Factors That Influence Public Intention To Install *Home Charging* : The Perspective Of Public Who See And Know About *The Electrifyinglifestyle Campaign Electric Vehicle* Through Social Media

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Abstract .

Electricity is a fundamental necessity in modern life, and the transition toward the use of environmentally friendly energy has become a global priority to achieve Net Zero Emissions (NZE). The Indonesian government has targeted NZE by 2060, with PLN as the primary actor in supporting energy transition programs such as Electrifying Lifestyle and the development of electric vehicle infrastructure. One significant finding from the Electrifying Lifestyle campaign related to electric vehicles is the remarkable surge in home charging adoption, which recorded a 335% increase in the first semester of 2024 compared to the same period in the previous year. This study aims to analyze the factors influencing public intention to install home charging, particularly through the perspective of the Electrifying Lifestyle campaign on social media. Using the Theory of Planned Behavior, this research explores the influence of variables such as product knowledge, environmental concern, ecological lifestyle, perceived benefits, innovation, and optimism on consumer attitudes, as well as the role of digital campaign effectiveness on brand awareness and purchase intention. The research findings show that respondents' answers for each variable—including consumer attitude, social media marketing, brand awareness, and purchase intention—fall into the good category. Consumer attitude is significantly influenced by product knowledge, environmental concern, ecological lifestyle, perceived benefits, technological innovativeness, and technological optimism. Consumer attitude also has a significant positive effect on purchase intention but is negatively moderated by perceived consumer effectiveness. Additionally, social media marketing has a significant positive effect on both brand awareness and purchase intention, and brand awareness also significantly influences purchase intention. These findings emphasize the importance of digital marketing strategies and strengthening the perceived benefits of technology in promoting the adoption of home charging to support increased environmentally friendly electricity consumption and accelerate the achievement of NZE targets in Indonesia.

Keywords *: Electric Vehicle; Planned Behavior; Net Zero Emission and Purchase Intention.*

I. INTRODUCTION

Electrical energy is a very important basic need in everyday life. All aspects of modern life, whether at home, work, or industry, depend on the availability of stable and adequate electricity. Along with the development of technology and people's lifestyles, electricity consumption continues to increase, creating challenges for electricity service providers such as PLN. One of them is the Conference of the Parties (COP) 26 or COP26 Glasgow agreed to prevent the earth's surface temperature from increasing by no more than 1.5 C. At least 146 of the 195 countries representing 88 percent of global emissions contributions are committed to *Net Zero Emissions* (NZE) [1] The Indonesian government is committed to realizing the *Net Zero Emissions* (NZE) commitment by 2060, where NZE is a condition where carbon emissions produced do not exceed the earth's absorption capacity. The NZE program became famous after the 2015 Paris Climate Agreement, where the program aims to reduce environmental pollution that has the potential to cause global warming. Energy is the main focus in achieving NZE, and various countries, including Indonesia, have issued new regulations regarding the provision of electricity in accordance with the NZE principle. The Indonesian government applies five main principles to reduce the carbon footprint and achieve NZE. First, increasing the use of new and renewable energy (EBT). Second, reducing fossil energy. Third, the use of electric vehicles in the transportation sector.

Fourth, increasing the use of electricity in households and industry. Fifth, the use of Carbon Capture and Storage (CCS) [2] .In an effort to support the NZE 2060 program, PLN President Director Darmawan Prasodjo expressed PLN's commitment to running sustainable business operations to mitigate climate

change, which is also in line with the energy transition steps taken by PLN in achieving the Nationally Determined Contribution (NDC) and *Net Zero Emissions* (NZE) in 2060 [3] . PLN has designed short-term and long-term programs to accelerate the NZE 2060 target, where one of the short-term programs currently being carried out is the dedieselization project for fossil fuel power plants of 1 Gigawatt (GW) and replacing them with Solar Power Plants (PLTS) [4] . The NZE program is also a unique opportunity for PLN, where PLN as the only state-owned enterprise that runs the electricity distribution business process in Indonesia, can take advantage of the NZE program opportunity to increase its electricity sales through the use of electric vehicles by PLN customers, both individuals and organizations.

As an implementation of the principle of reducing carbon footprint and achieving NZE, PLN has implemented an energy transition program and prepared facilities to accelerate the electric vehicle ecosystem where in terms of physical infrastructure, PLN has successfully supplied reliable electricity to 1,124 SPKLU (Public Electric Vehicle Charging Stations) and 1,839 SPBKLU (Public Electric Vehicle Battery Exchange Stations) [5] spread throughout the country. This number will be increased so that people are more confident in switching to electric vehicles. 1 liter of fuel oil (BBM) vehicles produce carbon emissions of 2.4 Kilograms (Kg) CO2e. Equivalently, 1 liter of BBM is equal to 1.5 Kwh. When compared to electricity, the emissions only reach 1.3 Kg CO2e. By switching to using electric vehicles now, it has automatically helped reduce Greenhouse Gases (GHG) by almost 50 percent. In addition, PLN is making efforts to increase the use of electricity in households and industry by implementing the *Electrifying Lifestyle campaign* . *Electrifying Lifestyle* is a program/movement that encourages people to adopt a new lifestyle by using all-electric, emission-free, and environmentally friendly equipment, such as electric motorcycles, *home charging stations* , air fryers, water heaters, scooters, and electric cars. In implementing the electrifying lifestyle campaign, PLN carries out various activities both offline and online. In offline activities, PLN holds campaign-related events such as electric vehicle roadshows.

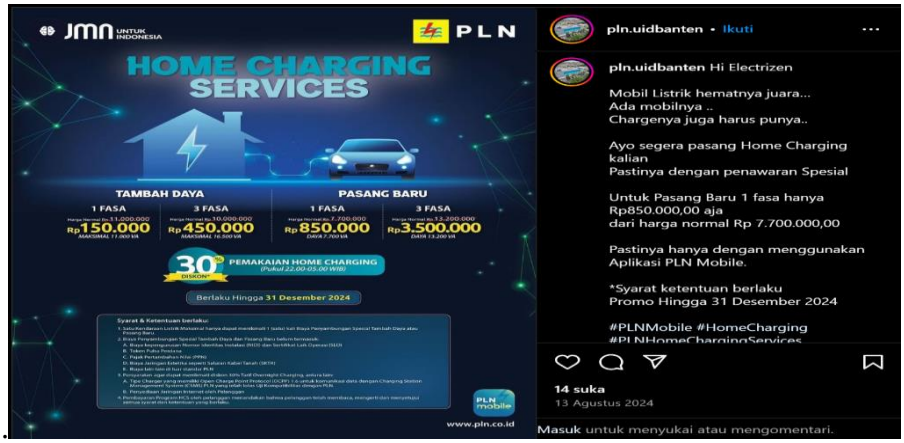

Fig 1. *Home Charging* Service Promotion (instagram.com/pln.uidbanten, 2024)

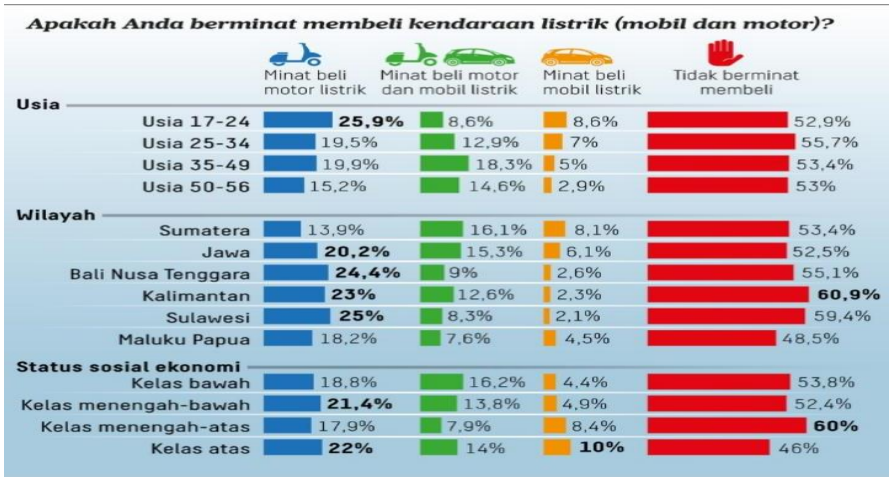

Fig 2. Survey data on interest in electric vehicles.
Source: Kompas Research and Development/RCF/IWN

The reason behind consumer attitudes towards electric vehicles as a research variable is the Kompas Research and Development Survey in June 2024 which showed that Indonesian public interest in electric vehicles is still low. As many as 54% of respondents stated that they were not interested in purchasing an electric vehicle . The rest were respondents who were interested in owning an electric vehicle. This was also divided into several types of vehicles they wanted. The majority of interested people, namely almost 20 percent, wanted an electric motorbike. The number of respondents who only wanted an electric car was relatively small, namely only around 5 percent. The remaining, almost 14 percent of respondents, hoped to be able to own both types of electric vehicles. There are several reasons behind the relatively low public interest in electric vehicles. One contributing factor is the limited public awareness regarding various government initiatives aimed at accelerating the development of the battery electric vehicle ecosystem, with only 36% of individuals reporting familiarity with the incentive program. Public knowledge about this program is also concentrated in Java (60%), with the level of knowledge outside Java being less than 8% [6] .This can be a reference for electric vehicle manufacturers to temporarily focus their electric vehicle marketing in the Java and Sumatra regions.

Assuming that public knowledge of electric vehicles is better and the supporting capacity of electric vehicle infrastructure is much more optimal compared to other regions in Indonesia. PLN suggests that a minimum household electrical capacity of 7,700 VA is necessary to support charging electric cars at home. To meet this need, PLN provides a new connection service (PB) for charging at home or known as *home charging*. *Home charging*, which refers to a private electrical installation, is a system designed for supplying electricity to charge Battery-Based Electric Motor Vehicles (KBLBB) for individual, non-commercial use. *This home charging* service is also connected to Electric Vehicle Digital Services (EVDS) prepared by PLN. Customers can set the charging time and view the charging history of electric vehicles. According to PLN President Director Darmawan Prasodjo [7] . Electric vehicles function similarly to mobile phones, where charging typically occurs overnight at home. Public charging stations (SPKLU) are primarily intended for use during long-distance travel. Based on PLN data, where the selling price of PLN *home charging electricity* is IDR 1,699/kWh, while the selling price of SPKLU electricity varies from IDR 3,500 to IDR 3,700/kWh, *the total cost of ownership* (TCO) calculation can be obtained as follows:

$$\text{TCO} = (\text{Charging Cost per kWh}) \times (\text{Energy Consumption per 100 km}) \times \frac{\text{Annual Distance Travelled}}{100}$$

Charging Source	Tarif/kWh (Rp)	TCO per Year (Rp)
Home Charging	1,699	2,548,500
SPKLU (Average)	3,600	5,400,000

Assumptions:

- the average energy consumption of an electric car is: 15 kWh/100km
- Annual mileage 10,000km

Based on the TCO calculation, charging electricity using *home charging* is approximately 52.8% more efficient than charging electricity at SPKLU. According to PLN data, until the first semester of 2024 the number of *home charging customers* nationally has reached 14,524 customers or an increase of 335% compared to the first semester of 2023 with a total electricity consumption of 4,264.8 MWh or a significant growth compared to the realization of the first semester of 2023 of 960.1 MWh or an increase of 344%. The use of *Home Charging* in the Banten region is 1,468, compared to the DKI Jakarta region. Until 2024, PLN UID Jakarta Raya has successfully installed new *home charging* for 3,265 customers. Where the Banten region is still below DKI Jakarta in the number of *home charging users* up to the first semester of 2024. This means that the DKI Jakarta region has contributed 22.5% of the total national *home charging usage* , while for the Banten region it is 10.11%. The trend of increasing use of home charging which reached 335% is an extraordinary phenomenon and it is expected that this trend will continue to increase in the following years, where Based on data from the Indonesian Automotive Industry Association (GAIKINDO), electric vehicles accounted for 4.11% of the 560,619 total national car sales recorded between January and August 2024 [8] .

With the market share of electric cars still at 4.11%, this can be *an opportunity* for PLN to maintain and increase the number of *home charging* in the following years. PLN is currently intensively implementing an *electrifying lifestyle campaign* , where one of the issues that is of concern is the use of electric vehicles. In order to increase PLN's profits as an electricity service provider, PLN is utilizing the growth trend of electric vehicles as an opportunity to increase electricity consumption through *home charging services* by promoting an *electrifying lifestyle campaign* . This campaign is inseparable from psychological and social factors that influence consumer attitudes and intentions to adopt an environmentally friendly lifestyle. Variables such as product knowledge, environmental concern, ecological lifestyle, perceived benefits, innovation, and optimism can influence consumer attitudes towards *the Electrifying Lifestyle* . This attitude then has the potential to have a positive impact on the intention to install *home charging* as a form of increasing environmentally friendly electricity consumption.

onsumers' perceived effectiveness is thought to act as a moderator in the relationship between consumer attitudes and the intention to install *home charging* . Conversely, digital marketing approaches—particularly Social Media Marketing—serve as significant factors that impact both the intention to install home charging and the level of awareness toward PLN's brand. Social media has become an effective tool in supporting campaigns promoting sustainable lifestyles, such as PLN's *electrifying lifestyle campaign* . Recent research indicates that consumers tend to favor brands that actively showcase their dedication to social and environmental causes through marketing efforts. [9] . This brand awareness can ultimately increase consumers' intention to use additional electricity services through the installation of *home charging* . By applying *the Theory of Planned Behavior* as a theoretical basis, this study investigates the psychological and social factors that influence consumer intention. In addition, consumer behavior theory is used to see how consumer behavior patterns influence *purchase intention* .

II. METHODS

This study adopts a quantitative methodology using a survey-based approach, intended to examine the relationships among variables that affect consumers' purchase intention toward the Electrifying Lifestyle. The survey method was chosen because it allows data collection from a large number of respondents to analyze the relationship between variables statistically. This research is also explanatory, aiming to explain the influence of independent variables such as product knowledge, environmental concern, ecological lifestyle, perceived benefits, optimism, and social media marketing on the dependent variables, namely purchase intention and brand awareness. This study employs a quantitative research design, utilizing a survey strategy with questionnaires as the primary tool for data collection. The unit of analysis is the individual, with the involvement of researchers who do not intervene in the data. This research was conducted in a non-conventional setting and has a cross-sectional research time. This study utilizes the Structural Equation Modeling (SEM) technique, which enables comprehensive and advanced statistical analysis of the relationships among variables.

III. RESULT AND DISCUSSION

Structural Model Measurement (Inner Model)

In the PLS-SEM method, *an inner model* is used to describe how various hidden variables are interrelated within a structure. This model is examined to understand the extent and significance of the influence between its elements. There are three key aspects to analyzing this model: testing the validity of the hypothesis, assessing the R^2 value, and measuring the magnitude of the resulting effect (f^2).

R Square Analysis. Within the PLS-SEM framework, the R-squared value is employed to assess how well the latent independent variables account for the variance observed in the latent dependent variable. The R^2 coefficient indicates the model's overall predictive strength. It ranges between 0 and 1, where a higher value signifies a greater capacity of the model to explain variability. The results of the R^2 values derived from this analysis are shown in the following table.

***Square* Test Results (R^2)**

Variables	R-square	R-square adjusted
Brand Awareness	0.349	0.347
Consumer Attitude	0.468	0.459
Purchase Intention	0.447	0.439

The R-Square analysis using the PLS-SEM approach reveals that Brand Awareness has an R^2 value of 0.349, meaning 34.9% of its variance is explained by the model, while 65.1% is due to external factors. The R^2 for Consumer Attitude is 0.468, indicating a moderate level of predictive strength by the model's independent constructs.*Purchase Intention* variable obtained an R-Square value of 0.447 and an adjusted R-Square of 0.439. This indicates that 44.7% of the variation in consumer purchase intention can be explained by the constructs in the model. Similar to the previous variable, this value also shows a moderate level of predictive ability, indicating that the model is sufficient in explaining *Purchase Intention behavior* . Overall, the results of the R-Square evaluation of the three dependent variables indicate that the model has quite good predictive power, although there is still room for improvement by adding other more relevant constructs or variables. The adjusted R-Square value that is consistent with the main R-Square value also indicates that this model is stable and does not experience overfitting to the sample data used.

The following is an image of the PLS-SEM output to see the R-Square of this research model:

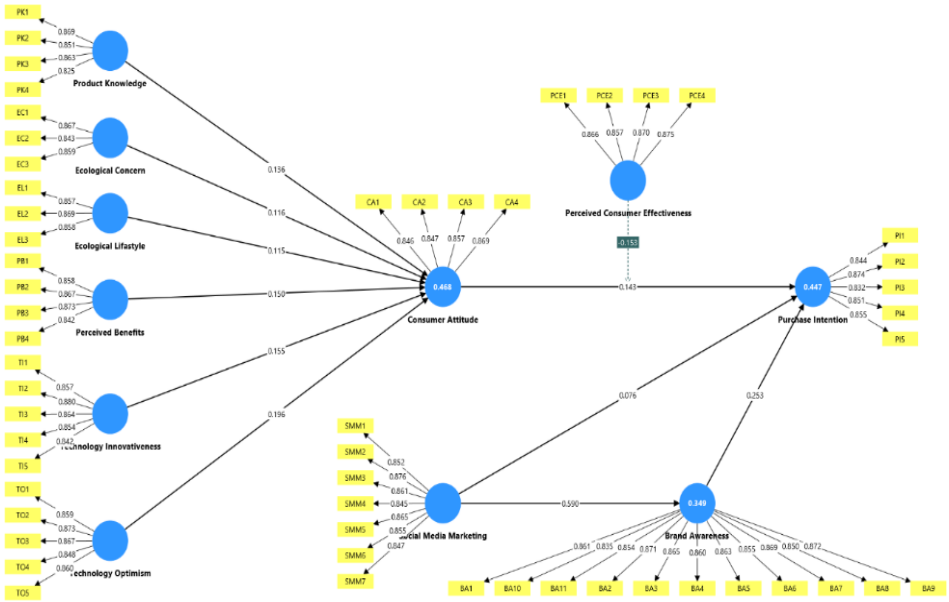

Fig 3. PLS-SEM Model Output

Source: Author's own data processing,2025

Hypothesis Testing (Significance)

Significance testing in PLS-SEM is conducted to assess the relationships between latent constructs within the model. This is typically carried out using the bootstrapping technique, which involves repeated resampling to generate estimates of path coefficients and their standard errors. The results are usually reported in the form of p-values or t-statistics. A relationship is deemed statistically significant if the p-value falls below the predetermined threshold of 0.05. When this condition is met, the hypothesis is accepted, as it suggests that the path coefficient provides substantial statistical evidence for the association between the independent and dependent latent variables. The findings from the bootstrapping analysis for both direct and indirect effects in the research model are presented below.

Bootstrapping* Results Direct *Effect

In structural equation modeling (SEM) and path analysis, the bootstrapping method for direct effects is employed to assess the statistical significance of the direct relationship between an independent (predictor) variable and a dependent (outcome) variable, without the involvement of a mediating variable. This approach provides robust estimates by resampling the data to calculate standard errors and confidence intervals. The results of the direct effect bootstrapping analysis are presented as follows:

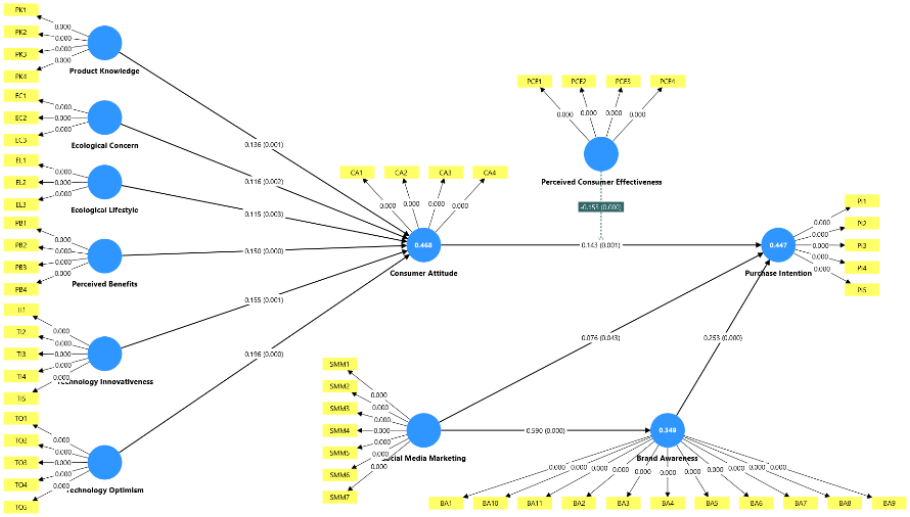

Fig 4. *Path Coefficient and P Value*
(Source: Author's own data processing,2025)

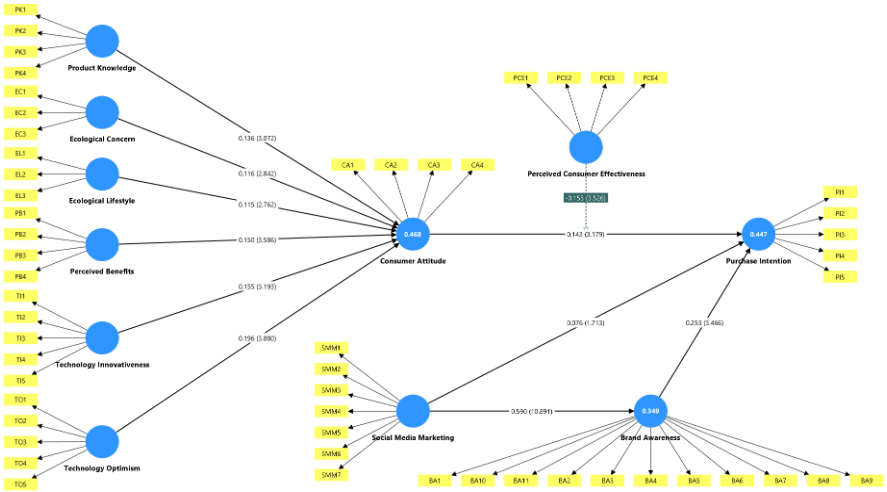

Fig 5. *Path Coefficient and T Value*
(Source: Author's own data processing,2025)

Discussion of Descriptive Analysis Results

This study uses *Consumer Attitude variables* with variables (*Product Knowledge, Environmental Concern, Ecological Lifestyle, Perceived Benefits, Technology Innovativeness, Technology Optimism, Perceived Consumer Effectiveness*) , *Social Media Marketing* and *Brand Awareness* as independent variables and *Purchase Intention variables* as dependent variables. The results of the research from these variables have been obtained and known by conducting indicator testing on Smart PLS 4.0, The following points summarize the discussion results:

Descriptive Analysis of *Consumer Attitude Variables*

***Product Knowledge* Variable**

According to the descriptive analysis results for the Product Knowledge variable, The results of the four indicators in the statement show that most respondents have a high level of knowledge about electric vehicles. This is evident from the overall average value of *the Product Knowledge variable* which reached 81.29%, which when categorized based on the continuum line, falls into the "Good" category. The statement that received the highest score was the statement "I often see electric vehicle-based products on the market." The high score on this indicator reflects that visual exposure and the actual presence of electric vehicle products in the consumer's environment are the main factors in forming product knowledge . Respondents tend to more easily understand and recognize products that they see directly or frequently appear in their daily lives. This is in line with the increase in electric vehicle sales data from 2020 which only touched 125 units to 43,188 units in 2024. Overall, the *Product Knowledge variable* is in the good category with a value

of 81.29%, which reflects that respondents already have sufficient understanding and knowledge of electric vehicle technology. This is an important foundation in driving purchasing behavior (*purchase intention*) because the higher the consumer's knowledgewhich makes them more inclined to explore and buy electric vehicle options.

***Environmental Concern* Variables**

According to the descriptive analysis results for the Environmental Concern variable, The results of the four indicators in the statement indicate that most respondents recognize the importance of personal participation in protecting the environment. This is evident from the overall average value of the *Environmental Concern variable* which reached 81.39%, which, if categorized based on the continuum line, falls into the "Good" category. The statement that received the highest score was the statement "I feel that we should care about environmental issues." The score on this indicator reflects that the majority of respondents have a strong moral awareness of the importance of caring for environmental issues. This indicates a form of moral obligation from the community to participate in preserving the environment, although it is not necessarily always followed by concrete actions. Overall, the *Environmental Concern variable* is in the good category with a value of 81.39%, which reflects that respondents have an internal awareness that protecting the environment is a moral obligation, in addition to indicating that support for environmental actions is generally quite strong. This is an important foundation in encouraging purchasing behavior (*purchase intention*) because if the community has a high concern, the opportunity to accept and comply with pro-environmental government policies (such as the ban on plastic bags or electric vehicle subsidy policies) will be greater.

***Ecological Lifestyle* Variables**

Descriptive findings for the Ecological Lifestyle variable indicate results of the four indicators in the statement indicate that most respondents understand and are aware of the environmental impacts of modern lifestyles and the need for action . This is evident from the overall average value of the *Ecological Lifestyle variable* which reached 81.25%, which when categorized based on the continuum line, falls into the "Good" category. The statement that received the highest score was the statement "I feel that environmental damage cannot be recovered if the necessary actions are not taken". The score on this indicator reflects respondents' awareness of the urgency of real action against environmental damage. Respondents realize that without action, the damage will be permanent. Overall, *the Ecological Lifestyle variable* is in the good category. This is an important foundation in encouraging purchasing behavior (*purchase intention*) because the higher the *Ecological Lifestyle value* the more favorable consumers' attitudes become toward environmentally friendly products.

***Perceived Benefits* Variable**

Based on the descriptive analysis of the Perceived Benefits variable, responses across the four indicators indicate that the majority of participants recognize the advantages of using electric vehicles. These benefits include added value, practicality, the ability to meet personal needs, and a favorable cost-benefit comparison. This is reflected in the overall average score of 81.35% for the Perceived Benefits variable, which, when interpreted using the continuum scale, falls within the "Good" category. The statement that received the highest score was the statement "I feel that electric-based vehicles provide added value, such as economic value, environmental value and social value.". Overall, the *Perceived Benefits variable* is in the good category with a value of 81.35%, which shows that the majority of respondents believe that electric vehicles are a valuable future transportation solution from various aspects: social benefits, usability, cost efficiency, and fulfillment of personal needs. This is an important foundation in driving purchasing behavior (*purchase intention*) because the higher the value of *Perceived Benefits* , Consumer attitudes become more positive toward eco-supportive products.

***Technology Innovativeness* Variable**

The descriptive analysis of the Technology Innovativeness variable shows that all four indicators reflect respondents' positive perceptions of electric vehicle technology advancements. This indicates that the public views the existence of environmentally friendly technology, particularly electric vehicles, as

providing tangible benefits such as improving quality of life, providing greater control over daily activities, and supporting mobility and ease of use.

***Technology Optimism* Variable**

According to the descriptive analysis of the Technology Optimism variable, all four indicators demonstrate that respondents exhibit a strong sense of optimism toward electric vehicle technology. This indicates that respondents have a positive outlook, confidence, and enthusiasm for the existence and development of electric vehicle technology. This high level of optimism is a crucial asset in increasing technology adoption and active public participation in supporting environmentally friendly innovations in the transportation sector.

***Perceived Consumer Effectiveness* Variable**

Findings from the descriptive analysis suggest that respondents generally perceive their role in environmental protection as effective, with confidence levels falling into the good classification.The statement "I tend to think about how electric vehicle technology will affect the environment when I buy it" received the highest score, which indicates that respondents consider the environmental impacts sufficiently when making purchasing decisions, especially for electric vehicles.Overall, all four indicators demonstrate that respondents have a strong perception that their actions as consumers contribute directly to environmental improvement or protection. This indicates that people not only have environmental concerns but also recognize that their consumption choices, such as choosing electric vehicle technology, can be instruments of meaningful change in the context of environmental sustainability.

***Consumer Attitude* Variable**

From the descriptive analysis, it is evident that consumers exhibit a very positive attitude toward buying electric vehicles, as reflected in the top-rated statement: "I support the purchase of electric vehicle technology.", which indicates the respondents' real support for the adoption of electric vehicles, both personally and socially. Overall, the four indicators show that respondents have a very supportive attitude towards purchasing electric vehicles, this indicates that:

1. Consumers view electric vehicles as a wise, rational choice that has a positive impact on the environment.
2. There is emotional and cognitive acceptance and support for electric vehicle technology among respondents.

Thus, *Consumer Attitude* towards electric vehicles is in the good category, and this is an important capital in encouraging market penetration and sustainable adoption *(Purchase Intention)* of the electric vehicle lifestyle in the future.

Descriptive Analysis of *Social Media Marketing*

Social Media Marketing variable was analyzed through seven indicators that measure respondents' perceptions of the content and interactivity of PLN's Instagram social media. This variable scored well in the analysis, with the statement "I feel that PLN's Instagram social media allows sharing information with others" emerging as the most highly rated.This suggests that respondents perceive PLN's social media as an effective platform for interaction and the dissemination of information. Thus, the social media strategy implemented by PLN is considered effective in reaching, influencing, and engaging audiences, as well as supporting the company's digital marketing communication objectives.

Descriptive Analysis of *Brand Awareness*

Based on the descriptive analysis of *the Brand Awareness variable* , It may be inferred that consumer recognition of the PLN brand is at a high level. The statement "I find PLN products and services very impressive" scored 80.94%, reflecting a deep and positive consumer impression of PLN. Overall, PLN's brand awareness is excellent and can serve as a strong foundation for developing the company's marketing and communication strategies going forward.

Descriptive Analysis *of Purchase Intention*

The Purchase Intention variable in this study was measured through five indicators that reflect respondents' intentions to adopt electric vehicles and install *home charging* . Purchase intention is the level of interest and action that consumers are willing to take at different stages and levels of possibility, all the way up to being able to buy a certain brand, product, or service [10]. The statement "I am willing to pay more for electric vehicle technology" was the highest score in this indicator, indicating a willingness to invest more for environmentally friendly technology. Overall, it can be concluded that *Purchase Intention* or consumer purchase intention towards electric vehicle technology is in the high category. This reflects that the public shows positive interest, both in the form of purchase plans, readiness to pay more, and interest in supporting additional infrastructure such as *home charging* . This high purchase intention is a positive signal for companies and policy makers that there is a great opportunity to increase electric vehicle penetration in Indonesia, especially if supported by educational strategies, promotions, and easy access to technology and supporting facilities.

Discussion of Causal Analysis Results

The Influence of *Product Knowledge* on *Consumer Attitude*

Product knowledge influences customer attitudes and evaluations, driving their preference for high-quality products. Product knowledge is positively correlated with favorable consumer attitudes and willingness to pay more. Statistical test results show a significant positive relationship between *Product Knowledge* and *Consumer Attitude* . These results indicate that increasing product knowledge can be an effective strategy to shape positive consumer attitudes, which in turn can influence their purchasing decisions. More informed consumers have more positive perceptions of products, which impact their decisions to purchase those products (“Consumer Knowledge, Environmental Concern, and Subjective Norms as Predictors of *Consumer Attitude* and Purchase Intention,” 2023). Effective marketing strategies can increase consumer knowledge about products through labels and educational campaigns [11], [12] . Consumers who have extensive knowledge about products tend to be more loyal and ready to pay premium prices [13], [14] . Product knowledge not only shapes attitudes, but also increases purchase intentions and purchase decisions [15] . Therefore, better product knowledge is essential to build consumer loyalty and strengthen the relationship between positive attitudes and purchasing decisions.

The Influence of *Environmental Concern* on *Consumer Attitude*

Environmental concern is the level of individual concern for environmental issues and willingness to support efforts to address environmental problems or contribute personally to their solutions [16] . Studies show that greater concern for the environment correlates with better consumer perceptions of goods and services. This suggests that businesses should encourage customers to participate in sustainability initiatives to improve their perceptions of goods and services. A significant positive relationship was identified between the Environmental Concern and Consumer Attitude variables based on statistical testing. Sustainability campaigns and environmental responsibility can encourage more environmentally friendly consumption (“The Moderating Role of *Environmental Concern* between Green Advertising Practices and Consumer Green Purchase Behavior,” 2022) [17] . Consumers tend to choose products that are environmentally friendly, sustainable, and ecological [18] . Environmentally friendly consumers show their concern for environmental and social issues that influence their decisions to purchase something [19] . This shows how important it is to inform people about sustainability and support environmentally friendly products.

The Influence of *Ecological Lifestyle* on *Consumer Attitude*

Ecological lifestyle reflects a lifestyle that prioritizes environmental sustainability in consumers' daily activities. The importance of an ecological lifestyle in shaping consumer attitudes towards sustainable products is increasingly clear, because consumers who adopt this lifestyle tend to have a positive view of environmentally friendly products [20] . Consumers who adopt an ecological lifestyle are more likely to choose products that are considered environmentally friendly, therefore, companies should tailor their marketing strategies to appeal to this particular market segment. The statistical analysis results reveal a significant positive relationship between Ecological Lifestyle and Consumer Attitude, indicating that individuals who adopt eco-friendly lifestyles tend to exhibit more favorable attitudes toward related products

[21] and emphasizes the important role played by *a green lifestyle* in shaping customer perceptions, indicating that encouraging sustainable practices can increase customer confidence in environmentally friendly goods. Consumer decisions to use *green products* are influenced by their attitudes, culture, beliefs, and product values [22] . Concerns about global warming and natural resource depletion directly or indirectly influence customer decisions about purchasing products [23] . Those who lead an eco-conscious lifestyle are more prone to choose sustainable products, suggesting that environmental awareness plays a key role in their purchasing preferences.

The Influence of *Perceived Benefits* on *Consumer Attitude*

Perceived benefits are consumer perceptions of the benefits to be gained from using a product that influence their evaluation and attitude. A better understanding of the environmental benefits of a product can increase consumers' positive attitudes, which in turn is reflected in the decision to engage in sustainable purchasing [24] . Based on the results of statistical tests, the relationship between the variables of *Perceived Benefits* and *Consumer Attitude* has a significant positive relationship. This shows that perceived benefits influence customer perceptions [25] . In consumer value theory, perceived benefits are a major factor in determining a person's attitude [26] .

Technology innovativeness is the tendency of individuals to adopt new technology earlier than others in their social system [27] . Statistical test results indicate a significant positive correlation between Perceived Benefits and Consumer Attitude. Innovators like new technology in the Diffusion of Innovation Theory [28] . In addition, technological advances increase product adoption and add to its value. Individual innovation is influenced by perceived benefits [29] . Consumer attitudes towards innovative products are positively correlated with innovation. This shows that technological advances play an important role in changing customer attitudes, which results in more positive perceptions of new products [30] .

The Influence of *Technology Optimism* on *Consumer Attitude*

Technology is viewed optimistically when it is believed to improve control, flexibility, and effectiveness in both life and work contexts. [31] . The findings reveal that Technology Optimism is positively and significantly associated with Consumer Attitude. The results of the study indicate that an optimistic attitude towards technology can increase consumer acceptance of innovation, strengthening the relationship between positive beliefs and purchasing decisions. Parasuraman (2000) in *Technology Readiness Theory* explains that *technology optimism* is a major driver [32] . In addition, encouraging a positive perspective on technology can improve customer attitudes, which in turn can lead to more acceptance and adoption of innovative products [33] . Walczuch et al. (2007) stated that technological optimism reduces psychological barriers [34] .

The Influence of Perceived Consumer Effectiveness* on *Consumer Attitude

Perceived Consumer Effectiveness reflects a consumer's confidence in their ability to make a difference through their purchasing decisions and behavior in addressing broader environmental or social concerns. [35] . PCE has a significant impact on customer attitudes; customers who believe that their actions have an impact tend to have positive perceptions of sustainable products. The findings suggest that as individuals perceive their actions to be more effective in addressing issues, their attitudes as consumers become less favorable. This shows that although consumers' perceptions of effectiveness can increase their perceptions of environmentally friendly goods, if consumers feel that their actions are not enough to encourage change, they may become skeptical. Roberts (1996) found that socially responsible consumer behavior is influenced by PCE, with positive perceptions of durable goods increasing their contribution to environmental problems [36] . However, PCE can have a negative impact when consumers use durable goods. These findings emphasize that when consumers believe their actions matter, they are more likely to maintain a supportive attitude toward sustainability-focused products. [37] .

The Influence *of Consumer Attitude* on *Purchase Intention*

Consumer attitude represent individual's favorable/unfavorable assessment of a product, brand, or buying behavior, that serves as a critical determinant of their buying decisions. [38] . he findings reveal that Consumer Attitude is positively and significantly related to Purchase Intention. Ajzen in *the Theory of Planned Behavior* states that attitude is the main predictor of behavioral intention. Therefore, increasing

positive consumer attitudes through effective marketing strategies can contribute to increasing their purchase intentions towards the products offered. *The Theory of Reasoned Action* explains the mechanism of the influence of attitudes on intentions [39] . Positive consumer attitudes towards sustainable products can significantly increase their purchase intentionshighlighting the need for well-designed marketing strategies that enhance consumer awareness and comprehension of the product's advantages. [40] . Spears & Singh (2004) revealed a significant positive link between consumers' attitudes, their intention to purchase, and their product selection [41] .

The Influence of *Social Media Marketing* on *Brand Awareness*

Significant opportunities are created for organizations through social media marketing, including reduced costs, enhanced brand recognition, and increased revenue [42] and shown that using social media to market a business is a good way to reach its marketing goals [44]. A significant positive relationship between Social Media Marketing and Brand Awareness was identified through statistical testing. it is essential to recognize that social media marketing strategies enhance brand awareness as well as contribute to shaping a positive brand image, which subsequently affects consumers' willingness to buy the products. In addition to promoting brand awareness, social media marketing serves as an efficient channel for fostering communication between customers and marketers [44] . Theoretical perspectives from UGT and CBE support empirical findings that link social media marketing efforts to increased levels of brand awareness. [45], [46] . Studies demonstrate that social media marketing plays a key role in raising brand awareness, thereby increasing consumer intent to purchase certain products. [47] . By utilizing digital platforms, companies can increase consumer engagement and build stronger brand recognition/awareness.

The Influence *of Social Media Marketing* on *Purchase Intention*

Communication and engagement through the use of social media influence customer purchase intentions [48] . The information in marketing communications has an effect on how customers rate products and decide whether or not to buy them [50]. Findings show a strong positive relationship between Social Media Marketing and Brand Awareness based on the statistical tests. It is essential to recognize that while social media marketing effectively enhances brand awareness, its impact on purchase intention is often multifaceted and shaped by various additional factors. The positive influence is especially felt by young consumers who actively use digital platforms. Other studies have found that social media advertising influences young consumers' desire to purchase goods online [50] Strategic use of social media is essential for boosting brand recognition and encouraging purchase intent among youth segments. [51] . In understanding this influence, the dichotomy of extrinsic-intrinsic motivation in the context of technology is also a concern [52] . To optimize the impact of social media marketing, it is essential to implement targeted strategies and foster effective consumer engagement.

The Influence of *Brand Awareness* on *Purchase Intention*

Statistical test results indicate a significant positive relationship between *Social Media Marketing* and *Brand Awareness*. Furthermore, previous research highlights the mediating role of *Brand Awareness* in the relationship between social media marketing efforts and consumers' purchase intentions. [53] .Aaker (1991) emphasizes that brand awareness plays a vital role in shaping overall brand equity. [54] .Keller (2013) states that brand awareness influences purchase intention through brand recall and recognition[55], [56] .

IV. CONSLUSSION

This research investigates how multiple factors—including Product Knowledge, Environmental Concern, Ecological Lifestyle, Perceived Benefits, Technology Innovativeness, Technology Optimism, Perceived Consumer Effectiveness, Social Media Marketing, and Brand Awareness—affect Consumer Attitude and Purchase Intention toward home charging for electric vehicles (EVs).The results indicate that *Consumer Attitude* serves as a key determinant in influencing *Purchase Intention*. Except for Perceived Consumer Effectiveness, all tested antecedents had a significant positive effect on Consumer Attitude, implying that informed and environmentally mindful individuals with technological optimism are more likely to hold positive views of EVs. Notably, Perceived Consumer Effectiveness showed a negative

influence, suggesting a sense of skepticism among consumers about the real impact of their individual actions on environmental outcomes.Moreover, Consumer Attitude exerts a significant influence on Purchase Intention, supporting frameworks such as the Theory of Planned Behavior and the Theory of Reasoned Action.

Individuals who view EVs as advantageous, innovative, and environmentally aligned are more likely to consider adoption and investment.The study also confirmed that Social-Media Marketing positively affects both Brand Awareness and Purchase Intention. Effective digital engagement, particularly through platforms such as PLN's Instagram, increases consumer interaction and strengthens emotional and cognitive bonds with the brand. In turn, Brand Awareness significantly contributes to Purchase Intention, serving as a mediating factor that enhances the influence of social media strategies.Overall, the results underscore the importance of educational marketing, environmental campaigns, innovation-driven messaging, and social media engagement to increase public awareness, shape favorable attitudes, and ultimately drive the adoption of electric vehicle technologies. These outcomes present valuable guidance for businesses and regulators aiming to boost electric vehicle adoption in Indonesia and align with broader sustainability targets.

V. ACKNOWLEDGMENTS

I want to thank everyone who helped and contributed to this study process from the bottom of my heart. We would like to thank PT. PLN (Persero) for giving us very useful information and statistics. I would also like to thank my family and friends from the bottom of my heart for their ongoing support and encouragement during this study adventure.

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