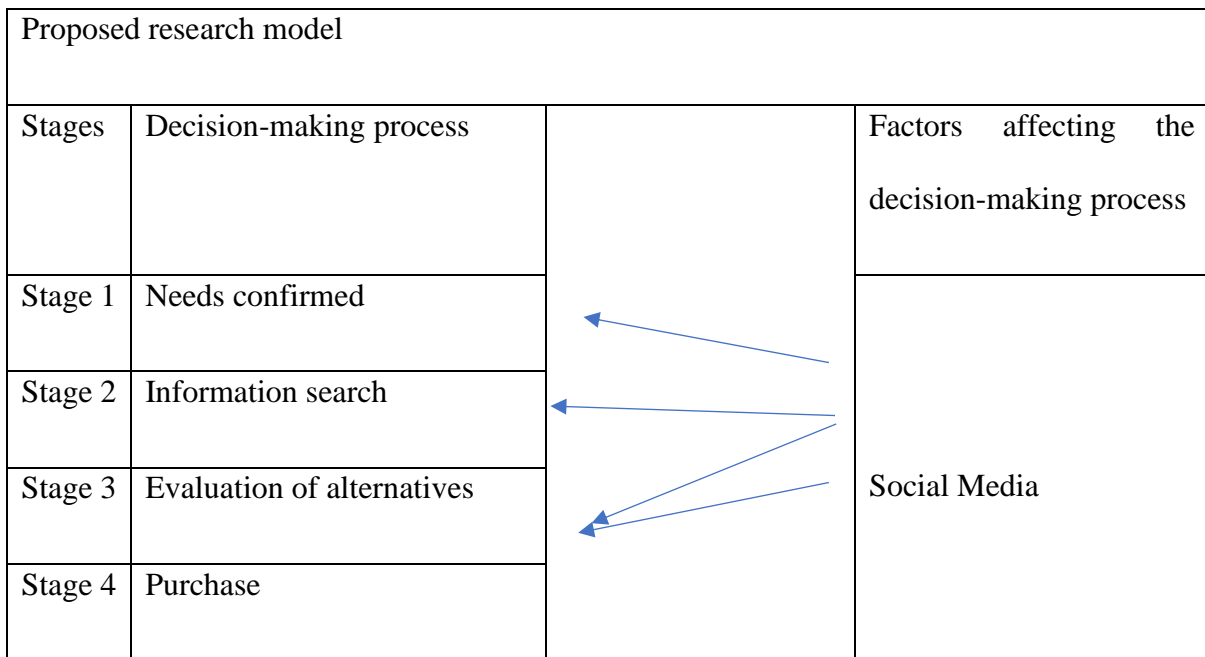
Research model

The proposed research model for this research will be based on the EBM model. Social media will act as the environmental factor in this research model. The original EBM model will be shown, and then the proposed research model will be shown later.

Figure 2.1:



Consumer Purchase Decision Model by Engel Blackwell & Miniard
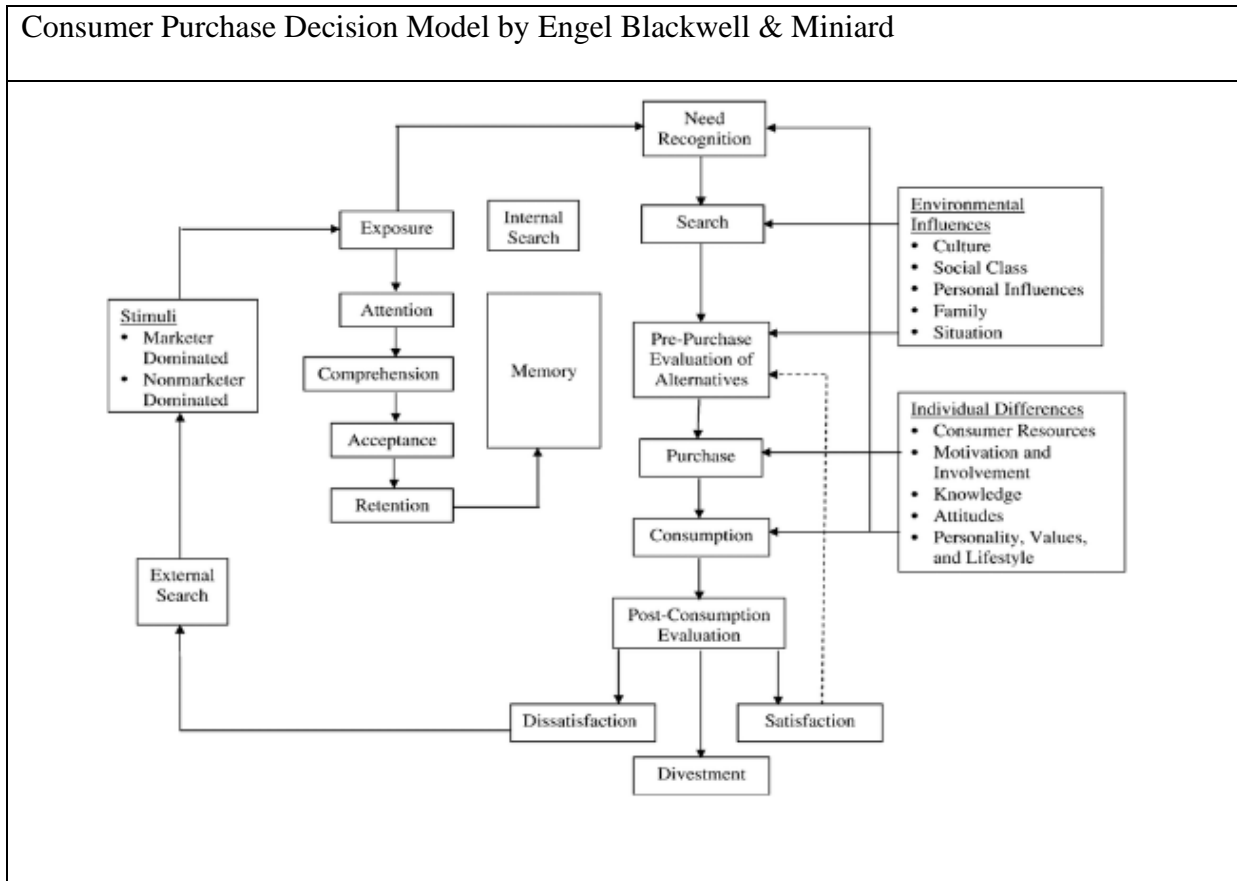
For the proposed research model, the factors influencing the decision-making process will only be social media.

Figure 2.2:

| Proposed research model | | | |
|---|---|---|---|
| Stages | Decision-making process | | Factors affecting the decision-making process |
| Stage 1 | Needs confirmed | | |
| Stage 2 | Information search | | Social Media |
| Stage 3 | Evaluation of alternatives | | |
| Stage 4 | Purchase | | |

Questionnaire

| Stage: | | Questions | References |
|---|---|---|---|
| 1st | Need recognition | Social media strengthen my desire to purchase an EV | Osei & Abenyin, 2016 |
| | | Social media inspires me to purchase an EV | Tsiakali, 2018 |
| 2nd | Collection of information | Social media increase the efficiency of searching for information regarding EVs. (The information is only limited to the specification and the performance of the EV) | Tsiakali, 2018 |
| | | Social media provides me with various brands of EVs. | Osei & Abenyin, 2016 |
| | | Social media helps to collect other consumers' reviews on EVs. | Lee et al., 2015 |
| 3rd | Pre-purchase evaluation | Social media expands my consideration towards various brands of EVs. | Tsiakali, 2018 |

| | | I use social media to make comparisons between various brands of EVs. | |
|---|---|---|---|
| | | Before purchasing an EV, I evaluate my decision through the information provided by social media. | Lee et al., 2015 |
| | | I prefer to purchase an EV with the recommendation of social media official. (Eg: celebrity) | |
| 4th | Purchase decision | Social media helps me make reservations about purchasing an EV. | Osei & Abenyin, 2016 |
| | | Social media influence me to purchase an EV. | Tsiakali, 2018 |
| | | Social media helps me to purchase complimentary that will benefit the EV I bought (Eg: charging port/subscription to charging apps) | |
| | | The information provided by social media influenced me to buy an EV. | Lee et al., 2015 |
| | | If the information is certified or fact-checked by social media, it will increase my intention of buying an EV. | |

## Chapter 3: Research Methodology

3.0 Introduction

The purpose of this chapter will outline the subtopics that are relevant to the methodology of this thesis. Explanation and justification will be presented in each subtopic to avoid confusion towards the implementation of the research.

3.1 Research design

The EBM variables have been frequently used to test in the business, especially marketing-related research, to collect consumer feedback regarding products (Hsu et al., 2012). Researchers have modified the variables to suit quantitative research, as the original EKB model is meant for qualitative research (Ashman et al., 2015). Instead of examining the internal and external relationships and other factors that influence the behaviour, quantitative research observes the progress of how certain aspects affect the consumer. This means that quantitative analysis observes consumers' behaviour stage by stage.

This research's primary method is through descriptive analysis, as the questions influence each stage individually. Descriptive analysis was used in many previous studies that integrate the EBM model. Tsiakali (2018) uses descriptive analysis to explain the effectiveness of an individual's personality and the social media influencing their decisions in travel planning according to the EBM model. Furthermore, a study also uses descriptive analysis to determine the pre-purchase and post-purchase of consumers according to the EBM model (Chae et al., 2006). So descriptive analysis will be the only analysis conducted for this research to explain the consumers' behaviour towards EVs in all the stages of the EBM model.

3.2 Sampling design

For this study, voluntary response sampling is used to collect the data. Voluntary response sampling is a non-probability sampling method (Murairwa, 2015). For this sampling technique, the participants volunteered to be part of the sample group for this research. Due to the requirements of this study, respondents have to be in specific criteria to fulfilled this study. As this study is researching the effectiveness of social media affecting consumers' behaviour towards EVs according to the EBM model, stage four in the EBM model requires participants to have purchased to fulfil all the stages, so therefore, all the respondents are required to be an EV owner to participate in this study. Further explanations will be made in the following subtopic.

3.3 Data Collection

The method being used to conduct the questionnaire will be an online survey. The questionnaire will be distributed to the respondents via social media platforms such as Facebook, Twitter, and Instagram using Google Forms. As this study is to analyse the effectiveness of the social media influence towards consumer behaviour, collecting respondents from these platforms, have already fulfilled the first criterion: social media. Furthermore, as social media is a digital platform, a physical questionnaire is inefficient; therefore, using Google Form, an online survey form, is a much more efficient way to collect data from the respondents.

The questionnaire will only be distributed to the groups that mainly discuss the topics of EVs. The groups will consist of Malaysian EV owners. After distributing the questionnaire, the respondents must answer the first question to confirm if they own an EV.

If they do not, they will not proceed to answer the following questions of the questionnaire. After confirming that the respondent is an EV owner, the questionnaire will start with a brief analysis of the demographic of the targeted respondent.

Then, a series of questions will be asked according to each stage of consumer behaviour. The selection of respondents will be based on convenience sampling techniques to lower the chances of collecting unqualified respondents who are non-EV owners. First and foremost. All the target respondents are presumed to be honest and rational while answering the questions. After this study is completed, all the data will be shredded permanently.

Due to the limited time given for this study, the data collection period would be from 5-6-2023 to 19-6-2023. The study will stop collecting the data once the date is due. All the data collected will be transferred to SPSS for descriptive analysis.

### 3.3.1 Target Population

Since owning a vehicle is so common these days, consumers will have plans to buy a new vehicle or consumers that have already purchased an EV. The target population is Malaysians above 21 years old who can legally apply for loans to buy a vehicle (*"BSN MyAuto"*, n.d.). However, most respondents should be EV owners since the EBM model requires feedback after the purchase.

Besides, the respondents must frequently use at least two social media, as this research examines the relationship between social media and EVs. Since the research focuses on social media and EVs, the target population must be social media users above 18 to fulfil the research requirement.

Additionally, the language used for constructing and answering the survey is English. Therefore, the respondents must comprehend basic English to answer the survey.

3.3.2 Sample Size

According to the latest report, more than 10,000 EVs are registered in Malaysia (Chan,2022). Using Morgan's sample size table, a total of 373 respondents is required from a population count of more than 10,000 (Krejcie & Morgan, 1970). This means that 373 respondents must be EV owners. Therefore, the target sample size for this study is at least 373 respondents.

As mentioned previously, due to the limited time for this study, there is a possibility of not collecting sufficient responses. Therefore, the target sample size is just an idle target for this study.

Table 3.1:

Below is Morgan's Table for Sample Size

| Morgan's Table for Sample Size | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| N | S | N | S | N | S | N | S | N | S |
| 10 | 10 | 100 | 80 | 280 | 162 | 800 | 260 | 2800 | 338 |
| 15 | 14 | 110 | 86 | 290 | 165 | 850 | 265 | 3000 | 341 |
| 20 | 19 | 120 | 92 | 300 | 169 | 900 | 269 | 3500 | 346 |
| 25 | 24 | 130 | 97 | 320 | 171 | 950 | 274 | 4000 | 351 |
| 30 | 28 | 140 | 103 | 340 | 176 | 1000 | 278 | 4500 | 351 |
| 35 | 32 | 150 | 108 | 360 | 181 | 1100 | 285 | 5000 | 357 |
| 40 | 36 | 160 | 113 | 380 | 186 | 1200 | 291 | 6000 | 361 |
| 45 | 40 | 170 | 118 | 400 | 196 | 1300 | 297 | 7000 | 364 |
| 50 | 44 | 180 | 123 | 420 | 201 | 1400 | 302 | 8000 | 367 |
| 55 | 48 | 190 | 127 | 440 | 205 | 1500 | 306 | 9000 | 368 |
| 60 | 52 | 200 | 132 | 460 | 210 | 1600 | 310 | 10000 | 373 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 65 | 56 | 210 | 136 | 480 | 214 | 1700 | 313 | 15000 | 375 |
| 70 | 59 | 220 | 140 | 500 | 217 | 1800 | 317 | 20000 | 377 |
| 75 | 63 | 230 | 144 | 550 | 225 | 1900 | 320 | 30000 | 379 |
| 80 | 66 | 240 | 148 | 600 | 234 | 2000 | 322 | 40000 | 380 |
| 85 | 70 | 250 | 152 | 650 | 242 | 2200 | 327 | 50000 | 382 |
| 90 | 73 | 260 | 155 | 700 | 248 | 2400 | 331 | 75000 | 382 |
| 95 | 76 | 270 | 159 | 750 | 256 | 2600 | 335 | 100000 | 384 |

N: Population size

S: Sample size

### 3.3.3 Sampling location

As this study uses social media as an external factor, the sampling location would be using social media platforms. As social media is a platform for users to interact, distributing the questionnaires will fully fulfil the first request to use social media.

Furthermore, the questionnaires will not be randomly distributed. The target for distributing the questionnaires would be the social groups on social media. The social groups are shown in Appendix 1. Social media allows users to create groups for interaction, which can also be interpreted as people may create a group with the same interest and interacting with each other. So, the questionnaires will be distributed to the groups that are about EVs. It will increase the chance of finding respondents that own EVs.

3.4 Development of Questionnaire

The first section of the questionnaire will ask for the consent of the participants; if they answer yes, they may proceed to the next section; if no, they will not be able to continue.

The second section of the questionnaire will ask if the participants own an EV. If they answer yes, they may proceed to the next section; if no, they cannot continue. Due to this study's focus on consumer behaviour towards EVs, the respondents must own an EV to participate in this study.

The third section of the questionnaire will be the demographic profile of the respondents. Respondents will be asked about the EV brand they own, and ten choices of EV brands have been given to the respondents, and one other for respondents to fill in just in case the brand was not included. Next, respondents will be asked for their gender. Next is the respondents' age; the choices are 21 – 25, 26-30, 31 – 35 and 35 and above.

Next is the respondents' ethnicity; choices are Malay, Chinese, Indian and others. Since Malaysia is a diverse country (*"Demography of Population"*, n.d.), this section will show does EV owners' ethnicity has a similar distribution.

Lastly, the average monthly salary. The average monthly salary will be based on the classification of Malaysian salary class, which are the B40, M40 and T20 (Badra, 2023). Ten choices will be given, and the numbers are based on Appendix 2.

As the questionnaire is based on the proposed theory, the EBM model, each section represents the different stages in the EBM model. All the questions were adapted from previous studies. Some previous studies are not the same as this; however, they still build their questionnaire based on the EBM model; therefore, this study can adapt the questionnaire from previous studies despite the EBM model being used in other fields of study.

Section 5 will be questions adopted from other studies regarding the first stage of the EBM model. This section will collect the respondents' data for the "need recognition" according to the first stage of the EBM model.

Section 6 will be questions adopted from other studies regarding the second stage of the EBM model. This section will collect the respondents' data for the "collection of information" according to the first stage of the EBM model.

Section 7 will be questions adopted from other studies regarding the third stage of the EBM model. This section will collect the respondents' data for the "pre-purchase evaluation" according to the first stage of the EBM model.

Section 8 will be questions adopted from other studies regarding the fourth stage of the EBM model. This section will collect the respondents' data for the "purchase decision" according to the first stage of the EBM model.

The table below will show all the questions for the EBM stages. The table will include the stages, the questions and the references that were used and adopted.

The table is the questionnaire based on the EBM model and adapted from previous studies:

Table 3.2:

| Questionnaire section for the EBM model | | |
|---|---|---|
| Stage: | Questions | References |
| 1st   Need recognition | Social media strengthen my desire to purchase an EV | Osei & Abenyin, 2016 |
| | Social media inspires me to purchase an EV | Tsiakali, 2018 |
| 2nd   Collection of information | Social media increase the efficiency of searching for information regarding EVs. (The information is only limited to the specification and the performance of the EV) | Tsiakali, 2018 |
| | Social media provides me with various brands of EVs. | Osei & Abenyin, 2016 |
| | Social media helps to collect other consumers' reviews on EVs. | Lee et al., 2015 |
| 3rd   Pre-purchase evaluation | Social media expands my consideration towards various brands of EVs. | Tsiakali, 2018 |
| | I use social media to make comparisons between various brands of EVs. | |
| | Before purchasing an EV, I evaluate my decision through the information provided by social media. | Lee et al., 2015 |
| | I prefer to purchase an EV with the recommendation of social media official. (Eg: celebrity) | |

| 4th | Purchase decision | Social media helps me make reservations about purchasing an EV. | Osei & Abenyin, 2016 |
|-----|-------------------|------------------------------------------------------------------|----------------------|
| | | Social media influence me to purchase an EV. | Tsiakali, 2018 |
| | | Social media helps me to purchase complimentary that will benefit the EV I bought (Eg: charging port/subscription to charging apps) | |
| | | The information provided by social media influenced me to buy an EV. | Lee et al., 2015 |
| | | If the information is certified or fact-checked by social media, it will increase my intention of buying an EV. | |

3.5 Data Collection Procedure

The questionnaire will be distributed by posting the Google form link in the groups according to Appendix 1. Then messaging the members in the respective groups according to Appendix 1, the Google link to ensure a larger survey exposure.

Once the data is collected in Google form, the data will then be extracted to Excel Sheet to convey the data. All the data will be converted into designated numbers before extracting to SPSS.

3.6 Data Analysis

As mentioned before analysis, all the responses will be extracted to Excel to make some adjustments. The adjustment required is changing the responses, such as the labels to numbers. The Excel will not include all the responses that stated 'no' for sections 1 and 2.

This study uses SPSS, a software used to calculate large numbers of responses. So, therefore all data must be converted into numbers before inserting the data into SPSS. After inserting the numbers into SPSS, the SPSS will start to generate descriptive analysis results as needed for this study.

Then the descriptive analysis result will be extracted into a Word file for better observation and analysing of the influence of social media towards consumer behaviour regarding EV in every stage of the EBM model.

3.7 Conclusion

In conclusion, with the given amount of time to complete this study, the methods proposed are currently the most efficient way to collect the data from respondents. As the physical questionnaire will be time-consuming as looking for EV owners on the road is inefficient, distributing online questionnaires using Google form in social media would increase the efficiency in collecting the data. However, due to the limited time given, the number of respondents suggested in this study will vary according to the time set.

Furthermore, the distribution of questionnaires to specific groups on social media will further increase the efficiency of collecting the data. Since respondents are required to use social media and own an EV, distributing through social media has fulfilled the first requirement, and the second requirement will be further confirmed during section 2 of the questionnaire.

Then, after collecting the responses, all the responses will be extracted to Excel to make changes before using SPSS to analyse the result. Once the SPSS computes the result, Chapter 4 will show the descriptive result shown by the SPSS, and explanations will be given relating the results to the hypothesis.

# Chapter 4: Result and Discussion

4.0 Result and Discussion

In this chapter, all the results are obtained strictly from certain groups. Due to the requirements of this research, the data collected from respondents are sent to specific groups and people on social media. All the data obtained from the respondents have consented to answer this questionnaire and own an EV

This chapter will start by introducing the demographics of the respondents and then the stages of EBM. Descriptive data will explain each stage of EBM. Descriptive analysis will explain how effectively social media affects purchase behaviour.

Due to the limited time, the suggested period for collecting data is from 5-6-2023 to 19-6-2023. During the period, the suggested sample size for this research is 373 is unachievable. The total number of responses collected is 279. Despite attempts to message the members of the specific group, according to Appendix 1, Appendix 3 shows that most members did not reply or even see the messages.

Furthermore, there is an issue where a respondent shown in Appendix 4 did not trust the link, did not ask for clarification, and proceeded to warn others about the link to collect the responses. Moreover, not everyone in the group owns an EV. Appendix 5 shows one of the selected respondents who expressed his opinions on the reason for not purchasing an EV, although he is in the group.

4.1 Demographic results of the respondents.

Table 4.1.1:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **What_brand_of_EV_do_you_own** | | | | | |
| Valid | Tesla | 25 | 9.0 | 9.0 | 9.0 |
| | BYD | 22 | 7.9 | 7.9 | 16.8 |
| | Kia | 21 | 7.5 | 7.5 | 24.4 |
| | Volkswagen | 21 | 7.5 | 7.5 | 31.9 |
| | Nissan | 27 | 9.7 | 9.7 | 41.6 |
| | Mercedes | 28 | 10.0 | 10.0 | 51.6 |
| | Hyundai | 47 | 16.8 | 16.8 | 68.5 |
| | Audi | 17 | 6.1 | 6.1 | 74.6 |
| | Porsche | 11 | 3.9 | 3.9 | 78.5 |
| | BMW | 29 | 10.4 | 10.4 | 88.9 |
| | Volvo | 18 | 6.5 | 6.5 | 95.3 |
| | Ora | 13 | 4.7 | 4.7 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

After the respondents consent to participate in this survey, they will be directed to answer if they own an EV; therefore, the brand of the EV will be asked. So, from the result given, the most popular EV brand in Malaysia is Hyundai, whereas the least popular is Ora. This can be explained by the fact that Hyundai introduced its EV in November 2021 (Lim,

2021), whereas Ora introduced its EV in November 2022 (Jalil, 2022), which is a year later in comparison. Furthermore, the price between the two is also similar (Vig, 2022).

Table 4.1.2:

| | | | **Gender** | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 178 | 63.8 | 63.8 | 63.8 |
| | Female | 101 | 36.2 | 36.2 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

The result shows more male EV owners than female EV owners. The result is unsurprising as the general registered driver on the road is more male than female ("*Survey shows*", 2019). However, this result cannot conclude that male drivers are more likely to buy EVs compared to females unless the gender distribution for this survey is balanced.

Table 4.1.3:

| | | | | | Cumulative |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | 21 - 25 | 21 | 7.5 | 7.5 | 7.5 |
| | 26 - 30 | 44 | 15.8 | 15.8 | 23.3 |
| | 31 - 35 | 141 | 50.5 | 50.5 | 73.8 |
| | 36 and above | 73 | 26.2 | 26.2 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

**Age**

From the result, most respondents are aged between 31 – 35, whereas the respondents between ages 21 -25 are the least in comparison. This may be explained by the average salary associated with age. The lower the age, the lower the average income, whereas the age between 31 and above shows not have much of a significant difference in salary ("*Malaysia: Average Monthly*", 2022).

Table 4.1.4:

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Ethnicity** | | | | | |
| Valid | Malay | 71 | 25.4 | 25.4 | 25.4 |
|  | Chinese | 173 | 62.0 | 62.0 | 87.5 |
|  | Indian | 35 | 12.5 | 12.5 | 100.0 |
|  | Total | 279 | 100.0 | 100.0 |  |

The result above shown that the majority of EV owners are Chinese. This can be explained by the income distribution that most Chinese are rich (Khalid & Yang, 2021) to purchase an EV as EV is not affordable compared to other traditional cars.

Table 4.1.5:

| | Average_monthly_salary | | | |
|---|---|---|---|---|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid Less than RM 2500 | 2 | .7 | .7 | .7 |
| RM 2,501 – RM 3,170 | 3 | 1.1 | 1.1 | 1.8 |
| RM 3,171 – RM 3,970 | 3 | 1.1 | 1.1 | 2.9 |
| RM 3,971 – RM 4,850 | 2 | .7 | .7 | 3.6 |
| RM 4,851 – RM 5,880 | 4 | 1.4 | 1.4 | 5.0 |
| RM 5,881 – RM 7,100 | 4 | 1.4 | 1.4 | 6.5 |
| RM 7,101 – RM 8,700 | 1 | .4 | .4 | 6.8 |
| RM 8,701 – RM 10,970 | 28 | 10.0 | 10.0 | 16.8 |
| RM 10,971 – RM 15,040 | 89 | 31.9 | 31.9 | 48.7 |
| RM 15,041 and above | 143 | 51.3 | 51.3 | 100.0 |
| Total | 279 | 100.0 | 100.0 | |

The result above shows that the average monthly salary for the respondents is Rm 8,701 and above, which indicates that most EV owners fall under the category M40 and the classification is M4 and above. However, some respondents that fall under the category of B40 will assume that the EV car they own was bought by other family members but registered under their name or gave them the authority to drive the EV.

4.2 Results analysis on the stages of EBM

Stage 1: Need recognition

This stage will explain how effectively the respondents were affected by social media in recognising their needs to purchase an EV by answering the questions.

Table 4.2.1:

| | | Social media strengthen my desire to purchase an EV | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Disagree | 15 | 5.4 | 5.4 | 5.4 |
| | Disagree | 26 | 9.3 | 9.3 | 14.7 |
| | Agree | 175 | 62.7 | 62.7 | 77.4 |
| | Strongly Agree | 63 | 22.6 | 22.6 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

Table 4.2.2:

| | | | | | Cumulative |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Percent |
| **Social media inspires me to purchase an EV** | | | | | |
| Valid | Strongly Disagree | 11 | 3.9 | 3.9 | 3.9 |
| | Disagree | 16 | 5.7 | 5.7 | 9.7 |
| | Agree | 201 | 72.0 | 72.0 | 81.7 |
| | Strongly Agree | 51 | 18.3 | 18.3 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

According to the EBM model, this stage will show how effectively social media affects consumer behaviour in need recognition. From both tables above, the consumer will likely be affected by social media in recognising the need to purchase an EV.

The first table shows that if the consumer has the thought of purchasing an EV, social media is more likely to strengthen that thought. Furthermore, the second table shows that the consumer will be inspired to purchase an EV due to the influence of social media.

Stage 2: Collection of information

Table 4.3.1

**Social media increase the efficiency of searching for information regarding EVs. (The information is only limited to the specification and the performance of the EV)**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 6 | 2.2 | 2.2 | 2.2 |
| | Disagree | 10 | 3.6 | 3.6 | 5.7 |
| | Agree | 157 | 56.3 | 56.3 | 62.0 |
| | Strongly Agree | 106 | 38.0 | 38.0 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

Table 4.3.2

**Social media provides me with various brands of EVs.**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 6 | 2.2 | 2.2 | 2.2 |
| | Disagree | 9 | 3.2 | 3.2 | 5.4 |
| | Agree | 203 | 72.8 | 72.8 | 78.1 |
| | Strongly Agree | 61 | 21.9 | 21.9 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

Table 4.3.3:

**Social media helps to collect other consumers' reviews on EVs.**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 4 | 1.4 | 1.4 | 1.4 |
| | Disagree | 8 | 2.9 | 2.9 | 4.3 |
| | Agree | 194 | 69.5 | 69.5 | 73.8 |
| | Strongly Agree | 73 | 26.2 | 26.2 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

According to the EBM model, this stage will show how effectively social media affects consumer behaviour by collecting information regarding EVs. From the tables above, all three tables show that the majority of the consumer are positive about social media helping them collect information regarding EVs.

The first table shows that the majority of consumers are highly positive about the efficiency brought by social media. This suggests that social media increase a consumer's efficiency in searching for information on EVs.

The second table shows that the majority of consumers agree that social media suggested various brands of EVs, which may indicate that social media is promoting EVs to them, which provides efficiency in looking for information regarding EVs.

The third table shows that most consumers collect reviews from other consumers regarding EVs, increasing their efficiency in reviewing the car independently. This may help them collect non-biased information compared to their present knowledge of the EV.

Stage 3: Pre-purchase evaluation

Table 4.4.1:

**Social media expands my consideration toward various brands of EVs.**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 7 | 2.5 | 2.5 | 2.5 |
|  | Disagree | 9 | 3.2 | 3.2 | 5.7 |
|  | Agree | 155 | 55.6 | 55.6 | 61.3 |
|  | Strongly Agree | 108 | 38.7 | 38.7 | 100.0 |
|  | Total | 279 | 100.0 | 100.0 |  |

Table 4.4.2:

**I use social media to make comparisons between various brands of EVs.**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 8 | 2.9 | 2.9 | 2.9 |
|  | Disagree | 10 | 3.6 | 3.6 | 6.5 |
|  | Agree | 194 | 69.5 | 69.5 | 76.0 |
|  | Strongly Agree | 67 | 24.0 | 24.0 | 100.0 |
|  | Total | 279 | 100.0 | 100.0 |  |

Table 4.4.3:

**Before purchasing an EV, I evaluate my decision through the**

**information provided by social media.**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 6 | 2.2 | 2.2 | 2.2 |
|  | Disagree | 8 | 2.9 | 2.9 | 5.0 |
|  | Agree | 209 | 74.9 | 74.9 | 79.9 |
|  | Strongly Agree | 56 | 20.1 | 20.1 | 100.0 |
|  | Total | 279 | 100.0 | 100.0 |  |

Table 4.4.4

**I prefer to purchase an EV with the recommendation of social media**

**official. (Eg: celebrity)**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 50 | 17.9 | 17.9 | 17.9 |
|  | Disagree | 195 | 69.9 | 69.9 | 87.8 |
|  | Agree | 21 | 7.5 | 7.5 | 95.3 |
|  | Strongly Agree | 13 | 4.7 | 4.7 | 100.0 |
|  | Total | 279 | 100.0 | 100.0 |  |

According to the EBM model, this stage will show how effectively social media affects consumer behaviour in pre-purchasing an EV. From the tables above, three out of four are highly positive that social media plays a critical role in their pre-purchase behaviour.

The first three tables show that social media is effective in helping consumers during the pre-purchase stage, as consumers agree that they use social media to make comparisons between different EVs, which also supports broadening their choices of EVs. Furthermore, consumers are highly likely to use social media to evaluate all the information with social media before purchasing an EV.

However, for the last table, consumers are not likely to be affected by social media officials such as celebrities. This may suggest that consumers prioritise information regarding the EV more than who is the ambassador for the brand.

Stage 4: Purchase decision

Table 4.5.1:

**Social media helps me make reservations about purchasing an EV.**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 25 | 9.0 | 9.0 | 9.0 |
| | Disagree | 35 | 12.5 | 12.5 | 21.5 |
| | Agree | 170 | 60.9 | 60.9 | 82.4 |
| | Strongly Agree | 49 | 17.6 | 17.6 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

Table 4.5.2:

**Social media influence me to purchase an EV.**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 9 | 3.2 | 3.2 | 3.2 |
| | Disagree | 14 | 5.0 | 5.0 | 8.2 |
| | Agree | 199 | 71.3 | 71.3 | 79.6 |
| | Strongly Agree | 57 | 20.4 | 20.4 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

Table 4.5.3:

**Social media helps me to purchase complimentary that will benefit the**

**EV I bought (Eg: charging port/subscription to charging apps)**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 19 | 6.8 | 6.8 | 6.8 |
|  | Disagree | 40 | 14.3 | 14.3 | 21.1 |
|  | Agree | 153 | 54.8 | 54.8 | 76.0 |
|  | Strongly Agree | 67 | 24.0 | 24.0 | 100.0 |
|  | Total | 279 | 100.0 | 100.0 |  |

Table 4.5.4:

**The information provided by social media influenced me to buy an EV.**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 9 | 3.2 | 3.2 | 3.2 |
|  | Disagree | 12 | 4.3 | 4.3 | 7.5 |
|  | Agree | 214 | 76.7 | 76.7 | 84.2 |
|  | Strongly Agree | 44 | 15.8 | 15.8 | 100.0 |
|  | Total | 279 | 100.0 | 100.0 |  |

Table 4.5.5:

**If the information is certified or fact-checked by social media, it will increase my intention of buying an EV**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly Disagree | 8 | 2.9 | 2.9 | 2.9 |
|  | Disagree | 22 | 7.9 | 7.9 | 10.8 |
|  | Agree | 171 | 61.3 | 61.3 | 72.0 |
|  | Strongly Agree | 78 | 28.0 | 28.0 | 100.0 |
|  | Total | 279 | 100.0 | 100.0 |  |

According to the EBM model, this stage will show how effectively social media affects consumers purchasing an EV. All the tables show that consumers are highly positive that social media helps them purchase an EV.

For the first two tables, consumers agree that social media helps them make a reservation about purchasing an EV, and it is highly agreeable that social media influence them to purchase an EV. Table three further supports this by showing that information provided by social media is more likely to influence consumers to purchase an EV.

Furthermore, social media also helps them to purchase items that complement their EVs, such as chargers for their EV. This suggested that social media also affects other markets related to EVs.

Lastly, consumers expressed that they are affected by the social media fact-checking function in purchasing their EVs. This means that if social media fact-checked all the information they have about the EV, they would be more likely to purchase an EV.

4.3 Hypothesis

According to Chapter 2, there are five hypotheses mentioned. Each stage of the EBM accounted for different hypotheses. With the descriptive analysis results, if all the results are consistent and the majority of the answers are 'agree' and 'strongly agree,' the hypothesis for each stage will be supported.

Table 4.6:

| | Details of the hypothesis | Remarks |
|---|---|---|
| H1 | Social media are highly effective in raising consumers' awareness. | Supported |
| H2 | Social media is helpful to consumers in the collection of information. | Supported |
| H3 | Social media is helpful for consumers to evaluate the available choices before purchasing. | Unsupported |
| H4 | Social media is highly influential in a purchase decision. | Supported |
| H5 | Social media gives aid for a purchase decision | Supported |

The table above shows that the descriptive result supported 4/5 of the hypotheses, as most of the respondents have shown positive attitudes towards the influence of social media on their consumer behaviour in purchasing an EV.

However, for H3, one of the questions showed a large amount of 'disagree' and 'strongly disagree' by the respondents. Therefore, H3 cannot be supported.

4.4 Discussion of Hypotheses

H1: Social media are highly effective in raising consumers' awareness. As mentioned, social media has proven highly effective in raising consumers' awareness of a product (Osei & Abenyin, 2016). Additionally, Tsiakali (2018) also stated in his research that social media had raised awareness significantly, which leads to the recognition of need. Therefore, this study further proved that social media did raise consumers' awareness which leads to the fulfilment of the first stage of EBM, the need recognition stage.

H2: Social Media is helpful to consumers in the collection of information. As social media is a platform of communication on the internet, it is easy for users to exchange information; Tang and Zhu (2019) proved that the information from social media had a positive impression on consumers. Therefore, this study proved that social media as a medium of collecting information is highly effective, concluding that social media did influence consumers in the 2$^{nd}$ stage of the EBM, which is the collection of information.

H3: Social media is helpful for consumers to evaluate the available choices before purchasing. Previous studies have proven that social media aids consumers in comparing and evaluating different products (Voramontri & Klieb, 2019). Furthermore, social media has also proven to expand the consumers' choices towards certain criteria of products. However, although two questions for this hypothesis has fulfilled, the third question regarding the social media official did not support this thesis. Therefore, this question may suggest that not all products can be influenced by social media officials or that not all social media officials can influence consumer behaviour. As a result, social media is not significantly effective in the pre-purchase evaluation stage in the EBM model.

H4: Social media is highly influential in a purchase decision. H5: Social media gives aid for a purchase decision. Voramontri & Klieb (2019) found that the information about a

product on social media was very reliable to consumers. Furthermore, the interaction on social media between consumers has shown that consumers would highly recommend information from a particular type of group regarding the product (Tang & Zhu, 2019). Another study proved that social media is highly effective in influencing consumers' behaviour (Tsiakali, 2018). The result of this study has supported both hypotheses, concluding that social media as an external factor are highly effective in influencing consumers' decision-making in the final stage of the EBM model, which is the purchase decision stage.

4.5 Conclusion

In conclusion, the suggested sample size for this study is unable to achieve; therefore, the available sample size is used in the analysis. The respondents' demographic was analysed before moving toward the result analysis of the questionnaire.

Most of the hypotheses were supported by the descriptive result; however, H3 was not supported due to one of the questions being denied by the result of the major responses.

**Chapter 5 Discussion & Conclusion**

5.1 Discussion

In the literature review, many studies have shown how previous studies used the EBM model to analyse consumers' behaviour towards different goods and services. A study conducted to compare consumer behaviour towards rice uses the EBM model (Lee et al., 2015). Moreover, Osei and Benyin (2016) use the EBM model to research the travel decision to Ghana.

Furthermore, there was a high number of studies have associated social media as an external factor with the EBM mode. As mentioned, Osei and Benyin (2016) use social media as an external factor for the EBM model in their research. In addition, Tang & Zhu (2015) also uses social media as an external factor in their EBM model for their research on consumer purchasing behaviour.

However, most of the studies did not use the EBM model to research consumer behaviour for EVs. Since the EBM model is used to measure how external factors affect consumer behaviour, this study used social media as an external factor to testify to the effectiveness of social media has affected consumers' behaviour towards EVs.

The result has shown that social media has affected consumers' decisions significantly throughout the stages in the EBM model. The EBM model has specifically addressed how social media has affected consumers' behaviour in each step. However, in the EBM model stage 3, which is the stage that involves the consumers' behaviour on pre-purchase evaluation, most consumers do not agree that social media official such as celebrities can affect their assessment of the purchase of EVs.

5.2 Implication of the Study

5.2.1 Managerial Implications

As the results were collected and the findings were analysed with descriptive analysis, the results have shown that the EBM model has proven that social media affect consumer behaviour on social media significantly.

According to the EBM model, stage one addresses how effectively social media affect consumer behaviour towards EVs. The descriptive analysis shows that social media highly affects most consumers in recognising the need for EVs. The EV manufacturers may start strengthening their marketing in social media to influence more potential customers to purchase EVs. Local governments may use social media to promote EV information or events to encourage the locals to recognise the need for EVs which will further contribute to lowering the carbon footprint.

Stage two addresses how effectively social media affect consumers in collecting information for EVs. The descriptive analysis shows that most consumers use social media to collect information regarding EVs. The EV manufacturer may consider uploading more information on social media to promote their products. Furthermore, information regarding EV promotion can be promoted on social media. Local governments may use social media to start educating the mass regarding EVs.

Stage three addresses how effectively social media affect consumers in their pre-purchase evaluation. The descriptive analysis shows that most consumers react positively towards most questions, which will further instate that social media affects consumers' pre-purchase significantly; however, most consumers think that social media officials like celebrities do not affect them significantly. EV manufacturers and local governments may

reconsider reallocating their budget towards the decision to employ social media officials for their marketing.

Stage four addresses how effectively social media affect consumers in their purchase decision. The descriptive analysis shows that most consumers agreed that social media has effectively assisted them in purchasing EVs. EV manufacturers may allocate funds to set up social media teams to increase efficiency in helping potential customers buy their products.

5.2.2 Theoretical implications

The results suggested that social media is highly effective in influencing consumers' behaviour toward purchasing an EV, as 4/5 hypotheses were supported. Therefore, supporting the EBM model is relevant in researching the external factors influencing consumer behaviour.

However, the unsupported H3 suggested that respondents were not highly influenced by social media officials such as celebrities. Therefore, for the recommendation, future studies may look into this issue and testify if it is relevant in another context since this study is only limited to Malaysia.

5.3 Future research

For future research, this study has shown that social media as an external factor has significantly affected consumers' behaviour in EVs.

For future researchers interested in using the EBM model to research consumer behaviour, this study has tested social media as the external factor that can be used. Furthermore, future researchers may change the external factors to testify whether they affect consumer behaviour on EVs.

Some modifications can be made for this research which is the respondents' demographical. Future research may be more specific by associating the effectiveness of social media affecting consumers' behaviour towards a particular brand for EV.

Furthermore, for the part where social media officials are not effectively affecting most consumers, future research may research the reasons or even reconduct this test as the adoption of EVs is not high. It is unsure whether it affects the majority of consumers in Malaysia or just this sample.

5.4 Conclusion

In conclusion, the EBM model used for this study has proven that social media has significantly affected consumers' behaviour towards EVs. Previous studies using social media as the external factor had also confirmed that social media as an external factor influenced consumers' behaviour towards their research topic significantly. Therefore, social media as an external factor are highly likely to positively influence consumers' behaviour towards other products and services.

As social media has been playing a significant role in consumers' daily lives, it is more likely to influence consumers in the future regarding their purchases. After this study concludes, more consumers will be aware of EVs since EVs are such a big topic. As EVs are such a popular topic these days for reducing carbon emissions, social media as a platform will further strengthen or accelerate the process of EV adoption in Malaysia.

EV car manufacturers should be starting to consider allocating funds to develop their social media. As this study has proven that consumers are positively influenced by social media regarding EVs, except for being influenced by social media officials, the other parts may suggest ways for EV car manufacturers to develop in social media.

Lastly, as the world is moving towards reducing carbon emissions, Malaysia is one of them. As this study has shown that social media has affected consumers' behaviour significantly towards EVs, the government of Malaysia should consider using social media to influence Malaysian consumers to purchase EVs to reduce carbon emissions.

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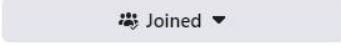
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# Appendices

## Appendix 1

Appendix 2

| Kumpulan | | Median (RM) | Purata (RM) | Had Pendapatan (RM) |
|---|---|---|---|---|
| B40 | B1 | 1,929 | 1,849 | Kurang dari 2,500 |
| | B2 | 2,786 | 2,803 | 2,501 – 3,170 |
| | B3 | 3,556 | 3,561 | 3,171 – 3,970 |
| | B4 | 4,387 | 4,395 | 3,971 – 4,850 |
| M40 | M1 | 5,336 | 5,346 | 4,851 – 5,880 |
| | M2 | 6,421 | 6,477 | 5,881 – 7,100 |
| | M3 | 7,828 | 7,841 | 7,101 – 8,700 |
| | M4 | 9,695 | 9,730 | 8,701 – 10,970 |
| T20 | T1 | 12,586 | 12,720 | 10,971 – 15,040 |
| | T2 | 19,781 | 24,293 | 15,041 ke atas |

Sumber: Jabatan Perangkaan Malaysia (2020)

Appendix 3

| | |
|---|---|
| **Sam Wanlee** <br> You: Hello, good day to you. So... | **Mohd Rizal Hakim** <br> You: Hello, good day to you. So... ·4 w |
| **Parker Tang** <br> You: Hello, good day to you. So... ·4 w | **Chong Joon Nan** <br> You: Hello, good day to you. So... ·4 w |
| **John Kelvin Khoo** <br> You: Hello, good day to you. So... ·4 w | **Jimmy Lai** <br> You: Hello, good day to you. So... ·4 w |
| **Effy Saiful** <br> You: Hello, good day to you. So... ·4 w | **Soh Cher Wei** <br> You: Hello, good day to you. So... |
| **K Lee Lee** <br> You: Hello, good day to you. So... ·4 w | **Kay L Guy** <br> You: Hello, good day to you. So... ·4 w |
| **Khairol Izwan** <br> You: Hello, good day to you. So... ·4 w | **Leslie Bateman** <br> You: Hello ·4 w |
| **Ahmad Khan** <br> You: Hello, good day to you. So... ·4 w | **Faizal Zain** <br> You: Hello, good day to you. So... ·4 w |
| **Kenny Goo** <br> You: Hello, good day to you. So... ·4 w | **Kathy Tan** <br> You: Hello, good day to you. So... ·4 w |
| **OK Yap** <br> You: Hello, good day to you. So... ·4 w | **Zuhairi Ramli** |

Kenneth Goh
You: Hello, good day to you. So... ·4 w

Keith Soon
You: Hello, good day to you. So... ·4 w

Dylan Chung CH
You: Hello, good day to you. So...

Chi Yang
You: Hello, good day to you. So... ·4 w

MK Han
You: Hello, good day to you. So... ·4 w

Yusof Ishak
You: Hello, good day to you. So... ·4 w

Paul Bailey
You: Hello, good day to you. So... ·4 w

Leon Zhang
You: Hello, good day to you. So... ·4 w

Kah Yong
You: Hello, good day to you. So... ·4 w

YL Lee
You: Hello, good day to you. So... ·4 w

Ssang LW
You: Hello, good day to you. So... ·4 w

Npg John Wong
You: Hello, good day to you. So... ·4 w

See Zhanwei
You: Hello, good day to you. So... ·4 w
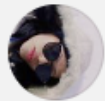
Kimberly Niyo
You: Hello, good day to you. So...

Vincent Lee Ming Shen
You: Hello, good day to you. So... ·4 w

Eric NG
You: Hello, good day to you. So... ·4 w

Ng Khar Kit
You: Hello, good day to you. So... ·4 w

Luke Zammit
You: Hello, good day to you. So... ·4 w

Appendix 4

**Allan Jensen** ⓘ

How effectively does Social Media influence ...

Sorry. Generally happy to help on bonafide requests but I will not click links from people I don't know

You can now call each other and see information such as Active Status and when you've read messages.

Especially when receiving the same request from multiple different profiles!!

Blocking you now and warning others about the phishing attempt

Appendix 5

**Gary Chin Chee Hong**
Active 5 h ago

8 Jun 2023, 00:01

No social media will be able to BS me to buy an EV for the fake climate change propoganda

You can now call each other and see information such as Active Status and when you've read messages.

16 Jun 2023, 20:00

16 Jun 2023, 19:09

I booked an EV IX1 then when I thought they are charging us for a car with just body and battery motor and without engine and transmission why do I want to pay so much for it

I went for the 5 series 530i instead

Alright, thank you. Actually this survey is not about climate change. However thank you for reminding me about climate changes propaganda.

However, I would like to ask if you've own an EV? I would like to include this in my research result. Thank you for your valuable time.

16 Jun 2023, 20:00

18 Jun 2023, 21:34

Alright, I see. Thank you for valuable response.

I booked EV IX1 then when I thought they

Appendix 6: Master Copy of Questionnaire



# UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)

# FACULTY OF BUSINESS AND FINANCE

**Master in Business Administration (Corporate Management)**

**Research Topic: How effectively does Social Media influence Malaysian Consumers to purchase Electronic Vehicles (EVs) using the Engel-Blackwell-Miniard Model (EBM).**

## Survey Questionnaire

**Dear Respondents,**

I am student from University Tunku Abdul Rahman (UTAR), Faculty of Business and Finance, currently pursuing Master of Business Administration (Corporate Management). I am currently conducting a study titled "**How effectively does Social Media influence Malaysian Consumers to purchase Electronic Vehicles (EVs) using the Engel-Blackwell-Miniard Model (EBM)."**

The main objective of the study is to measure the effectiveness of social media influencing consumers' behaviour towards purchasing an EV using the EBM model. Your response is very important to complete this study to have better understanding to consumer behavior. Your participation is on a voluntary basis.

The information gathered in this questionnaire will be used solely for academic purpose. All information provided to this study will be kept private and confidential. Your cooperation and time participated in this study is truly appreciated.

**PERSONAL DATA PROTECTION STATEMENT**

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

**Notice:**

1. The purposes for which your personal data may be used are inclusive but not limited to:-

• For assessment of any application to UTAR

• For processing any benefits and services

• For communication purposes

• For advertorial and news

• For general administration and record purposes

• For enhancing the value of education

• For educational and related purposes consequential to UTAR

• For the purpose of our corporate governance

• For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

**Consent:**

1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at jasonlow500@gmail.com.

Do you consent to provide personal information for this survey?

□₁ Yes (Qualified to proceed)  □₂ No (Unqualified to proceed)


Do you own an electric vehicle (EV)?

□₁ Yes (Qualified to proceed)  □₂ No (Unqualified to proceed)


What brand of EV do you own?

□₁ Tesla  □₆ Hyundai

□₂ BYD  □₇ Audi

□₃ Kia  □₈ Porsche

□₄ Volkswagen  □₉ BMW

□₅ Nissan  □₁₁ Volvo

□₆ Mercedes  □₁₂ Ora

□₁₃ Others, please state:_____


**Demographic Profile**

The following questions refer to the respondent's demographic profile. Please tick the option that can best describe your demographic profile.

**Gender:**

  □₁ Male  □₂ Female


**Age** (years old):

  □₁ 21 – 25  □₃ 31 – 35
  □₂ 26 – 30  □₄ 36 and above

**Ethnicity**

  □₁ Malay  □₃ Indian
  □₂ Chinese  □₄ Others: _____


**Average Monthly Salary:**

  □₁ Less than RM 2500  □₆ RM 5,881 – RM 7,100
  □₂ RM 2,501 – RM 3,170  □₇ RM 7,101 – RM 8,700
  □₃ RM 3,171 – RM 3,970  □₈ RM 8,701 – RM 10,970

☐4 RM 3,971 – RM 4,850          ☐9 RM 10,971 – RM 15,040

☐5 RM 4,851 – RM 5,880          ☐10 RM 15,041 and above

Please read and put only ONE tick (√) on each item statement below to indicate to what extent you agree or disagree towards the question below:

| | The effectiveness of Social Media influencing the consumers' behaviour towards purchasing an electric vehicle (EV) | Strongly Disagree | Disagree | Agree | Strongly Agree |
|---|---|---|---|---|---|
| | *Stage 1: Need recognition* | | | | |
| 1 | Social media inspires me to purchase an EV. | | | | |
| 2 | Social media strengthen my desire to purchase an EV. | | | | |
| | *Stage 2: Collection of information* | | | | |
| 1 | Social media increase the efficiency of searching for information regarding EVs. (The information is only limited to the specification and the performance of the EV) | | | | |
| 2 | Social media provides me with various brands of EVs. | | | | |
| 3 | Social media helps to collect other consumers' reviews on EVs. | | | | |
| | **Stage 3: Pre-purchase evaluation** | | | | |
| 1 | Social media expands my consideration towards various brands of EVs. | | | | |
| 2 | Before purchasing an EV, I evaluate my decision through the information provided by social media. | | | | |
| 3 | I prefer to purchase an EV with the recommendation of social media official. (Eg: celebrity) | | | | |
| 4 | I use social media to make comparisons between various brands of EVs. | | | | |
| | **Stage 4 Purchase decision** | | | | |
| 1 | Social media helps me make reservations about purchasing an EV. | | | | |
| 2 | Social media influence me to purchase an EV. | | | | |
| 3 | Social media helps me to purchase complimentary that will benefit the EV I purchased (Eg: charging port/subscription to charging apps). | | | | |
| 4 | The information provided by social media influenced me to purchase an EV. | | | | |

| 5 | If the information is certified or fact-checked by social media, it will increase my intention to purchase an EV. | | | | |