FACTORS THAT INFLUENCE CONSUMERS' PURCHASE INTENTION BASED ON BRAND TRUST FOR BATTERY ELECTRIC VEHICLE (BEV) IN MALAYSIA

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Factors that Influence Consumers' Purchase Intention Based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia

BY

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LIST OF ABBREVIATIONS

AC	Alternating Current
ATB	Attitude Toward the Behaviour
BEVs	Battery Electric Vehicles
BR	Brand Reputation
C	Compatibility
CO_2	Carbon Dioxide
CKD	Completely Knocked Down
DC	Direct Current
EC	Environmental Concern
EVs	Electric Vehicles
FCEVs	Fuel Cell Electric Vehicles
GTMP	Green Technology Master Plan
HEVs	Hybrid Electric Vehicles
IV	Independent Variables
LCMB	Low Carbon Mobility Blueprint
PBC	Perceived Behavioural Control
PEOU	Perceived Ease of Use
PHEVs	Plug-in Hybrid Vehicles
PIBT	Purchase Intention Based on Brand Trust
PM	Particular Matter
PU	Perceived Usefulness
SN	Subjective Norms
SO	Sulfur Dioxide
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior

PREFACE

The adoption of Battery Electric Vehicles (BEVs) represents a crucial step toward sustainable transportation and environmental preservation. This study aims to determine the factors that influence consumers' purchase intention based on brand trust for BEVs in Malaysia. Understanding these factors provides valuable insights into consumers' behavioral patterns and market dynamics within the growing electric vehicle industry. By examining key elements such as subjective norms, environmental concern, brand reputation, and compatibility, this research explores how brand trust shapes consumers' willingness to purchase BEVs. Using descriptive analysis, ANOVA, factor analysis, and regression analysis, the findings reveal that subjective norms, environmental concern, and brand reputation significantly influence consumers' purchase intention through the mediating role of brand trust. However, compatibility may not have a direct effect in this context. These findings have practical implications for BEV manufacturers, marketers, and policymakers to design effective strategies that strengthen brand trust and encourage BEV adoption among Malaysian consumers. Future studies are recommended to include larger sample sizes and focus on rural consumers to gain a more comprehensive understanding of BEV purchase intentions across different demographic segments.

Abstract

The primary purpose of this study is to investigate the factors that influence consumers' purchase intention based on brand trust for Battery Electric Vehicles (BEVs) in Malaysia. This study also aims to provide a better understanding of consumer behaviour that leads to the intention to purchase BEVs. A questionnaire was used to collect data from respondents, and statistical techniques such as descriptive analysis, ANOVA, factor analysis, and regression analysis were applied. The results of the regression analysis revealed that subjective norms, environmental concern, and brand reputation have a positive and significant relationship with consumers' purchase intention based on brand trust for BEVs in Malaysia. However, compatibility was found not to have a strong influence on purchase intention. These findings can help marketers and BEV manufacturers develop more effective marketing strategies to strengthen brand trust and attract more consumers. Future studies are recommended to focus on a larger and more diverse sample, including rural consumers, to gain a more comprehensive understanding of BEV purchase intention in Malaysia.

Chapter 1 : RESEARCH OVERVIEW

1.1 Introduction

This chapter presents the research background, outlines problem statements, research questions, objectives, hypotheses, and explains why the research is important in this study.

1.2 Research Background

In recent years, rapid economic growth and technological advancement have driven major progress but also placed heavy pressure on global ecosystems (Tu, 2002). Climate change and carbon emissions have become critical challenges. According to Afroz et al. (2003), mobile sources such as personal cars, commercial vehicles and motorcycles stand 82% of the air pollution in Malaysia. Motor vehicles released 95% of carbon dioxide (CO_2), 14% of particular matter (PM), 5% of sulfur dioxide (SO) and approximately 17% of total greenhouse gases which included 28.8% of fossil-fuel CO emmissions. Without adequate regulation, human activities continue to worsen issues such as energy shortages, air pollution, and greenhouse gas impacts (Sang and Bekhet, 2015). Vehicle emissions such as burning petrol or diesel releases CO_2, contributing to greenhouse effect (Afroz et al., 2003). The increase in carbon dioxide will make our planet warmer, melt glaciers, and push seawater higher on our coastlines. On the other hand, fumes from engines poison the air that cities and towns breathe. Over the years, numerous studies and crackdowns have tried to clear that air by setting cleaner benchmarks and measuring how well laws and programs work (Hung Hom, 2007).

To address these environmental challenges, electric vehicles (EVs) have been developed. Ehsani et al. (2005) classified EVs into four different categories,

which are plug-in hybrid vehicles (PHEVs), fuel cell electric vehicles (FCEVs), hybrid electric vehicles (HEVs), and battery electric vehicles (BEVs). Among them, BEVs are the only types that produce zero carbon emissions during operation as green vehicles do not rely on fossil fuels, resulting in much lower air pollution and climate impact. As the world shifts toward cleaner energy, BEVs play a crucial role in supporting sustainable transportation and reducing carbon footprints.

A brand is not only a company's name or logo, but also the overall identity and perception associated with its product, service, or organization. For example, Tesla is not just an EV company, but also represents innovation, cutting-edge technology. A strong brand will translate into brand trust, which reflects how much customers believe a company will fulfill its promises and meet their expectations (Schaefer, 2025). For example, an EV car company introduces its new EV car model to the market, customers trust them and purchasing their EV car is considered brand trust. Chaudhuri and Holbrook (2001) define brand trust as consumers' willingness to trust the capability of a brand to perform its promises, emphasizing both trust in performance and expected outcomes. Delgado-Ballester et al. (2003) emphasizing that brand trust does not happen instantly; it grows over time as consumers have positive and good experiences with the brand, making them feel that the brand is dependable, trustworthy, and good at what it does. For an electric vehicle (EV) company, brand trust is absolutely essential, as EV cars are generally more expensive and involve new technology; customers need strong confidence or trust in the brand before committing. Since EVs are still considered new to the market, to attract customers purchase EV cars, EV companies must let customers feel that they will deliver a reliable, safe, and high-quality product. When customers trust the brand, they will be more comfortable making their decision to purchase an EV car with the EV company and stay loyal to the company in the long run.

In conclusion, brand trust could help a company attract more customers or sales when they launch a new product to the market, reduce perceived uncertainty, foster long-term consumer relationships, and be considered as a company's competitive advantage in the EV market landscape.

1.3 Problem Statements

By referring to Low Carbon Mobility Blueprint (LCMB) Malaysia, the transition from traditional vehicles to battery electric vehicles (BEVs) is vital, but consumers' purchase intention is a significant issue. To attract more EV car sales, the Malaysian government introduced LCMB 2021-2030 plan, targeting 10,000 EV charging points by 2025, with 9000 alternating current, and 1,000 direct current units (Eria, n.d.). DC offers faster charging speed compared to AC. The government aims to achieve 9% of all passenger vehicle sales to be electric vehicles (EVs) by 2025, and increase from 9% to 15% by 2030 same target as motorcycle sales. As of February 2025, EV car registrations reached 3.21% of total vehicle registrations (Wong, A., 2025, March 11). Although Malaysia has not met the 2025 target yet, the trend remain positive.

Although the sales of Battery Electric Vehicle (BEV) in Malaysia have increased positively and are considered as one of the best alternatives to petrol, diesel, and greendiesel, however, EV sales remain low compared to others fuel types. As shown in **Figure 1.3.1**, petrol vehicles are still the top seller. From January to June 2025, the total industry volume reached 396,829 units, consisting of 343,599 petrol cars, 17,991 greendiesel cars, 17,143 electric cars, 14,167 hybrid cars, and 3,928 diesel cars.

Fuel Type	YTD 2024 (Jan-Jun)	YTD 2025 (Jan-Jun)	YTD Growth (%)	June 2024	June 2025	YoY Growth (%)
Electric	**10,663**	**17,143**	**60.77**	**1,912**	**3,272**	**71.13**
Petrol	361,232	343,599	**-4.88**	53,014	49,491	**-6.65**
Hybrid	11,722	14,167	**20.86**	1,899	2,070	**9.00**
Diesel	2,030	3,928	**93.50**	280	257	**-8.21**
Greendiesel	25,175	17,991	**-28.54**	4,103	3,767	**-8.19**
Total Industry Volume (TIV)	**410,824**	**396,829**	**-3.41**	**61,208**	**58,858**	**-3.84**

Source: Data.gov.my

Figure 1.3.1 Vehicles Registered by Fuel Type in January to June for 2024 and 2025

Source: Wong, A. (2025, July 11)

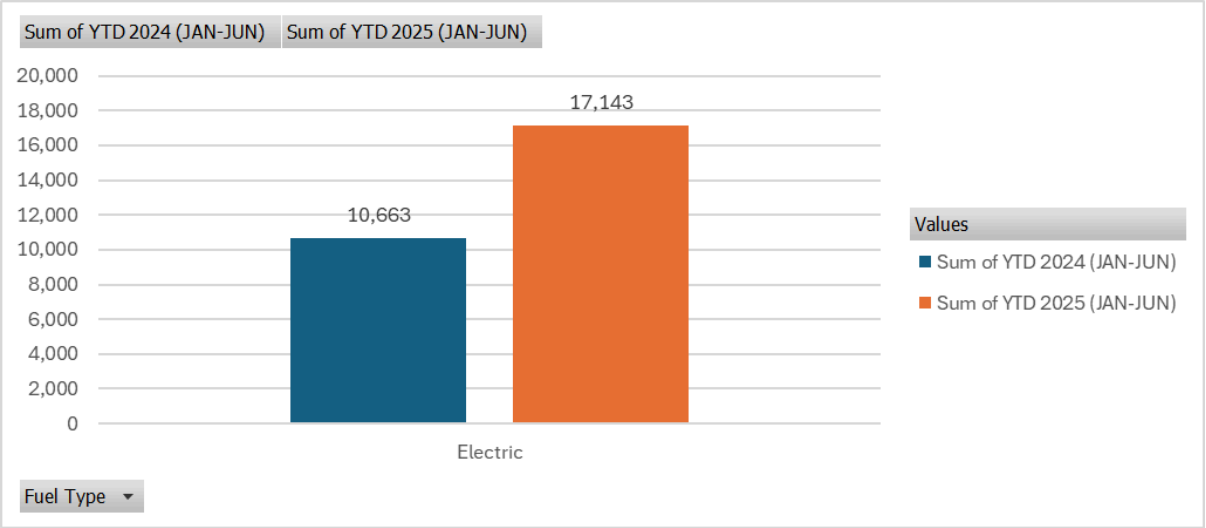

Figure 1.3.2 Electric Cars Year-to-Date for 2024 and 2025

Source: Developed for the study

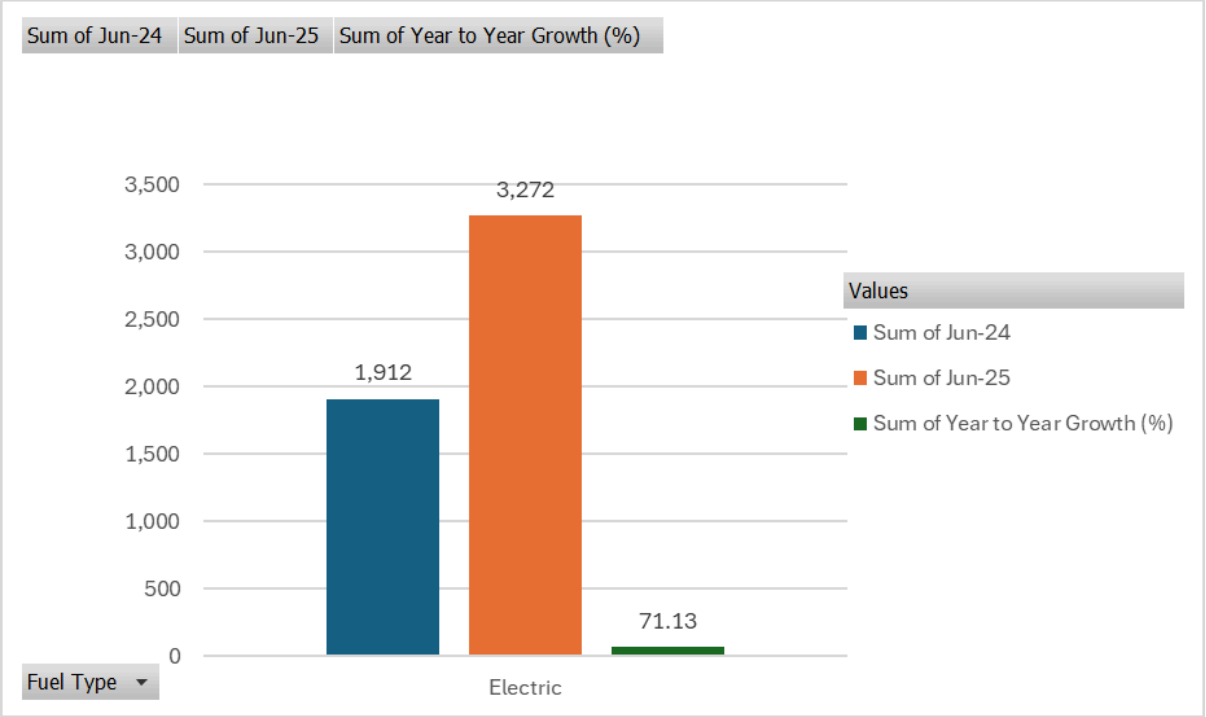

Figure 1.3.3 Electric Cars Year-to-Year Growth for 2024 and 2025

Source: Developed for the study

BEV's market in Malaysia is still in early stages, accounting for only 4.32% of total registered cars from January to June 2025. Out of 396,829 registered cars, only 17,143 were electric models. BEVs recorded a 71.13%

year-on-year growth, with monthly registrations rising from 1,912 to 3,272 in June 2025, showing a positive upward trend compared to June 2024. However, the number of EVs on the road remains small relative to conventional vehicles. Consumers' perceptions and attitudes still strongly affect their willingness to adopt EVs, and brand trust plays a key role in encouraging EV purchases.

Top 20 EV Brands in Malaysia (Jan to Jun 2025)

	Brand	January	February	March	April	May	June	Total
1	**BYD**	505	634	1020	1048	1148	**1045**	**5400**
2	**Proton**	421	580	737	799	862	**604**	**4003**
3	**Tesla**	13	443	171	108	1075	**587**	**2397**
4	**BMW**	230	81	157	119	179	**136**	**902**
5	**Xpeng**	81	74	72	153	125	**132**	**637**
6	**Denza**	0	34	204	157	129	**91**	**615**
7	**Zeekr**	101	11	157	91	105	**65**	**530**
8	**Chery**	12	10	30	45	116	**189**	**402**
9	**Porsche**	38	51	74	45	68	**83**	**359**
10	**Mini**	34	40	46	34	73	**78**	**305**
11	**MG**	53	29	73	37	32	**50**	**274**
12	**Volvo**	24	18	43	37	70	**66**	**258**
13	**Mercedes Benz**	35	26	28	40	43	**35**	**207**
14	**Great Wall**	43	23	35	44	28	**27**	**200**
15	**Smart**	26	30	28	17	16	**17**	**134**
16	**Hyundai**	0	23	41	36	2	**0**	**102**
17	**Leapmotor**	30	13	18	8	13	**5**	**87**
18	**Dong Feng**	9	9	3	24	16	**15**	**76**
19	**Neta**	9	7	17	17	10	**15**	**75**
20	**Audi**	5	7	5	6	7	**5**	**35**

Source: Data.gov.my

SOYACINCAU

Figure 1.3.4: Top 20 EVs Registered in Malaysia from January 2025 to June 2025

Source: Wong, A. (2025, July 11)

Brand trust is a significant factor in influencing consumers' decision-making when they plan which EV brand to buy. According to (Wong, 2025) "Top 20 EV Brands in Malaysia from January 2025 to June 2025", we can see that BYD, Proton, Tesla, BMW, and Xpeng occupied the top 5 of the registration ranking as of June 2025. Proton was the only Malaysian local car brand that sold electric, petroleum, and hybrid cars in the top 20 EV registration ranking. People trust the brand, which encourages them to buy the brand's products. Based on **Figure 1.3.4**, it is clear that Malaysian consumers trust BYD; they trust the brand and purchase their car, in the end it helped BYD secure the top spot in the ranking of 20 car brands. That's how brand trust occurs and influences consumer decision making when they are choosing for EV car in Malaysia.

1.4 Research Questions

General objectives of this research is to investigate the factors that influence consumers' purchase intention based on brand trust for battery electric vehicle (BEV) in Malaysia. According to the problem statement, the present study is being conducted to address the four research questions as stated below:

1. Does subjective norms (SN) influence consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia?
2. Does environmental concern (EC) influence consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia?
3. Does brand reputation (BR) influence consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia?
4. Does compatibility (C) influence consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia?

1.5 Research Objectives

This current study aims to achieve the research objective as mentioned below:

1. To examine the influence of subjective norms (SN) on consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.
2. To assess the influence of environmental concern (EC) on consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.
3. To investigate the influence of brand reputation (BR) on consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.
4. To examine the influence of compatibility (C) on consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.

1.6 Hypothesis Statements

Based on research framework, following hypothesis proposed to investigate the factors that influencing consumers' purchase intention based on brand trust for battery electric vehicle (BEV) in Malaysia.

H1: There is a significant relationship between subjective norms and consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.

H2: There is a significant relationship between environmental concern and consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.

H3: There is a significant relationship between brand reputation and consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.

H4: There is a significant relationship between compatibility and consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.

1.7 Scope of Study

Terms of BEV has been defined as a cutting-edge automobile. Using BEV sales trends in Malaysia and other countries, the study examines how brand trust influences Malaysian consumers' purchase intentions and their choice of BEV brands. The target respondents are Malaysians interested in purchasing a BEV.

1.8 Significance of Study

This study aligns Malaysia's Low Carbon Mobility Blueprint (LCMB), which aims to mitigate carbon emissions via sustainable transportation. The government supports BEV adoption through incentives like tax exemptions, EV infrastructure, and local manufacturing (Lye, 2025). To expand EV market share,

companies like BYD, Proton, and Tesla have begun producing battery-electric vehicles. For instance, Proton is developing Malaysia's first local EV plant in Tanjong Malim with 20,000 units per year from 2025 (Tan, 2025), while BYD is building a CKD assembly plant scheduled to begin production in 2026 (Lye, 2025). With rising competition, brands are strengthening trust-building strategies to enhance positioning, increase sales, and boost consumers' purchase intention.

1.9 Summary of the chapter

The importance of BEVs and effect of brand trust influences consumers' purchase intention toward battery electric vehicles (BEVs) is discussed in this chapter

Chapter 2 : LITERATURE REVIEW

2.1 Introduction

A brand not only a company's name or logo, but also the overall identity and perception that people associate with their product, service, or organization. For example, Tesla is not just an electric vehicle, but also represents innovation, cutting-edge technology. A strong brand will translate into brand trust (Schaefer, 2025). Brand trust was first introduced by Howard and Sheth (1969), stated there is a relationship between brand trust with consumers' purchase intention, which means, a drop in consumers' trust in a brand will decrease consumers' purchase intention for that particular brand's products; conversely, an increase in brand trust will enhance consumers' intention to purchase that particular brand's products. Qin et al. (2025) also supports this idea; once consumers trust a brand, they are more likely to purchase the product offered by the brand and remain loyal to the brand. A loyal consumer will not be easily swayed by other options or competitors' products, as the brand they trust will keep them coming back, and they know their consumers' wants and needs. This chapter summarizes the theory of planned behavior (TPB) and technology acceptance model (TAM) which will be used as a framework.

A real example of brand trust can be seen in Xiaomi. Originally known for smartphones and consumer electronics, Xiaomi built a large, loyal customer base before expanding into the automotive industry. OOn March 28, 2024, at 10 p.m., Xiaomi opened pre-orders for its first electric sedan, the Xiaomi Speed Ultra 7 (SU7), priced from US$29,870 (around RM141,090). Within just 24 hours, t pre-orders for Xiaomi SU 7 reached 88,898 units. It was considered an excellent result as it was the first time Xiaomi SU 7 entered the automotive industry. This success demonstrates the power of brand trust. Consumers trust Xiaomi products, trust their product quality, and are willing to purchase Xiaomi products. This case

illustrates how strong brand trust can significantly influence consumers' purchase intention (Mo, Y., & Goh, B., 2024, April 1).

2.2 Theory of Planned Behaviour (TPB)

The theory of planned behaviour (TPB), developed by Ajzen (1991), is often used to explain and predict consumer behaviour and intentions. TPB states three key determinants influence individual's intention perform a behavior: attitude toward the behaviour (ATB), subjective norms (SN), and perceived behavioural control (PBC). In this research, TPB provides a suitable framework to evaluate consumers' purchase intention of BEVs in Malaysia, especially when brand trust is taken into consideration. Through TPB, researchers, and marketers could gain better insights into consumer behavior, particularly purchase intention (Ajzen, 1991).

First, attitude toward the behaviour (ATB). Based on TPB, researchers,and marketers can know whether consumers have a positive or negative perception of purchasing a BEV. To minimize uncertainty, brand trust is important, since a BEV brand that delivers quality performance, safety, and after-sales services is likely to influence existing favourable or positive attitudes and push or generate consumers' purchase intention for BEVs (Ajzen, 1991). Second, subjective norms (SN). SN refers to individuals perceive social pressures when deciding whether or not to perform a behavior. Family members, friends, colleagues, and even broader societal expectations can influence consumers' purchase intentions. Brand trust is important in reinforcing the impact of SN. Social pressures tend to increase when 'important people' recommend a trusted BEV brand, which will influence consumers' purchase intentions for BEVs. Lastly, perceived behavioural control (PBC). PBC reflects an individual's perception on how easy or difficult to use BEV after purchasing. Elements such as financial capital, income level, government incentives, charging infrastructure, and ease of maintenance will influence PBC. A strong brand trust can enhance consumers' confidence and

increase their purchase decision or purchase intentions for BEV (Moons, I., & De Pelsmacker, P., 2012).

Taylor, S., & Todd, P. (1995) conclude that the decomposed TPB extends the traditional model by incorporating additional constructs like relative advantage and compatibility. TPB offered a comprehensive framework to review and forecast consumer behaviour and intentions, knowing their attitude, SN, and perceived behavioural control, which will affect consumers' purchase intentions, whether they adopt innovative product such as BEVs, based on brand trust.

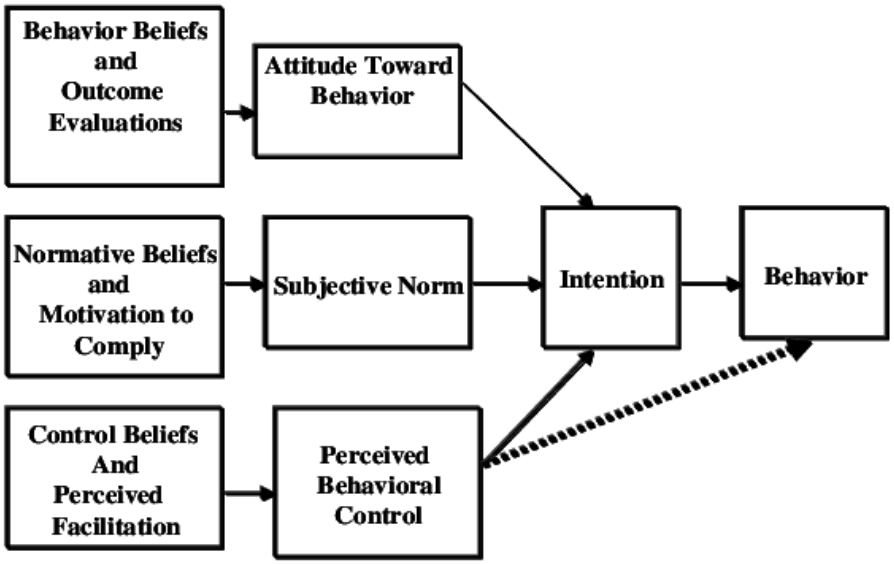

Figure 2.3: Theory of Planned Behaviour (TPB)

Source: Ampofo et al. (2004)

2.3 Technology Acceptance Model (TAM)

The technology acceptance model (TAM), is a well-known framework in field of information systems research for explaining why people adopt and use the new technologies, developed by Davis (1985). It is suitable and matches with new technologies, especially battery electric vehicles (BEVs), as BEVs are considered new, leading-edge technologies entering the markets in recent years. TAM will explore the variables that determine the readiness of a consumer to adopt a new

technology or system. By adopting TAM, researchers could be aware of how brand trust affects consumers' purchase intention of BEVs in Malaysia.

TAM is designed to predict the likelihood that consumers will accept a tool or a system, like battery electric vehicles (BEVs), and what is required to make them more user-friendly, and can help in increasing their user acceptability. Acceptance of an information system relies on two major determinants, perceived usefulness (PU) and perceived ease of use (PEOU). These elements directly influence user's attitude and decision-making without involving other variables. They are regarded as the basis of TAM. PU and PEOU will affect attitude, behavioural intention, and actual usage, which are dependent variables at the same time. It is identical to brand trust and consumers' purchase intention, as brand trust will affect their purchase intention when they decide to purchase vehicles (Legris et al., 2003).

Perceived usefulness (PU) is a perception about the usefulness of a new technology or system in enhancing the performance of individuals. PU is considered useful when an individual believes that implementing the new system or technology will benefit their work. Perceived ease of use (PEOU) reflects how a person estimates the smoothness of a system would performance. In conclusion, PU and PEOU directly influence their overall attitude towards BEVs that eventually becomes one of either serious purchase consideration or hesitation. Brand trust is an important aspect at this stage, as people will be influenced when they are deciding to purchase the product of a brand they trust (Davis, 1985).

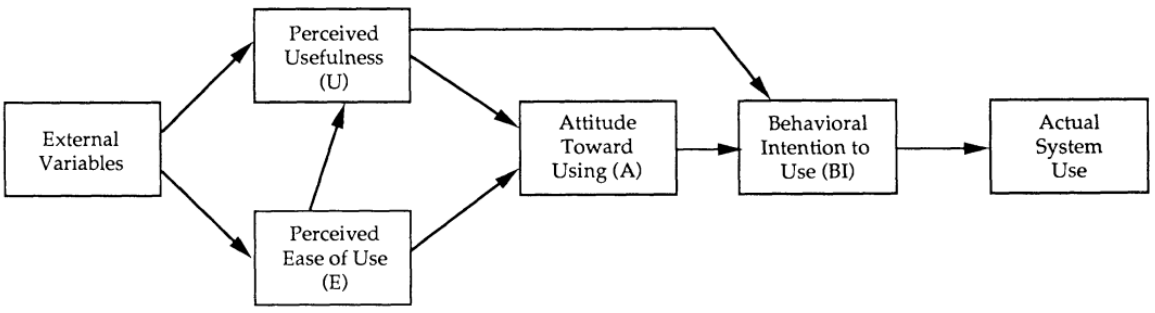

Figure 2.2: Technology Acceptance Model (TAM)

Source: Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989)

2.3.1 Subjective Norms (SN)

Subjective norms refer to social pressures individuals perceive when deciding whether to perform a behavior. Family, friends, colleagues, and broader societal expectations can influence consumers' purchase intentions (Fishbein & Ajzen, 1975). Brand trust reinforcing the impact of SN. Social pressures increase when 'important people' recommend a trusted BEV brand, thereby influence consumers' purchase intentions for BEVs. Jeon et al. (2012) stated consumers with stronger perceived subjective norms are more possibility to purchase a BEV. Example, people close to consumer A would approve, appreciate, or consider it a desirable choice when consumer A is considering purchasing a BEV. Consumers are more possibility to experience a positive social pressure to purchase the brands' BEV if a trusted BEV brand is widely endorsed or recommended by 'important people'.

Numerous researchers have examined human behavior from a sociological perspective, recognizing that individuals are influenced around them and often adjust their actions to align with societal expectations. Opinions of 'important people' will significantly affect consumers' decision to adopt a new product. Consumers' decisions to purchase a BEV are not only by their preferences but also influenced by their family members or 'important people'. Their involvement plays an important role when consumers' purchase intention for BEV is based on brand trust.

2.3.2 Environmental Concern (EC)

Environmental concern reflects consumers' awareness of climate change and their willingness to address environmental problem, especially the effects of human activities on nature (Bamberg, 2003). Oliver & Rosen (2010) support that EC are strong predictors of certain consumer behaviors and positively influence people's willingness to take action for the environment. It is considered an

important personal value that influencing consumers' decision-making concerning pro-environmental behaviors. Inkpen & Baily (2020) found that EC individuals are more likely to adopt eco-friendly products. For example, consumer A wants to reduce his carbon footprint, he may choose a trusted BEV brand that offering eco-friendly products, with his decision strongly influenced by both brand trust and EC.

Growing global awareness of environmental issues, along with government-led efforts such as Malaysia's Green Technology Master Plan (GTMP) 2017–2030 and the National Policy on the Environment (2022), has increased interest in BEVs. As these plan and policies urging business and citizens to reduce carbon emissions and adopt sustainable practices. BEVs are considered an eco-friendly innovation as it will not release any carbon emissions, and they can help to mitigate issues such as air pollution caused by traditional vehicles. Lai et al. (2015) supported that, air pollution remains a significant environmental issue in Malaysia, therefore, attracting consumer purchase intention in BEVs is seen as the way to improve air quality and contribute to environmental protection.

2.3.3 Brand Reputation (BR)

Brand reputation considered the overall perception and magnitude of trust that consumers, stakeholders, and public have toward a company or brand. While sometimes BR may be confused with brand image, both of them are distinct. Brand image reflects short-term perception of what people think at a specific time, while brand reputation represents long-term credibility of what people believe over time based on history and performance. BR is the general trust or credibility that people have in a company regarding their past actions, performances, and behavior.

Several scholars highlight that brand reputation is the key factor in adoption of BEVs; consumers often trust well-established brands whose experience signals quality and reliability (Buhmann et al., 2023). However, other researchers argue that BR can be a contributing element but not the strongest

factor contributing to adopt BEV in the market (Rezvani et al., 2015). Sierzchula et al. (2014) further emphasize that various economic factors and practical parameters like an average driving range or charging infrastructure affect the choice of consumers and purchase intentions more than brand trust. This indicates that when it comes to BEVs, especially as an emerging technology, consumers tend to prioritize technical performance and value over BR.

Lu & Cai (2023) counter this argument and emphasize that technical performances and value are important for a brand's long-term competitiveness in the BEV market, but brand reputation is the key role in shaping consumers' purchase intentions based on brand trust. They found that both factors positively influence perceived travel quality and perceived brand value, but BR exerts a stronger effect than technical performance and value in shaping consumer perceptions and intentions. In practice, consumers may choose to purchase the brand's BEV because the brand already has a strong and positive BR in the BEV market. BR and brand trust are closely linked to each other. Consumers tend to trust brands with established reputations; believing they will deliver quality, reliability, and ethical practices products for the market. In the BEV market, consumers may face uncertainties such as battery life, charging infrastructure, resale value, and safety. A strong brand reputation reduces perceived risk and reinforces trust. In conclusion, cultivating brand trust through reputation can significantly influence consumers' purchase intentions for BEVs based on brand trust.

2.3.4 Compatibility (C)

Compatibility refers to how well an innovation fits a consumer's lifestyle, values, needs, and past experiences (Kotler & Armstrong, 2012). For new technology to be accepted, it must fit well with users' daily routines. The more consumers have to change their existing habits to use innovation, the less likely they are to adopt it (Zaltman & Lin, 1971). Positive or negative past experiences gained when user adopt the new technologies will significantly influence their willingness to adopt future technologies. Negative experiences with a particular

technology may harm brand image and reduce consumers' trust in the brand. An innovation is considered successful when consumers can adopt it easily, without major lifestyle changes, and when it can effectively replace an existing product or practice.

In the case of Battery Electric Vehicles (BEV) compatibility, users may or may not worry about the BEV's average driving range. Perceptions on whether BEVs fit their travel needs may differ, as the majority of people may not monitor their driving patterns closely and prefer the flexibility for longer trips. Besides individual needs, compatibility values is a crucial role in shaping whether BEV is viewed as suitable. Consumers who care about protecting the environment, reducing carbon emissions, and lowering their carbon footprint may view BEV as an attractive, eco-friendly transportation option (Skippon & Garwood, 2011).

When consumers perceive that a BEV can fit smoothly into their daily lifestyle, they are more possibility to trust the BEV brand. It will help to increase the BEV's brand trust and attract more potential buyers, especially when benefits such as lower maintenance costs and average driving ranges, which match Malaysian travel patterns. However, if consumers feel that BEVs are incompatible for them, due to poor charging infrastructure and long charging times, consumers may lose trust in the brand and doubt its capability and commitment. Conversely, they will believe the brand and enhance the brand's credibility when they feel that the BEV brand offers vehicles that align with the local infrastructure, climate, and income levels. Once compatibility strengthens brand trust, consumers are more likely to shift from merely considering to actual purchase intention for BEV based on brand trust (Skippon & Garwood, 2011).

2.4 Conceptual Framework

Using the Theory of Acceptance Model (TAM), this research examines consumers' willingness to adopt BEVs in Malaysia through brand trust. TAM highlighted two constructs, perceived usefulness and perceived ease of use,

having a substantial impact on behavior of consumers and their purchase intention to adopt BEVs in Malaysia through brand trust. TAM also presents the fact that attitude, beliefs, and behavioural outcomes are influenced by outside forces such as government policies and the availability. Making it helpful in consumer adoption of innovative technologies, BEVs.

Besides, Theory of Planned Behavior (TPB) provides more insights into BEV adoption through brand trust by examining influence of attitude, SN, and perceived behavioural control. TPB suggests that when people evaluate the pros and cons of a decision, these behavioural beliefs are goals that are directed by underlying beliefs, namely the control, normative, and behavioural beliefs.

Below table shows independent variables and dependent variables derived from the theoretical framework.

Theory	**Independent Variables (IV)**	**Sources**
Theory of Planned Behaviour (TPB)	Subjective Norms (SN)	Zheng, C., Sun, D., Khamarudin, M., et al. (2025) Yeğin, T., & Ikram, M. (2022)
	Environmental Concern (EC)	Tsai, C. M., et al. (2025)
Technology Acceptance Model (TAM)	Brand Reputation (BR)	Jiang, M., et al. (2025)
	Compatibility (C)	Xia, Z., Wu, D., & Zhang, L. (2022) Buhmann, K. M., & Criado, J. R. (2023)

Figure 2.4 shows the proposed research framework for this study. It focuses on brand trust and consumers' purchase intention towards battery electric vehicles (BEVs) based on brand trust. This model examines how SN, EC, BR, and C shape consumers' purchase intention to adopt BEVs based on brand trust.

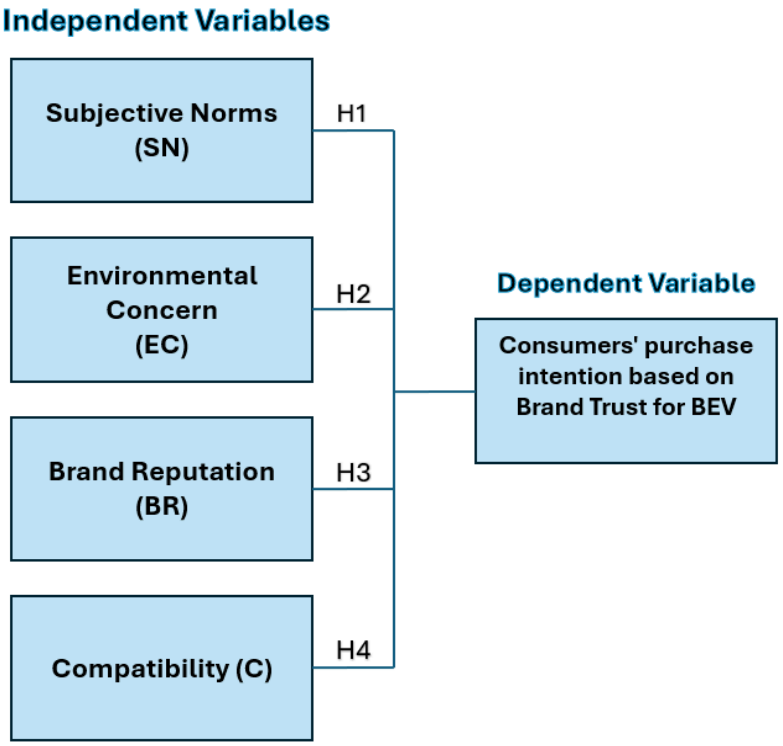

Figure 2.4: Proposed Research Framework

Source: Developed for the study

2.5 Hypothesis Development

Four hypotheses are framed in this section based on the research framework presented above in Figure 2.4.

1) H1: A significant relationship between subjective norms (SN) and consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.
2) H2: A significant relationship between environmental concern (EC) and consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.
3) H3: A significant relationship between brand reputation (BR) and consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.

4) H4: A significant relationship between compatibility (C) and consumers' purchase intention based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia.

2.6 Summary

This study identified subjective norms, environmental concerns, brand reputations, and compatibility as the four independent variables influence consumers' purchase intention based on brand trust. These variables reflect major challenges and incentives that may be faced by consumers when they are getting ready to migrate to BEVs in Malaysia. By integrating TAM and TOB, this study seeks to explain how brand trust in BEV brands can strengthen consumers' purchase intention to adopt BEVs in the Malaysian market as their mode of transportation.

Chapter 3 : RESEARCH METHODOLOGY

3.1 Introduction

Chapter 3 explains the research procedure in detail, covering selection of target respondents, sampling technique, and data collection procedures.

3.2 Research Design

Quantitative research design was adopted for examining factors influencing consumers' purchase intention for BEVs in Malaysia through brand trust. Research methodology refers the structured process used to solve a research problem guiding how research is conducted, described, interpreted, and predicted (Rajasekar & Verma, 2013). A researcher's research design provides a framework of methodologies and techniques to systematically address the research problem.

Pritha (2023) stated that research design is a strategic plan used for answering research questions through empirical data. Quantitative and qualitative research are the two main research designs. Researchers need to understand their differences to choose and implement the one that best matches their research. Quantitative research involves applying mathematical tools to analyze phenomena in numerical terms, emphasizing logical precision, reliability, and the identification of general patterns of human behavior (Creswell et al., 2016). In this approach, quantitative research design plays a crucial role, with three main elements, data collection, measurement, and analysis. It also specifies nature of the study, identifying whether it is descriptive, experimental, survey-based, correlational, meta-analysis, semi-experimental, or a review, and includes subtypes such as experimental designs, research problems, or descriptive case studies.

Among quantitative methods, survey and observation are commonly used to establish statistical relationships (Lu, 2009). Quantitative research aims to

identify connection between a study's independent and dependent variables. Within the BEV industry, using data-driven analysis can support rapid and successful growth, as numerical evidence provides a reliable and accurate basis for decision-making.

Descriptive research design used in this study to examine factors influencing Malaysian consumers' purchase intention for BEVs based on brand trust. Primary data were collected through cross-sectional survey by using questionnaire. Based on the TPB, this study proposed a quantitative study that examines the correlations among independent variables, brand trust, and purchase intention of consumers in regards to purchase BEVs in Malaysia.

3.3 Sampling Design

Sampling design is the process of selecting a population of interest from a larger group to carry out research and data analysis (Kabir, 2016). A well-designed sampling strategy ensure the sample represents target population, allowing results to be generalized. This involves defining the population, creating a sampling frame, and applying appropriate sampling methods.

3.3.1 Target Population

A target population is defined as the group of individuals to whom researchers aim to generalize the study results, serving as the source for the sample (Barnsbee, 2018). The process of selecting this group of interest and analyzing data is called sampling (Kabir, 2016). Respondents meeting the selection criteria were invited to complete a questionnaire on their attitudes, brand trust, and purchase intention toward BEVs in Malaysia. Convenience sampling targeting individuals likely to be interested in automobiles and sustainable mobility ensured responses from participants with a genuine interest in the topic.

3.3.2 Sampling Frame

Sampling frame is the list of individuals or elements from which a sample is drawn, serving as the basis for selection. Sampling locations are the specific sites where researchers collect data from the target market (Burger et al., 2006). Primary data are typically obtained through surveys, such as questionnaires distributing questionnaires to relevant respondents. For this study, the sampling frame includes Malaysian citizens aged 18 and above, chosen because they have the potential and capability to decide on purchasing a BEV. Moreover, the respondents were required to have at least some familiarity with BEVs to provide meaningful responses regarding brand trust and purchase intention.

3.3.3 Sampling Techniques

Sampling technique is the method used to select individuals or units from the target population to form a research sample (Simkus, 2022). The selection of technique depends on the research objectives, the nature of the population, available resources, and overall feasibility.

Purposive sampling strategy was used to identify respondents who were potential BEV buyers in this study. By targeting this segment, allow this research to easily gather opinions and perspectives from consumers directly involved in decisions regarding BEVs and brand trust. Purposive sampling involves the purposeful selection of the participants meeting some criteria, ensuring that the data came from individuals relevant to the research objectives. Focusing on potential BEV buyers provided valuable insights into how brand trust influences consumers' purchase intentions towards BEVs in Malaysia.

3.3.4 Sampling Size

Sample size indicates the count of participants, observations, or data points for a study. The appropriate sample size, whether it is small, medium, or large, depends on the nature and aim of the investigation (Vasileiou et al., 2018). For this study, a large sample size is necessary to measure the consumer adoption of BEVs based on brand trust in Malaysia. Therefore, a suggested sample size, 200 respondents was determined to be appropriate for this study (Khazaei, 2019). G Power applied to determine the appropriate sample size for this research.

3.3.5 G Power

G Power is a statistical software used to compute statistical power, sample size, and effect size for different types of hypothesis tests. In this study, it was used to determine the required number of responses. From a scientific perspective, research must accurately measure the treatment effect to produce evidence-based conclusions. Studies with small sample sizes or low statistical power generating unreliable estimates or misleading results.

When determining an appropriate sample size, power analysis will often be conducted using four main parameters, effect size (f^2), significance level (α), level of power ($1-\beta$), and the type of statistical test. In this study, G Power was applied to a multiple linear regression with four predictors (independent variables). Cohen (1988) suggests $f^2=0.15$ as conventional benchmarks for medium effect size. In the absence of prior studies, this medium effect size is commonly adopted in social science and behavioral research. Following Cohen's guidelines, moderate relationship was expected between the four independent variables (SN, EC, BR, and C) and dependent variables (consumers' purchase intention based on brand trust for BEVs in Malaysia).

Significance level $\alpha=0.10$, indicating a 10% risk of making a Type I error, which occurs when null hypothesis is rejected although it is true. Although standard choice for α is 0.05 (5%), a slightly higher $\alpha=0.1$ (10%) is sometimes

used in stricter testing. Using 0.10 (10%) makes the test more sensitive and is often more suitable for exploratory research where picking up possible effects is more important than keeping the error rate as low as possible. The target statistical power (1-β) was set at 0.90 (1-0.10α), meaning there is a 90% probability of correctly rejecting a false null hypothesis and a lower likelihood committing a Type II error. If a real effect exists, there is a strong confidence that the analysis will detect it, as a power of 0.90 (90%) is generally considered high. Based on the chosen effect size (f^2) and alpha level, G Power indicated a minimum of 90 respondents was required to achieve the desired statistical power. Based on the 3.3.4, a sample size, 200 respondents was determined to be appropriate for the study, reaching a minimum 90 numbers of respondents. The analysis also produced a critical F-value of 2.01, which represents significance threshold for the regression F-test. Overall, this power analysis reduced the risk of both Type I, Type II errors, and confirmed that a sample 90 participants, the study has enough statistical strength to detect meaningful relationships between predictors (independent variables) and outcome variable.

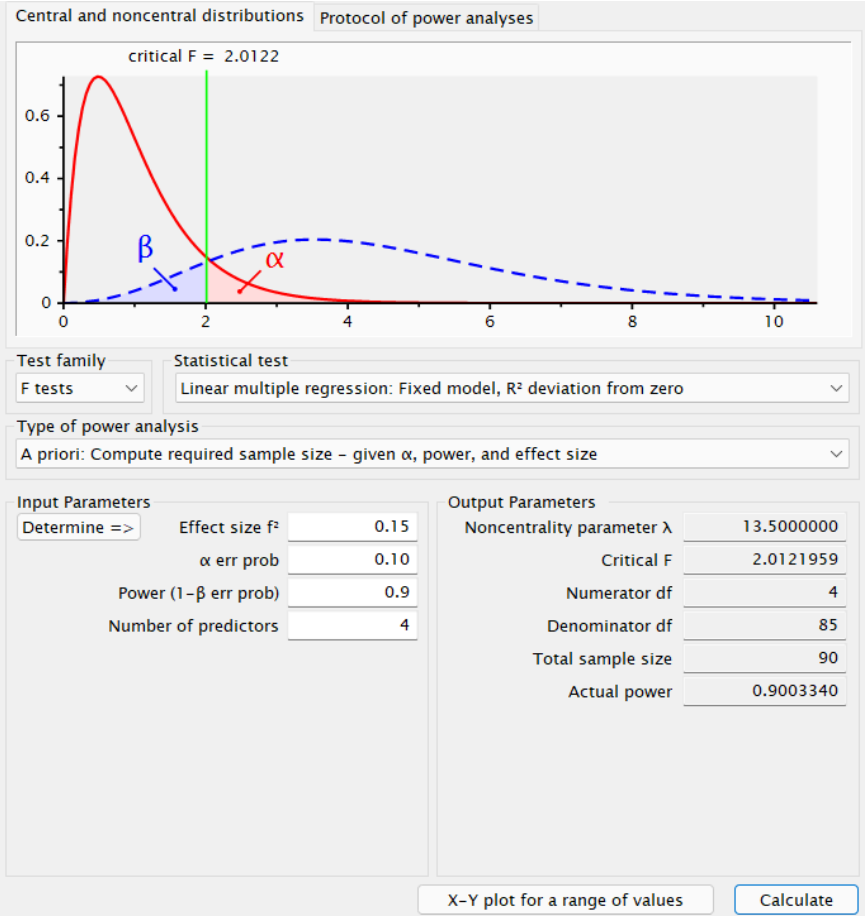

Figure 3.3.5: Table of G Power

Source: Developed for the study

3.4 Data Collection Method

Data collection is the systematic process of gathering data from different sources to answer research questions, test hypotheses, and achieve study's objectives. It is a key part of the research methodology, as the quality of data collected directly affects validity, reliability, and accuracy of research findings. (Abowitz et al., 2010). Most studies rely on statistical methods such as frequencies, percentages, and means to analyze and interpret responses. For this study, primary data were chosen as the main source of information.

3.4.1 Primary data

Primary data refers to first-hand and original data that a researcher collects directly for a specific study and it has not been published or analyzed by anyone. Ajayi (2023) stated that primary data is typically collected through surveys, interviews, and experiments that aim to solve the research problem. It helps to strengthen the validity and accuracy of the findings. In this study, the focus is on identifying the factors influenceing consumers' purchase intention based on brand trust for battery electric vehicles (BEVs) in Malaysia.

3.5 Questionnaire Design

According to the study, researcher intends to examine the relationship between dependent variables, consumers' purchase intention based on brand trust and four independent variables which are SN, EC, BR, and C. This section will list the source of the questionnaire. From these, IV may learn about the challenge of consumers adopting battery-electric vehicles.

NO	Questions	Source Listed
IV1	**Subjective Norms (SN)** Based on your perception, what is the advantage of choosing a Battery Electric Vehicle (BEV) based on brand trust?	Zheng, C., Sun, D., Khamarudin, M., et al. (2025) Yeğin, T., & Ikram, M. (2022)
SN1	Those close to me are considering purchasing a BEV.	
SN2	Those close to me would approve if I choose to purchase a BEV.	
SN3	If I purchased an electric vehicle, people who are important to me would appreciate my environmentally friendly choice.	
SN4	If I purchased an electric vehicle, people who are important to me would consider it a desirable choice.	

NO	Questions	Source Listed
IV2	**Environmental Concern (EC)** Based on your perception, what are the values of using Battery Electric Vehicles (BEV) based on brand trust that will reflect your environmental concerns?	Tsai, C. M., et al. (2025)
EC1	I believe that the BEV brand is associated with eco-friendly and sustainable practices. (GBI2)	
EC2	To me, BEVs represent environmentally friendly innovation in the EV car industry. (GBI3)	
EC3	I believe the environmental commitments of BEVs are trustworthy. (GTR1)	
EC4	I trust that BEVs demonstrate effective actions in reducing harm to the environment. (GTR3)	

NO	Questions	Source Listed
IV3	**Brand Reputation (BR)** Based on your perception, what is the value that reflects market consumers' willingness to use a Battery Electric Vehicle (BEV) based on the brand's overall reputation in the market?	Jiang, M., et al. (2025)
BR1	I trust this BEV brand because it offers dependable quality. (BP1)	
BR2	I trust this BEV brand as they are providing reliable after-sales services. (BP2)	
BR3	I trust this BEV brand as they deliver good value for the price I pay. (BP4)	
BR4	I trust this BEV brand's technological advancements to strengthen my confidence in adopting it. (BP5)	

NO	Questions	Source Listed
IV4	**Compatibility (C)** Based on your perception, what is the value that reflects market consumers for using a Battery Electric Vehicle (BEV) based on brand trust?	Xia, Z., Wu, D., & Zhang, L. (2022) Buhmann, K. M., & Criado, J. R. (2023)
C1	An electric vehicles suit my daily lifestyle.	
C2	Using an electric vehicle is fully compatible with my current lifestyle.	
C3	Purchasing a BEV will have a positive influence on my social image.	
C4	Adopting a BEV is ideal for my working style.	

NO	Questions	Source Listed
DV	**Intention to purchase a Battery Electric Vehicle (BEV) based on brand trust**	Semeijn et al. (2019) Lady, L., & Angelino, K. (2024) Teoh & Noor (2015)
IPBT1	Brand trust has a positive effect on my willingness to purchase a BEV in the near future.	
IPBT2	Brand trust has a positive effect on my planning to purchase a BEV in the near future.	
IPBT3	Brand trust has a positive effect on my decision when I am going to purchase a BEV in the near future.	
IPBT4	This BEV brand makes me confident in planning to purchase a BEV.	

3.5.1 Pilot Test

Variable	Dimension	No. of Item	Cronbach's Alpha
Dependent	1. Consumers' Purchase Intention Based on Brand Trust for BEV	4	0.835
Independent	1. Subjective Norms	4	0.762
	2. Environmental Concern	4	0.876
	3. Brand Reputation	4	0.831
	4. Compatibility	4	0.752

Table 3.5.1 Pilot Test

Source: Researchers SPSS Result

Before distributing the final version of the questionnaire, a pilot test was conducted to determine connection and the validity between independent variables (SN, EC, BR, C) and the dependent variable (PIBT). A total of 25 responses were collected to conduct this pilot test. By using SPSS, Cronbach's alpha for the four independent variables with dependent variables occurs. SN (0.762), EC (0.876), BR (0.831), and C (0.752), all of them are more than 0.75. Cronbach's Alpha for dependent variable (PIBT) is 0.835.

3.6 Construct Measurement

3.6.1 Scale of Measurement

Scale of measurement refers the way variables categorized, ordered, or quantified in research, guiding how data are classified, interpreted, and analyzed statistically. Stevens (1946) identified four levels scales of measurement, nominal, ordinal, interval, and ratio. A nominal scale classifies data without any specific order. While, ordinal scale categorizes and ranks data, but the differences between ranks are not measurable. Interval scales have equal intervals between values, but their data do not include a true zero point. Finally, ratio scales possess all the characteristics of interval data with the addition of a true zero (UNSW SYDNEY, 2020). The survey questionnaire employed nominal and ordinal scales, allowing

responses to be categorized and ranked. Additionally, a five-point likert scale was used to measure respondents' attitudes and perceptions to differing degrees of intensity.

5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Figure 3.6.1: Five-Point Likert Scale

Source: Developed for the study

3.6.2 Scaling Techniques

This study employs five-point likert scale as the measurement method. According to the Dalati (2018), this method assigns values, symbols, or numbers meant to reflect specific features of an item, which are adjusted based on respondents' attitudes. Each of the items in the questionnaire has its responses combined to provide an overall score, enabling particular characteristic to be rated. The five-point likert scale also allows respondents to indicate their agreement or disagreement, providing detailed insights on their opinions and attitudes.

3.7 Data Processing

Data processing refers to transform raw information into a form useful for making decisions, analyzing, and reporting. According to Sekaran & Bougie (2016), once responses are received from participants, it is necessary to perform data verification, data cleaning, data coding, data transcription, and data editing.

3.7.1 Data Cleaning

Data cleaning, also called data scrubbing, the process of detecting and correcting errors, inconsistencies, and inaccuracies in data to ensure it is complete, and accurate. During verification, the quality of data is assessed by identifying and correcting errors, such as missing or duplicate responses, or other issues that could distort analysis. In this study, verification of data is done when the data are available, such as secondary data whose sources are reliable and are publicly available (Sharifnia et al., 2025). A total of 302 responses were collected, after cleaning, 292 usable responses remained, with 188 collected physically and 104 collected online.

3.7.2 Data Coding

Data coding is the process of allocating labels, symbols, numbers to data to organized, analyzed, and interpret it systematically. It is used in quantitative and qualitative research. Statistical software and numeric keypad work in conjunction to provide quick and easy data entry, minimize mistakes, and facilitate numerical input (Abedjan et al., 2016). Numerical codes are easy to type into a computer and easier to understand as compared to descriptive text. In this research, responses on the questionnaire were coded numerically, 5 for strongly agree (ticked) and 1 for strongly disagree (unticked).

3.7.3 Data Transcribing

Data transcribing is the process of transcribing spoken, written, and recorded messages into written text for systematic analysis, interpretation, or storage. Malhotra et al. (2020) defined data transcribing as process of transcribing the whole data encrypted by the respondents into a data analysis software that has been collected.

3.8 Proposed Data Analysis Tool

Proposed data analysis tool is the specific software, method, or framework used to analyse collected data in a research study. Typically described in the research methodology part that includes the way in which the data should be processed, tested, and interpreted. Data analysis can also be used to define the procedure of analysing and interpreting data gathered through statistical or logical applications. Descriptive, reliability, and variability analysis will be conducted in this study.

3.8.1 Descriptive Analysis

Descriptive analysis is a method used to identify, summarize, and describe key characteristics of dataset through numerical measures and visual displays such as tables, charts, graphs, or maps. It demonstrates concepts like central tendency, distribution, and variability, providing essential insights for researchers. In this study, descriptive data analysis was applied, with results presented in tables, bar graphs, and world maps illustrating countries across five continents.

3.8.2 Reliability Analysis

Reliability analysis is a statistical technique used in determining the reliability of a test, measurement tool, or research instrument, such as a survey, questionnaire, or scale. It ensures the instrument provides consistent and stable results over time, across items, and respondents. Heale & Twycross (2015) claimed that the quality of a study can be influenced by reliability, which is closely linked to validity. Reliability also reflects accuracy by minimizing measurement errors. However, it is not an absolute property and may vary across different groups and measurement contexts.

3.8.3 Cronbach's Alpha (CA)

Cronbach's Alpha (α) is the statistical coefficient that reflects reliability of a group questions or test items aimed to measure an identical underlying construct, such as survey questions or a test. Chaudhary and Kaur (2016) explain that when items are slightly modified and administered to the same participants, Cronbach's Alpha assists in establishing whether responses are consistent or not. The study also concluded that the factors remained stable, and the respondents' replies, when retested, had a high consistency. The following table illustrates the internal consistency by using Cronbach's Alpha.

Cronbach's alpha internal consistency:
$\alpha \geq 0.9$Excellent
$0.9 > \alpha \geq 0.8$Good
$0.8 > \alpha \geq 0.7$Acceptable
$0.7 > \alpha \geq 0.6$Questionable
$0.6 > \alpha \geq 0.5$Poor
$0.5 > \alpha$Unacceptable

Sources: Chaudhary and Kaur (2016)

3.8.4 Validity Analysis

Validity analysis assesses the extent to which a research instrument, such as a questionnaire, or test, accurately measures the construct that it is supposed to measure. As opposed to reliability, validity analysis examines the accuracy and usefulness of the measurement. Validity analysis indicates how a particular method is accurate in observing a particular construct. A valid methodology measures what is intended and where the results correlate with reality (Heale & Twycross, 2015). Based on the pre-test, there should not be a content validity problem with the questions.

3.8.5 Person Correlation Analysis

Person correlation analysis, a statistical technique that determines the direction and strength of a linear relationship between two continuous variables. The correlation coefficient (R-value) ranges from -1 to 1, indicating both the strength and direction of the relationship. A value of +1 represents a perfect positive correlation, where increases or decreases in one variable correspond exactly with the other. A value of -1 represents a perfect negative correlation, where an increase in one variable is associated with a decrease in the other. An R-value of 0 indicates no linear relationship between the variables (Schober et al., 2018; Mukaka, 2012).

3.8.6 Inferential Analysis

Inferential analysis is a statistical approach used to draw conclusions, make predictions, or generalize findings from a sample to a larger population. Unlike descriptive analysis, which simply summarizes data, inferential analysis can test hypotheses and estimate relationships to determine if results can be generalized. Creswell and Creswell (2017) explain that both independent and dependent variables are examined through inferential analysis. By analyzing sample data, researchers can make informed conclusions about the population. Gravetter and Wallnau (2017) note that inferential statistics primarily involve parameter estimation and hypothesis testing. This approach allows researchers to identify statistically significant patterns and responses relevant to the study topic.

3.8.7 Multiple Linear Regression

Multiple linear regression is the statistical method that examines relationship between one dependent variable (outcome) and two or more independent variables (predictors). Unlike simple linear regression, which involves only one predictor, multiple regression allows researchers to assess the combined impact of several factors on a single outcome. According to Tabachnick

& Fidell (2019), there is a relationship between one dependent variable and independent variables, and the predictions are generated by using multiple linear regression. According to Schneider et al. (2010), the formula of multiple regression analysis is $Y = a + b1 \times X1 + b2 \times X2 + \ldots + bn \times Xn$.

With
Y= Dependent Variable or Outcome Variable
a= Constant or Intercept Term
b1, b2,…, bn= Regression Coefficient or Beta Weights
X1, X2,..., Xn= Independent or Predictor Variables
n= number of independent variables

In multiple regression, **Y** is the dependent variable or outcome variable being explained or predicted, in this case, consumers' purchase intention for battery electric vehicles (BEVs). **A** denotes the constant or intercept, representing the predicted value of Y when all independent variables (X) are equal to zero reflecting the baseline level of purchase intention. **B** refers to the regression coefficient (beta weights), showing the expected change in Y for a one-unit increase in X. A positive B indicates a direct relationship, while a negative B indicates an inverse relationship. For example, if b1= 0.45, a one-unit increase in brand trust, purchase intention will increase 0.45. **X** represents the independent or predictor variables, which influencing the dependent variable, purchase intention. Example, factors that influence consumers' purchase intention based on brand trust for Battery Electric Vehicle (BEV) in Malaysia.

3.9 Conclusion

This chapter outlines the research approach adopted for the study. The research literature reviews are provided, and the conclusions and analyses proposed in the current study are outlined in the following chapter.

Chapter 4 : DATA ANALYSIS

4.0 Introduction

This chapter provides interpretation and analysis of Chapter 3 results. A Google Form was designed to collect responses, aiming to examine the factors influence consumers' purchase intention based on brand trust for Battery Electric Vehicle (BEV) in Malaysia. Out of 302 responses collected, 292 valid responses were retained for analysis, with 10 responses removed to ensure accuracy and data quality. SPSS was employed to conduct detailed analyses and test the hypotheses outlined in the previous chapter.

4.1 Descriptive Analysis

4.1.1 Respondent's Demographic Profile

This analysis included respondent's gender, age, education, employment status, living area, monthly income, EV ownership, fuel type, future vehicle purchase intentions, preferred BEV brand, and reasons for trusting that brand. Table and Pie charts were employed to interpret and visualize the respondents' demographic characteristics.

4.1.1.1 Respondent's Gender

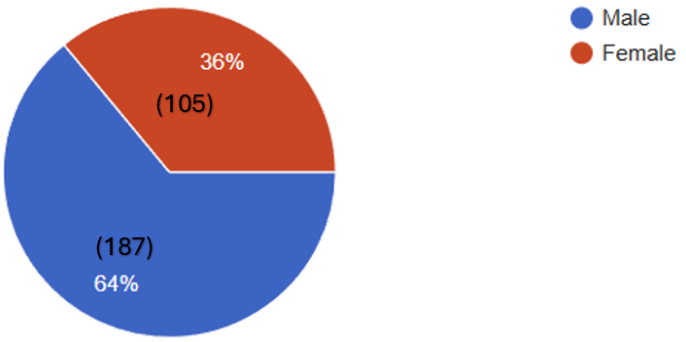

Figure 4.1.1.1: Respondents' Gender

Source: Developed for the study

Figure 4.1.1.1 shows the respondents' gender. Most respondents were male at 64% (187), while females were 36% (105). Numbers of males was more than females.

4.1.1.2 Respondent's Age

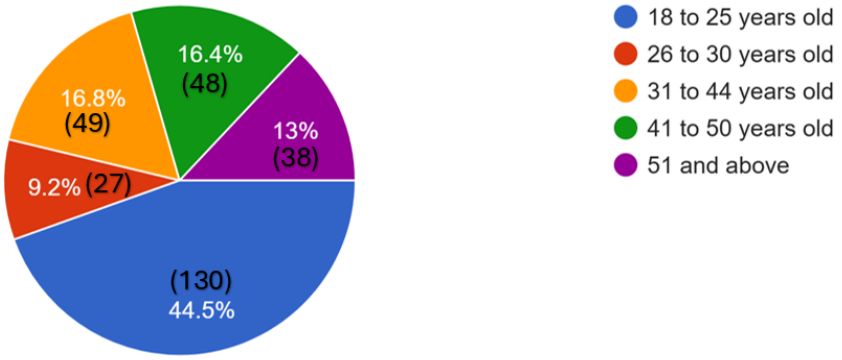

Figure 4.1.1.2 Respondents' Age

Source: Developed for the study

Figure 4.1.1.2 shows the respondent's age group, divided into 5 categories: 18-25, 26-30, 31-44, 41-50, and 51 years old and above. Age group ranking were developed according to figure 4.1.1.2, 44.5% (130) of respondents were 18 to 25 years old, 16.8% (49) of them were 31 to 44 years old, 16.4% (48) of them were 41 to 50 years old, 13% (38) of them were 51 years old and above, and 9.2% (27) of them were 26 to 30 years old. According to this, 18 to 25 years old, the majority of the respondents' age.

4.1.1.3 Respondent's highest level of education

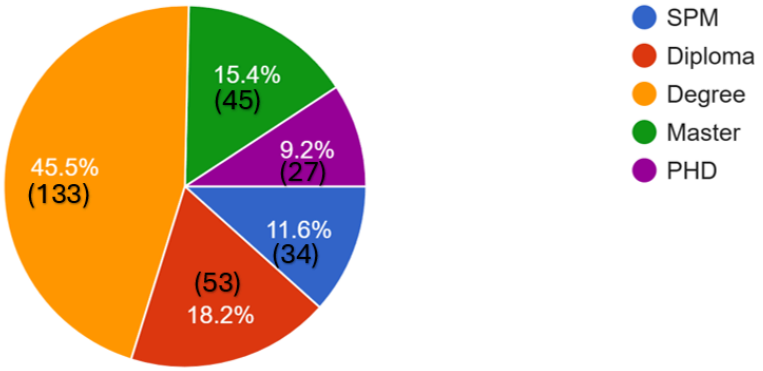

Figure 4.1.1.3 Respondents' highest level of education

Source: Developed for the study

Figure 4.1.1.3 shows the respondent's highest level of education. It is divided into 5 groups: SPM, Diploma, Degree, Master, and PHD. The highest level of education ranking was developed according to figure 4.1.1.3, 45.5% (133) of the respondents' highest level of education was Degree, 18.2% (53) of them was Diploma, 15.4% (45) of them was Master, 11.6% (34) of them was SPM, and 9.2% (27) of them was PHD. According to this, Degree, the majority of the respondents's highest level of education.

4.1.1.4 Respondent's employment status

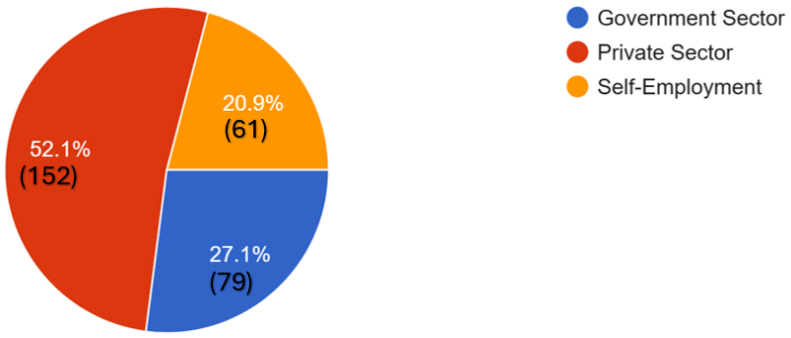

Figure 4.1.1.4 Respondents' employment status

Source: Developed for the study

Figure 4.1.1.4 shows the respondents' employment status. It is divided into 3 groups: Government Sector, Private Sector, and Self-Employment. The

employment status ranking was developed according to Figure 4.1.1.4. 52.1% (152) of the respondents were working in private sector, 27.1% (79) of them were working in government sector, and 20.9% (61) of them were self-employed. According to this, Private sector, the majority of the respondents' employment status.

4.1.1.5 Respondent's living area

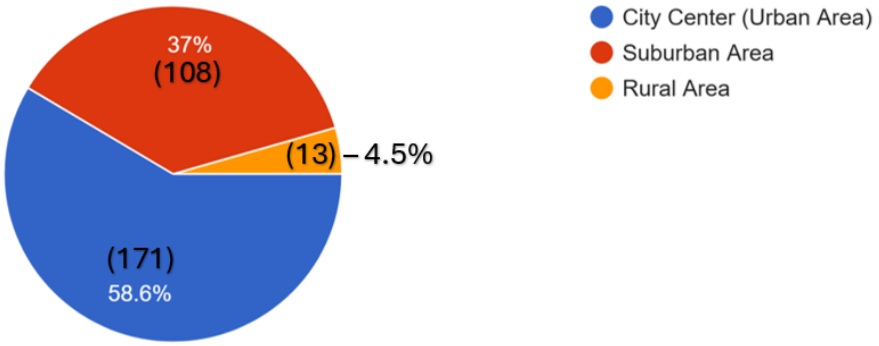

Figure 4.1.1.5 Respondents' living area

Source: Developed for the study

Figure 4.1.1.5 shows the respondents' employment status. It is divided into 3 groups: City Center (Urban Area), Suburban Area, and Rural Area. The living area ranking was developed according to Figure 4.1.1.5, 58.6% (171) of respondents were living in City Center (Urban Area), 37% (108) of them were living in Suburban Area, and 4.5% (13) of them were living in Rural Area. According to this, City Center (Urban Area), the majority of the respondents' living area.

4.1.1.6 Respondent's monthly income group

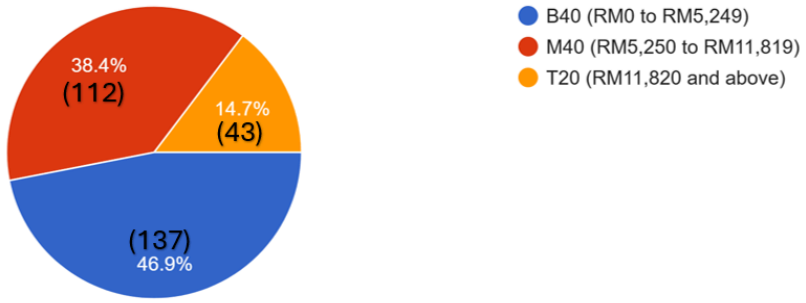

Figure 4.1.1.6 Respondents' monthly income group

Source: Developed for the study

Figure 4.1.1.6 shows the respondents' monthly income group. It is divided into 3 groups: B40 (RM0 to RM5,249), M40 (RM5,250 to RM11,819), and T20 (RM11,820 and above). The monthly income group ranking was developed according to Figure 4.1.1.6, 46.9% (137) of respondents monthly income were B40 (RM0 to RM5,249), 38.4% (112) of them were M40 (RM5,250 to RM11,819), and 14.7% (43) of them were T20 (RM11,820 and above). According to this, B40 (RM0 to RM5,249), the majority of the respondents' monthly income.

4.1.1.7 Do you own a EV car?

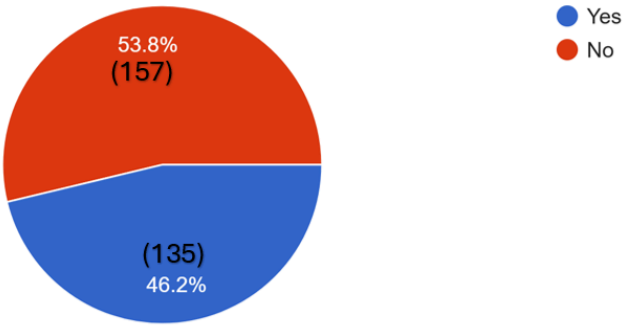

Figure 4.1.1.7 Do you own an EV car?

Source: Developed for the study

Figure 4.1.1.7 shows the number of respondents who own an EV car. It is divided into 2 groups: Yes and No. The ranking was developed according to Figure 4.1.1.7, 53.8% (157) of the respondents own an EV car, while 46.2% (135) of them do not own an EV car. According to this, the majority of the respondents own an EV car.

4.1.1.8 Respondents' current car fuel type

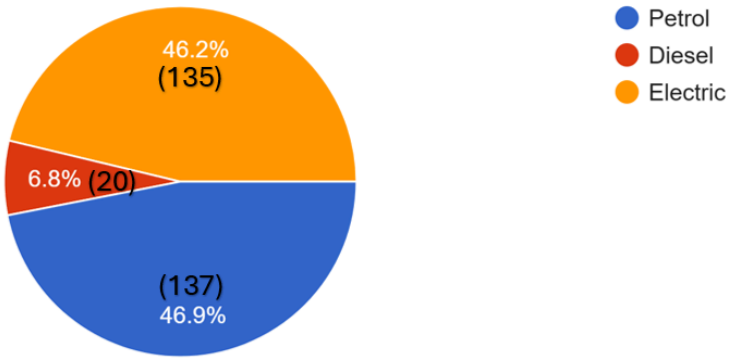

Figure 4.1.1.8 Respondents' current car fuel type

Source: Developed for the study

Figure 4.1.1.8 shows the current car fuel type. It is divided into 3 groups: Petrol, Diesel, and Electric. The ranking was developed according to figure 4.1.1.8, petrol stand 46.9% (137) of the respondents' fuel type, electric stand 46.2% (135) of the respondents' fuel type, and diesel stand 6.8% (20) of the respondents' fuel type. According to this, petrol stands as the majority of the respondents' current car fuel type.

4.1.1.9 Respondents' purchase intention

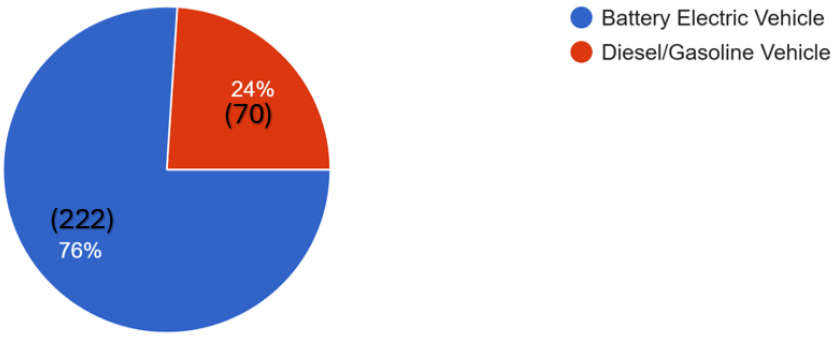

Figure 4.1.1.9 Respondents' purchase intention

Source: Developed for the study

Figure 4.1.1.9 shows the purchase intention. It is divided into 2 groups: Battery Electric Vehicle and Diesel/Gasoline Vehicle. The ranking was developed according to Figure 4.1.1.9, 76% (222) of the respondents will purchase a BEV in

the near future, while 24% (70) of the respondents will purchase a Diesel/Gasoline Vehicle in the near future. According to this, Battery Electric Vehicle stands the majority of the respondents' purchase intention in the near future.

4.1.1.10 Respondents' purchase intention for BEV Brand

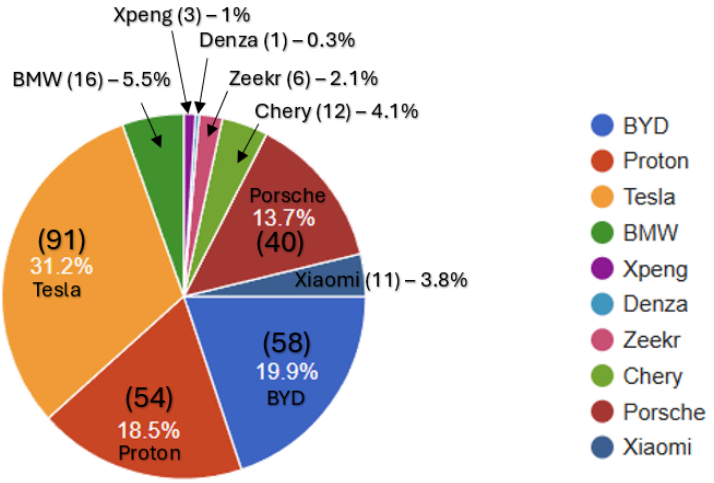

Figure 4.1.1.10 Respondents' purchase intention for BEV Brand

Source: Developed for the study

Figure 4.1.1.10 shows the purchase intention for the BEV Brand. It is divided into 10 groups: BYD, Proton, Tesla, BMW, Xpeng, Denza, Zeekr, Chery, Porsche, and Xiaomi. The ranking was developed according to figure 4.1.1.10, 31.2% (91) of respondents prefer to purchase Tesla, 19.9% (58) of them prefer BYD, 18.5% (54) of them prefer Proton, 13.7% (40) of them prefer Porsche, 5.5% (16) of them prefer BMW, 3.8% (11) of them prefer Xiaomi, 4.1% (12) of them prefer Chery, 2.1% (6) of them prefer Zeekr, 1% (3) of them prefer Xpeng, and 0.3% (1) of them prefer Denza. According to this, Tesla holds the majority of the respondents' purchase intention for the BEV Brand.

4.1.1.11 Reason of respondents' trust for this BEV's brand

Figure 4.1.1.11 Reasons of respondents' trust in this BEV's brand

Source: Developed for the study

Figure 4.1.1.11 shows reasons for respondents' trust in this BEV's brand, divided into 4 groups: recommendation from friends/supported by family members, environmental friendliness, offers dependable quality / reliable after-sales services, and positive influence on social image. The ranking was developed according to Figure 4.1.1.11, 34.9% (102) of the respondents trust in this BEVs brand after recommendation from friends and family members, 34.2% (100) of them were environmental friendliness, 17.5% (51) of them offers dependable quality / reliable after-sales services, and 13.4% (39) of them positive influence on my social image. Thus, recommendations from friends and family members were the primary reasons for respondent's trust in BEV brand.

4.1.2 Central Tendencies Measurements of Construct

This section explains the independent variables (IV) and dependent variables (DV) mean and standard deviation of each construct, which include SN, EC, BR, C, and PIBT.

4.1.2.1 Subjective Norms (SN)

Item	Statement	Mean	Standard Deviation
SN1	Those close to me are considering purchasing a BEV.	3.83	1.263
SN2	Those close to me would approve if I choose to purchase a BEV.	3.72	1.361
SN3	If I purchased an electric vehicle, people who are important to me would appreciate my environmentally friendly choice.	3.73	1.425
SN4	If I purchased an electric vehicle, people who are important to me would consider it a desirable choice.	3.70	1.396

Table 4.1.2.1 Central Tendency for SN

Source: Researchers SPSS Result

Table 4.1.2.1 illustrates the mean and standard deviation of SN. The highest mean value of 3.83 was observed, with those close to them are considering purchasing a BEV, while the lowest mean is 3.70. People important to them would consider it a desirable choice if they purchased an electric vehicle. The highest standard deviation was 1.425, people who are important to them would appreciate their environmentally friendly choice if they purchased an electric vehicle. The lowest standard deviation is 1.263; those close to them are considering purchasing a BEV.

4.1.2.2 Environmental Concern (EC)

Item	Statement	Mean	Standard Deviation
EC1	I believe that the BEV brand is associated with eco-friendly and sustainable practices.	3.68	1.329
EC2	To me, BEVs represent environmentally friendly innovation in the EV car industry.	3.78	1.412
EC3	I believe the environmental commitments of BEVs are trustworthy.	3.81	1.373
EC4	I trust that BEVs demonstrate effective actions in reducing harm to the environment.	3.87	1.372

Table 4.1.2.2 Central Tendency for EC

Source: Researchers SPSS Result

Table 4.1.2.2 illustrates the mean and standard deviation of EC. The highest mean value, 3.87, corresponds to respondents' trust that BEVs take effective actions to reduce environmental harm. While the lowest mean 3.68, relates to the belief that the BEV brand is associated with eco-friendly and sustainable practices. The highest standard deviation is 1.412, BEVs represent environmentally friendly innovation in the EV car industry. The lowest standard deviation is 1.329; they believe that the BEV brand is associated with eco-friendly and sustainable practices.

4.1.2.3 Brand Reputation (BR)

Item	Statement	Mean	Standard Deviation
BR1	I trust this BEV brand because it offers dependable quality.	3.85	1.417
BR2	I trust this BEV brand as they are providing reliable after-sales services.	3.83	1.232
BR3	I trust this BEV brand as they deliver good value for the price I pay.	3.77	1.394
BR4	I trust this BEV brand's technological advancements to strengthen my confidence in adopting it.	3.80	1.189

Table 4.1.2.3 Central Tendency for BR

Source: Researchers SPSS Result

Table 4.1.2.3 illustrates the mean and standard deviation of EC. The highest mean value (3.85) and standard deviation (1.417) are the same, as they trust this BEV brand because it offers dependable quality, while the lowest mean is 3.77; they trust this BEV brand as they provides value that justifies the price paid. The lowest standard deviation is 1.329; they trust this BEV brand as they are providing reliable after-sales services.

4.1.2.4 Compatibility (C)

Item	Statement	Mean	Standard Deviation
C1	An electric vehicles suit my daily lifestyle.	3.26	1.580
C2	Using an electric vehicle is fully compatible with my current lifestyle.	3.20	1.497
C3	Purchasing a BEV will have a positive influence on my social image.	3.12	1.498
C4	Adopting a BEV is ideal for my working style.	3.16	1.485

Table 4.1.2.4 Central Tendency for C

Source: Researchers SPSS Result

Table 4.1.2.4 illustrates the mean and standard deviation of C. The highest mean value (3.26) and highest standard deviation (1.580) are the same at electric vehicles suit my daily lifestyle, while the lowest mean is 3.12, purchasing a BEV will have a positive influence on their social image. The lowest standard deviation is 1.485; adopting a BEV is ideal for their working style.

4.1.2.5 Consumers' Purchase Intention Based on Brand Trust for BEV (PIBT)

Item	Statement	Mean	Standard Deviation
PIBT1	Brand trust has a positive effect on my willingness to purchase a BEV in the near future.	3.84	1.246
PIBT2	Brand trust has a positive effect on my planning to purchase a BEV in the near future.	3.89	1.248
PIBT3	Brand trust has a positive effect on my decision when I am going to purchase a BEV in the near future.	3.94	1.300
PIBT4	This BEV brand makes me confident in planning to purchase a BEV.	3.89	1.257

Table 4.1.2.5 Central Tendency for PIBT

Source: Researchers SPSS Result

Table 4.1.2.5 illustrates the mean and standard deviation of PIBT. The highest mean value (3.94) and standard deviation (1.300) are same, as brand trust has a positive effect on my decision when they are going to purchase a BEV in the

near future, while the lowest mean (3.84) and lowest standard deviation (1.246) is the same, brand trust has a positive effect on their willingness to purchase a BEV in the near future.

4.2 Scale Measurement

4.2.1 Reliability Analysis

Variable	No. of Item	Cronbach's Alpha	Remarks
IV			
1. Subjective Norms	4	0.920	Excellent
2. Environmental Concern	4	0.937	Excellent
3. Brand Reputation	4	0.912	Excellent
4. Compatibility	4	0.931	Excellent
DV			
1. Consumers' Purchase Intention Based on Brand Trust for BEV	4	0.920	Excellent

Table 4.2.1: Summary of Reliability Test

Source: Researchers SPSS Result

Cronbach's alpha values are used to measure the reliability of the questionnaire. A pilot test was conducted using 25 samples, all values exceeded 0.75. After collecting 292 valid responses, Cronbach's alpha values increased above 0.91, reaching an excellent level. The independent variables (SN, EC, BR, C) and dependent variables (PIBT) were ranging between 0.912 to 0.937, demonstrating that all variables are reliable and suitable for further analysis.

4.3 Inferential Analysis

4.3.1 Pearson's Correlation Analysis

	Subjective Norms	Environmental Concern	Brand Reputation	Compatibility	Purchase Intention Brand Trust
Subjective Norms	1	0.846	0.859	0.500	0.861
Environmental Concern	0.846	1	0.884	0.538	0.867
Brand Reputation	0.859	0.884	1	0.541	0.848
Compatibility	0.500	0.538	0.541	1	0.510
Purchase Intention Brand Trust	0.861	0.867	0.848	0.510	1

Table 4.3.1: Pearson's Correlation Analysis

Source: Researchers SPSS Result

Table 4.3.1 shows the relationship between independent variables (SN, EC, BR, C) and the dependent variable (PIBT) in Malaysia. All variables show strong positive correlations with the dependent variable except for compatibility. The ranking of the value is EC (0.867), SN (0.861), BR (0.848), and the lowest C (0.510). Correlation coefficients range from 0.51 to 0.867, indicating moderate to strong relationships. Based on Table 4.3.1, EC appears as the most critical factor in determining purchase intention based on brand trust to adopt a BEV.

4.3.2 Multiple Regression Analysis

4.3.2.1 R-squared

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903[a]	.815	.813	1.96232

a. Predictors: (Constant), C, SN, EC, BR

Table 4.3.2.1: R square

Source: Researchers SPSS Result

0.815 R-squared indicates 81.5% of the variation in purchase intention based on brand trust is explained by the e predictors (SN, EC, BR, and C). The remaining 18.5% is attributed to other factors which not included in this study.

4.3.2.2 Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4878.857	4	1219.714	316.751	<.001[b]
	Residual	1105.153	287	3.851		
	Total	5984.010	291			

a. Dependent Variable: PIBT

b. Predictors: (Constant), C, SN, EC, BR

Table 4.3.2.2: Anova

Source: Researchers SPSS Result

The total sum of squares (5984.010) is divided into two parts, regression (4878.857) and residual (1105.153). Degrees of freedom are 4 for regression and 287 for residual, totaling 291. The corresponding mean squares are 1219.714 (regression) and 3.851 (residual). F-statistic shows a highly significant regression model, supported by a p-value of <0,001, showing that the predictors (SN, EC, BR, C) significantly contribute to explain the variance of dependent variables.

4.3.2.3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.310	.403		5.733	<.001
	SN	.351	.049	.379	7.111	<.001
	EC	.346	.053	.384	6.532	<.001
	BR	.166	.060	.171	2.785	.006
	C	.018	.025	.022	.708	.480

a. Dependent Variable: PIBT

Table 4.3.2.3: Coefficients

Source: Researchers SPSS Result

From table 4.3.2.3, p-values (sig.) are presented for each of the variables (SN, EC, BR, C). P-values for SN (<0.001), EC (<0.001), and BR (0.006) are less than a threshold level of 0.10, which indicates that three of them have a significant effect on purchase intention based on brand trust level. While C shows a p-value of 0.480, exceeding 0.10, indicates that C is not affecting the purchasing intention based on brand trust level.

4.4 Hypothesis Testing

Hypothesis	Significant Value (0.10)	Result
Subjective Norms	<0.001	Supported
Environmental Concern	<0.001	Supported
Brand Reputation	0.006	Supported
Compatibility	0.480	Not Supported

Table 4.4: Hypothesis Testing

Source: Researchers SPSS Result

Using a threshold significance level of 0.10, values below 0.10 indicate support for a relationship, while values above 0.10 indicate no support. Table 4.4

shows that SN and EC have p-values <0.001, and BR has a p-value of 0.006, indicating significant relationships with consumers' purchase intention based on brand trust for BEVs in Malaysia. These three variables are therefore supported. Compatibility (C), with a p-value of 0.480, exceeds 0.10 and is not supported, indicating no significant relationship with purchase intention based on brand trust.

4.5 Conclusion

In conclusion, SPSS was used to analyse all of the collected data in this chapter. With 192 responses from the questionnaire, SPSS could provide more details information. All of the data used descriptive and inferential analysis, results will be discussed in Chapter 5.

Chapter 5 : Discussions, Conclusion and Implications

5.0 Introduction

This chapter analyzes the outcome and the information obtained through the survey research.

5.1 Discussions on Major Findings

The indicates ubjective Norms, Environmental Concern, Brand Reputation, and Compatibility influence consumers' purchase intention based on brand trust for BEVs. Among respondents, 102 respondents (34.9%) chose recommendation or support from friends and family members (SN). 100 (34.2%) chose environmental friendliness (EC). 51 (17.5%) chose offers dependable quality or reliable after-sales services (BR). And 39 (13.4%) chose positive influence on social image (C).

5.1.1 Findings on Hypothesis

5.1.1.1 Relationship between Subjective Norms and Purchase Intention based on Brand Trust (PIBT)

Based on hypothesis testing, SN show a standardized coefficient beta (0.379) and significant value (<0.001), indicating support for the dependent variable (PIBT). A total of 102 respondents (34.9%) agreed that recommendation or support from friends and family influence their purchase intention. These findings align with Fishbein and Ajzen's (1975), who emphasizes that family members, friends, colleagues, and societal expectations can influence consumers'

purchase intentions. Brand trust reinforcing the impact of SN, consistent with Jeon et al. (2012), who found that higher perceived subjective norms increase the likelihood of BEV purchase. In conclusion, there is a strong and positive relationship between SN and Purchase Intention based on Brand Trust for BEVs in Malaysia.

5.1.1.2 Relationship between Environmental Concern and Purchase Intention based on Brand Trust (PIBT)

Based on hypothesis testing, Environmental Concern show a standardized coefficient beta (0.384) and significant value (<0.001), indicating support for the dependent variable (PIBT). A total of 100 respondents (34.2%) agreed that environmental friendliness will influence their BEV purchase intention. It aligns with Inkpen & Baily (2020) opinion that individuals concerned about the environment are more likely to adopt eco-friendly products and engage in environmentally responsible actions. Brand trust reinforce the connection between environmental concern and purchase intention, increasing the likelihood of BEV adoption. In conclusion, there is a strong and positive relationship between Environmental Concern and Purchase Intention based on Brand Trust (PIBT).

5.1.1.3 Relationship between Brand Reputation and Purchase Intention based on Brand Trust (PIBT)

Based on hypothesis testing, brand reputation show a standardized coefficient beta (0.171) and significant value (0.006), indicating support for the dependent variable (PIBT). This confirms that brand reputation plays a crucial role in shaping consumers' purchase intentions based on brand trust. A total of 51 respondents (17.5%) agreed that a company offering dependable product quality or reliable after-sales services will influence their BEV purchase intention. It aligns with Lu & Cai's (2023) opinion that consumers tend to trust brands with established reputations, expecting quality, reliability, and ethical practices. In the BEV market, a strong brand reputation reduces perceived risks related to battery

life, charging infrastructure, resale value, and safety, reinforcing trust. In conclusion, there is a strong and positive relationship between Brand Reputation and Purchase Intention based on Brand Trust (PIBT).

5.1.1.4 Relationship between Compatibility and Purchase Intention based on Brand Trust (PIBT)

Hypothesis testing shows compatibility has a standardized coefficient beta (0.022) and significant value (0.480), which is above the 0.10 threshold, indicating no support for the dependent variable (PIBT). A total of 39 respondents (13.4%) agreed that a company offering reliable products or after-sales services will influence their BEV purchase intention. It aligns with Kotler & Armstrong's (2012) opinion, for an innovative technology to be accepted, it must align with consumers' lifestyles; the greater the lifestyle change required, the less likely adoption will occur. When consumers perceive that BEVs fit seamlessly into their lives, trust in the brand may increase. In conclusion, compatibility shows a positive but weak relationship with purchase intention based on brand trust (PIBT).

5.2 Implications of the study

Practically, these findings provide valuable insights into how brand trust influences consumers' purchase intentions for BEVs in Malaysia. The four independent variables (SN, EC, BR, and C) help BEV industry to understand key factors shaping purchase intention based on brand trust. Using these results, BEV car industries can reposition their marketing strategies to attract more potential buyers. This study highlights SN, particularly recommendations from friends and family, strongly affect Malaysian consumers' purchase intentions, and brand trust plays a critical role in BEV adoption. With foreign competitors entering the Malaysian market, businesses can leverage these insights to strengthen their influence on consumer purchase intention based on brand trust. Primary objective

of this research is to examine the factors affecting consumers' purchase intention for BEVs in Malaysia through brand trust.

Findings of this study are significant from both theoretical and practical perspectives, highlighting the factors that influence consumers' purchase intention based on brand trust in Malaysia. This paper fills a critical literature gap in the literature, as few studies have examined Malaysian consumers' purchase intention for BEVs through brand trust. By examining key factors (independent variables) such as SN, EC, BR, and C, this research provides a foundational acceptance of consumers' purchase intention based on brand trust for BEV in Malaysia (PIBT). These independent variables show that SN, EC, and BR have strong positive relationship with PIBT. While compatibility exhibits a weak positive relationship, with a standardized beta of 0.022 and a significance value of 0.480, indicating no support for the dependent variable.

5.3 Limitations of the Study

5.3.1 Insufficient of control variables

This research does not involve other control variables, such as internal and external factors, which might influence the purchase intentions for BEVs. Internal factors such as risk tolerance. External factors such as government policy, government subsidies, and the availability of charging infrastructure were not comprehensively investigated. These key controls may limit the study's results and affect the accounting for variability in consumer purchase intentions for BEVs.

5.3.2 Correlation

This study is based on a cross-sectional study, in which all the information gathered at the same time. This study can only identify the relationships between the variables (IV, DV), but not the direction of cause and effect. For example, the results show that brand trust is correlated with purchase intention, but we cannot draw a conclusion that an increase in brand trust will lead to stronger purchase intention, or people who are interested in purchasing a BEV will develop a higher trust toward certain brands. There is also a possibility that other unmeasured factors might influence both variables at the same time.

5.4 Recommendation for Future Research

5.4.1 Develop a More Detailed Research Comprehensive Framework

To overcome control variables problems, future researchers should design a more detailed research comprehensive framework which includes more control variables for internal factors such as risk tolerance. Furthermore, external factors such as government policy, government subsidies, availability of charging infrastructure, and fuel prices which are well-known as the drivers in consumers' purchase intention for BEVs.

5.4.2 Longitudinal Study

Future research could use a longitudinal study to overcome the limitation of cross-sectional study, which observes the changes over time. Longitudinal study collects the data at multiple time points, which allows future researchers to identify which variables come first and have more evidence of causal direction. They could also use certain factors, such as brand information and product

features, to measure their impact on purchase intention. This approach could help in building more reliable and causally evidenced results in this field. Future researchers should also adopt qualitative research approach for this study.

5.5 Conclusion

In conclusion, this research provides a valuable insights into consumers' purchase intention based on brand trust (PIBT) for BEV in Malaysia, into the role of subjective norms, environmental concern, brand reputation, and compatibility. The findings indicated that all of these independent variables positively influence the PIBT. Brand trust was identified as having a strong and positive relationship with consumer behavior which will affect consumers' purchase intention. Additionally, the researchers also highlighted the study's limitations and recommendations for future researchers to enhance in this area.

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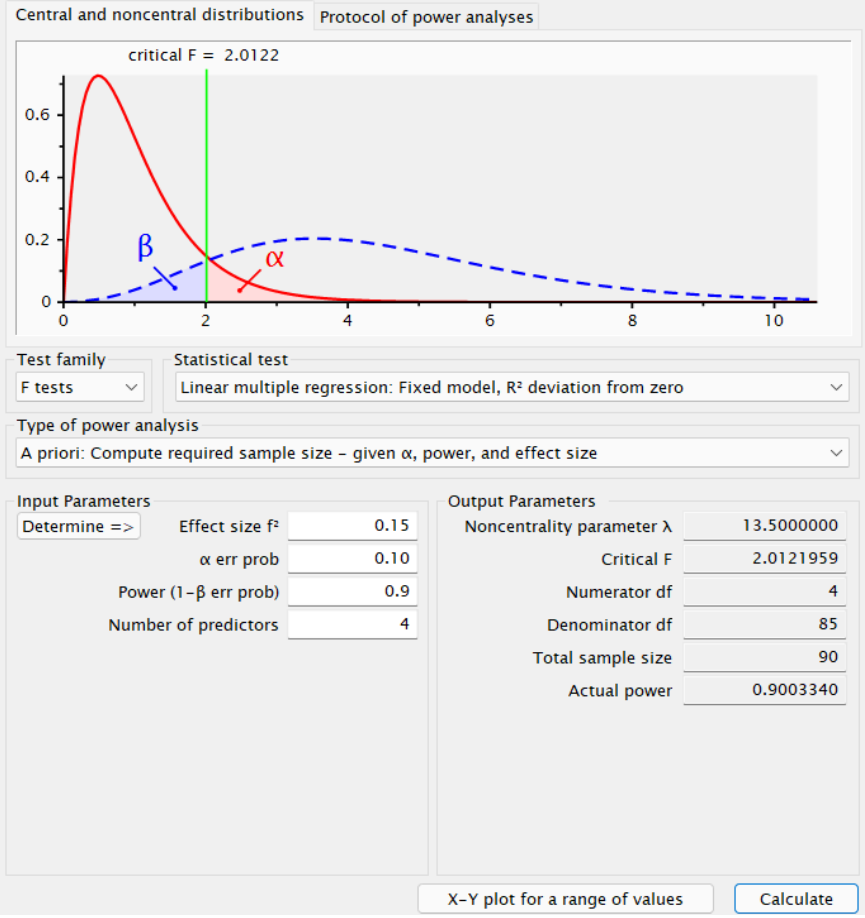
APPENDICES

Appendix A

G Power Application's Result for Determining Sample Size



Appendix B

Factors that Influence Consumers' Purchase Intention Based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia

Dear Respondent,
I am Chaw Khun Thin, a final year undergraduate student pursuing Bachelor of International Business (Honours) programme ar the Faculty of Accountancy and Management (FAM), Universiti Tunku Abdul Rahman (UTAR).

This survey form is designed for my final year project (FYP). Your participation is voluntary, and all responses will be kept strictly confidential and used solely for academic purposes.

Thank you for taking the time to share your thoughts and support for my final year project (FYP).

PERSONAL DATA PROTECTION NOTICE

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.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

a) Name
b) Identity card
c) Place of Birth
d) Address
e) Education History
f) Employment History
g) Medical History
h) Blood type
i) Race
j) Religion
k) Photo
l) Personal Information and Associated Research Data

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

a) For assessment of any application to UTAR

b) For processing any benefits and services
c) For communication purposes
d) For advertorial and news
e) For general administration and record purposes
f) For enhancing the value of education
g) For educational and related purposes consequential to UTAR
h) For replying any responds to complaints and enquiries
i) For the purpose of our corporate governance
j) For the purposes of conducting research/ collaboration

3. 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.

4. 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.

5. 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:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. 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.

8. You may access and update your personal data by writing to us at chawkhunthin6d@1utar.my

Acknowledgment of Notice

Before continuing to fill in this google form, I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

Section A: Basic Demographics

In this section, we would like you to fill in some of your personal details. Please tick your answer and your answer will be kept strictly confidential.

What is your gender? *

- ◯ Male
- ◯ Female

What is your age group? *

- ◯ 18 to 25 years old
- ◯ 26 to 30 years old
- ◯ 31 to 44 years old
- ◯ 41 to 50 years old
- ◯ 51 and above

What is your highest level of education completed? *

- ◯ SPM
- ◯ Diploma
- ◯ Degree
- ◯ Master
- ◯ PHD

Choose your employment status *

- ◯ Government Sector
- ◯ Private Sector
- ◯ Self-Employment

Which area do you live in? *

- ◯ City Center (Urban Area)
- ◯ Suburban Area
- ◯ Rural Area

What are your monthly income groups? *

- ◯ B40 (RM0 to RM5,249)
- ◯ M40 (RM5,250 to RM11,819)
- ◯ T20 (RM11,820 and above)

Do you own an EV car? *

- ◯ Yes
- ◯ No

What is the fuel type of your current car? *

- ◯ Petrol
- ◯ Diesel
- ◯ Electric

In the near future, would you purchase a battery electric vehicle or a diesel/gasoline vehicle? *

- ◯ Battery Electric Vehicle
- ◯ Diesel/Gasoline Vehicle

Which brand's battery electric vehicle will you prefer to purchase? Choose one *

- ◯ BYD
- ◯ Proton
- ◯ Tesla
- ◯ BMW
- ◯ Xpeng
- ◯ Denza
- ◯ Zeekr
- ◯ Chery
- ◯ Porsche
- ◯ Xiaomi

Why do you trust this brand for BEVs? *

- ◯ Recommendation from friends/ Supported by family members
- ◯ Environmental friendliness
- ◯ Offers dependable quality/ reliable after-sales services
- ◯ Positive influence on my social image

Section B

This questionnaire is seeking your opinion regarding the importance of different types of consumption values and purchase intention. Respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 5-Point Likert scale response framework.

(1) = strongly disagree;

(2) = disagree;

(3) = neutral;

(4) = agree; and

(5) = strongly agree

Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.

Subjective Norm

Category	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SN1	Those close to me are considering purchasing a BEV.	1	2	3	4	5
SN2	Those close to me would approve if I choose to purchase a BEV.	1	2	3	4	5
SN3	If I purchased an electric vehicle, people who are important to me would appreciate my environmentally friendly choice.	1	2	3	4	5
SN4	If I purchased an electric vehicle, people who are important to me would consider it a desirable choice.	1	2	3	4	5

Environmental Concern

Category	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
EC1	I believe that the BEV brand is associated with eco-friendly and sustainable practices.	1	2	3	4	5
EC2	To me, BEVs represent environmentally friendly innovation in the EV car industry.	1	2	3	4	5
EC3	I believe the environmental commitments of BEVs are trustworthy.	1	2	3	4	5
EC4	I trust that BEVs demonstrate effective actions in reducing harm to the environment.	1	2	3	4	5

Brand Reputation

Category	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
BR1	I trust this BEV brand because it offers dependable quality.	1	2	3	4	5
BR2	I trust this BEV brand as they are providing reliable after-sales services.	1	2	3	4	5
BR3	I trust this BEV brand as they deliver good value for the price I pay.	1	2	3	4	5
BR4	I trust this BEV brand's technological advancements to strengthen my confidence in adopting it.	1	2	3	4	5

Compatibility

Category	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C1	An electric vehicles suit my daily lifestyle.	1	2	3	4	5
C2	Using an electric vehicle is fully compatible with my current lifestyle.	1	2	3	4	5
C3	Purchasing a BEV will have a positive influence on my social image.	1	2	3	4	5
C4	Adopting a BEV is ideal for my working style.	1	2	3	4	5

Purchase Intention Brand Trust

Category	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PIBT1	Brand trust has a positive effect on my willingness to purchase a BEV in the near future.	1	2	3	4	5
PIBT2	Brand trust has a positive effect on my planning to purchase a BEV in the near future.	1	2	3	4	5
PIBT3	Brand trust has a positive effect on my decision when I am going to purchase a BEV in the near future.	1	2	3	4	5
PIBT4	This BEV brand makes me confident in planning to purchase a BEV.	1	2	3	4	5

Appendix C

Pilot Test Results

Variable	No. of Item	Cronbach's Alpha	Remarks
IV			
1. Subjective Norms	4	0.920	Excellent
2. Environmental Concern	4	0.937	Excellent
3. Brand Reputation	4	0.912	Excellent
4. Compatibility	4	0.931	Excellent
DV			
1. Consumers' Purchase Intention Based on Brand Trust for BEV	4	0.920	Excellent