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ORIGINAL ARTICLE

Government Incentives and Consumer Motives on Electric Vehicle Purchase Intent in Indonesia

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ABSTRACT
Purpose – This research aims to examine how much influence consumer motives have on intentions to purchase licensed electric vehicles. This research also wants to measure the extent of the influence of direct financial incentives on the decision to adopt electric vehicles.
Methodology – This research uses 329 valid survey results obtained through distributing online questionnaires. The data was then processed using structural equation modelling to test the empirical similarity of the hypothesis framework.
Findings – The results of the structural equation modelling showed that 2 of the 4 independent variables were stated to have a positive impact on purchase intention. Hedonic motives and financial incentives provide the strongest influence on purchase intention.
Originality/Novelty – This study is the first in Indonesia to investigate the influence of consumer motives to purchase electric vehicles. This study also evaluates the financial incentives provided by the Indonesian government to accelerate the use of electric vehicles.
Implications – The results of this study can help the government formulate public policies that will be designed to increase the use of electric vehicles further.

Keywords: Incentives, Consumer Motives, Purchase

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INTRODUCTION

Fossil fuel transportation contributes significantly to greenhouse gas emissions which, if left unchecked, can lead to climate change and polluted air quality (Chaturvedi et al., 2022). The world has initiated a movement to protect the environment by reducing carbon emissions. Many countries are competing to shift the use of motorized vehicles to environmentally friendly electric vehicles. However, many factors can influence consumers' decisions to adopt electric vehicles (Chaturvedi et al., 2022).

Indonesia is one of the 10 most significant contributors to global carbon emissions, and these 10 countries contribute 61.2% of total carbon emissions. Indonesia, with a population of 278 million, is ranked 7th in 2022 from the previous 8th, with a total percentage of global emissions of 2.3% in 2022 from the previous 2% (Maghfirani et al., 2022). The dependence of the Indonesian population on privately owned motorized vehicles is still huge, and there is a lack of public interest in using public transportation.

The percentage of electric vehicle adoption in Indonesia is still tiny. Although data shows that the adoption of electric vehicles in Indonesia has increased 13 times in 2 years, comparing the number of motorized vehicles with electric vehicles is still very far. The Indonesian government has issued regulations to provide financial incentives for purchasing electric vehicles since March 2023. Although there has been a visible trend of increasing adoption of electric vehicles in Indonesia since the regulation was issued, the Indonesian government still needs to find a way to balance or shift the use of motorized vehicles to electric vehicles to reduce carbon emissions in Indonesia. It is also necessary to study the factors influencing consumer behaviour in adopting electric vehicles to change people's behaviour from using motorised vehicles to using electric vehicles.

Studies in various countries have examined the Goal Framing Theory, which consists of 3 consumer motives, namely the gain motive, hedonic motive and normative motive, which influence the decision to adopt electric vehicles in those countries (Chaturvedi et al., 2022; Tang et al., 2020; Rezvani et al., 2018). The study's results revealed that the three consumer motives directly affect the motive to adopt electric vehicles. Little is known about how these motives apply to Indonesian consumers, who face unique socioeconomic and infrastructural challenges that might shape their motives differently. Meanwhile, the direct influence of such incentives on the Indonesian market remains unexplored, especially following the Indonesian government’s introduction of EV purchase incentives in 2023. This gap highlights a need for research to understand how financial incentives impact Indonesian consumers, given the country’s firm reliance on motorized vehicles and limited public transportation usage. This inconsistency underscores the need to examine these factors in a context-sensitive study that could reveal how these motives uniquely affect Indonesian consumer behaviour.

Gain motive and normative motive also have a positive effect on hedonic motive and hedonic motive acts as a mediating variable between gain motive and normative motive on the decision to purchase electric vehicles. However, several other studies do not state that gain motive, normative motive and hedonic motive do not affect green consumption intentions (Want et al., 2021; Tang et al., 2019; Krishnan & Koshy, 2021). From the results of previous studies and different conditions of the research objects, the following problems can be formulated:

R1. Do consumer motives including gain motive, hedonic motive and normative motive have a direct positive influence on the decision to purchase electric vehicles in Indonesia?

A study in India also examined the effect of government financial incentives on the decision to adopt electric vehicles (Ansab & Kumar, 2022). The results of the study showed that financial incentives have a direct positive effect on the decision to adopt electric vehicles. Research in Vietnam also produced the same results (Ha et al., 2023), where financial incentives positively affect the intention to purchase electric vehicles. Different results were shown by other studies (Wang et al., 2019), where financial incentives negatively but not significantly affect market share which is one of the indicators of purchase intention. From the results of the studies mentioned, the author formulates the research problem as follows:

R2. Do government incentives directly affect the decision to purchase electric vehicles in Indonesia?

This study represents a novel approach by focusing on Indonesia as a single research context, allowing for an in-depth examination of local consumer motives and the impact of government incentives on EV adoption. By applying the Goal Framing Theory within an Indonesian framework, this research will be among the first to explore how gain, hedonic, and normative motives operate in Indonesia's growing EV market. Additionally, the study will add to the existing body of knowledge by assessing the influence of recently implemented government incentives, providing real-time insights into policy effectiveness. This study only uses Indonesian society as the object of research and does not discuss conditions outside Indonesia and other influences outside the three consumer motives mentioned. Moreover, this study contributes to the global discourse on sustainable transportation by offering evidence from Indonesia, one of the world's top contributors to carbon emissions. Findings could be instrumental for policymakers and industry stakeholders in designing tailored strategies to encourage EV adoption in Indonesia and other countries facing similar environmental and transportation challenges. The purpose of this study is to test how much influence consumer motives and financial incentives have on the intention to adopt electric vehicles so that the study results can be used in designing the right strategy to shift the use of motorized vehicles to the use of electric vehicles.

The theory used for this study is Goal Framing Theory which discusses 3 consumer motives, namely gain motive, hedonic motive and normative motive and financial incentive which is used as an independent variable. Goal Framing Theory (Lindenberg & Steg, 2007) explains what can motivate someone to do or behave in a certain way. Many goals or objectives influence the basis for someone doing something. Goals not only influence behavior but also frame and direct people's attention, how they assess a situation and what kind of behavior will be carried out. Goal Framing Theory distinguishes 3 goals in general, namely hedonic goals, gain goals, and normative goals.

In the literature on green purchasing behavior, many authors have explored the role of hedonic motives in influencing consumers' purchase intentions towards green products. The positive emotions that consumers expect after a green purchasing action led to pro-environmental behavior, one of which is by purchasing green products (Chaturvedi et al., 2022).

Gain motive shows consumers' assessment of costs and benefits, which makes individuals very sensitive to opportunities, personal resources, or efficient resource management, such as financial security and social status. According to this theory, the greater the benefits consumers anticipate from using a product, the stronger their intention to purchase it. Consumers who have environmental responsibilities and are supported by gain motives show very high energy and resource-saving attitudes. Gain motive can also

predict environmentally friendly purchasing behaviour (Chaturvedi et al., 2022). Several studies have stated that the effect of gain motive on a consumer's intention attitude is mediated by hedonic motive (Schuitema et al., 2014). Other studies have also produced similar results regarding the intention to adopt electric vehicles in India (Chaturvedi et al., 2022), in which hedonic motive mediates the relationship between gain motive and consumer intention to purchase electric vehicles.

Normative motives are related to everything good and appropriate according to norms (behaving appropriately, showing good examples, caring about the environment). According to this theory, a person's moral norms influence the intention to act sustainably. In addition, normative motives are considered necessary in terms of purchasing intentions. Many researchers have explained that normative motives strengthen consumers' environmentally friendly purchasing intentions (Chaturvedi et al., 2022). If behaviour is considered in line with the norms adopted by consumers, then the anticipated emotions or hedonistic things can be triggered. This can also stimulate consumers to return to the behaviour because they want to feel the feelings or hedonistic things that arise. The higher the morals adopted to reduce the negative impact on the environment, the higher the anticipation of emotions or hedonistic feelings of consumers. This can be used to reference the fact that hedonic motives can mediate between gain motives and purchasing intentions. From the discussions above, the following hypothesis can be formulated:

H1: Gain motive positively affects the intention to buy licensed electric vehicles.
H2: Hedonic motive positively affects the intention to buy licensed electric vehicles.
H3: Normative motive positively affects the intention to buy licensed electric vehicles.
H4: Hedonic motive acts as a mediator of the influence of gain motive on the intention to buy licensed electric vehicles.
H5: Hedonic motive acts as a mediator of the influence of normative motive on the intention to buy licensed electric vehicles.

Financial Incentive

The Indonesian government has enacted regulations to provide incentives for the adoption of electric vehicles since March 2023 (Battery-Based Electric Vehicle Subsidies Starting March 20, 2023, 2023). This is also intended to accelerate the Battery-Based Electric Motor Vehicle industry. The government has provided an incentive of 7 million rupiahs for each electric motorbike unit with a quota of 200,000 electric motorbikes, while for electric cars, the government provides an incentive for a quota of 35,900 units with a subsidy of up to 70 million rupiahs in the form of a tax cut from 11% to 1%. The incentive provided can only be used for 1 motorbike and car purchase; the Indonesian government does not offer such incentives or subsidies for subsequent purchases. With the incentives offered by the government, it is hoped that it can accelerate or stimulate the adoption of electric vehicles in Indonesia. Therefore, the following hypothesis can be proposed,

H6: Financial incentives positively affect the desire to purchase electric vehicles.

Therefore, from the six hypotheses compiled above, the conceptual framework of the research can be described as seen in Figure 1.

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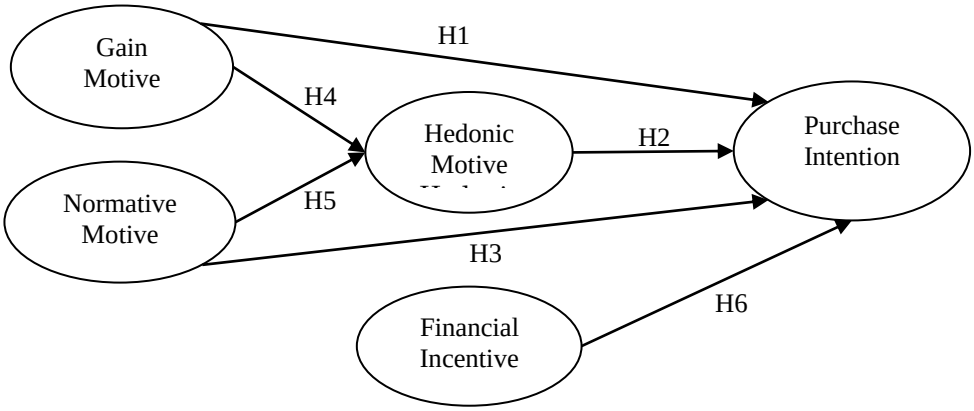

Figure 1. Conceptual Framework

METHOD

The target population of this study is Indonesian residents aged 21-70 who do not yet own electric vehicles. This age range is chosen as it represents mature, productive adults eligible to obtain a driver's license and make personal and family decisions. This demographic is likely to provide informed, rational responses regarding factors influencing electric vehicle adoption. The final sample comprises 329 respondents, deemed statistically sufficient to ensure reliable results in structural equation modelling (SEM) using SmartPLS software. This sample size aligns with established guidelines for SEM analysis, allowing for robust testing of the hypothesized relationships.

To capture data effectively, an online survey was selected as the distribution method. This approach facilitated access to a geographically diverse sample across Indonesia and improved response rates by allowing participants to complete the survey at their convenience. However, conducting the survey online presented the potential for response bias, particularly self-selection bias. To address this, the survey was distributed through various social media channels and community groups to minimize demographic skewing and ensure representation across different regions, ages, and income levels. Data were collected using a six-point Likert scale to gauge respondent attitudes toward statements provided in the questionnaire, ranging from (1) "strongly disagree" to (6) "strongly agree." This even-point scale was chosen to avoid neutral responses, encouraging respondents to indicate a directional opinion. Higher scores indicate stronger agreement, while lower scores denote stronger disagreement with each statement.

A total of 329 responses were received and deemed suitable for analysis. Of these respondents, 51.4% were male and 48.6% female. Age distribution included 23.7% aged 21-30, 14% aged 31-40, 20.7% aged 41-50, 33.4% aged 51-60, and 8.2% aged 61-70. Income data revealed that 5.8% of respondents reported no income, while 94.2% had an income, indicating a broad representation of economic backgrounds in the sample.

RESULTS

This study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4 to validate measurements and test hypotheses.

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Measurement Model

Convergent validity is deemed valid if the Average Variance Extracted (AVE) is at least 0.5, and factor loadings are at least 0.7. Indicators N1 and G5 were removed from the analysis due to factor loadings below 0.7. With AVE values above 0.5 for all constructs, convergent validity is achieved. Additionally, Cronbach's alpha and composite reliability values exceed 0.7, confirming the reliability of the measurement model.

Discriminant validity was assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT). Discriminant validity, as the square root of each AVE value is higher than the correlation between constructs. Furthermore, all HTMT values are below 0.9, indicating that discriminant validity requirements are met. To test for multicollinearity, the Variance Inflation Factor (VIF) was used, with all values below the threshold of 5, indicating that multicollinearity is not present in this study.

Structural Model

The structural model was evaluated using the coefficient of determination (R^2) and predictive relevance (Q^2). According to Chin and Marcoulides (1998), R^2 values are classified as high (0.67), moderate (0.33), and low (0.19). In this study, Purchase Intention and Hedonic Motive have R^2 values of 0.742 and 0.692, respectively, indicating strong explanatory power. Q^2 values, calculated using the PLSPredict technique, were all positive, confirming the model's predictive relevance.

Table Hypothesis Test Result shows the path coefficient assessment and hypothesis relationship testing. The positive effect of gain motive on purchase intention is not significant (β=0.023, t-value=0.397, p>0.05), leading to hypothesis H1 being rejected. The positive effect of hedonic motive on purchase intention is significant (β=0.224, t-value=3.5, p<0.05), supporting hypothesis H2. The positive effect of normative motive on purchase intention is not significant (β=0.008, t-value=0.171, p>0.05), leading to hypothesis H3 being rejected. The positive effect of gain motive on hedonic motive is significant (β=0.459, t-value=8.629, p<0.05), supporting hypothesis H4. The positive effect of normative motive on hedonic motive is significant (β=0.465, t-value=8.739, p<0.05), supporting hypothesis H5. The positive effect of financial incentive on purchase intention is highly significant (β=0.703, t-value=18.769, p<0.05), supporting hypothesis H6.

Table 1. Hypothesis Test Result

Hypothesis	Relation	Path Coefficient	T-statistics	P-value	f-square	Conclusion
H1	G→ PI	0.023	0.397	0.691	0.001	Rejected
H2	H→ PI	0.224	3.5	0	0.058	Accepted
H3	N→ PI	0.008	0.171	0.864	0	Rejected
H4	G→ H	0.459	8.629	0	0.418	Accepted
H5	N→ H	0.465	8.739	0	0.428	Accepted
H6	FI→ PI	0.703	18.769	0	1.331	Accepted

Interpretation of Non-Significant Results

The non-significant results for Gain Motive and Normative Motive on Purchase Intention offer intriguing insights into consumer behavior in Indonesia. Although these motives are generally associated with green consumption in previous studies (Chaturvedi et al., 2022; Tang et al., 2020), they do not appear to significantly influence Indonesian consumers' decisions to adopt electric vehicles. This divergence could be attributed to contextual differences between Indonesia and other countries. For instance, Indonesian

consumers may be more cost-sensitive or focused on immediate benefits rather than long-term environmental considerations, which could dilute the effect of gain and normative motives on their purchasing decisions. Past research has shown that gain motive, typically associated with financial savings or long-term economic gains, often influences EV adoption in contexts where consumers perceive substantial, direct financial benefits (Rezvani et al., 2018). However, in Indonesia, where the infrastructure for EVs is still developing, potential cost savings might not be readily apparent to consumers, possibly leading to the non-significant impact observed in this study.

Similarly, the lack of significance for normative motive aligns with findings from studies in emerging markets where environmental awareness is growing but may not yet strongly influence individual purchasing behavior (Wang et al., 2019). Indonesian consumers, while aware of environmental issues, might not feel sufficient social pressure to adopt environmentally friendly vehicles, thus weakening the normative motive's influence. In contrast, Hedonic Motive has a significant positive impact on Purchase Intention, suggesting that enjoyment and personal satisfaction play a key role in shaping Indonesian consumers' attitudes toward EVs. This finding resonates with studies indicating that in regions where EV infrastructure and market maturity are still emerging, consumers who prioritize pleasure and experience may be more inclined to adopt EVs (Sutrisno & Mahadwartha, 2019; Tang et al., 2019).

Finally, the significant influence of Financial Incentive on Purchase Intention highlights the importance of government intervention in accelerating EV adoption. Similar results have been observed in other markets, such as India and Vietnam (Ansab & Kumar, 2022; Ha et al., 2023), where financial incentives have proven effective in making EVs more appealing to consumers.

DISCUSSION

This study examined the factors influencing the intention to adopt electric vehicles (EVs) in Indonesia, focusing on consumer motives—gain, hedonic, and normative—and the impact of government financial incentives. The results reveal several key insights into the factors that drive or hinder EV adoption in the Indonesian context.

The Role of Consumer Motives

The findings indicate that hedonic motive has a significant positive effect on Purchase Intention, suggesting that the emotional appeal and personal satisfaction associated with EV ownership are strong drivers for Indonesian consumers. This aligns with previous research suggesting that pleasure and experiential aspects can significantly influence consumer adoption of environmentally friendly products in emerging markets (Tang et al., 2019). In the Indonesian context, this finding may reflect a growing interest in EVs' novelty and advanced technology, which could be perceived as modern, prestigious, and enjoyable to drive. As such, policymakers and marketers might consider focusing on the hedonic benefits of EVs, such as comfort, quiet operation, and driving enjoyment, in promotional strategies to appeal to Indonesian consumers' lifestyle aspirations.

Conversely, gain motive and normative motive do not significantly impact Purchase Intention. This result diverges from findings in more developed EV markets, where cost savings (gain motive) and social influence (normative motive) often play substantial roles in green purchasing decisions (Rezvani et al., 2018; Chaturvedi et al., 2022). The lack of significance for gain motive in Indonesia may stem from limited perceived economic benefits. With a nascent EV infrastructure and high upfront costs,

Indonesian consumers might not yet perceive EVs as economically advantageous, unlike in countries with more apparent financial savings from fuel or maintenance.

The insignificant effect of normative motive suggests that environmental and social factors may not strongly drive purchasing behavior in Indonesia. While there is a growing awareness of environmental issues, the cultural and social pressure to adopt green technology like EVs may not be as pronounced as in other countries. This finding aligns with research in other emerging economies, where environmental awareness is rising but has yet to translate into strong consumer action in the form of green purchasing (Wang et al., 2019). This suggests a potential area for government and social campaigns aimed at building social norms around EV adoption to increase awareness and social desirability.

Financial Incentives as a Key Driver

The significant positive impact of financial incentives on Purchase Intention underscores the crucial role of government policy in accelerating EV adoption in Indonesia. This finding is consistent with studies in other markets, such as India and Vietnam, where financial incentives have effectively promoted EV uptake by lowering the financial barriers to entry (Ansab & Kumar, 2022; Ha et al., 2023). In Indonesia, government incentives may serve as a pivotal factor in making EVs more accessible to the public, particularly in a market where cost sensitivity is high. This result suggests that expanding and potentially increasing financial incentives could enhance the appeal of EVs, especially as infrastructure continues to develop.

Furthermore, the high significance of financial incentives might suggest that Indonesian consumers view government support as a form of endorsement or validation of EV technology. Such incentives may reduce costs and provide reassurance regarding the long-term viability and support for EVs in Indonesia. As the government aims to reduce carbon emissions and alleviate pollution, continued financial incentives, coupled with awareness campaigns, could foster a more favorable environment for EV adoption.

The study's results offer practical implications for policymakers and industry stakeholders aiming to promote EV adoption in Indonesia. Given the strong effect of hedonic motive, marketing campaigns should emphasize the enjoyable and innovative aspects of EV ownership, highlighting benefits like the quiet drive, modern design, and cutting-edge technology. By appealing to lifestyle aspirations, EV brands could make the choice more attractive to a broader range of consumers.

The limited influence of gain and normative motives suggests a need to enhance public understanding of the economic and environmental benefits of EVs. Policymakers could address these gaps by providing more visible and transparent information on the long-term financial savings associated with EVs, such as lower maintenance costs and fuel savings. Additionally, promoting the environmental impact of EV adoption through social campaigns could help strengthen normative motives over time, encouraging a social shift toward sustainable transportation.

Finally, the effectiveness of financial incentives highlights their importance in early-stage markets. The government could consider extending financial incentives or offering additional forms of support, such as subsidies for charging infrastructure or reduced taxes on EVs. Such measures would not only make EVs more affordable but also foster a supportive ecosystem, reducing barriers to EV adoption and driving growth in the sector.

CONCLUSION

This study provides valuable insights into the factors influencing electric vehicle (EV) adoption in Indonesia, highlighting the role of consumer motives and government financial incentives. The findings suggest that hedonic motives, which focus on enjoyment and personal satisfaction, are significant drivers of EV purchase intention among Indonesian consumers. This indicates a cultural preference for the experiential benefits of EVs, such as modern design and a smooth driving experience, which could be leveraged in marketing strategies.

Conversely, gain and normative motives do not significantly impact purchase intention in this context, suggesting that economic and social incentives may not yet resonate strongly with Indonesian consumers. The limited influence of gain motive may reflect the nascent stage of EV infrastructure in Indonesia, where financial benefits, such as fuel savings, are not immediately evident. The weak effect of normative motives implies that social and environmental pressures are not yet substantial enough to drive EV adoption, pointing to a potential area for public awareness campaigns to foster a culture of sustainable transportation.

Importantly, financial incentives show a strong positive effect on purchase intention, underscoring the critical role of government support in reducing the economic barriers to EV ownership. These findings highlight the importance of maintaining and possibly expanding financial incentives to encourage adoption, especially in the early stages of market development.

In conclusion, while the Indonesian market shows a growing interest in EVs driven by enjoyment and government incentives, further efforts are needed to enhance awareness of the long-term economic and environmental benefits of EVs. This study underscores the potential for targeted marketing and policy measures to accelerate EV adoption, ultimately contributing to Indonesia's goals for carbon emission reduction and environmental protection. Future research should continue exploring additional factors influencing EV adoption, considering evolving infrastructure, consumer attitudes, and regional comparisons to build a comprehensive strategy for sustainable transportation in Southeast Asia.

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