CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics WEB OF SCIENCE

THE INFLUENCE OF SITUATIONAL FACTORS (INTERPERSONAL INFLUENCE, VISUAL APPEAL, PORTABILITY) AND REACTION FACTORS (HEDONIC BROWSING AND UTILITARIAN BROWSING) ON IMPULSIVE BUYING IN SHOPEE USERS

Volume: 7
Number: 1
Page: 08 - 14

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Article History:
Received: 2025-11-02
Revised: 2025-12-18
Accepted: 2026-01-15

Abstract:
The year-end shopping campaign succeeded in encouraging many consumers to access mobile commerce. One of the mobile commerce platforms that carries out this campaign is Shopee. Shoppe reported that the campaign managed to increase orders for local products up to six times from before. Looking at consumer behavior formed during online shopping festivals, two online shopper personalities were found, which were reflected in this research, namely the planned shopper and the impulsive shopper. From the survey, it is known that 42 percent of planned shoppers admit to spending more during online shopping festivals. This study aims to determine the influence of situation factors (interpersonal influence, visual appeal, portability) and reaction factors (hedonic browsing and utilitarian browsing) on Impulsive buying on Shopee users. Collecting research data by distributing online questionnaires to 400 respondents and processing data using PLS-SEM. The results showed that all hypotheses were accepted except Visual Appeal, which did not have a positive and significant effect on Utilitarian Browsing, and Portability did not have a positive and significant effect on Hedonic Browsing.
Keywords: Hedonic Browsing; Interpersonal Influence; Portability; Utilitarian Browsing; Visual Appeal

INTRODUCTION

With the advancement of information technology, the internet has become a necessity for society. With the advent of internet technology, various platforms have emerged to support today's human needs. One such platform is the emergence of mobile commerce, or m-commerce (Purwanto, 2021). The development of m-commerce has led to intense competition in Indonesian marketplaces, offering a variety of features (Ramadhani, 2021). Shopee is one of the marketplaces with the highest number of visits compared to its competitors. One strategy is to hold monthly promotional campaigns (Dihni, 2022) regularly.

Online shopping festival campaigns offer discounts, free shipping with no minimum purchase, cashback, and flash sales, all of which can increase impulse buying among marketplace app users (Pingit, 2020). Impulse buying is a form of purchasing motivation, consisting of hedonic and utilitarian motivations (Wahyuni & Rachmawati, 2018). Hedonic motivation refers to consumers' shopping motivation, driven by the pleasure of shopping, which disregards the benefits of the product being purchased. Utilitarian motivation, on the other hand, is based on shopping efficiency and logical evaluation of product information throughout the shopping process (Santoso et al., 2019).

Online shopping is increasingly popular due to the convenience of transactions and the promotions offered during online shopping festivals. Online shopping festivals hosted by Shopee

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offer numerous promotions, discounts, and free shipping, which encourage impulsive purchases. A survey by The Trade Desk examining consumer behavior during online shopping festivals revealed two distinct online shopper personalities: planned shoppers and impulsive shoppers. However, during online shopping festivals, some of these planned shoppers become impulsive, as evidenced by a nearly twofold increase in the proportion of impulsive shoppers (Salsabila & Suyanto, 2022).

The Shopee 11.11 Big Sale campaign has attracted many enthusiastic shoppers through the Shopee app. Therefore, browsing is one way to find information about products you want to buy. When browsing, visual appeal, portability, and interpersonal influence are important factors in the urge to buy impulsively. Portability, especially the ease of access anytime and anywhere, is the reason customers choose m-commerce for shopping. Visual appeal is also important so that customers can easily search with a neatly arranged display on m-commerce. Likewise, interpersonal influence plays a significant role in individual purchasing behavior when receiving recommendations from other consumers. Consumers usually have specific goals in browsing or seek satisfaction. Hedonic browsing is related to consumers who seek information simply for pleasure (Zheng et al., 2019). Therefore, this study aims to examine the influence of situational factors (interpersonal influence, visual appeal, and portability) and reaction factors (hedonic browsing and utilitarian browsing) on impulsive buying among Shopee users.

Source: Gaikindo (2022)

Figure 1. Wholesale Electric Vehicles in Indonesia

EV Purchase Motivation. Public attitudes and preferences toward electric cars must be considered when developing the electric car market. Electric car manufacturers must address not only the technological issues involved but also the social issues related to consumers. Consumer acceptance is crucial to the success of electric cars (Ozaki & Sevastyanova, 2011). This is because electric cars are a new innovation in the automotive industry, and consumers tend to be resistant to new technologies perceived as unfamiliar and unproven. In this context, consumer acceptance of technology is considered the intention to adopt, use, or support its development (Ajzen, 1991).

To determine the public's intention to adopt EVs, it is crucial to understand their purchasing motivations. One theory used is Maslow's Hierarchy of Needs, which explains that specific needs drive a person's actions at a specific time. This is because human needs are arranged in a hierarchy from the most basic to the most high-level (Hopper, 2020). Maslow's Hierarchy of Needs Theory aligns with the objective of this study, which is to determine EV Purchase Motivation in Indonesia.

This study replicates the research conducted by Cui et al. (2021). This study adapted Maslow's Hierarchy of Needs Theory to determine consumer purchase motivations for electric vehicles in

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China. The study investigated EV purchase motivation using Maslow's Hierarchy of Needs Theory, which consists of price consciousness, social influence, environmental concern, self-esteem, and openness to experience.

Price Consciousness. Based on Maslow's Hierarchy of Needs Theory, individuals with basic needs such as food, clothing, and shelter are more susceptible to price consciousness. Individuals are less willing to pay if a product or service does not meet their needs. Price is a determining factor in car purchases. Consumers will be unwilling to pay if the available product or service does not meet their needs (Cui et al., 2021). Furthermore, price is also an economic factor that consumers consider when purchasing goods or services (Cecere et al., 2018).

In some cases, price determines a customer's willingness to trade off benefits against the price paid to purchase a product or service (Wang et al., 2019). Car price is one of the main factors that creates or diminishes consumer interest in purchasing environmentally friendly cars. Furthermore, price is relative to consumer income and is a key determinant of car purchase due to consumer budget constraints (Chowdhury et al., 2016). Sierzchula et al. (2014) stated that price is a financial barrier to electric car adoption. Consumers are more likely to purchase electric cars when the price is relatively low. The first hypothesis based on this explanation is:

H1: Price Consciousness has a significant negative effect on EV Purchase Motivation in Indonesia.

Environmental Concern. Environmental concern is a psychological prerequisite closely related to the need for safety (Cui et al., 2021). Environmental concern is associated with an individual's level of interest in environmental issues. Environmental awareness will encourage consumers to reduce their energy consumption. Behaviors demonstrated through consumer personality toward the environment generally indicate that environmental values and concern are key determinants of environmentally friendly consumption (Hartmann & Apaolaza-Ibáñez, 2012).

Consumers who are more environmentally concerned will demonstrate a strong desire to reduce their carbon footprint and intend to drive environmentally friendly cars. The environmental friendliness of electric cars and the feelings of pleasure and comfort they provide to users will increase consumer motivation to adopt electric cars (Han et al., 2017). The second hypothesis based on this explanation is:

H2: Environmental concern has a significant positive influence on EV purchase motivation in Indonesia.

Social Influence. Social influence is a person's willingness to conform to norms set by peers. This is because humans are social creatures and interact with one another. Through these interactions, people gain information about their options. Therefore, individual decisions can be influenced by their social networks, as they become aware of new alternatives (Kim et al., 2014). Based on Maslow's hierarchy of needs theory, individuals with a need for affiliation will prefer to purchase products or services recommended by their peers. Someone with a need for affiliation will consider social influence as a factor influencing their motivation to purchase an electric car (Cui et al., 2021). The third hypothesis based on this explanation is:

H3: Social Influence has a significant positive influence on EV Purchase Motivation in Indonesia.

Self-Esteem. Self-esteem is defined as a self-evaluation of one's own image. Individuals with high self-esteem enjoy receiving recognition from others. Individuals desire to purchase luxury goods or well-known products to enhance their self-esteem. A person's level of self-esteem will motivate EV purchases to satisfy self-esteem needs. In other words, individuals with high self-confidence may purchase an electric car to receive social recognition and recognition from others

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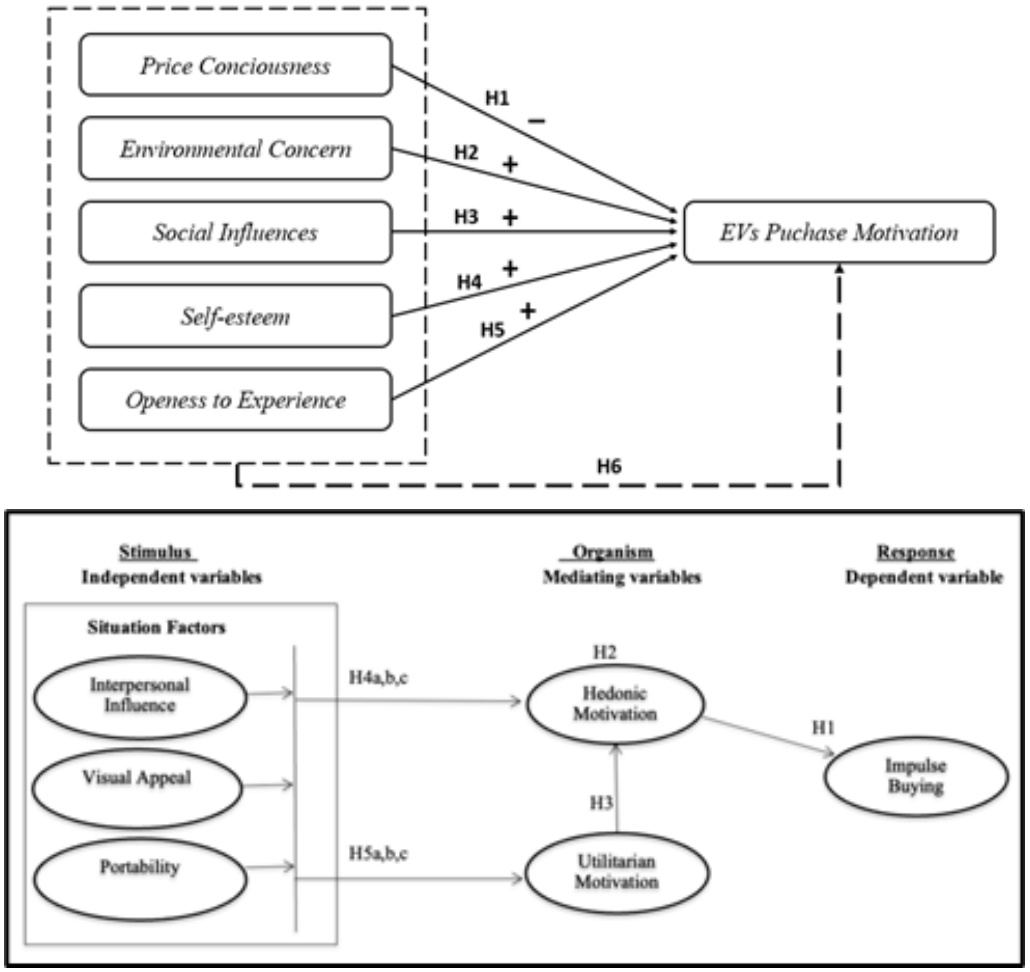
(Cui et al., 2021). People tend to purchase luxury goods to make them feel good and valuable. They experience a sense of satisfaction and fulfillment when purchasing these luxury goods (Truong & McColl, 2011). The fourth hypothesis, based on this explanation, is:

H4: Self-Esteem has a significant positive influence on EV Purchase Motivation in Indonesia.

Openness to Experience. The fifth factor is openness to experience. Openness to experience can be linked to curiosity, creativity, and a preference for variety and novelty (Gustavsen & Hegnes, 2020). Someone who is open to experience or needs to learn about new technologies. Openness to experience is related to curiosity, creativity, and a preference for variety and novelty. Electric cars introduce new technology to the automotive industry by providing a unique experience for users. Individuals with a high level of openness to experience will be more motivated to purchase an electric car (Cui et al., 2021). The fifth hypothesis based on this explanation is:

H5: Openness to Experience has a significant positive influence on EV Purchase Motivation in Indonesia.

Based on this research problem formulation, the conceptual framework for this study can be seen in Figure 2.



Source: Cui et al. (2021)

Figure 2. Research Framework

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METHODS

Research Design. This study examines the influence of price consciousness, environmental concern, social influences, self-esteem, and openness to experience on EV purchase motivation in Indonesia. This study employed a descriptive causal approach using quantitative methods. Quantitative research is conducted by examining the relationships between variables to test theories. This study utilized research instruments and statistical data analysis, with the aim of testing predetermined hypotheses. This study emphasizes the breadth of information, making it suitable for use with large populations with limited variables (Creswell & Creswell, 2018:41; Sugiyono, 2017:23)

Population and Sample. A population is the entire group of people, events, or objects that interest researchers. A population refers to the entire group of events, people, or things of interest that researchers wish to investigate (Indrawati, 2015:164; Sekaran & Bougie, 2016:236). The population in this study is an unknown number of motor vehicle consumers. Because the population size is unknown, based on the Bernoulli equation with a 5% error rate, the minimum sample size for this study is 385 respondents.

Data Collection Technique. In this study, the data collection technique used was non-probability sampling. According to Sugiyono (2017:142), non-probability sampling is a technique that does not provide equal opportunity for each element or member of the population to be selected as a sample. The sampling method used in this study was purposive judgment sampling. Purposive judgment sampling is a sampling technique based on specific considerations (Sugiyono, 2017). The sample criteria for this study were as follows:

1. Respondents domiciled in Indonesia.
2. Respondents aged 17 years and over.
3. Motorized vehicle users.
4. Knowledge of electric vehicles.

A questionnaire was used as a tool to obtain information from respondents. The questionnaire was distributed using Google Forms. The measurement scale used was a Likert scale with five response alternatives, ranging from strongly disagree to agree (Sekaran & Bougie, 2016:207).

Data Analysis. The data analysis methods used in this study included validity testing, reliability testing, classical assumption testing, and multiple linear regression using SPSS Statistics 26 software.

According to Cooper and Schindler (2014:257), validity is the degree of accuracy between the actual data on the research object and the data used in the study. The validity test was calculated using Pearson Product-Moment. This test uses the Pearson formula, which compares r-count to r-table. With n = 30 respondents, the r-table value was 0.361.

According to Cooper and Schindler (2014:260), reliability testing is an estimate of the extent to which measurement results using the same object will produce the same data. Sekaran and Bougie (2016:290) explain that Cronbach's alpha is used to test reliability. Generally, the critical limit for Cronbach's alpha is 0.60.

The classical assumption tests conducted in this study include normality, multicollinearity, and heteroscedasticity. The normality test is conducted to determine whether the residual values are normally distributed. Statistically, the Kolmogorov-Smirnov test can be used. If the Asymp.sig value is greater than the significance value (0.05), the data are considered normally distributed. The multicollinearity test aims to determine whether or not there are symptoms of multicollinearity in multiple regression by examining the Variance Inflation Factor (VIF) and Tolerance values. If the Tolerance value is greater than 0.20 and the VIF is less than 4, multicollinearity is not present

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(Indrawati, 2015:157). The heteroscedasticity test is used to determine whether there is inequality in the variance of residuals from one observation to another. The Glejser test is performed by regressing all independent variables against their absolute residual values. The residual is the difference between the observed and predicted values, while the absolute is the absolute value. If the significance of the independent variable is below 0.05 (sig < 0.05), there is an indication of heteroscedasticity (Indrawati, 2015:191).

Multiple linear regression analysis was conducted to determine the effect of price consciousness, environmental concern, social influences, self-esteem, and openness to experience on EV Purchase Motivation in Indonesia. The regression model used is as follows:

$$\mathbf{Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 \pm e}$$

Information:

Y = EV Purchase Motivation
e = Nuisance Variable
a = Constant
b = Regression Coefficient
X1 = Price consciousness
X2 = Environmental concern
X3 = Social influence
X4 = Self-esteem
X5 = Openness to experience

Furthermore, partial and simultaneous hypothesis testing was conducted. The hypotheses in this study are (1) Price Consciousness has a significant negative influence on EV Purchase Motivation. (2) Environmental Concern has a significant positive influence on EV Purchase Motivation in Indonesia. (3) Social Influence has a significant positive influence on EV Purchase Motivation in Indonesia. (4) Self-esteem has a significant positive influence on EV Purchase Motivation in Indonesia. (5) Openness to Experience has a significant positive influence on EV Purchase Motivation in Indonesia. (6) Maslow's hierarchy of needs influences EV Purchase motivation in Indonesia.

RESULT AND DISCUSSION

Respondent Demographics. A complete demographic profile is presented in Table 1. Of the 385 respondents, 281 were predominantly male. Age-wise, 97 respondents were aged 47-56. Education-wise, 191 respondents had a bachelor's degree. Car ownership-wise, 195 respondents owned one car. Occupation-wise, 195 respondents worked as civil servants or private sector employees. Monthly income-wise, 116 respondents earned less than Rp8,000,000. Residential location-wise, 267 respondents resided in urban areas.

Table 1. Sample Demographic Profile (N=385)

Variable	Category	Respondents	Percentage
Gender	Male	281	72.99%
	Female	104	27.01%
Age	17-26 Years	76	19.74%
	27-36 Years	68	17.66%
	37-46 Years	91	23.64%
	47-56 Years	97	25.19%
	Above 56 Years	53	13.77%

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Variable	Category	Respondents	Percentage
Level of education	Junior High School	0	0.00%
	High School	56	14.55%
	D1-D4	27	7.01%
	Bachelor's Degree	191	49.61%
	Master's Degree	98	25.45%
	Doctoral Degree	13	3.38%
Marital status	Single	85	22.08%
	Married	300	77.92%
Vehicle Ownership	0	19	4.94%
	1	195	50.65%
	2	133	34.55%
	>2	38	9.87%
Monthly Income	Under Rp8,000,000	116	30.13%
	Rp8,000,001-16,000,000	91	23.64%
	Rp16,000,001-24,000,000	66	17.14%
	Rp24,000,001-32,000,000	28	7.27%
	Above Rp32,000,001	84	21.82%
Work	College Students	65	16.88%
	Civil Servants/	195	50.65%
	Private Sector	63	16.36%
	Self-Employed	2	0.52%
	Housewives	22	5.71%
	State-Owned Enterprise Employees	1	0.26%
	Employees Regional-Owned Enterprise	15	3.90%
	Doctor	1	0.26%
	Lecturer	2	0.52%
	Consultant	18	4.68%
	Retiree	1	0.26%
Residence	Professional	267	69.35%
	City	118	30.65%

Source: Author's Editing, 2022

Validity and Reliability Testing. The validity test was conducted using the Pearson Product-Moment test. This test uses the Pearson formula, which compares the calculated r with the table r. With n = 30 respondents, the table r value was obtained as 0.361.

The reliability test was conducted by examining the Cronbach's Alpha value. Generally, the critical limit for Cronbach's alpha is 0.60. The results of the validity and reliability tests can be seen in Table 2.

Table 2. Validity and Reliability Test Results

Variable	Question Items	Cronbach's Alpha	Pearson's Moment
Price Consciousness (PC)	PC1	0,654	0,756
	PC2		0,813
	PC3		0,749
Environmental Concern (EC)	EC1	0,867	0,834
	EC2		0,917

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Variable	Question Items	Cronbach's Alpha	Pearson's Moment
	EC3		0,819
	EC4		0,571
	EC5		0,797
Social Influence (SI)	SI1	0,893	0,831
	SI2		0,943
	SI3		0,949
Self-Esteem (SE)	SE1	0,916	0,904
	SE2		0,924
	SE3		0,920
	SE4		0,844
	SE5		0,729
Openness to Experience (OE)	OE1	0,627	0,762
	OE2		0,843
	OE3		0,680
Purchase Motivation (PM)	PM1	0,819	0,834
	PM2		0,918
	PM3		0,831

Source: Author's Process, 2022

Based on the results of the validity and reliability analysis in Table 2, the six variables and all questionnaire items are valid and reliable. This is because, based on the validity test results, all variables have a calculated r value > r table, thus all questionnaire items in this variable are declared valid. Meanwhile, the reliability test results for the six indicators conducted by the researcher using 30 respondents were declared reliable because the Cronbach's Alpha value was > 0.6; thus, all six variables were deemed reliable.

Classical Assumption Test. The normality test was conducted using the Kolmogorov-Smirnov test. Based on the test results, a significance value of 0.076 was obtained, greater than 0.05, indicating that the data were normally distributed.

The multicollinearity test showed that the VIF value for the Price Consciousness (X1) variable was 1.203 <4 and tolerance was 0.831 >0.20, the VIF value for the Environmental Concern (X2) variable was 1.410 <4 and tolerance was 0.709 >0.20, the VIF value for the Social Influence (X3) variable was 1.843 <4 and tolerance was 0.543 >0.20, the VIF value for the Self Esteem (X4) variable was 1.854 <4 and tolerance was 0.539 >0.20, and the VIF value for the Openness to Experience (X1) variable was 1.405 <4 and tolerance was 0.712 >0.20. Therefore, there is no multicollinearity in these five variables. Meanwhile, the heteroscedasticity test found a significant value for the Price Consciousness (X1) variable of 0.551 > 0.05, the Environmental Concern (X2) variable of 0.616 > 0.05, the Social Influence (X3) variable of 0.998 > 0.05, the Self-Esteem (X4) variable of 0.469 > 0.05, and the Openness to Experience (X5) variable of 0.214 > 0.05. Therefore, these five variables do not exhibit heteroscedasticity.

Multiple Linear Regression. Based on the results of the multiple linear regression analysis, the R-square value was 0.310, indicating that price consciousness, environmental concern, social influences, self-esteem, and openness to experience influence EV Purchase Motivation by 31%. Meanwhile, the remaining (100% - 31% = 69%) is influenced by other variables outside those used in this study.

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Table 3. Results of Multiple Linear Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.273	0.944		4.525	0.000
	Price Consciousness	-0.156	0.062	-0.117	-2.501	0.013
	Environmental Concern	0.205	0.037	0.283	5.586	0.000
	Social Influences	-0.016	0.057	-0.017	-0.286	0.775
	Self Esteem	0.147	0.035	0.246	4.239	0.000
	Openness to Experience	0.248	0.065	0.192	3.806	0.000

a. Dependent Variable: Purchase Motivation

Source: Author's Editing, 2022

Based on the results of the multiple linear regression analysis in Table 3, the constant value was 4.273, and the regression coefficients for the independent variables were -0.156 (X1), 0.205 (X2), -0.016 (X3), 0.147 (X4), and 0.248 (X5). Thus, a multiple linear regression equation can be formed as follows:

$$\mathbf{Y = 4.273 - 0.156X1 + 0.205X2 - 0.016X3 + 0.147X4 + 0.248X5 \pm e}$$

Where:

Y = EV Purchase Motivation
e = Interfering Variable
X1 = Price Consciousness
X2 = Environmental Concern
X3 = Social Influence
X4 = Self-Esteem
X5 = Openness to Experience

Partial Hypothesis Testing. Partial hypothesis testing is conducted to determine the significance of the influence of an independent variable on the dependent variable using a t-test. Based on the analysis results in Table 3, it can be seen that Price Consciousness (X1) has a significant influence. This is evident from the calculated t value, which is greater than the t table (2.501>1.966) with a negative relationship, so the hypothesis is accepted.

Furthermore, the Environmental Concern variable (X2) had a significant effect, as evidenced by the calculated t value being greater than the t table (5.586>1.966) with a positive correlation, thus accepting the hypothesis.

Meanwhile, the Social Influences variable (X3) did not have a significant effect, as evidenced by the calculated t value being less than the t table (0.286<1.966) with a negative correlation, thus rejecting the hypothesis.

Furthermore, the Self-Esteem variable (X4) had a significant effect, as evidenced by the calculated t value being greater than the t table (4.239>1.966) with a positive correlation, thus accepting the hypothesis.

Finally, the Openness to Experience variable (X5) had a significant effect, as evidenced by the calculated t value being greater than the t table (3.806>1.966) with a positive correlation, thus accepting the hypothesis.

Simultaneous Hypothesis Testing. The F-test is used to determine whether there is a simultaneous effect between the independent variables on the dependent variable. The results of the F-test can be seen in Table 4.

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Table 4. F-test Results

ANOVA[a]						
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	729.176	5	145.835	34.043	.000[b]
	Residual	1623.579	379	4.284		
	Total	2352.755	384			

a. Dependent Variable: Purchase Motivation
b. Predictors: (Constant), Openness to Experience, Social Influences, Price Consciousness, Environmental Concern, Self-Esteem

Source: Author's Editing, 2022

Based on Table 4, the F-test results show that the calculated F-value is greater than the F-table value (34.043 > 2.627) and the significance value (Sig.) is less than 0.05 (0.000 < 0.005). This indicates that H0 is rejected and H1 is accepted, indicating a significant simultaneous influence between the independent variables on the dependent variable, EV Purchase Motivation, in Indonesia.

The variable with the most significant influence on EV Purchase Motivation is Openness to Experience. Openness to Experience has a positive and significant effect on EV Purchase Motivation. These results are supported by previous research by Cui et al. (2021), which found a positive and significant relationship between openness to experience and EV Purchase Motivation. Luchs and Mooradian (2012) argue that openness to experience influences attitudes and behaviors related to social and environmental responsibility. Milfont and Sibley (2012) argue that openness to experience is the trait most strongly associated with environmental engagement.

The second variable with the most significant influence on EV Purchase Motivation is Environmental Concern. Environmental Concern has a positive and significant effect on EV Purchase Motivation. These results are supported by previous research by Cui et al. (2021), which found a positive and significant relationship between environmental concern and EV Purchase Motivation. This demonstrates that the need for safety in environmental issues motivates EV purchases (Cui et al., 2021). Carley et al. (2016) argue that stronger pro-environmental attitudes are associated with greater interest in PHEV vehicles, as consumers believe that PHEVs can reduce dependence on fuel, provide benefits related to technological innovation, and have an environmental image effect.

The third variable with the most significant influence on EV Purchase Motivation is Price Consciousness. Price consciousness has a negative and significant effect on EV Purchase Motivation. These results align with research conducted by Cui et al. (2021) stated that there is a negative and significant relationship between price consciousness and EV purchase motivation. Weisstein et al. (2014) argued that price-conscious consumers will hesitate to purchase green products over conventional products. Consumers require discounts (i.e., paying less) to purchase green products. However, when purchasing a vehicle, consumers also consider the total cost of ownership, which takes into account the total costs incurred over the life of the vehicle (Parker et al., 2021). Compared to conventional vehicles, EVs have lower operating costs and a lower total cost of ownership (Ozaki & Sevastyanova, 2011; Parker et al., 2021). Price is also a factor that significantly influences Indonesian consumers' car purchasing decisions (Anggraeni & Sharif, 2015; Purnawan & Trianasari, 2019).

The fourth variable with the most significant influence on EV purchase motivation is self-esteem. Self-esteem has a positive and significant effect on EV purchase motivation. These results are supported by previous research by Cui et al. (2021), which found a positive and significant

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relationship between self-esteem and EV purchase motivation. This demonstrates that consumers purchase products to satisfy their self-esteem needs, such as luxury goods or well-known products. This finding is further supported by research by Maden and Köker (2013), which found a positive and significant relationship between self-esteem and consumer hedonic consumption.

Finally, social influences have an insignificant effect on EV Purchase Motivation. Social influences have a negative and insignificant effect on EV Purchase Motivation. This result contradicts research conducted by Cui et al. (2021), which showed that social influences have a significant and positive effect on EV Purchase Motivation, although with the smallest effect among other variables. This could be due to several factors. Cheung et al. (2014) stated that consumers with a higher level of expertise in a particular brand tend to be less influenced by the opinions and actions of others. Meanwhile, consumers who do not have much experience and knowledge about a brand are less motivated to process additional information and tend to simplify the decision-making process by following the actions and opinions of others in their purchasing decisions.

CONCLUSION

Based on the discussion outlined above, the conclusions of this study are as follows:

1. Price Consciousness has a negative and significant effect on EV Purchase Motivation in Indonesia. This indicates that price awareness is believed to reduce EV Purchase Motivation in Indonesia. Consumer purchase motivation will increase if EV prices are relatively low.
2. Environmental Concern has a positive and significant effect on EV Purchase Motivation in Indonesia. This indicates that environmental concern is believed to increase EV Purchase Motivation in Indonesia.
3. Social Influence has a negative and insignificant effect on EV Purchase Motivation in Indonesia. This indicates that social influence is perceived as inadequate and reduces EV Purchase Motivation in Indonesia.
4. Self-esteem has a positive and significant effect on EV Purchase Motivation in Indonesia. This indicates that self-confidence is believed to increase EV Purchase Motivation in Indonesia.
5. Openness to Experience has a positive and significant effect on EV Purchase Motivation in Indonesia. This indicates that openness to experience is believed to increase EV Purchase Motivation in Indonesia.

Based on the research conducted on price consciousness, social influence, environmental concern, self-esteem, and openness to experience on EV purchase motivation in Indonesia, the following recommendations are expected to benefit automotive manufacturers, marketers, the government, and other stakeholders in the Indonesian automotive industry:

1. The variable with the greatest influence on EV purchase motivation is openness to experience. Therefore, companies must improve the consumer experience with EVs. One way to provide new experiences for consumers is by providing opportunities to see and experience EV products firsthand through test drives. This provides consumers with a new experience of driving and using an EV. Increasing consumer experience with EVs can increase consumer EV purchase motivation.
2. In this study, the independent and control variables explained 35.1% of the variation in the dependent variable, EV purchase motivation, with other factors contributing 64.9%. Therefore, suggestions for future research include examining other independent variables not defined in this study that may influence the dependent variable, such as financial incentives and socioeconomic factors, which are factors that can increase the adoption of electric vehicles (Sierzchula et al., 2014).

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In addition, several other factors that can be considered are product perception, attitude, cognitive status, perceived behavioral control, and monetary incentive policy, which have a significant influence on EV purchase intention (Huang & Ge, 2019). Tu and Yang (2019) argue that the theory of planned behavior (TPB), the technology acceptance model (TAM), and innovation diffusion theory (IDT) can be used to determine EV purchase motivation. Han et al. (2017) examined how the functional and non-functional value of a vehicle influences EV adoption intention.

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