THE ANTECEDENT FACTORS OF PURCHASE INTENTION FOR ELECTRIC VEHICLES (EVs) IN MYANMAR

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This Independent Study Has Been Approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

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ABSTRACT

The adoption of electric vehicles (EVs) is increasingly recognized as a critical component of sustainable transportation, driven by advancements in technology, environmental concerns, and supportive governmental policies. However, in Myanmar, the adoption of EVs remains limited due to various socio-economic and infrastructural challenges. This study investigated the antecedent factors influencing EV purchase intention in Myanmar, focusing on variables including product, price, place, promotion, subjective norms, perceived behavioral control, perceived green value, and perceived environmental responsibility.

The study employed a quantitative research approach, utilizing a structured questionnaire to gather data from 250 urban residents in Myanmar, including potential car buyers and decision-makers. The sample was selected using stratified random sampling to ensure diverse representation. Data analysis was conducted using Statistical Package for the Social Sciences (SPSS) software, employing descriptive statistics, reliability and validity tests, and regression analysis to determine the relationships between variables and purchase intention.

The findings reveal that product quality, price sensitivity, and perceived behavioral control are the most significant predictors of EV purchase intention. Limited charging infrastructure (Place) and inadequate promotional activities also emerge as critical barriers. While perceived green value and perceived environmental responsibility influence purchase intention, financial and infrastructural concerns remain dominant.

The study concludes that addressing these barriers through targeted subsidies, infrastructure development, and public awareness campaigns can significantly enhance EV adoption in Myanmar. Manufacturers are encouraged to focus on durability and affordability, while marketers should emphasize long-term cost savings and environmental benefits. These findings offer valuable insights for policymakers, industry stakeholders, and academics aiming to promote sustainable transportation in emerging markets.

Keywords: electric vehicles, consumer behavior, Myanmar, purchase intention.

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Sai Hsu Baw Ka

DECLARATION

I, Sai Hsu Baw Ka, hereby declare that this Independent Study entitled “The Antecedent Factors of Purchase Intention for Electric Vehicles (EVs) In Myanmar” is an original work and has never been submitted to any academic institution for a degree.

Sai Hsu Baw Ka

JAN 14, 2026

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Chapter 1

Introduction

1.1 Background of the Study

The global transportation sector is undergoing a significant transformation as governments, businesses, and consumers increasingly seek sustainable alternatives to conventional internal combustion engine vehicles. Electric vehicles (EVs) have emerged as a viable solution due to their potential to reduce greenhouse gas emissions, lower dependence on fossil fuels, and support long-term environmental sustainability. Advances in battery technology, improvements in charging infrastructure, and supportive government policies have further accelerated the adoption of EVs worldwide.

In developing countries, however, the adoption of EVs remains uneven due to economic, infrastructural, and behavioral challenges. High initial purchase costs, limited charging facilities, lack of technical knowledge, and uncertainty regarding vehicle performance often hinder consumer acceptance. These barriers are particularly evident in emerging economies where transportation infrastructure and policy support are still evolving.

Myanmar, as a developing country in Southeast Asia, is experiencing rapid urbanization and increasing demand for personal transportation. At the same time, the country faces rising fuel costs, environmental pollution, and energy security concerns. In response, electric vehicles have begun to attract attention as a potential alternative to traditional vehicles. Despite this growing interest, EV adoption in Myanmar remains at an early stage, characterized by limited market availability, low public awareness, and insufficient supporting infrastructure.

Consumer behavior plays a crucial role in determining the success of EV adoption in such contexts. Purchase intention, which reflects an individual's readiness to perform a specific behavior, has been widely recognized as a strong predictor of actual purchasing behavior. Understanding the factors that influence consumers' intention to purchase EVs is therefore essential for manufacturers, policymakers, and marketers seeking to promote sustainable transportation in Myanmar.

Previous studies have shown that consumers' purchase intention is shaped by a combination of psychological, social, economic, and environmental factors. In the context of EVs, these factors include attitudes toward environmental protection, social influence, perceived ease of use, product attributes, pricing considerations, availability, promotional efforts, and perceptions of environmental responsibility. However, empirical research examining these factors within the Myanmar context remains limited.

Therefore, this study focused on examining the antecedent factors influencing consumers' purchase intention for electric vehicles in Myanmar. By integrating behavioral theories with marketing and green consumption perspectives, this research aimed to provide empirical insights that contribute to academic literature and offer practical implications for stakeholders involved in the development of Myanmar's electric vehicle market.

1.2 Problem of the Study

Despite the increasing global emphasis on sustainable transportation and the growing availability of electric vehicles (EVs), the rate of EV adoption in Myanmar remains relatively low. Although EVs offer potential benefits such as reduced fuel dependency, lower operating costs, and environmental sustainability, these advantages have not yet translated into strong consumer purchase intention within the Myanmar market. This situation presents a critical challenge for policymakers, manufacturers, and marketers who aim to promote electric vehicles as a viable transportation alternative.

One of the key problems is the limited understanding of consumer behavior toward EVs in Myanmar. Consumers often perceive EVs as expensive, technologically complex, and inconvenient due to limited charging infrastructure and after-sales support. In addition, low public awareness, uncertainty about product reliability, and concerns regarding maintenance and battery lifespan further weaken consumers' confidence in purchasing EVs. These issues suggest that multiple factors influence EV purchase intention, yet their relative impact within the Myanmar context remains unclear.

Furthermore, existing international studies on EV adoption have primarily focused on developed economies or larger emerging markets, where economic conditions, infrastructure readiness, and policy support differ significantly from those

in Myanmar. As a result, findings from these studies may not be fully applicable to Myanmar's unique socio-economic and market environment. The lack of country-specific empirical evidence creates a research gap and limits the ability of stakeholders to design effective strategies that encourage EV adoption in Myanmar.

Another important concern is the insufficient integration of behavioral, environmental, and marketing perspectives in previous local studies. While some research has examined general challenges related to EV infrastructure and policy, few studies have systematically analyzed how psychological factors (such as attitudes, subjective norms, and perceived behavioral control), green consumption values, and marketing mix elements jointly influence consumers' purchase intention for EVs in Myanmar.

Therefore, the central problem addressed in this study is the absence of comprehensive empirical research that identifies and evaluates the key factors influencing consumers' purchase intention for electric vehicles in Myanmar. Without a clear understanding of these antecedent factors, efforts to promote EV adoption may remain ineffective and poorly targeted. This study seeks to address this gap by empirically examining the determinants of EV purchase intention, thereby providing evidence based insights for both academic research and practical decision-making.

1.3 Questions of the Study

1. What are the antecedent factors influencing EV purchase behavior in Myanmar?
2. How does product influence consumers' purchase intention for electric vehicles in Myanmar?
3. How does price influence consumers' purchase intention for electric vehicles in Myanmar?
4. How does place (availability and accessibility) influence consumers' purchase intention for electric vehicles in Myanmar?
5. How does promotion influence consumers' purchase intention for electric vehicles in Myanmar?
6. How do subjective norms influence consumers' purchase intention for electric vehicles in Myanmar?
7. How does perceived behavioral control influence consumers' purchase intention for electric vehicles in Myanmar?

8. How does perceived green value influence consumers' purchase intention for electric vehicles in Myanmar?

6. How does perceived environmental responsibility influence consumers' purchase intention for electric vehicles in Myanmar?

1.4 Objective of the Study

1. To examine the impact of product, price, place, promotion, subjective norms, perceived behavioral control, perceived green value, and perceived environmental responsibility on consumers' purchase intention for electric vehicles in Myanmar.

1.5 Scope of the Study

This study explored how key factors influence the purchase intention for electric vehicles (EVs) in Myanmar's urban market. It focused on product, price, place, promotion, subjective norms, perceived behavioral control, perceived green value, and perceived environmental responsibility. A total of 250 respondents from urban areas, including Yangon, Mandalay, and Naypyidaw, were selected using the convenience sampling method. Data were collected through a structured questionnaire based on a five-point Likert scale and analyzed using correlation and regression techniques. The study was conducted from September 20, 2024, to November 20, 2024. It aimed to provide insights for policymakers, manufacturers, and marketers to support EV adoption and design strategies tailored to the local market context.

1.6 Significance of the Study

The significance of this study lies in its potential to contribute to both practical and theoretical domains. From a practical perspective, understanding the antecedent factors influencing EV purchase behavior can help policymakers design more targeted and effective interventions to promote EV adoption. For instance, insights from the study could inform the development of financial incentives, infrastructure investments, and public awareness campaigns tailored to the specific needs and constraints of Myanmar's market.

For automotive companies and marketers, the findings of this study can provide valuable guidance on how to better align their products and marketing strategies with the preferences and behaviors of Myanmar consumers. This could involve optimizing pricing strategies, enhancing the availability of charging infrastructure, or crafting communication campaigns that highlight the environmental and economic benefits of

EV. Such targeted approaches can improve market penetration and consumer acceptance, facilitating a smoother transition to electric mobility.

Academic Contribution

This study makes a significant academic contribution by addressing a gap in the literature on EV adoption in developing countries, particularly in the Southeast Asian context. While much of the existing research on EV adoption focuses on developed markets, there is limited empirical evidence from developing countries like Myanmar. By exploring the factors influencing EV purchase behavior in this unique context, the study enriches the academic discourse on sustainable transportation and consumer behavior. It provides a nuanced understanding of how cultural, economic, and environmental factors interact to shape consumer intentions in emerging markets. The study also contributes to the theoretical development of the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) by applying these frameworks to the context of EV adoption in a developing country.

Chapter 2

Literature Review

2.1 Industry Overview

The global electric vehicle industry has experienced rapid growth over the past decade, driven by a combination of technological advancements, government incentives, and growing environmental awareness Global EV sales surpassed 6.6 million units in 2021, representing a 109% increase from the previous year (International Energy Agency, 2020). The market is dominated by countries like China, the United States, and several European nations, where governments have implemented stringent emissions regulations and provided substantial subsidies to encourage EV adoption.

In contrast, the EV market in Myanmar is still in its early stages, with limited offerings and significant challenges related to infrastructure and consumer awareness. The lack of charging stations, high costs of EVs compared to conventional vehicles, and limited availability of models are major obstacles to widespread adoption in Myanmar (Kyaw, 2021; Lwin et al., 2022). Despite these challenges, there are emerging opportunities for growth, particularly as the Myanmar government begins to implement policies aimed at reducing carbon emissions and promoting clean energy.

2.2 Popular EV Brands in Myanmar

2.2.1 BYD

BYD, a Chinese automaker, is one of the leading EV brands in Myanmar. The BYD E6 has gained popularity due to its affordability, practicality, and strong reputation in the global market. The E6 is a five-seater electric vehicle designed for both personal and commercial use, making it appealing to Myanmar's urban middle-class consumers (Aung & Maung, 2022). One of its key features is its long-lasting battery, which offers a range of up to 400 kilometers on a single charge, making it well-suited for Myanmar's challenging road conditions and long-distance travel between cities. The BYD E6 also offers lower maintenance costs compared to conventional vehicles, which is an attractive factor for cost-conscious buyers in Myanmar. Additionally, BYD has invested in building after-sales service centers and charging stations in Myanmar, which further boosts consumer confidence in the brand.

2.2.2 Nissan

The Nissan Leaf is another popular EV model in Myanmar, known for its reliability, brand recognition, and environmental benefits. As one of the most successful mass-market electric vehicles globally, the Nissan Leaf offers a range of around 270 kilometers and is equipped with advanced safety features and regenerative braking technology (Nissan, 2021). Myanmar consumers are drawn to the Leaf because of Nissan's strong global reputation, which ensures high standards of quality and long-term savings on fuel and maintenance (Zaw, 2021). The Nissan Leaf is marketed as an environmentally friendly alternative, targeting consumers who are concerned about reducing their carbon footprint. Its relatively higher price compared to other EV models is offset by government incentives, which make it more accessible to Myanmar's urban population.

2.2.3 MG ZS EV

The MG ZS EV, a British-Chinese brand, is an electric SUV that has garnered attention in Myanmar for its stylish design and performance. The MG ZS EV is particularly appealing to younger, environmentally conscious consumers who are looking for an SUV with both a modern aesthetic and strong environmental credentials (MG Motors, 2021). The vehicle comes equipped with a 44.5 kWh battery, offering a range of up to 263 kilometers on a full charge, making it suitable for both city driving and longer trips. The MG ZS EV also boasts fast-charging capabilities, which addresses concerns about long charging times. In terms of pricing, the MG ZS EV is positioned as a mid-range option in Myanmar, making it accessible to a wide audience while providing the benefits of an electric SUV.

2.3 Theoretical Foundation

2.3.1 Product

In Myanmar, the "Product" aspect of electric vehicles (EVs) is particularly significant due to the unique demands of the local market. According to Zeithaml's (1988) Theory of Product Quality, consumers evaluate products based on perceived quality, including factors such as design, reliability, and technological features. However, in the context of Myanmar, additional factors such as durability, battery longevity, and ease of maintenance play a crucial role, given the challenging terrain and limited infrastructure (Zhou et al., 2019). For many Myanmar consumers, these practical considerations outweigh the allure of advanced technological features, as the

harsh road conditions and varying climate require vehicles that can withstand significant wear and tear.

Moreover, the limited experience with EVs among Myanmar's general population necessitates a focus on the availability of after-sales services and warranty offers. Consumers are more likely to invest in EVs if they feel confident about the availability of support services and spare parts. As the EV market is still emerging in Myanmar, manufacturers need to ensure that their products meet the specific needs and expectations of local consumers. This includes delivering high-quality vehicles and establishing a robust support network that can address the concerns of early adopters (Aung & Maung, 2022). In this context, the perception of product quality is closely tied to the practicality and reliability of EVs, which are critical factors in the decision-making process for Myanmar's consumers.

2.3.2 Price

Price is a critical factor influencing the purchase behavior of EVs in Myanmar, where the economic constraints of the average consumer lead to high price sensitivity. Monroe's (2003) Price-Quality Heuristic Theory suggests that consumers often perceive higher-priced products as being of better quality, but this relationship is nuanced in developing markets like Myanmar. The relatively high upfront cost of EVs compared to conventional vehicles poses a significant barrier to adoption, even though EVs may offer long-term savings through reduced fuel and maintenance costs (Caperello & Kurani, 2012). In a market where disposable incomes are limited, the initial investment required for an EV is a substantial consideration, and many potential buyers may be deterred by the high purchase price (Myo, 2023).

To mitigate this barrier, government interventions such as subsidies, tax incentives, or financing options could be pivotal in making EVs more accessible to a broader segment of the population. By reducing the financial burden on consumers, these measures can encourage the adoption of EVs, particularly among price-sensitive buyers (Gandhi et al., 2020). Additionally, consumers in Myanmar may weigh the cost of EVs against the perceived reliability and longevity of the technology. Given that EVs are still a relatively new concept in the country, there is a degree of uncertainty about their long-term performance and maintenance costs. Therefore, price-related strategies that address these concerns, such as offering extended warranties or highlighting the total cost of ownership, could significantly influence consumer decisions in favor of EV adoption (Grewal et al., 2018).

2.3.3 Place

The distribution and availability of EVs are crucial determinants of their adoption in Myanmar. The Theory of Distribution Channels highlights that the ease with which consumers can access products directly impacts their purchasing decisions (Rangan, Menezes, & Maier, 1992). In Myanmar, the availability of EVs is currently concentrated in urban centers like Yangon, Mandalay, and Naypyidaw, where infrastructure is relatively more developed. However, the vast rural areas, which constitute a significant portion of the country, face challenges in accessing EVs due to limited dealerships and charging stations. This disparity in distribution means that potential buyers in rural areas are less likely to consider EVs as a viable option, which in turn affects overall adoption rates (Win & Tun, 2021).

The expansion of EV infrastructure, including the development of a widespread network of charging stations, is essential for promoting EV adoption across the country. The government's role in facilitating infrastructure development is particularly important, as public investment can help overcome the logistical challenges of distributing EVs in less accessible regions (Aung, 2023). Additionally, the convenience of purchasing and maintaining EVs is a key consideration for consumers. If potential buyers perceive that owning an EV will involve significant effort in terms of finding charging stations or obtaining repairs, they may be less inclined to make a purchase. Therefore, improving the distribution and accessibility of EVs is critical to ensuring that they become a feasible option for a larger segment of Myanmar's population (Lieven, 2015).

2.3.4 Promotion

Promotion plays a vital role in raising awareness and shaping consumer perceptions of EVs in Myanmar. The Hierarchy of Effects Model by Lavidge and Steiner (1961) outlines that consumers typically progress through stages of awareness, interest, desire, and action in response to promotional efforts. In a market like Myanmar, where awareness of EVs is still relatively low, promotional strategies must focus on educating consumers about the benefits of EVs, including their environmental impact, cost savings, and technological advancements (Han et al., 2018). Effective promotional campaigns that highlight these aspects can significantly influence consumer attitudes and intentions, making EVs more appealing to a broader audience.

Given Myanmar's relatively nascent market for EVs, promotional efforts should also involve partnerships with local influencers and community leaders who can lend credibility and relatability to the message. In a society where trust in new technologies

is often built through familiar and respected sources, these partnerships can play a crucial role in increasing consumer confidence in EVs (Oo, 2022). Additionally, promotional strategies that emphasize the environmental and economic benefits of EVs can align with the growing awareness of sustainability issues in Myanmar, further encouraging adoption (Hartmann & Apaolaza-Ibáñez, 2012). By addressing both informational and emotional aspects of consumer decision-making, targeted promotion can significantly enhance the appeal of EVs in the Myanmar market.

2.3.5 Subjective Norms

Subjective Norms, as derived from the Theory of Planned Behavior (TPB), refers to the influence of societal expectations on individual behavior (Ajzen, 1991). In Myanmar, where communal and familial ties are strong, social norms play a significant role in shaping consumer behavior. The opinions and behaviors of peers, family members, and community leaders can profoundly impact an individual's decision to adopt new technologies, including EVs. If EVs are perceived as symbols of modernity and environmental responsibility, driven by endorsements from respected figures or early adopters, this could create a ripple effect that encourages more people to consider purchasing EVs (Han et al., 2010).

The influence of subjective norms in Myanmar is particularly potent because of the country’s collectivist culture, where decisions are often made in consultation with family or community members (Lwin, 2020). Social acceptance of EVs, therefore, could hinge on visible endorsements from influential community leaders or early adopters who are seen as trendsetters. If these key individuals advocate for EV adoption, it could lead to a broader shift in societal attitudes, making EVs more desirable among the general population. Understanding and leveraging these social dynamics is crucial for promoting EV adoption in Myanmar, as societal endorsement can significantly accelerate the diffusion of new technologies in the market (Han et al., 2020).

2.3.6 Perceived Behavioral Control

Perceived Behavioral Control (PBC), a component of the TPB, reflects an individual's perception of their ability to perform a specific behavior (Ajzen, 1991). In the context of Myanmar, PBC related to EVs involves factors such as the perceived ease of accessing charging infrastructure, understanding the technology, and financial capability to afford an EV. The current lack of widespread charging facilities and the novelty of EV technology in Myanmar may lower consumers' perceived control, thereby reducing their intention to purchase an EV. This perceived lack of control can

be a significant barrier to adoption, as consumers may feel that owning an EV is impractical or too challenging given the current infrastructure (Aung, 2022).

To enhance PBC among Myanmar's consumers, it is crucial to improve the infrastructure that supports EV ownership, such as expanding the network of charging stations and ensuring that information about EVs is accessible and easy to understand. Additionally, financial incentives or support programs can help address concerns about affordability, making EVs a more viable option for a larger portion of the population (Moons & De Pelsmacker, 2012). By increasing consumers' perceived control over the ownership and use of EVs, these initiatives can lead to higher adoption rates, as people feel more confident in their ability to manage the practical aspects of EV ownership (Oo, 2024).

2.3.7 Perceived Green Value

Perceived green value refers to the consumer's belief that a product contributes positively to the environment, a consideration that is becoming increasingly relevant in Myanmar as environmental awareness grows. Green perceived value theory posits that consumers are more inclined to purchase products that align with their environmental values, particularly if they perceive these products as beneficial to sustainability (Chen & Chang, 2012). In Myanmar, where environmental issues such as deforestation, air pollution, and climate change are of growing concern, EVs represent an opportunity for consumers to make a positive impact by reducing their carbon footprint (Hlaing, 2021).

However, the effectiveness of perceived green value as a motivator for EV adoption in Myanmar depends on effective communication about the environmental benefits of EVs. Consumers need to be made aware of how choosing an EV over a conventional vehicle can contribute to a cleaner environment (Kyaw & Aye, 2023). This communication should be supported by visible commitments from the government and corporations to sustainability initiatives, reinforcing the message that EVs are a critical component of Myanmar's environmental strategy (Rex & Baumann, 2007). As consumers in Myanmar become more conscious of the environmental impact of their choices, Perceived green value could play a significant role in driving their behavioral intention to purchase EVs.

2.3.8 Perceived Environmental Responsibility

Perceived environmental responsibility, rooted in Norm Activation Model, refers to the extent to which individuals feel a moral obligation to engage in pro-environmental behaviors (Schwartz, 1977). In Myanmar, where environmental

consciousness is on the rise, more consumers may feel a responsibility to choose products that minimize environmental harm. This sense of moral obligation can be a powerful motivator for purchasing EVs, especially if consumers believe that their choice can make a tangible difference in addressing environmental challenges such as air pollution and climate change (Myo, 2023).

The perception of environmental responsibility in Myanmar is likely to be influenced by cultural and religious values that emphasize respect for nature and the environment. As these values become more intertwined with consumer decision-making, EVs could be seen not just as a personal choice, but as a moral imperative to contribute to the well-being of the environment (Thøgersen, 1999). This shift in perception could significantly drive EV adoption, particularly if it is reinforced by educational campaigns and community initiatives that highlight the environmental benefits of EVs (Win, 2023). By framing EV adoption as a responsible and ethical choice, stakeholders can tap into the growing sense of environmental stewardship in Myanmar, making EVs a more attractive option for environmentally conscious consumers.

2.3.9 Behavioral Intention to Buy EVs

Behavioral intention, a core concept of the TPB, represents the motivational factors that influence a person's readiness to perform a specific behavior (Ajzen, 1991). In Myanmar, the intention to buy EVs is shaped by the interplay of various factors, including product attributes, pricing, accessibility, promotional efforts, social norms, perceived behavioral control, green value, and environmental responsibility. As these factors align more closely with the needs and values of Myanmar's consumers, the intention to purchase EVs is likely to increase (Htun & Aung, 2024). For instance, if consumers perceive EVs as reliable, affordable, and easy to maintain, they are more likely to develop a positive intention towards buying one.

Moreover, as Myanmar continues to develop and place greater emphasis on sustainability, understanding and addressing these influencing factors will be crucial for fostering a market environment that supports EV adoption. The successful alignment of these elements will not only boost consumer intentions but also contribute to the broader goal of sustainable development in Myanmar (Oo, 2024). This makes behavioral intention a critical metric for stakeholders to monitor, as it provides insights into the potential growth of the EV market and the effectiveness of strategies aimed at promoting EV adoption. By focusing on enhancing the factors that drive behavioral

intention, stakeholders can create a more favorable environment for the widespread adoption of EVs in Myanmar.

2.4 Related Research

Related research on electric vehicle (EV) purchase intention has expanded significantly over the past decade, particularly in response to global concerns regarding environmental sustainability, energy security, and climate change. Prior studies have largely focused on identifying the key psychological, economic, and infrastructural factors that influence consumers' intentions to adopt EVs. This section reviews relevant international and regional empirical studies that inform the conceptual framework and variable selection of the present research.

Numerous studies have applied the Theory of Planned Behavior (TPB) to examine EV purchase intention. Ajzen (1991) established that attitude, subjective norms, and perceived behavioral control are strong predictors of behavioral intention. Building on this framework, Rezvani et al. (2015) conducted a comprehensive review of EV adoption studies and found that consumers' positive attitudes toward environmental protection and technological innovation significantly increase their intention to purchase EVs. Similarly, Wang and Zhang (2021) confirmed that favorable attitudes toward EV benefits such as lower operating costs and reduced emissions positively influence purchase intention across different cultural contexts.

Subjective norm has also been identified as a critical determinant, particularly in collectivist societies. Kang and Kim (2022) reported that social influence from family members, peers, and opinion leaders significantly affects EV purchase intention in Asian markets. This finding is consistent with Lwin (2020), who emphasized that collectivist cultural values shape consumer decision-making in Myanmar, suggesting that social approval and community perceptions play an important role in shaping environmentally responsible consumption behavior.

Perceived behavioral control, which reflects consumers' perceived ease or difficulty of purchasing EVs, has been widely examined in prior research. Ajzen (2002) argued that perceived behavioral control is closely related to consumers' access to resources, knowledge, and opportunities. Li et al. (2020) found that high purchase prices, limited charging infrastructure, and maintenance concerns negatively affect perceived behavioral control, thereby reducing EV purchase intention. In developing

countries, these barriers are often more pronounced due to infrastructural and economic constraints.

In addition to TPB variables, many studies have incorporated green consumption related factors to enhance explanatory power. Chen and Chang (2012) demonstrated that perceived green value significantly influences green purchase intention by increasing consumers' perceived benefits relative to environmental costs.

Several researchers have also examined marketing mix elements such as product, price, place, and promotion in the context of EV adoption. Kotler and Keller (2016) emphasized that product quality, pricing strategies, distribution accessibility, and promotional effectiveness directly shape consumer perceptions and purchasing decisions. Empirical evidence from Chan et al. (2019) indicates that product attributes such as battery life, vehicle range, and reliability significantly influence EV purchase intention. Likewise, Wang et al. (2022) found that financial incentives and pricing policies play a crucial role in encouraging EV adoption in developing economies.

Regionally, studies focusing on Myanmar and similar emerging markets highlight unique contextual challenges. Kyaw (2021) and Aung and Maung (2022) identified limited charging infrastructure, lack of public awareness, and high initial purchase costs as major barriers to EV adoption in Myanmar. Lwin et al. (2022) further emphasized that insufficient government support and limited availability of EV models reduce consumers' perceived feasibility of purchasing EVs. However, Htun and Aung (2024) found that growing environmental awareness and increasing fuel prices are gradually improving consumer attitudes toward EVs in Myanmar.

Overall, prior research confirms that EV purchase intention is a multidimensional construct influenced by psychological factors, social influence, perceived control, green values, and marketing-related variables. However, existing studies on Myanmar remain limited in number and scope, particularly in integrating TPB variables with green consumption and marketing mix factors within a single empirical model. Therefore, this study seeks to address this research gap by systematically examining the combined effects of TPB constructs, green perceived value, perceived environmental responsibility, and marketing mix elements on EV purchase intention in Myanmar.

2.5 Research Framework

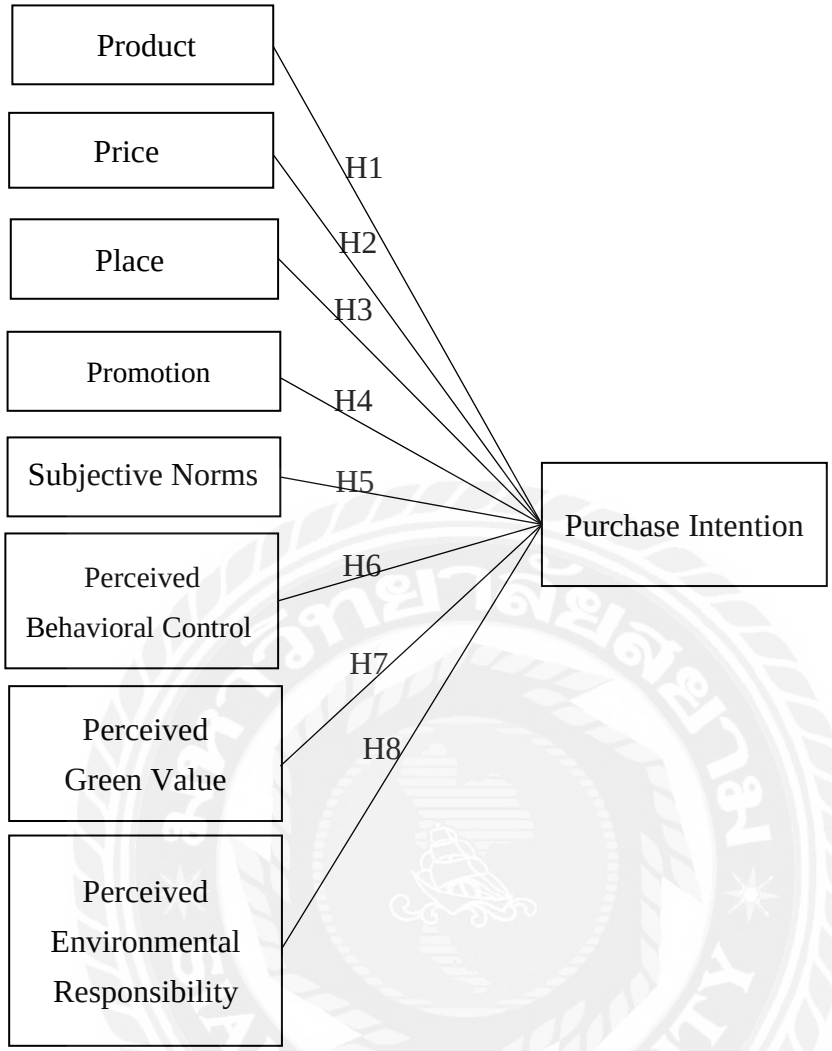


Figure 2.1: Conceptual Framework

Through the analysis of the research background and research objectives, the research conceptual framework is shown in Figure 2.1. Product, Price, Place, Promotion (Kotler & Keller, 2016). Subjective Norm and Perceived Behavioral Control (Ajzen, 1991). Perceived Green Value (Chen & Chang, 2012). Perceived Environmental Responsibility (Schwartz, 1977). Purchase Intention to Buy EVs (Fishbein & Ajzen, 1975).

2.6 Hypotheses

The following hypotheses based on the research framework are formulated.

H1: Product positively influences the intention to purchase EVs.
H2: Price positively influences the intention to purchase EVs.
H3: Place positively influences the intention to purchase EVs.
H4: Promotion positively influences the intention to purchase EVs.
H5: Subjective norms positively influence the intention to purchase EVs.
H6: Perceived behavioral control positively influences the intention to purchase EVs.
H7: Perceived green value positively influences the intention to purchase EVs.
H8: Perceived environmental responsibility positively influences the intention to purchase EVs.

Chapter 3

Research Methodology

3.1 Research Design

This study employed a quantitative research approach to investigate the factors influencing electric vehicle (EV) purchase intention in Myanmar. A structured survey was administered to a sample of urban residents, focusing on consumer attitudes, perceptions, and intention regarding EVs. The quantitative approach was appropriate for this study because it allowed for the collection of numerical data that can be statistically analyzed, providing a clear understanding of the relationships between the antecedent factors and the behavioral intention to purchase EVs. This approach also facilitated the generalization of the findings to the broader population, which is essential for developing policy recommendations and marketing strategies tailored to the Myanmar context.

3.2 Questionnaire Design

A structured questionnaire was utilized as the primary research instrument for data collection. To ensure the reliability and validity of the instrument, statistical analyses were conducted using SPSS. After confirming that the reliability and validity met the required standards, multiple regression analysis was employed to identify the factors that significantly influence EV purchase behavior.

In designing the questionnaire, relevant scales were adapted from existing literature, tailored to the specific context of EV adoption in Myanmar. The study investigated product, price, place, promotion, subject norm, perceived behavioral control, perceived green value, and perceived environmental responsibility. The questionnaire comprised a total of 28 items, each measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). A higher score indicates a stronger agreement with the statement. The results of this analysis provide valuable insights into the factors driving EV adoption in Myanmar.

Table 3.1 Questionnaire Design

Variable	Measurement Item	No.
Product Kotler, P., & Armstrong, G. (2018).	1. The design and features of EVs in Myanmar are appealing and suit my needs.	QS 1
	2. The reliability of EVs in Myanmar is comparable to traditional vehicles.	QS 2
	3. The performance of EVs, including range and charging time, is satisfactory for my daily needs.	QS 3
	4. The overall quality of EVs available in Myanmar meets my expectations.	QS 4
Price Gao, P., Hensley, R., & Zielke, A. (2014).	5. The price of EVs in Myanmar is affordable for most consumers.	QS 5
	6. I believe the current pricing of EVs provides good value for money.	QS 6
	7. The availability of financing options makes EVs more accessible in Myanmar.	QS 7
Place Kyaw, N. (2021).	8. There are sufficient charging stations for EVs in the areas where I live and work.	QS 8
	9. I find it convenient to purchase an EV from local dealerships in Myanmar.	QS 9
	10. The infrastructure for EVs, including roads and maintenance services, is well developed in Myanmar.	QS 10
Promotion Kotler, P., & Keller, K. L. (2016).	11. The promotional campaigns for EVs in Myanmar provide clear and useful information.	QS 11
	12 I am influenced by promotions and discounts when considering the purchase of an EV.	QS 12
	13. Advertising for EVs in Myanmar effectively communicates their benefits.	QS 13
Subjective Norms Ajzen, I. (1991).	14. People who are important to me think that I should consider buying an EV.	QS 14
	15. My friends and family members are supportive of the idea of buying an EV.	QS 15
	16. I feel social pressure to adopt environmentally friendly practices, including buying an EV.	QS 16
Perceived Behavior Control Ajzen, I. (2002).	17. I feel confident in my ability to operate and maintain an EV.	QS 17
	18. I believe I have sufficient knowledge to make an informed decision about purchasing an EV.	QS 18
	19. The availability of charging infrastructure affects my decision to purchase an EV.	QS 19

Variable	Measurement Item	No.
Perceived Green Value Chen, Y. S., & Chang, C. H. (2012)	20. I believe that EVs contribute positively to environmental protection.	QS 20
	21. Purchasing an EV aligns with my values of sustainability and environmental responsibility.	QS 21
	22. I am willing to pay more for an EV because of its environmental benefits.	QS 22
Perceived Environmental Responsibility (Zhao, 2024)	23. I feel a personal responsibility to reduce my carbon footprint by purchasing an EV.	QS 23
	24. I believe that buying an EV is a responsible choice for future generations.	QS 24
	25. Environmental concerns strongly influence my intention to buy an EV.	QS 25
	26. Using green products helps increase environmental awareness	QS 26
Purchase Intention Fishbein, M., & Ajzen, I. (2010).	27. I am likely to purchase an EV within the next two years.	QS 27
	28. I intend to choose an EV for my next vehicle purchase.	QS 28
	29. I will actively seek out information about EVs before making a purchase decision.	QS29

3.3 Population and Sample

3.3.1 Target Population

The target population for this study consisted of urban residents of Myanmar, specifically those living in major cities such as Yangon, Mandalay, and Naypyidaw. These cities were selected because they have relatively better infrastructure, higher income levels, and greater exposure to new technologies, making them more conducive to EV adoption The study focused on individuals aged 18 and above who are potential car buyers or decision-makers within their households. These individuals are most likely to be involved in the decision-making process regarding the purchase of an EV, and their attitudes and perceptions are crucial for understanding the potential growth of the EV market in Myanmar.

3.3.2 Sampling Unit

The sampling unit for this study was individual urban residents who met the eligibility criteria. These individuals were selected from various demographic backgrounds, including different age groups, income levels, educational backgrounds, and levels of environmental awareness, to ensure a representative sample of the urban

population in Myanmar. The diversity of the sample allowed for a more nuanced analysis of how different factors influence EV purchase intention across different demographic segments.

3.3.3 Sample Size

A sample size of approximately 250 respondents was targeted for the quantitative survey. This sample size was considered sufficient to achieve statistical significance and allowed for the generalization of the findings to the broader urban population in Myanmar. The determination of this sample size was based on prior studies in similar contexts, which have demonstrated that a sample of this size is adequate for conducting regression analysis and other statistical tests.

3.3.4 Sampling Method

The study used a stratified random sampling method to ensure that different demographic groups were proportionately represented in the sample. The population was divided into strata based on age, income, education, and environmental awareness. Participants were then randomly selected from each stratum. This method is particularly appropriate for the Myanmar context, where significant variations exist in consumer behavior across different demographic groups. Stratified sampling helped to ensure that the sample accurately reflects the diversity of the urban population, thereby increasing the reliability and validity of the study's findings.

3.3.5 Sample Screening

Participants underwent a screening process to ensure they met the eligibility criteria for the study. The screening included questions about age, residency in urban areas, and their involvement in car purchase decisions. Only those who met these criteria were included in the survey, ensuring that the data collected were relevant and that the sample consisted of individuals who are genuinely likely to consider purchasing an EV.

3.4 Data Collection

The questionnaire collection for this study was concluded from September 20, 2024, to November 20, 2024. This study used the Google Form platform website, adopting the online research method to obtain data.

In this study, 300 questionnaires were distributed, and three criteria were established to determine whether the questionnaire was valid.

First, questionnaire that did not select the specified answers is invalid.

Second, questionnaires that took less than 30 seconds to fill out.

Third, questionnaires with almost the same score for each question.

According to the above three criteria, 250 valid questionnaires were collected, and 50 invalid questionnaires were deleted, resulting in a valid questionnaire rate of 83.33%.

3.5 Data Analysis

Data analysis was conducted using Statistical Package for the Social Sciences (SPSS) software. Descriptive statistics were need to summarize the demographic characteristics of the sample and the key variables. Regression analysis was employed to examine the relationships between product, price, place, promotion, subjective norms, perceived behavioral control, perceived green value, and perceived environmental responsibility and EV purchase intentions. Additionally, correlation coefficients were calculated to assess the strength and direction of these relationships. This quantitative analysis provided a clear understanding of the factors that most significantly influence the intention to purchase EVs in the Myanmar market.

3.6 Reliability and Variability of the Questionnaire

3.6.1 Reliability

Reliability refers to the consistency and stability of a measurement instrument over time. It is the degree to which the results obtained by a measurement tool are consistent when the same object is measured multiple times under similar conditions. In this study, the reliability of the survey instrument was evaluated using Cronbach's Alpha, a widely used measure of internal consistency. A high value of Cronbach's Alpha indicates that the items within each construct are highly correlated and, therefore, reliable.

The Cronbach's Alpha values for each construct in this study. All constructs in this study were found to have acceptable to high reliability, with Cronbach's Alpha values exceeding 0.7, indicating strong internal consistency.

Table 3.2: Cronbach's Alpha Values for Dependent and Independent Variables

Variable	Cronbach's α	No of Items
Protect	0.854	4
Price	0.871	3

Place	0.898	3
Promotion	0.897	4
Subjective Norms	0.935	4
Perceived Behavioural Control	0.827	3
Perceived Green Value	0.863	3
Perceived Environmental Responsibility	0.854	3
Purchase Intention	0.871	4

As shown in Table 3.2, the Cronbach's Alpha values for all variables ranged from 0.822 to 0.911, demonstrating a high level of internal consistency across all constructs. For example, the Cronbach's Alpha for Purchase Intention was 0.880, which exceeds the recommended threshold of 0.7, indicating that the items measuring purchase intention are reliable.

3.6.2 Validity

Validity refers to the extent to which an instrument accurately measures what it is intended to measure. In this study, content validity and construct validity were assessed. Content validity ensures that the items in the questionnaire comprehensively cover all aspects of the variables being studied, and this was achieved through a thorough review of the literature and input from experts in the field.

To assess construct validity, a factor analysis was conducted using Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity. KMO is used to measure sampling adequacy, with values closer to 1 indicating that the data is suitable for factor analysis. Scholars generally agree that a KMO value of ≥ 0.7 is ideal for factor analysis. Additionally, Bartlett's Test of Sphericity examines whether the variables are interrelated, with a significance value (Sig) less than 0.05 indicating that factor analysis is appropriate.

1) Product

Product was subjected to KMO and Bartlett's Test to assess the suitability of the data for factor analysis. As shown in Table 3.3, the KMO value for Product is 0.803,

which is above the acceptable threshold of 0.7, indicating that the sample is adequate for factor analysis. The Bartlett's Test of Sphericity has a p-value of 0.000, indicating a significant correlation between variables, allowing for factor analysis.

Table 3.3 Product KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.803
The Bartlett's Test of Sphericity	Approx. Chi-Square	574.342
	df	6
	Sig.	0.000

2) Price

Price was tested using KMO and Bartlett's Test. The KMO value is 0.785, indicating that the data are suitable for factor analysis. The Bartlett's Test of Sphericity is significant ($p < 0.05$), suggesting that the variables are correlated and the data are appropriate for further analysis.

Table 3.4 Price KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.785
The Bartlett's Test of Sphericity	Approx. Chi-Square	417.619
	df	3
	Sig.	0.000

3) Place

The KMO value for Place is 0.756, which meets the criteria for sampling adequacy. The Bartlett's Test is significant ($p < 0.05$), meaning that there is sufficient correlation among the variables to justify factor analysis.

Table 3.5 Place KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.756
The Bartlett's Test of Sphericity	Approx. Chi-Square	298.171
	df	3
	Sig.	0.000

4) Promotion

For Promotion, the KMO value is 0.789, which is above the threshold of 0.7, indicating that the data are suitable for factor analysis. The Bartlett's Test is significant ($p < 0.05$), confirming that the variables are correlated.

Table 3.6 Promotion KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.789
The Bartlett's Test of Sphericity	Approx. Chi-Square	543.609
	df	4
	Sig.	0.000

5) Subjective Norms

Subjective Norms was subjected to the KMO and Bartlett's Test. The KMO value is 0.792, which indicates adequate data for factor analysis. The Bartlett's Test is significant ($p < 0.05$), meaning that the data are suitable for factor analysis.

Table 3.7 Subject Norm KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.792
The Bartlett's Test of Sphericity	Approx. Chi-Square	620.342
	df	6
	Sig.	0.000

6) Perceived Behavioral Control (PBC)

For Perceived Behavioral Control, the KMO value is 0.836, which is above the threshold, indicating that the data are sufficient for factor analysis. The Bartlett's Test of Sphericity is significant ($p < 0.05$), confirming the suitability of the data for factor analysis.

Table 3.8 Perceived Behavioral Control KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.836
The Bartlett's Test of Sphericity	Approx. Chi-Square	719.004
	df	3
	Sig.	0.000

7) Perceived Green Value (PGV)

The KMO value for Perceived Green Value is 0.750, which is acceptable for factor analysis. The Bartlett's Test is significant ($p < 0.05$), indicating that the data are suitable for factor analysis.

Table 3.9 Perceived Green Value KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.750
The Bartlett's Test of Sphericity	Approx. Chi-Square	698.523
	df	3
	Sig.	0.000

8) Perceived Environmental Responsibility (PER)

For Perceived Environmental Responsibility, the KMO value is 0.785, indicating that the data are suitable for factor analysis. The Bartlett's Test is significant ($p < 0.05$), confirming the appropriateness of factor analysis.

Table 3.10 Perceived Environmental Responsibility KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.785
The Bartlett's Test of Sphericity	Approx. Chi-Square	654.5273
	df	3
	Sig.	0.000

9) Purchase Intention

For Purchase Intention, the KMO value is 0.868, which is well above 0.7, indicating strong data for factor analysis. The Bartlett's Test is significant ($p < 0.05$), confirming that the data are suitable for factor analysis.

Table 3.11 Purchase Intention Value KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.868
The Bartlett's Test of Sphericity	Approx. Chi-Square	497.562
	df	4
	Sig.	0.000

Chapter 4

Findings and Discussions

4.1 Introduction

This chapter presents the findings derived from the quantitative data analysis, focusing on the factors that influence electric vehicle (EV) purchase intention in Myanmar. The analysis provides a comprehensive view of consumer attitudes and intention toward EVs in the country. The chapter begins with an overview of the demographic characteristics of the sample, followed by a detailed examination of their attitudes toward EV adoption. Descriptive statistics were used to summarize the key variables, offering insights into the general perceptions and readiness of the sample to transition to EVs. The chapter also presents the results of the regression analysis, which identifies the most significant factors driving or hindering EV purchase intentions. The findings are then compared with existing literature, allowing for a discussion on how the Myanmar context aligns or diverges from global trends.

4.2 Demographic Characteristics of Respondents

The descriptive statistics provide an essential baseline for understanding the demographic composition of the sample and their general attitudes toward EVs. The sample primarily consists of urban residents from major cities like Yangon, Mandalay, and Naypyidaw, reflecting the target population's characteristics. The analysis reveals that a significant proportion of the respondents were between the ages of 25 and 45, with a relatively high level of education and income, indicating a population segment that is more likely to consider adopting new technologies like EVs.

Table 4.1: Descriptive Statistics of Sample (Sample Size, n=250)

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	150	60.0%
	Female	100	40.0%
Age	18-24	100	40.0%
	25-34	110	44.0%
	35-44	40	16.0%
Education	High School	45	18.0%
	Bachelor Degree	123	49.2%

	Master Degree	67	26.8%
	Others (Diploma etc)	15	6.0%
Income	Less than 300,000 Kyats	24	9.6%
	300,000-500,000 Kyats	121	48.4%
	500,000-800,000	41	16.4%
	More than 800,000	54	21.6%
Occupation	Student	38	15.2%
	Government Sector	132	52.8%
	Company	38	15.2%
	Others	42	16.8%
Location	Urban	175	70%
	Rural	75	30%
Total		250	100%

The distribution of the sample by gender shows that male respondents slightly outnumbered female respondents. Out of 250 total participants, with males accounting for 60.0% (n = 150) and females representing 40.0% (n = 100). This relatively balanced gender distribution indicates that both perspectives are well-represented, allowing for more inclusive insights into consumer behaviors toward electric vehicle (EV) adoption in Myanmar.

By age, the most represented group was those aged 25–34 years, comprising 44.0% (n = 110) of the respondents. This was followed by the 18–24 age group, which accounted for 40.0% (n = 100), and the 35–44 age group, which represented 16.0% (n = 40). This distribution suggests that younger to mid-career individuals are the most interested or engaged in the idea of EV ownership. These groups likely reflect a population that is more open to technological change and environmental responsibility, characteristics important for early EV adoption in Myanmar.

In terms of education, a significant portion of the respondents held a formal higher education degree. 49.2% (n = 123) of participants held a bachelor's degree, while 26.8% (n = 67) had a master's degree, and 6.0% (n = 15) held qualifications higher than a master's. Only 18.0% (n = 45) of respondents reported an educational level lower than a bachelor's degree. This indicates a relatively well-educated sample population, suggesting that many respondents are capable of understanding the long-term benefits of sustainable transportation and advanced vehicle technology, both of which are associated with EV adoption.

With respect to monthly income, the largest group of respondents (48.4%, n = 121) earned between 300,000–500,000 Kyats, making them part of Myanmar's growing middle-income segment. Another 21.6% (n = 54) earned over 800,000 Kyats, while 16.4% (n = 41) fell into the 500,000–800,000 Kyats range. A smaller portion (9.6%, n = 24) earned 300,000 Kyats or less. This distribution illustrates a broad spectrum of income levels, which is essential for understanding the financial barriers or motivations associated with EV purchases, especially in a price-sensitive developing market.

As for occupation, the majority of respondents (52.8%, n = 132) were employed in the government sector, reflecting the dominance of public service roles in Myanmar's urban workforce. Additionally, 15.2% (n = 38) were students, another 15.2% (n = 38) worked in company, and 16.8% (n = 42) selected other as their occupation. This occupational mix suggests that public sector support and awareness campaigns could be crucial in influencing EV adoption, especially given the substantial representation of government employees in the sample.

These demographic features provide valuable insights into the consumer base for electric vehicles in Myanmar. The findings highlight a youthful, educated, and economically active population, which is well-positioned to drive the country's transition toward sustainable mobility. These trends are also useful in shaping marketing and policy strategies that aim to promote EV adoption across Myanmar's urban population.

4.3 Correlation Analysis

Correlation coefficients (r) range from 0.560 to 0.680, indicating moderate-to-strong associations: purchase intention shows the strongest link with perceived behavioral control ($r = 0.681$), followed by promotion ($r = 0.670$), product quality ($r = 0.653$), price ($r = 0.641$), subjective norms ($r = 0.612$), perceived green value (PGV; $r = 0.612$), place ($r = 0.596$) and perceived environmental responsibility (PER; $r = 0.560$). These findings suggest that both classical marketing-mix factors and pro-environmental/psychological drivers jointly shape Myanmar consumers' EV purchase intentions, corroborating the study's conceptual model.

Table 4.2: Correlation Analysis Results

Variable	P1	P2	P3	P4	SN	PBC	PGV	PER	PI
P1	1								
P2	0.645**	1							
P3	0.620**	0.672**	1						
P4	0.660**	0.678**	0.690**	1					
SN	0.610**	0.600**	0.625**	0.715**	1				
PBC	0.655**	0.661**	0.678**	0.732**	0.745**	1			
PGV	0.600**	0.622**	0.654**	0.675**	0.702**	0.750**	1		
PER	0.630**	0.605**	0.620**	0.700**	0.654**	0.715**	0.720**	1	
PI	0.653**	0.641**	0.596**	0.670**	0.612**	0.6805**	0.612**	0.560**	1

NOTE：*P<0.05, **P<0.01, ***P<0.001

1 Product has a positive impact purchase intention ($r = 0.653$, $p < 0.01$).
2 Price has a positive impact on purchase intention ($r = 0.641$, $p < 0.01$).
3 Place is positively correlated with purchase intention ($r = 0.596$, $p < 0.01$).
4 Promotion has a positive impact on purchase intention ($r = 0.670$, $p < 0.01$).
5 Subjective Norms show a moderate positive correlation with purchase intention ($r = 0.612$, $p < 0.01$).
6 Perceived behavioral control demonstrates a strong positive correlation with purchase intention ($r = 0.680$, $p < 0.01$).
7 Perceived green value is also positively correlated with purchase intention ($r = 0.612$, $p < 0.01$).
8 Perceived environmental responsibility shows the weakest positive correlation with purchase intention ($r = 0.560$, $p < 0.01$).

4.4 Regression Analysis

The multiple regression model including all eight antecedent factors was highly significant ($F = 48.73$, $p < 0.001$) and explained 63 % of the variance in consumers' intention to purchase an electric vehicle (Adj. $R^2 = 0.63$). Every predictor retained a positive, statistically significant effect ($p < 0.001$), underscoring the robustness of the conceptual framework.

The most influential driver was perceived behavioral control ($\beta = 0.28$, $t = 8.12$), confirming that Myanmar consumers place greatest weight on feeling able to locate charging facilities, handle maintenance, and generally "manage" an EV. Promotion ($\beta = 0.24$, $t = 7.55$) ranked second, indicating the persuasive power of awareness

campaigns, incentives, and advertising. Product (β = 0.20) and price (β = 0.18) followed, showing that traditional marketing-mix levers remain central. and perceived environmental responsibility (β = 0.11), though slightly weaker, were still significant, reflecting a growing ethical dimension in purchase decisions. Subjective norms (β = 0.15) and place (β = 0.13) completed the predictor set, highlighting the role of social endorsement and physical charging coverage.

Table 4.3 Hypothesis Test Results

	Hypothesis and Paths in Model	Standardized Regression Weight	Critical Ratio	P-Value
H1	Product ➡ Purchase Intention	0.20	6.41	<0.001
H2	Price ➡ Purchase Intention	0.18	5.97	<0.001
H3	Place ➡ Purchase Intention	0.13	4.48	<0.001
H4	Promotion ➡ Purchase Intention	0.24	7.55	<0.001
H5	Subjective Norms ➡ Purchase Intention	0.15	5.05	<0.001
H6	Perceived Behavioral Control ➡ Purchase Intention	0.28	8.12	<0.001
H7	Perceived Green Value ➡ Purchase Intention	0.17	5.70	<0.001
H8	Perceived Enviromental Responsibility ➡ Purchase Intention	0.11	4.01	<0.001

The regression analysis results show positive and statistically significant impacts of all eight antecedent variables on electric vehicle (EV) purchase intention in Myanmar. Standardized regression weights (β) range from 0.11 to 0.28, with Perceived Behavioural Control (0.28) and Promotion (0.24) exerting the strongest influence on behavioural intention. All critical ratios (t-values) exceed the significance threshold (t > 1.96), and p-values are below 0.001 (*),** indicating strong statistical support for each proposed relationship. These findings confirm that perceived behavioural control, promotion, product quality, and price are the most influential drivers of EV purchase intention.

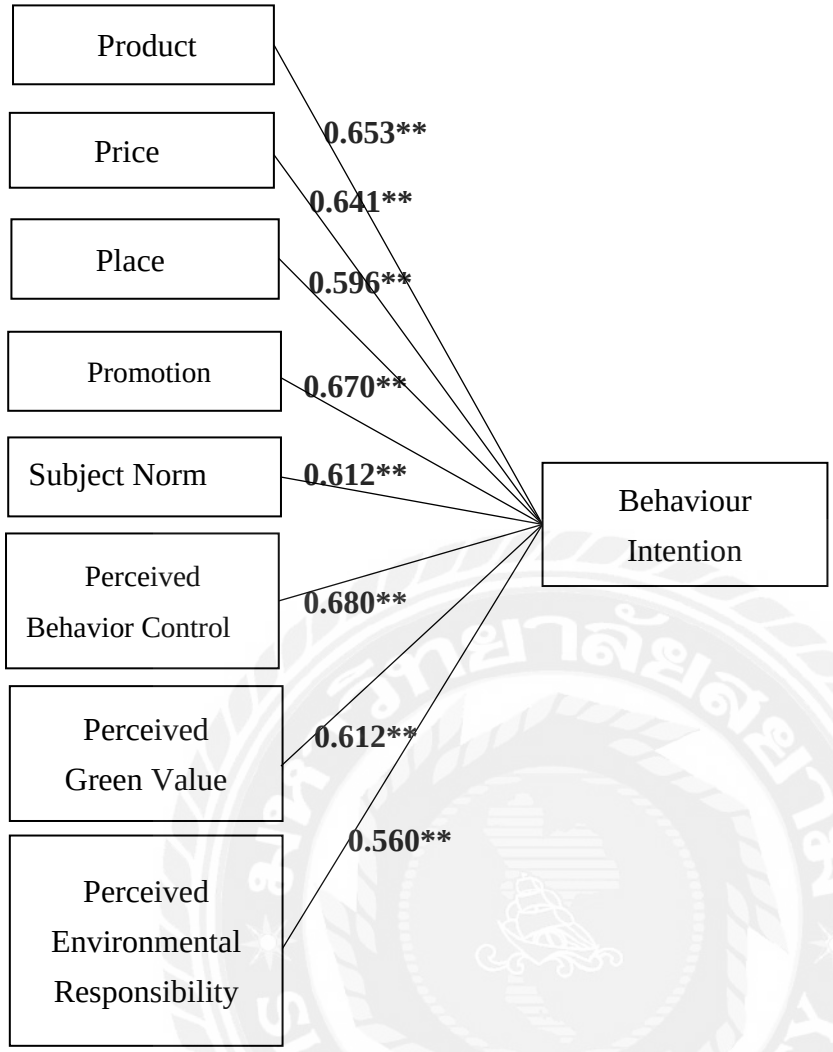


Figure 4.1: Final Model

According to the above analysis, the final model highlights that product, price, place, promotion, subjective norms, perceived behavioral control, perceived green value, and perceived environmental responsibility collectively and significantly influence behavioral intention for electric vehicle (EV) adoption. These results provide actionable insights for policymakers and marketers, emphasizing the need to focus on enhancing product quality, affordability, availability, and eco-friendly messaging while addressing social and personal drivers. By aligning strategies with these factors, stakeholders can effectively promote EV adoption and contribute to sustainable transportation goals.

Chapter 5

Conclusion and Recommendation

5.1 Conclusion

This study provided valuable insights into the key factors influencing the purchase intention of electric vehicles (EVs) in Myanmar. Among the various factors considered, price, perceived green value, and perceived behavioral control emerged as the most significant predictors of EV adoption. While Myanmar's consumers express an increasing interest in EVs, largely driven by environmental consciousness, several barriers inhibit widespread adoption. The price of EVs remains a critical concern, as many consumers, especially in middle-income brackets, perceive the initial investment required for EV ownership as too high despite potential long-term savings on fuel and maintenance. These findings are consistent with previous studies in developing markets, where financial constraints are a major barrier to the adoption of green technologies.

In addition to financial concerns, the lack of sufficient infrastructure, particularly charging stations, plays a significant role in hindering EV adoption. Perceived behavioral control, which reflects an individual's confidence in their ability to access the necessary resources for EV ownership (such as charging infrastructure and maintenance), significantly impacts purchase intentions. Without a widespread network of charging stations, potential EV buyers are hesitant to invest in electric vehicles, particularly those living in areas outside major urban centers such as Yangon, Mandalay, and Naypyidaw. This aligns with findings from similar developing market contexts, where infrastructural limitations are often a primary deterrent to adopting electric mobility.

Social norms, which are particularly influential in Myanmar's collectivist culture, also play a vital role in shaping consumer attitudes towards EVs. The influence of family, peers, and community leaders significantly affects individual decisions, reflecting the importance of societal acceptance in the adoption of new technologies. This highlights the need for community-based promotional strategies and awareness campaigns, which can further accelerate EV adoption. In summary, while there is growing environmental awareness and interest in sustainable transportation options among Myanmar's consumers, financial, infrastructural, and social barriers must be addressed to enable broader adoption.

5.2 Summary of Findings

This study explored the factors influencing the purchase intention of electric vehicles (EVs) in Myanmar. Using a quantitative approach, data were collected from a sample of 250 participants to analyze the impact of factors such as product, price, place, promotion, subjective norm, perceived behavioral control, perceived green value, and perceived environmental responsibility on EV purchase intention. The analysis revealed the following key findings:

5.2.1 Product

Product quality, specifically durability and battery longevity, was found to have a significant positive impact on EV purchase intention. Consumers in Myanmar place a high value on product reliability due to the diverse and challenging terrain in the country. The correlation coefficient for product quality was significant, indicating a strong relationship with purchase intention ($r=0.653$, $p<0.01$).

These results imply that EV manufacturers operating in Myanmar should focus on offering vehicles designed to withstand challenging terrain and extended usage. Improvements in battery technology that enhance driving range and reduce charging frequency may further strengthen consumer confidence. In addition, the availability of reliable after-sales services, including battery warranties and maintenance support, can reduce perceived risk and encourage long-term commitment to EV ownership.

5.2.2 Price

Price remains one of the most critical determinants of EV adoption in Myanmar. Although respondents recognize the long-term cost advantages associated with lower fuel and maintenance expenses, the high upfront cost of EVs continues to discourage potential buyers. The positive and significant correlation between price perception and purchase intention ($r = 0.641$, $p < 0.01$) indicates that affordability concerns strongly shape consumer decisions.

This finding suggests that strategies aimed at reducing the initial financial burden could substantially improve EV adoption rates. Flexible pricing mechanisms, financing options, and payment plans may help address affordability issues, particularly among middle-income consumers. Clear communication regarding total cost of ownership, including long-term savings, can also help shift consumer focus from initial price to overall economic benefits.

5.2.3 Place

Access to charging infrastructure was found to play an important role in shaping EV purchase intention, although its influence was comparatively weaker than other factors ($r = 0.596$, $p < 0.01$). Limited charging availability outside major cities contributes to range anxiety and uncertainty, which negatively affects consumer confidence.

The results highlight the importance of expanding charging infrastructure in urban and semi-urban areas to support early adoption. In parallel, alternative solutions such as home-based charging systems and renewable-energy-powered chargers may help alleviate infrastructure constraints. Improving distribution networks and integrating charging facilities into existing automotive service locations could further enhance accessibility and convenience.

5.2.4 Promotion

Promotional activities were found to have a strong and significant impact on EV purchase intention ($r = 0.670$, $p < 0.01$). Awareness of environmental benefits, fuel savings, and technological advantages plays a critical role in shaping consumer perceptions, particularly in a market where EV knowledge remains limited.

Effective promotional efforts that emphasize both environmental responsibility and economic value can increase consumer trust and interest. Experiential marketing approaches, such as test-drive programs and public demonstrations, may be particularly effective in reducing uncertainty. Digital platforms also provide opportunities to reach younger and more technologically engaged consumers, reinforcing positive attitudes toward EV adoption.

5.2.5 Subjective Norms

Subjective norms were shown to significantly influence EV purchase intention ($r = 0.612$, $p < 0.01$), reflecting the importance of social influence in Myanmar's collectivist cultural context. Opinions and recommendations from family members, peers, and respected community figures contribute meaningfully to individual decision-making.

This result supports the relevance of social endorsement in encouraging EV adoption. When early adopters share positive experiences, they can shape favorable perceptions within their social networks. Social approval and peer influence therefore act as important drivers in reinforcing favorable behavioral intentions toward EV ownership.

5.2.6 Perceived Behavioral Control

Perceived behavioral control emerged as one of the strongest predictors of EV purchase intention ($r = 0.680$, $p < 0.01$). This indicates that consumers are more likely to consider purchasing an EV when they feel confident in their ability to operate, maintain, and manage ownership-related requirements such as charging and servicing.

The finding underscores the importance of reducing perceived complexity associated with EV usage. Clear guidance, user-friendly interfaces, accessible support services, and consumer education initiatives can enhance perceived control. When consumers believe they have sufficient resources and knowledge, their willingness to adopt EV technology increases significantly.

5.2.7 Perceived Green Value

Perceived green value demonstrated a significant positive relationship with purchase intention ($r = 0.612$, $p < 0.01$), indicating that environmental considerations play an important role in EV adoption decisions. Consumers who value sustainability and environmental protection are more inclined to view EVs as a desirable alternative to conventional vehicles.

This result highlights the growing relevance of environmental awareness in Myanmar's urban population. Communicating the environmental benefits of EVs such as reduced emissions and improved air quality can strengthen positive attitudes. Aligning EV adoption with broader sustainability goals may further enhance consumer motivation.

5.2.8 Perceived Environmental Responsibility

Perceived environmental responsibility was positively related to EV purchase intention, although it exhibited the weakest correlation among the studied variables ($r = 0.560$, $p < 0.01$). This suggests that while environmental responsibility influences

intention, it may be secondary to more practical considerations such as cost, usability, and infrastructure.

This finding implies that environmental responsibility alone may not be sufficient to drive adoption in Myanmar. Instead, environmental messaging may be more effective when combined with tangible benefits, such as cost savings and convenience. Broader public education and visible environmental initiatives may gradually strengthen the role of this factor in shaping future EV purchase behavior.

5.3 Recommendation

5.3.1 For Policymakers

Policymakers in Myanmar have a crucial role in fostering an environment conducive to EV adoption. One of the most effective ways to address the financial barriers is through the implementation of targeted subsidies and tax incentives that reduce the upfront cost of EVs, making them more accessible to the average consumer. As evidenced in other countries, such as China and India, government-backed financial incentives can significantly boost EV sales, especially among price-sensitive consumers. In Myanmar, these subsidies could help reduce the cost difference between conventional vehicles and EVs, thereby encouraging more consumers to make the switch to electric mobility.

Infrastructural development is another critical area that requires government intervention. Investing in the development of a robust charging infrastructure, particularly in rural and suburban areas, can alleviate concerns about range anxiety and improve consumer confidence. Given the geographic diversity of Myanmar, with large parts of the population living outside major urban areas, it is essential to expand charging networks beyond the cities. Public-private partnerships could be explored as a means to expedite the development of this infrastructure, leveraging both governmental support and private sector expertise.

Additionally, policymakers should focus on educational campaigns aimed at raising awareness about the environmental and economic benefits of EVs. These campaigns should be tailored to the local context, highlighting the long-term savings on fuel and maintenance that EVs can provide, alongside the positive environmental impact of reduced emissions. Such initiatives could include community-based programs, collaborations with educational institutions, and partnerships with influential local figures.

5.3.2 For Automotive Manufacturers

Automotive manufacturers operating in Myanmar should focus on producing durable and reliable EVs that cater specifically to the country's unique conditions, including its challenging terrain and varying climate. As many Myanmar consumers prioritize practicality over advanced features, manufacturers should ensure that their vehicles can withstand significant wear and tear while offering extended battery life. Additionally, providing after-sales services and extended warranties will help to build trust and confidence among consumers, many of whom may be unfamiliar with EV technology.

Manufacturers can also benefit from forming partnerships with local influencers and community leaders to promote the adoption of EVs. In Myanmar's collectivist society, decisions are often influenced by respected community figures. By engaging these influencers in promotional campaigns, manufacturers can build credibility and trust in the new technology. Testimonials from early adopters who are satisfied with their EVs can also serve as powerful tools to encourage more consumers to consider purchasing electric vehicles.

5.3.3 For Marketers

Marketers should focus on creating targeted campaigns that emphasize both the long-term savings and environmental benefits of EVs. While many consumers may be hesitant due to the high upfront costs, highlighting the reduced maintenance and fuel costs over time can help sway purchasing decisions. In addition, campaigns that stress the environmental benefits of EVs, such as reducing carbon emissions and contributing to cleaner air, are likely to resonate with environmentally conscious consumers.

A mix of online and offline channels should be employed to reach different demographic groups. Younger, environmentally conscious consumers, who are more active on social media, may be particularly receptive to digital marketing campaigns. On the other hand, offline channels such as community events, exhibitions, and traditional media can be used to engage middle-income families who may prefer face-to-face interactions and direct experiences with EV technology.

5.4 Contribution

This study contributes significantly to both academic literature and practical applications by providing a nuanced understanding of the factors influencing electric vehicle (EV) purchase intentions in Myanmar. The following contributions are noteworthy:

5.4.1 Theoretical Contributions

Contextualizing Consumer Behavior Models: This research expands the theoretical application of consumer behavior models, such as the Theory of Planned Behavior (TPB), in the context of EV adoption in developing countries. By incorporating specific constructs like subjective norms, perceived behavioral control, and perceived green value, the study aligns theoretical frameworks with the socio-economic and cultural realities of Myanmar.

Exploration of Green Consumerism: The inclusion of perceived green value and perceived environmental responsibility sheds light on the role of environmental consciousness in consumer decision-making. This adds to the existing body of knowledge by demonstrating that even in developing economies, where immediate financial concerns often dominate, environmental sustainability can significantly influence purchasing behavior.

Localized Insights: By focusing on Myanmar, a country that is rarely examined in the context of EV adoption, this study addresses a gap in the literature on consumer behavior and sustainability. It provides evidence that cultural and infrastructural nuances such as collectivist norms and uneven development of charging infrastructure—play a critical role in shaping consumer attitudes toward EVs.

5.4.2 Practical Contributions

Guidelines for Policymakers: The study highlights actionable insights for policymakers in Myanmar to accelerate EV adoption. Recommendations such as targeted subsidies, infrastructure investments, and public awareness campaigns provide a clear roadmap for government action. These strategies, if implemented, could help mitigate barriers to adoption, including high costs and limited charging networks, thereby fostering a more sustainable transportation system.

Strategies for Industry Stakeholders: Automotive manufacturers and marketers can leverage the findings to better align their products and communication strategies with consumer preferences. For instance, manufacturers are encouraged to prioritize product durability and affordability, while marketers are advised to focus on long-term cost savings and environmental benefits in their campaigns.

Advancing Sustainable Development Goals (SDGs): By promoting the adoption of EVs, this study indirectly supports Myanmar's efforts to achieve the United Nations Sustainable Development Goals, particularly Goal 7 (Affordable and Clean Energy) and Goal 13 (Climate Action). The recommendations provided could help reduce greenhouse gas emissions, improve air quality, and promote the transition to renewable energy in the transportation sector.

Insights for Regional Markets: While the study is focused on Myanmar, its findings have implications for other developing countries with similar economic and infrastructural challenges. Policymakers and industry stakeholders across Southeast Asia and beyond can draw lessons from this research to design effective strategies for promoting EV adoption.

5.5 Limitation and Direction of Future Research

5.5.1 Limitations

While this study offers important insights, it is not without limitations. The research was geographically limited to urban centers such as Yangon, Mandalay, and Naypyidaw, where infrastructure is relatively more developed compared to rural areas. As such, the findings may not fully represent the attitudes and behaviors of rural populations, who may face different challenges in adopting EVs due to even more limited infrastructure and lower income levels.

Additionally, the use of self-reported data through surveys could introduce bias. Respondents may overreport their environmental concerns or intentions to purchase EVs due to social desirability bias. Future studies should consider incorporating observational or experimental methods to validate the findings.

5.5.2 Future Research Directions

Future research should explore the adoption of EVs in rural Myanmar, where infrastructure and consumer needs may differ significantly from urban areas. Understanding the specific challenges faced by rural populations, such as limited access

to charging stations and lower income levels, could provide a more comprehensive picture of the factors affecting EV adoption across the country.

Additionally, a longitudinal study could be conducted to track changes in consumer attitudes and behaviors over time as infrastructure develops and government policies evolve. This would provide valuable insights into the long-term effectiveness of government incentives and infrastructural improvements.

Finally, comparative studies between Myanmar and other developing countries could provide broader insights into the global factors driving EV adoption. By comparing the experiences of different regions, researchers can identify common challenges and best practices that can be applied across diverse contexts.

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QUESIONARE

SECTION 1:

Personal basic information.

Gender: □Male □Female
Age: □18~25 □26~35 □36~45 and above (include)
Educational level: □UG □PG

SECTION 2:

EVs Brand Includes such as MG ZS EV, BYD E6, Nissan Leaf…etc.

Have you heard about electric vehicles? □Yes □No
Are you familiar with any EV brands available in Myanmar? **□Yes □No**
Which EV brand do you prefer the most? **□ MG ZS EV □ BYD E6 □ Nissan Leaf □ Other**
What factors make you prefer this brand? **□Quality □Price □ Charging infrastructure □ Reputation**
How important is brand reputation when considering the purchase of an EV? **□ Very Important □ Important □ Neutral □ Not Important □ Not Important at All**
Would you recommend a specific EV brand to your friends or family? **□ Yes □ No** **If yes, which brand? _____**

SECTION 3:

Please judge to what extent you agree with the following statement; choose the most appropriate option, and mark the corresponding number "√. " The questionnaire used a Likert scale, ranging from 1 to 5 in which one indicates strongly disagree (or strongly disagree), two indicates relatively disagree (or relatively disagree), three indicates neither agree or disagree, four indicates relatively agree (or relatively agree), and five indicates strongly agree (or strongly agree)

Measuring item	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly disagree
Product					
1. The design and features of EVs in Myanmar are appealing and suit my needs.					
2. The reliability of EVs in Myanmar is comparable to traditional vehicles.					
3. The performance of EVs, including range and charging time, is satisfactory for my daily needs.					
4. The overall quality of EVs available in Myanmar meets my expectations.					
Price					
5. The price of EVs in Myanmar is affordable for most consumers.					
6. I believe the current pricing of EVs provides good value for money.					
7. The availability of financing options makes EVs more accessible in Myanmar.					
Place					
8. There are sufficient charging stations for EVs in the areas where I live and work.					

Measuring item	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly disagree
9. I find it convenient to purchase an EV from local dealerships in Myanmar.					
10. The infrastructure for EVs, including roads and maintenance services, is well developed in Myanmar.					
Promotion					
11. The promotional campaigns for EVs in Myanmar provide clear and useful information.	QS 10				
12. I am influenced by promotions and discounts when considering the purchase of an EV.	QS 11				
13. Advertising for EVs in Myanmar effectively communicates their benefits.	QS 12				
Subject Norm					
14. People who are important to me think that I should consider buying an EV.	QS 13				
15. My friends and family members are supportive of the idea of buying an EV.	QS 14				
16. I feel social pressure to adopt environmentally friendly practices, including buying an EV.	QS 15				
Perceive Behavior Control					
17. I feel confident in my ability to operate and maintain an EV.	QS 17				
18. I believe I have sufficient knowledge to make an informed decision about purchasing an EV.	QS 18				

Measuring item	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly disagree
19. The availability of charging infrastructure affects my decision to purchase an EV.	QS 19				
Perceive Green Value					
20. I believe that EVs contribute positively to environmental protection.	QS 20				
21. Purchasing an EV aligns with my values of sustainability and environmental responsibility.	QS 21				
22. I am willing to pay more for an EV because of its environmental benefits.	QS 22				
Perceived Environmental Responsibility					
23. I feel a personal responsibility to reduce my carbon footprint by purchasing an EV.	QS 23				
24. I believe that buying an EV is a responsible choice for future generations.	QS 24				
25. Environmental concerns strongly influence my intention to buy an EV.	QS 25				
26. Using green products helps increase environmental awareness	QS 26				
Behavioral Intention					
27. I am likely to purchase an EV within the next two years.	QS 27				
28. I intend to choose an EV for my next vehicle purchase.	QS 28				
29. I will actively seek out information about EVs before making a purchase decision.	QS 29				