

ABSTRACT

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THE IMPACT OF ATTITUDE, SUBJECTIVE NORM, AND PERCEIVED BEHAVIORAL CONTROL ON PURCHASE INTENTION OF TESLA AND HYUNDAI-KIA ELECTRIC VEHICLE IN SEOUL METROPOLITAN AREA, SOUTH KOREA

This study aims to understand the impact of attitude, subjective norm, and perceived behavioral control on purchase intention of tesla and Hyundai-kia electric vehicle in Seoul metropolitan area. A quantitative data collection method was used through the distribution of online questionnaires via Google form. The online questionnaire collected a total of 172 respondents, of which 72 did not meet the requirements of this study and were filtered out. Hence, 100 responses were collected as the study sample. Theory of Planned Behavior (TPB) model was adopted for the purposes and context of this research topic. The statistics software platform Smart PLS Version 3.3.3 was selected for analysis of data to compute values used for descriptive statistics, validity and reliability tests, multicollinearity, coefficient of determination values, T-statistics values, and P-values for hypothesis testing. Overall, the results of this study showed that 3 of the research hypotheses were all significant and supported; namely Hypothesis 1(H1), Hypothesis 2 (H2) and Hypothesis 3 (H3). Overall, this study concluded that all hypotheses between Attitude (X1) and Purchase Intention (Y), Subjective Norm(X2) and Purchase Intention (Y), and between Perceived Behavioral Control (X3) and Purchase Intention (Y) are significant and supported.

Keywords: *Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention, Electric Vehicle, Theory of Planned Behavior.*

References: *91 (1981~2021).*