

“Factors Influencing GenZ’s Intention to Purchase an Electric Vehicle”

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

15/06/2022

Date

Abstract

Electric vehicles are gaining presence in many cities all around the world and, therefore, young are increasingly having the chance to choose between a conventional or an electric vehicle. The aim of this research is to find out which factors make gen Z members interested in purchasing an electric vehicle and finding out if social media influencers have an impact on those factors and act as moderators between them and purchase intention.

Convenience sampling was used in the form of an online survey for the data collection. As a result, only primary quantitative data was collected and analysed by the researcher.

The results show that purchase incentives and barriers had the strongest correlation with Gen Z's purchase intention. Furthermore, social media influencers do not appear to act as mediators between the dependent and independent variables.

All in all, this research shows an insight into gen Z's EV purchase intention and which factors seem to be more important to them when deciding to purchase an electric vehicle to help car manufacturers understand how to address this age group and to know which factors to have in mind when marketing their vehicles to Gen Z members.