

## The AMA conference

The automotive industry in Malaysia and the Malaysian government are encouraging electric car consumption as a sustainable initiative to reduce environmental problems by relying on electric power and contribute zero emissions. The study aims to address the timely and crucial investigation of electric car consumption specifically in Malaysia as the country tries to achieve sustainable development goals (SDGs) especially to reduce greenhouse gas (GHG) emissions (BNM Annual Report, 2022; MIDA, 2023a). The Malaysian government provides tax benefits for purchasing electric cars and encouraging investments from electric vehicle companies (Lye, 2023; MIDA, 2023b). The focus on this context is crucial due to the introduction phase of electric cars which can determine the long-term results. The concept of electric cars is currently widely adopted in the European and Western contexts but in countries like Malaysia, it has approximately only 10000 registered in 2023 (Chan, 2023). In terms of the overall Malaysian automobile market share, it is ranked 23 in the world and third largest in Southeast Asia (Muller, 2021; Statista Research Department, 2023) but in the Southeast Asia EVs market, Malaysia ranks below Thailand, Indonesia, Vietnam, and Singapore. With only a 2.4 percent contribution to the Southeast Asia electric vehicles market share (Counterpoint, 2023). The increase in electric car consumption is crucial to meet the sustainable objectives of the country. This study involves a two-phase approach, an elicitation method followed by a quantitative study.

Beliefs forming attitude, subjective norms, and perceived behavioural control in the TPB are first elicited from 33 participants using a semi-structured interview method are the important foundations which are mostly overlooked (Goh et al., 2019; Fishbein and Ajzen, 2010). The results from phase 1 help further these elicited beliefs as measurement items in the quantitative study using a survey questionnaire. The beliefs are the first phase crucial for behavioural change process (Ajzen, 1991; Perri et al., 2020) and can help explain why individuals perform or do not perform a behavior.

Findings reveal that Malaysians feel uncertain about electric cars and the technology especially charging. Marketers should ensure that the uncertainties are addressed in order for Malaysians to feel safe and comfortable purchasing an electric car.

With this, the quantitative phase will further validate and quantify the significance of the elicited beliefs in shaping behavioural outcomes. The results can provide the Malaysians' perception of purchasing an electric car and help marketers develop better strategies to target potential consumers as the role of marketing can help build awareness, address concerns, and position the product accordingly based on the factors which can influence consumption.

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