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Driving Green: The Role of Social Media eWOM and Planned Behavior in Electric Vehicle Purchase Intentions

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ABSTRACT

This study aims to investigate the influence of attitudes toward social media eWOM information, subjective norms, and perceived behavioral control on consumers' purchase intention for the Hyundai Ioniq electric vehicle in Padang City. The study is motivated by the rapid growth of Indonesia's electric vehicle market and the increasing role of digital information in shaping consumer behavior, highlighting a need to understand the psychological and social determinants of purchase intention. A causal research design was employed, using a purposive sampling technique to survey 190 respondents through an online questionnaire distributed via Google Forms and social media platforms. Data were analyzed using multiple linear regression, including validity, reliability, and classical assumption tests. The results indicate that subjective norms and perceived behavioral control significantly and positively affect purchase intention, while attitudes toward social media eWOM information do not have a significant impact. Furthermore, the three variables collectively explain 23% of the variance in purchase intention, suggesting that other contextual and economic factors may also contribute. The study contributes theoretically by confirming the applicability of the Theory of Planned Behavior in an emerging EV market and practically by informing marketing strategies and policy interventions. Future research should expand the geographic scope and incorporate additional mediating variables.

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INTRODUCTION

The automotive industry in Indonesia has experienced significant growth driven by economic development and shifting public transportation preferences. Amid increasing attention to sustainable mobility, a theoretical gap remains in understanding the determinants of consumer adoption of electric vehicles (EVs) in emerging markets. Previous studies have highlighted the role of government

policies and infrastructure readiness in accelerating EV adoption (Riansyah et al., 2024), yet limited research has comprehensively examined how these factors interact with consumer perceptions and behavioral intentions. Rising public awareness of environmental issues, alongside fiscal incentives such as VAT relief (PPN DTP) and luxury goods tax incentives (PPnBM DTP), has further stimulated the EV market (Direktorat Jenderal Pajak, 2025). Electric vehicles are considered more environmentally friendly due to lower emissions, higher energy efficiency, reduced maintenance costs, and smoother, more responsive driving performance (Aziz et al., 2020). Consequently, this study aims to provide a comprehensive understanding of the key factors driving EV adoption in Indonesia, contributing to both sustainable transportation research and the broader consumer behavior literature.

Data from the Indonesian Automotive Industry Association (GAIKINDO) indicates a significant increase in EV sales, from 17,051 units in 2023 to 103,931 units in 2025, representing approximately 12.93% of total national car sales (Gaikindo, 2025). However, growth is not uniform across models. For example, the Hyundai Ioniq, one of the best-selling EVs in 2023, declined to 950 units in 2025. This trend highlights that product advantages alone are insufficient to sustain consumer interest, especially amid intensifying competition. This situation underscores a fundamental problem: understanding the psychological and social factors that influence consumers' purchase intentions, particularly how digital information, such as electronic word-of-mouth (eWOM) on social media, shapes decision-making. The uncertainty surrounding these determinants emphasizes the need for in-depth research to identify the primary factors influencing purchase intention, thereby enabling more effective marketing strategies tailored to the dynamic EV market in Indonesia (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019).

The Theory of Planned Behavior (TPB) developed by Mun et al., (2025) is widely employed to understand consumer behavioral intentions. TPB posits that behavioral intention is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control. Previous research has confirmed TPB's suitability for explaining consumer behavior in the context of electric vehicles (Karuppiah & Ramayah, 2022; Tanwir, 2020). In the digital era, consumer attitudes are also shaped by information obtained through social media, particularly eWOM, which can affect beliefs and perceptions of EVs. Nyagadza et al. (2023) demonstrated that positive attitudes toward eWOM information significantly increase purchase intention. Therefore, analyzing attitudes toward eWOM alongside subjective norms and perceived behavioral control provides a more holistic understanding of consumer intentions. The literature underscores the necessity of integrating psychological and social factors within TPB to

account for the complexity of consumer behavior in emerging EV markets.

Empirical studies have produced mixed findings regarding factors affecting EV purchase intentions. Tanwir (2020) reported that subjective norms and green purchase attitudes do not significantly impact purchase intention, whereas Karuppiah & Ramayah (2022) found a significant positive influence. Similarly, Riverso et al. (2023) showed that attitude, subjective norms, and perceived behavioral control significantly affect intention. Conversely, Zayed et al. (2022) found that subjective norms and perceived behavioral control do not have a substantial impact. These conflicting results indicate that determinants of purchase intention are context-dependent and geographically variable. The research gap highlights the need for an in-depth examination of EV consumers in Indonesia, specifically Hyundai Ioniq users in Padang, to identify the primary drivers of purchase intention and provide empirical evidence that contributes to the literature on consumer behavior in sustainable transportation.

This study introduces novelty by integrating TPB's core constructs with the analysis of attitudes toward social media eWOM, an area sparsely examined in Indonesia. Previous research often analyzed consumer attitudes, subjective norms, and perceived behavioral control separately, limiting understanding of their combined effects. By focusing on Padang residents familiar with Hyundai Ioniq, the study provides contextual insights into consumer responses to EVs in mid-sized urban markets with emerging potential. The study further combines marketing and consumer behavior perspectives with empirical survey methods, offering practical recommendations for manufacturers and policymakers to develop targeted promotional strategies, enhance supporting infrastructure, and educate consumers to accelerate EV adoption. This integrative approach advances both academic theory and actionable knowledge for sustainable transportation development in Indonesia.

Completing this research is essential for bridging the gap between theory and practice in consumer behavior for EVs. Understanding the influence of attitudes toward eWOM, subjective norms, and perceived behavioral control allows manufacturers to tailor marketing campaigns, digital engagement strategies, and educational efforts to increase purchase intention. Additionally, findings can inform policymakers in designing effective infrastructure development and incentive schemes to support EV adoption. The study also contributes empirically to testing TPB's applicability in the Indonesian context, where consumer behavior is shaped by social norms and digital interactions. Furthermore, the study provides contemporary insights into EV adoption trends, offering a foundation for further research and a basis for practical interventions in the evolving automotive market.

Based on the preceding discussion, the primary research problem is: how do attitudes toward social media eWOM, subjective norms, and perceived behavioral control influence purchase intention for Hyundai Ioniq in Padang? The preliminary argument is that purchase intention is not solely determined by product characteristics but is also shaped by social interactions and consumers' perceptions of digital information. By simultaneously examining these factors, the study aims to identify the key determinants influencing consumer decision-making in a competitive EV market. This approach facilitates a deeper understanding of how online information and social influence collectively shape purchase intentions, offering actionable insights for marketing strategies and policy planning to expand EV adoption in Indonesia.

The expected contribution of this research is twofold. Practically, it can serve as a reference for EV manufacturers in designing marketing strategies that leverage social media and consumer interactions to increase purchase intentions. Academically, it enriches consumer behavior literature by integrating TPB with eWOM perspectives, offering a more comprehensive understanding of digital and social influences on purchase decisions. The study also provides a localized context specific to Hyundai Ioniq consumers in Padang, while offering opportunities to generalize findings to similar urban populations. Ultimately, the research enhances the understanding of consumer behavior in the digital era, where online information and social norms simultaneously inform purchasing decisions, bridging the gap between theory and practice in sustainable transportation adoption.

RESEARCH METHODS

This study employed a causal research design to investigate the cause-and-effect relationships between independent variables and the dependent variable, providing empirical evidence for the proposed hypotheses (Su et al., 2025). The design was selected because it is particularly suitable for hypothesis testing and for identifying both the strength and direction of relationships between variables through statistical analysis. By using a causal approach, this study aims to empirically examine how attitudes toward social media eWOM information, subjective norms, and perceived behavioral control influence consumers' purchase intentions toward the Hyundai Ioniq. This research design enables a systematic evaluation of the interconnections among variables, allowing the identification of direct, indirect, and combined effects, which is essential to advance understanding in consumer behavior and sustainable transportation adoption. The causal design also supports rigorous testing of theoretical assumptions derived from the Theory of Planned Behavior (Matthay et al., 2025) in a real-world context.

The study was conducted in Padang City, West Sumatra. This location was selected due to its growing potential in the automotive market and the increasing public interest in environmentally friendly vehicles, such as electric cars. Padang City represents a mid-sized urban environment where technological adoption and digital information access are rapidly increasing, making it a suitable setting to explore consumer responses to electric vehicles. Additionally, preliminary surveys indicated that residents of Padang possess a baseline familiarity with the Hyundai Ioniq and actively seek information about EVs through online channels, highlighting the relevance of the location for examining the relationships between digital information exposure, social influence, perceived behavioral control, and purchase intentions.

Data were collected using an online survey administered via Google Forms and distributed through social media platforms, including WhatsApp (Ward & Meade, 2023). The study employed a non-probability sampling approach, specifically purposive sampling, to select participants based on predetermined criteria: (1) residency in Padang City, (2) awareness or prior exposure to information regarding the Hyundai Ioniq, (3) interest in purchasing an electric vehicle, particularly the Hyundai Ioniq, and (4) engagement with reviews or information about the Hyundai Ioniq through online sources such as social media, YouTube, automotive websites, or other digital platforms. The required sample size was determined based on Hair (2019), recommending a minimum of ten respondents per research indicator. With 19 indicators used in this study, a minimum of 190 respondents was targeted to ensure the robustness and reliability of the statistical analyses.

The collected data were analyzed using IBM SPSS Statistics. The analysis procedure included reliability and validity tests to ensure the consistency and accuracy of the measurement instruments (Mbanaso et al., 2023; Nasir & Sukmawati, 2023). Classical assumption evaluations were conducted, encompassing normality, multicollinearity, and heteroscedasticity assessments, to confirm the suitability of the data for regression analysis. Finally, multiple linear regression analysis was employed to examine the effect of independent variables attitudes toward social media eWOM information, subjective norms, and perceived behavioral control on the dependent variable, purchase intention, both individually and collectively. This analytical approach enabled the identification of significant predictors and the quantification of their relative influence on consumer purchase behavior, providing empirical evidence for hypothesis testing.

RESULTS AND DISCUSSION

Results

This section presents the results of the study derived from the systematic data analysis conducted in accordance with the research objectives. The findings include empirical evidence regarding the relationships and effects among the variables examined, along with interpretations of the relevant statistical outputs. The presentation of these results is intended to provide a clear understanding of the study's key findings and to serve as a foundation for subsequent discussion and conclusion.

Table 1. Respondent Characteristics

Category	Item	Frequency	Percentage
Gender	Male	116	61,1
	Female	74	38,9
Age	20-25	51	26,8
	26-35	72	37,9
	> 36	67	35,3
Education	Senior High School	42	22,1
	S1 (Bachelor's degree)	113	59,5
	S2 (Master's degree)	30	15,8
	S3 (Doctoral degree/PhD)	2	1,1
	Others	3	1,5
Occupations	Private employees	27	14,2
	Government employees	38	20
	Entrepreneur	90	47,4
	TNI / Polri	2	1,1
	Others	33	17,3
Income	Rp 1.500.000 – Rp 5.000.000	24	12,6
	Rp 5.000.000 – Rp 8.000.000	78	41,1
	Rp 8.000.000 – Rp 10.000.000	63	33,2
	> Rp 10.000.000	25	13,2
Most Frequently Used Social Media	Instagram	55	28,9
	Facebook	37	19,5
	You tube	36	18,9
	TikTok	62	32,6
Social Media as Main Information Source	Instagram	54	28,4
	Facebook	36	18,4
	You tube	35	18,9
	TikTok	65	34,2

Based on Table 1, Most of the participants surveyed are male, amounting to a total of 116 individuals. (61.1%), In total, there are 74 female respondents (38.9%). According to the age, most of the respondents are aged 26–35 years old with 72 individuals (37.9%), followed by those aged over 36 with 67 individuals (35.3%) and those aged 20–25 with 51 individuals (26.8%). Regarding educational attainment, most of the participants hold a bachelor's degree (S1) with 113 individuals (59.5%), followed by senior high school graduates with 42

individuals (22.1%) and master's degree holders (S2) with 30 individuals (15.8%). In terms of occupation, most respondents are entrepreneurs with 90 individuals (47.4%), while based on income, the majority earn incomes ranging from Rp 5,000,000 and Rp 8,000,000 with 78 individuals (41.1%). In addition, TikTok is the most frequently used social media platform with 62 respondents (32.6%) and also serves as the main source of reference for 65 respondents (34.2%).

Validity Test

Table 2. Validity Test

Variables	Item	r-Count	r-Table	Decision
Attitude Towards SocialMedia eWOM Information (Nyagadza et al., 2023)	X1.1	0,821	0.142	Valid
	X1.2	0,839	0.142	Valid
	X1.3	0,762	0.142	Valid
Subjective Norms (Tanwir, 2020)	X2.1	0,752	0.142	Valid
	X2.2	0,746	0.142	Valid
	X2.3	0,701	0.142	Valid
	X2.4	0.767	0.142	Valid
	X2.5	0.683	0.142	Valid
Perceived Behavioral Control (Tanwir, 2020)	X3.1	0.717	0.142	Valid
	X3.2	0.679	0.142	Valid
	X3.3	0.693	0.142	Valid
	X3.4	0.674	0.142	Valid
	X3.5	0.668	0.142	Valid
	X3.6	0.562	0.142	Valid
Purchase Intention (Tanwir, 2020)	Y1	0.705	0.142	Valid
	Y2	0.727	0.142	Valid
	Y3	0.763	0.142	Valid
	Y4	0.726	0.142	Valid
	Y5	0.671	0.142	Valid

Referring to the table 2 above, the validity test oucomes present that every variable employed in this research holds validity. This is evidenced by the r-count values surpassing the r-table values. An indicator is valid when the r-count exceeds the r-table value. As a result, every item in the questionnaire that reflects the research variables satisfies the validity standards and is suitable for use as tools in gathering data.

Reliability Test

Table 3. Reliability Test

Variables	Cronbach's Alpha	Critical Value	Decision
Attitude Towards SocialMedia eWOM Information	0.734	0.6	Reliable
Subjective Norms	0.781	0.6	Reliable
Perceived Behavioral Control	0.747	0.6	Reliable
Purchase Intention	0.765	0.6	Reliable

Referring to the table 3 above, the reliability test outcomes present that every variable has a Cronbach's Alpha value > 0.6. A research tool is considered trustworthy when the Cronbach's Alpha value surpasses 0.6. Hence, all items in the questionnaire correlated to the research variables demonstrate reliability and can serve as consistent measurement instruments for this study, enabling the analysis to progress to the subsequent phase.

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			190
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.56020725
Most Extreme Differences	Absolute		.054
	Positive		.043
	Negative		-.054
Test Statistic			.054
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.191
	99% Confidence Interval	Lower Bound	.181
		Upper Bound	.201

Referring to the SPSS output in the table 4 presented above, the Kolmogorov–Smirnov (K-S) normality test indicates that the Asymp. Sig (2-tailed) value stands at 0.200, surpassing the 0.05 threshold. Data may be considered to follow a normal distribution if the sig. value from the K-S test is > 0.05. Consequently, the data utilized in this research able to be deemed normally distributed, signifying that the regression model's normality assumption has been satisfied.

Multicollinearity Test

Table 5. Multicollinearity Test

Variables	*Collinearity Statistics*		
	Tolerance	**VIF**	**Information**
Attitude Towards SocialMedia eWOM Information (X1)	0,731	1,369	There is no multicollinearity
Subjective Norms (X2)	0,703	1,422	There is no multicollinearity
Perceived Behavioral Control (X3)	0,700	1,429	There is no multicollinearity

Referring to the table 5 presented, the findings from the multicollinearity assessment indicate that each of the independent variables possesses VIF values under 10, alongside tolerance values exceeding 0.10. A good regression model should not indicate multicollinearity, which can be identified when the tolerance The value surpasses 0.10 while the VIF remains under 10. Consequently, the regression model utilized in this research can be deemed free from multicollinearity issues and compatible for further analysis.

Heteroscedasticity Test

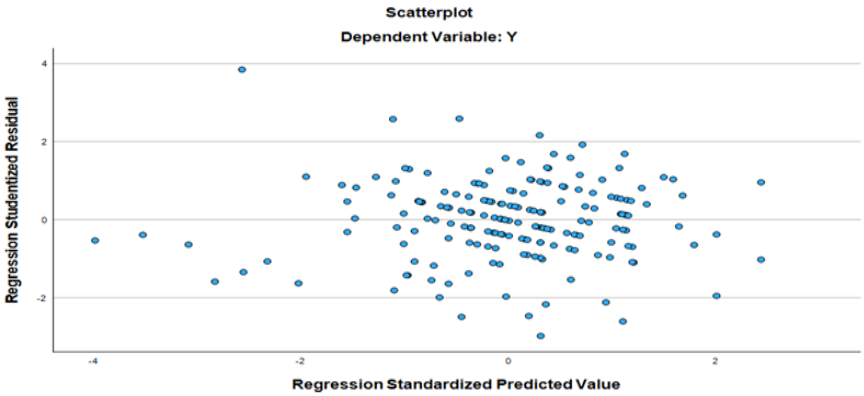

Figure 1. Scatterplot

Observing the scatterplot presented above, the points appear to be randomly distributed both below and above the 0 line on the Y-axis, lacking any distinct pattern. This scenario suggests that heteroscedasticity is absent in the regression model. Consequently, we can infer that the regression model utilized in this research meets the homoscedasticity assumption, making it appropriate for subsequent analysis.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test

Coefficientsa						
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics
Model	B	Std. Error	Beta	t	Sig.	Tolerance
1 (Constant)	8.477	1.460		5.805	<,001	
X1	-.056	.107	-.039	-.523	.602	.731
X2	.313	.073	.327	4.294	<,001	.703
X3	.237	.068	.266	3.493	<,001	.700

Referring to the outcomes displayed in the table 6 above of multiple linear regression analysis, the derived regression equation is such as: $Y = 8{,}477 - 0{,}056X_1 + 0{,}313X_2 + 0{,}237X_3$. Multiple linear regression analysis is employed to evaluate how 2 or more independent variables impact a single dependent variable. The equation indicates that attitude towards social media ewom information (X_1) has a regression coefficient of -0.056, subjective norms (X_2) has a coefficient of 0.313, and perceived behavioral control (X_3) has a coefficient of 0.237 on Purchase Intention (Y).

Partial Test (t-Test)

A t-test was managed to test the individual influence of every independent variable on the dependent variable, Purchase Intention (Y). Specifically, it examined how Attitude Towards Social Media eWOM Information (X1), Subjective Norms (X2), and Perceived Behavioral Control (X3) affect Y separately. In this study, the t-table value was established using a sig. level of 5%, with the degrees of freedom calculated by the formula df = n − k − 1, where n denotes the sample size and k represents the number of independent variables.With 190 respondents and three independent variables, the degree of freedom is df = 190 − 3 − 1 = 186, resulting in a t-table value of 1.972. This value is used as a reference to compare with the t-count in determining the significance of the independent variables.

Table 7. Partial Test (t)

Coefficientsa						
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics
Model	B	Std. Error	Beta	t	Sig.	Tolerance
1 (Constant)	8.477	1.460		5.805	<,001	
X1	-.056	.107	-.039	-.523	.602	.731
X2	.313	.073	.327	4.294	<,001	.703
X3	.237	.068	.266	3.493	<,001	.700

According to the test findings at table 7 above, the Attitude Towards Social Media eWOM Information (X1) presents a t-value of -0.523 alongside a significance value of 0.602. Given that the t-count (-0.523) falls short of the t-table value (1.972) and the sig. value (0.602) exceeds 0.05, we can deduce that this variable does not have a significant impact on Purchase Intention. Hence, the first hypothesis (H1) is dismissed. In contrast, Subjective Norms (X2) exhibits a t-value of 4.294 with a significance value of 0.001. Here, the t-count (4.294) surpasses the t-table value (1.972), and the sig. value is < 0.05, it able to be stated that Subjective Norms have a significant and positive impact on Purchase Intention. Therefore, the second hypothesis (H2) is supported. Perceived Behavioral Control (X3) presents a t-value of 3.493 with a sig. value of 0.001. Since the t-count (3.493) exceeds the t-table value (1.972) and the sig. value is < 0.05, it able to be stated that Perceived Behavioral Control has a significant andd positive impact on Purchase Intention.

Simultaneous Test (F Test)

Table 8. Simultaneous Test (F Test)

ANOVA[a]						
Model	Sum of Squares		df	Mean Square	F	Sig.
1	Regression	396.411	3	132.137	19.839	<,001[b]
	Residual	1238.831	186	6.660		
	Total	1635.242	189			

Derived from the F-test outcomes displayed in the table 8, the calculated F-value stands at 19.839, accompanied by a sig. level of 0.001. In contrast, the F-table value at a 5% significance level is noted to be 2.65. When the F-count surpasses the F-table threshold and the sig. level drops below 0.05, it indicates that the independent variables exert a significant affect collectively on the dependent variable. Consequently, we can conclude that attitudes toward social media eWOM information, subjective norms, and perceived behavioral control all significantly impact the purchase intentions for the Hyundai Ioniq electric car in Padang City.

Determinant Coefficient Test

Table 9. Test of Determination Coefficient

Model Summary[b]						
					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	.492[a]	.242	.230	2.58077	.242	19.839

Referring to the table 9 above, the analysis results indicate that the Adjusted R Square value is 0.230 (23.0%), meaning that the independent variables attitude toward social media eWOM information, subjective norms, and perceived behavioral control collectively explain 23.0% of the variance in Purchase Intention. This level of explanatory power can be considered moderate, suggesting that while the model captures key determinants in line with the Theory of Planned Behavior (TPB), a substantial proportion (77.0%) of the variance remains unexplained. This implies that other factors, such as trust, perceived risk, brand familiarity, or platform-related features, may also play a significant role in shaping purchase intention in a digital context.

In relation to the individual effects, variables that show significant influence reinforce the TPB assumption that behavioral intention is driven by

cognitive and social factors, whereas any insignificant relationships may indicate contextual limitations, such as differences in consumer experience, information overload, or varying levels of digital literacy. Therefore, these findings not only support existing theory but also highlight the need to extend the model by incorporating additional variables to better capture consumer behavior in social commerce environments. The coefficient of determination reflects the extent to which independent variables explain variations in the dependent variable, and in this study, it underscores both the relevance and the limitations of the proposed model.

Discussion

The findings of this study offer meaningful contributions to the understanding of how key constructs of the Theory of Planned Behavior (TPB) relate to consumers' purchase intention regarding the Hyundai Ioniq electric vehicle, and these results can be contextualized within the existing literature. First, this study found that attitude toward social media eWOM information did not significantly influence purchase intention. While TPB posits that attitude is a central determinant of intention (Ngo et al., 2024; Parveen & Chaudhary, 2025), this result diverges from numerous studies that report significant effects of attitude on purchase intention in the context of electric vehicle adoption (Karuppiah & Ramayah, 2022; Riverso et al., 2023). However, some prior research also reveals inconsistent effects of attitude when digital information is the focal source. For instance, Mican & Sitar-Taut (2024), in a Scopus-indexed study on electric vehicle adoption, found that the mere presence of positive online information does not guarantee increased purchase intention unless accompanied by trust in source credibility and perceived usefulness, which aligns with the current finding that attitude alone based solely on exposure to eWOM may not be sufficient to drive behavioral intention.

In contrast, this study shows that subjective norms have a positive and statistically significant influence on purchase intention. This finding aligns with TPB theory, which contends that expectations and pressures from significant others shape individual intentions. The role of subjective norms is also supported by Parveen & Chaudhary (2025) and Riverso et al. (2023), which demonstrated that social pressure and approval from close social circles significantly influence consumer decisions regarding environmentally friendly technologies. Scopus-indexed research by Zhang et al. (2022) corroborates this outcome, showing that social norms exert a strong influence on intention to adopt sustainable products, including EVs, especially in collectivist cultural settings where group consensus is valued. This reinforces the notion that normative influence may outweigh individual attitudinal beliefs formed through eWOM in

contexts similar to Padang City.

Furthermore, the results indicate that Perceived Behavioral Control (PBC) positively and significantly affects purchase intention, which is consistent with both TPB and prior evidence in the literature. In the context of electric vehicles, PBC includes perceptions of financial capability, ease of access to charging infrastructure, and availability of information (Zheng et al., 2025; Riverso et al., 2023; Tanwir, 2020). This finding is corroborated by Scopus-indexed studies such as Mun et al. (2025), who reported that higher perceived control including affordability and available resources significantly enhances intention to adopt EVs. Similarly, Ngoc et al. (2023) found that perceived ease of use and control over purchasing logistics strongly predict EV adoption intention, supporting the present result. Collectively, this indicates that consumers who feel more capable of engaging in the purchase behavior tend to form stronger intentions.

From a theoretical perspective, the present findings extend TPB applications by illustrating that when digital information sources such as eWOM are considered, attitude may not independently predict intention without mediating factors such as perceived credibility and source trustworthiness. Several Scopus-indexed reviews in consumer behavior highlight that eWOM influences intentions more reliably when integrated with trust and perceived value constructs (Ngo et al., 2024; Souki et al., 2024). Therefore, the insignificant effect of attitude in this study signals an opportunity for future research to incorporate additional cognitive constructs such as credibility, information quality, or perceived informativeness to better explain how digital information shapes consumer intention within TPB frameworks. This also suggests that the predictive power of attitude may be moderated by contextual factors, such as cultural norms and market maturity.

Practically, these findings have important implications for both marketers and policymakers. For automotive manufacturers and electric vehicle providers, the results suggest that strategies aimed at strengthening positive social influence and enhancing consumers' perceived ability to purchase (through financing incentives and infrastructure development) will be more effective than merely increasing eWOM visibility. Practitioners should consider integrating testimonials from respected community figures, social proof mechanisms, and peer endorsements into marketing communications to leverage subjective norms. In addition, improving the accessibility of charging stations, subsidized pricing, and transparent financing options can strengthen perceived control, thereby increasing purchase intention. For policymakers, efforts to facilitate infrastructure expansion and incentivize adoption may indirectly enhance subjective norms and perceived control, contributing to broader EV adoption goals.

CONCLUSION

The findings of this study indicate that consumer purchase intention for the Hyundai Ioniq electric vehicle in Padang City is predominantly shaped by subjective norms and perceived behavioral control, whereas attitudes toward social media eWOM information do not significantly influence purchase intention. This highlights that social influences from family, friends, and peers, alongside consumers' perceptions of their own resources and capabilities, play a more substantial role in driving the intention to adopt electric vehicles than digital information alone. The study further reveals that the combined effect of attitude, subjective norms, and perceived behavioral control accounts for 23% of the variance in purchase intention, suggesting that while these psychological factors are significant, other contextual, economic, and personal factors may also affect consumers' decisions. The practical lesson from this research is that fostering social support and enhancing consumers' confidence in their ability to purchase EVs are essential strategies for promoting sustainable vehicle adoption. These insights can inform marketing initiatives, policy development, and educational campaigns to strengthen the uptake of electric vehicles in similar urban contexts.

This research contributes to the academic understanding of the Theory of Planned Behavior by empirically demonstrating its applicability in the context of environmentally friendly vehicle adoption in Indonesia. By integrating TPB constructs with attention to digital social influence, the study provides evidence that normative pressures and perceived control are particularly relevant for shaping purchase intention, offering both theoretical and practical implications for consumer behavior and sustainable mobility literature. Nevertheless, the study has several limitations. The sample was restricted to respondents from Padang City, limiting generalizability to other regions, and the exclusive use of a quantitative approach may have overlooked deeper psychological and contextual factors influencing decisions. Future research is recommended to expand the geographical scope, incorporate qualitative methods, and examine additional variables such as trust in information sources, perceived risk, or price sensitivity to gain a more comprehensive understanding of the determinants of electric vehicle adoption.

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