



The Role of Awareness and Social Media in Shaping Generation Z's Adoption Intention of Battery Electric Vehicles in Indonesia

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Abstract. This research study examines the factors influencing the intention of Generation Z in Indonesia to adopt Battery Electric Vehicle cars in the future, focuses on the role of consumer awareness and social media campaigns in shaping attitudes towards BEV cars, which in turn affect purchase intentions. The design of this research study is using quantitative research and employed causal analysis. The data collection of this research study used a survey method and the questionnaire will be given criteria and evaluated using a Likert Scale. The sample of this research study consisted of 200 respondents and using Partial Least Square (PLS) for the data analysis. This research study also using descriptive analysis. The findings of this research study indicate that Consumer Awareness, Social Media Campaign, and Attitude have a positive and significant effect on Purchase Intention. The indirect effect analysis shows that Attitude does act as a mediator for Consumer Awareness and Purchase Intention. Similarly with the Attitude as a mediator for Social Media Campaign and Purchase Intention. This study contributes to the literature on consumer behavior and provides practical implications for policymakers and the electric vehicle industry in Indonesia.

Keywords: Battery Electric Vehicle Cars; Consumer Awareness; Generation Z; Purchase Intention; Social Media Campaign.

1. INTRODUCTION

Electric Vehicles (EVs) are seen as a promising innovation for future sustainable transportation. The survey conducted in Indonesia by Databoks in 2025, there are 10 cities with the highest PM 2.5 Air Pollution Levels in Indonesia, with Jakarta in the third place at an air pollution standard index value of 91. As stated in the Ministry of Environment and Forestry Regulation (Permen LHK) No. 14 of 2020 concerning the Air Pollution Standard Index (ISPU), the range of 51-100 indicates moderate air quality, which means the conditions are acceptable for the general population but may lead to a minor risk to sensitive groups such as children, elderly, and causing mild symptoms (e.g throat irritation). Referring to the air pollution levels in Jakarta, Statistics Indonesia's Jakarta office showed the data of vehicles that cause an air pollution in 2020, there were 3.37 million car users, contributing to the persistent air pollution problem that is increasing every year. Because of the issue, Indonesian government trying to focus on ensuring universal access to affordable, reliable, and modern energy services which is related to the Sustainable Development Goals 7 about clean energy (Santika et al., 2020). With zero to near-zero emissions, high efficiency, and lower noise levels, EVs contribute to global sustainability goals. Electric vehicles have a lot of types, including Battery Electric Vehicle (BEV), Hybrid Electric Vehicle (HEV), Plug-in Hybrid Electric Vehicle (PHEV), and Fuel Cell Electric Vehicle (FCEV). This study is focusing on Battery Electric Vehicle Cars. BEV is an electric vehicle that used a battery as its power source. The electrical energy in BEV

is stored in a rechargeable battery that can be recharged using a charging method and highly favored by many people as it is considered more efficient compared to other types. According to the survey by Databoks in 2025, the total wholesale of battery electric cars in Indonesia has shown a significant increase over the past three years, indicating growing adoption of electric vehicles. Compared to the 2022, the total wholesale in 2023 has been increasing 65.3% and increase of 63.7% from 2023. growth continued at a rapid pace, driven by increasing consumer trust in BEV cars. The companies might be face a lot of challenges in order to maintain this trend for the future. Generation Z with 27.94% of 74.93 million individuals as the total of population in Indonesia, are particularly motivated to invest in sustainable technologies in the future. Relative to that, the transformation of consumers and their decision-making processes has been influenced by the growth of digitalization and social media. In 2024, statista has stated the number of active social media users in Indonesia ranked 3rd in Asia Pacific which had around 167 million users and it became the largest in Southeast Asia. A survey conducted by Tirto.id in 2023, the interest in purchasing electric vehicles, especially battery electric cars among Generation Z showed 71.14% of 537 respondents interest in buying electric vehicles in the future (more than 2 years), 12.48% were interested in buying in the near time, and 16.39% were not interested.

Regarding the characteristics of Generation Z, young people today are more aware and attentive to social issues while had accumulated much knowledge and information via new technologies and social media, which also positively affects their perception of brands (Dobre et al., 2021). Social media has transformed the way the world communicates in recent years and it is crucial for businesses to establish a strong presence and maintain active engagement on social media platforms to effectively connect with their target audience. In order to enhance brand presence and foster a deeper connections with their audience, businesses need to focus on effective communication through social media (Ajzen, 1991). Previous research shows that engaging advertisements and digital campaigns can significantly enhance consumer attitudes toward EVs, thereby increasing purchase intention (Bhovichitra & Shrestha, 2022). Similarly, consumer awareness regarding environmental and product-related benefits has been proven to play a vital role in shaping attitudes and driving purchase behavior (Ishak & Zabil, 2012; Makanyeza et al., 2021). By understanding the attitudes of Generation Z toward EVs, it can help the manufacturers develop marketing strategies and product features. It is supported by previous research by Ninan et al. (2020) indicates that Generation Z respond positively to engage advertisements and it is significantly influencing their purchase intentions. Aligning with a research has examined how the social media campaign influence on Generation Z in

purchasing goods. The attitude of Generation Z toward purchasing products is strongly associated with social media campaigns. With that background, this study focuses on the impact of consumer awareness and social media campaigns on Generation Z's intention to purchase BEV cars in the future, with attitude serving as a mediating factor. The findings are expected to provide insights for private sectors and policymakers in shaping effective strategies for sustainable transportation.

2. LITERATUR REVIEW

Theory of Planned Behavior

Theory of Planned Behavior (TPB) is a development of Theory of Reasoned Action (TRA) which stated by Fishbein and Ajzen in 1975, often used to acknowledge and divine behaviors. Theory of Planned Behavior described as a framework for dealing with the complexities of human behavior with the core concepts to enable the prediction and comprehension of particular behaviors by providing a framework for the definition of concepts in social and behavior sciences (Ajzen, 1991).

Integrated Marketing Communication Theory

Integrated Marketing Communication (IMC) Theory is a process that involves aligning a brand's messaging across all media that marketers used to reach its target audience. According to Holm (2006), the primary goal of Integrated Marketing Communication is to influence the perception of value and behavior shaped through targeted communication.

Consumer Behavior Theory

According to a study by Roy (2022), consumer behavior is influenced by a combination of factors such as individual characteristics, social environment, cultural influences, and emotional components. The study examined how individuals select, purchase, use, and dispose of goods, services, experiences, and ideas to satisfy their needs and the effects of these actions on the consumer and society.

The Influence of Consumer Awareness on Purchase Intention

As a study by Ishak & Zabil (2012) described consumer awareness as how well the consumers understand about their rights and the protections they have in the marketplace. In line with the Theory of Planned Behavior, consumer awareness represents as the influencing factors that shape individual attitudes toward purchasing behavior. According to the research conducted by Gupta et al. (2024), there is a positive and significant influence on the purchase intention in the context of EV. The study stated by increasing awareness through targeted campaigns and educational initiatives is important to promote the adoption of EVs. There is

also a study by Jaiswal, Kant, et al. (2022) found consumer knowledge and awareness are correlated, it plays a significant role in influencing the intention to adopt EV. Based on the findings of previous studies, the following hypothesis can be proposed: H1: Consumer Awareness has a positive and significant influence on the Purchase Intention for Battery Electric Vehicle Cars.

The Influence of Social Media Campaign on Purchase Intention

Social media campaign is a marketing strategy that using social media as a platform to achieve goals within specific time, such as influence consumer behavior and perceptions. In line with Theory of Planned Behavior, social media campaign represents as the influencing factors that shape individual attitudes toward purchasing behavior According to the study by Bhovichitra & Shrestha (2022), it is proven that there is a significant influenced between advertisement and purchase intentions. It suggests that promotional efforts can drive consumer behavior. Similarly, a study by Latif, S., & Calicioglu, C. (2020), the findings shown there is a positive and significant influence between advertisement and purchase intention in Saudi Arabia. Based on the findings of previous studies, the following hypothesis can be proposed: H2: Social Media Campaign has a positive and significant influence on the Purchase Intention for Battery Electric Vehicle Cars.

The Influence of Consumer Awareness on Attitude

Tadesse & Kotler (2016) described attitude as an evaluation, feeling, and an individual's tendency to consistently hold positive or negative toward an object or idea. According to a study by Geralvine, E. (2025), green brand knowledge impacts attitude towards buying green products in beauty industry. Similarly, a study by Makanyeza et al. (2021), have a positive relationship between consumer awareness and attitude in the hotel industry. Based on the findings from previous studies, the following hypothesis can be formulated: H3: Consumer Awareness has a positive and significant influence on Attitude toward Battery Electric Vehicle Cars.

The Influence of Social Media Campaign on Attitude

Based on a result of a study by Bhovichitra & Shrestha (2022), there is a positive and significant influence between social media campaign and attitude. Similarly, a study by Ummar et al. (2023), the findings suggest that the informativeness (campaign characteristic) of a green campaign on social media has a positive impact on individuals attitude toward green tourism. H4: Social Media Campaigns have a positive and significant influence on Attitude toward Battery Electric Vehicle Cars.

The Influence of Attitude on Purchase Intention

According to Khan et al. (2023), the relationship between attitude and purchase intention toward organic food is significant. Bhovichitra & Shrestha (2022) found that attitude has a significant and positive relationship towards intention to use in the context of the impact of video marketing on social media platforms on the millennial's purchasing intention toward electric vehicles. Based on the findings from previous studies, the following hypothesis can be formulated: H5: Attitude has a positive and significant influence on the Purchase Intention for Battery Electric Vehicle Cars.

The Mediating Role of Attitude toward Consumer Awareness and Purchase Intention

Research by Alyousef et al. (2024) showed that attitude was identified as an important mediator between consumer awareness and the purchase intention. According to a study by Geralvine, E. (2025), the attitude mediates green brand knowledge and purchase intention. Based on the findings from previous studies, the following hypothesis can be formulated: H6: Attitude towards Electric Cars mediates the relationship between Consumer Awareness and the Purchase Intention for Electric Vehicle Cars.

The Mediating Role of Attitude toward Social Media Campaign and Purchase Intention

According to a research study by Latif, S., & Calicioglu, C. (2020), it investigates the mediation effect of attitude relationship between social media campaign conducted in Saudi Arabia, attitude towards social media advertisements play an important role in predicting purchase intention because attitude sets the way of thinking of consumers. Based on the findings from previous studies, the following hypothesis can be formulated: H7: Attitude towards Electric Cars mediates the relationship between Social Media campaign and the Purchase Intention for Battery Electric Vehicle Cars.

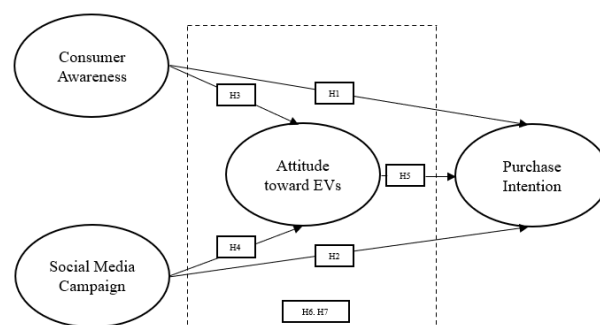


Figure 1. Conceptual Framework.

Source: Researcher (2025).

The conceptual framework above illustrates how Consumer Awareness (X1) and Social Media Campaign (X2) affect the Purchase Intention (Y), with Attitude toward EVs (Z) as a mediating factor.

3. RESEARCH METHOD

Research Design

This research study is conducted using a quantitative approach which utilizes numerical data and statistical methods. The researcher applies a causal analysis approach, also known to as explanatory or causal-comparative research to explore cause-and-effect relationships between two or more variables.

Population and Sample

The target population for this research study involves Generation Z in DKI Jakarta region with the purchase intention of a battery electric car in the future. A sample refers to a smaller group drawn from a larger population, which is used as the primary source of data in a study. It represents the broader population and is carefully chosen to reflect its characteristics in relation to the research being conducted. This study used non-probability sampling—a technique where samples are chosen based on subjective judgment rather than random selection—called purposive sampling which participants are selected based on specific characteristics determined by the researcher. The researcher has committed to the following criteria for the sample: Individuals within the age of 18-28 years old (classified as Generation Z), Individuals within the age of 18-28 years old residing in DKI Jakarta, and Individuals within the age of 18-28 years old who have never purchased and used battery electric car. The researcher decided to distribute the questionnaire using Google Form to 200 respondents.

Data Analysis

This research study utilized descriptive analysis to describe the demographics of the respondents, including characteristics, gender, age, income, and occupation. Partial least square structural modeling (PLS-SEM) is used as the primary approach for data analysis, including outer model and inner model. Evaluating the measurement model through indicator loadings (>0.708), composite reliability ($0.70-0.90$), Cronbach's alpha, convergent validity (AVE ≥ 0.50), and discriminant validity (HTMT); and assessing the structural model using R^2 (weak = 0.25, moderate = 0.50, strong = 0.75), effect size (f^2), predictive relevance (Q^2), and model fit (SRMR <0.08). Bootstrapping was conducted to test the significance of path coefficients, capturing direct, indirect, and total effects.

4. RESULTS AND DISCUSSION

Respondents Demographic

The description of the respondents profile in this research study includes information on gender, age, occupation, place of residence, and monthly expenses.

Table 1. Respondents Demographic.

Demographic Profile		Frequency	Percentage
Gender	Female	84	42.0
	Male	116	58.0
Age	18-28	200	100.0
	Private Employee	92	46.0
Occupation	Entrepreneur	37	18.5
	Student	41	20.5
	Civil Servant	30	15.0
Place of Residence	Jakarta Utara	26	13.0
	Jakarta Barat	35	17.5
	Jakarta Timur	20	10.0
	Jakarta Pusat	51	25.5
	Jakarta Selatan	68	34.0
	< Rp 3.000.000	49	24.5
	Rp 3.000.000 – Rp 5.000.000	86	43.0
Monthly Expenses	Rp 5.000.001 – Rp 7.000.000	53	26.5
	Rp 7.000.001 – Rp 10.000.000	12	6.0

Source: SPSS, 2025.

The Table 1 showed the demographic profile of the 200 respondents, the majority are female (58%), while males account for 42%. All respondents are aged 18–28, representing Generation Z, a cohort widely recognized for its environmental awareness. In terms of occupation, most respondents are private employees (46%), followed by students (20.5%), entrepreneurs (18.5%), and civil servants (15%). Geographically, respondents are distributed across DKI Jakarta, with the largest proportion residing in Jakarta Selatan (34%), followed by Jakarta Pusat (25.5%), Jakarta Barat (17.5%), Jakarta Utara (13%), and Jakarta Timur (10%). Regarding monthly expenses, the majority (43%) report spending between Rp 3,000,000–Rp 5,000,000, reflecting a moderate financial capacity that may influence their adoption prospects of Battery Electric Vehicles (BEVs)

Respondent Behavior

The respondent behavior in this research overviewed the attitude of the respondents toward the green purchase. There are five indicators using 7-point Likert Scale, the following sections showing the questions.

Table 2. Respondent Behavior.

Questions	Scale	Frequency	Percentage
I regularly avoid using personal fossil fuel vehicles to reduce air pollution	1.00	1	0.5
	4.00	2	1.0
	5.00	41	20.5
	6.00	102	51.0
	7.00	54	27.0
I am willing to pay more for environmentally friendly products or services	3.00	2	1.0
	4.00	5	2.5
	5.00	60	30.0
	6.00	77	38.5
	7.00	56	28.9
I actively seek information on how to reduce my carbon footprint in daily life	3.00	4	2.0
	4.00	3	1.5
	5.00	57	28.5
	6.00	69	34.5
	7.00	67	33.5
I prefer to use public transportation, cycle, or walk instead of using motor vehicles whenever possible	1.00	1	0.5
	2.00	1	0.5
	3.00	2	1.0
	4.00	1	0.5
	5.00	52	26.0
I feel personally responsible for taking action to protect the environment	6.00	75	37.5
	7.00	68	34.0
	1.00	39	19.5
	4.00	99	49.5
	5.00	62	31.0

Source: SPSS, 2025.

Based on Table 1, most respondents (51%) agreed (Q1) that they regularly avoid using fossil fuel vehicles to reduce air pollution, with 27% strongly agreeing and only 1 respondent strongly disagreeing. For (Q2), 38.5% agreed and 28.9% strongly agreed that they are willing to pay more for environmentally friendly products. In (Q3), the majority actively sought information on reducing carbon footprint (34.5% agree; 33.5% strongly agree). Meanwhile, (Q4) showed 37.5% agreed and 34% strongly agreed to prefer public transportation, cycling, or walking. However, (Q5) presented a more divided view, with 49.5% neutral, 31% strongly agreeing, and 19.5% strongly disagreeing about personal responsibility in protecting the environment.

Outer Model Evaluation

Validity and Reliability

The analysis was carried out using the PLS-SEM algorithm in SmartPLS4. Hair et al. (2022) suggest that loadings > 0.708 are ideal, as they indicate that the construct explains more than half of the variance in the indicator, ensuring sufficient item reliability. The Average Variance Extracted (AVE) is used for this assessment, calculated by averaging the squared loadings of each indicator. An AVE of 0.50 or higher is acceptable. Here are the results of the outer model evaluation that is presented:

Table 3. Validity and Reliability.

Construct	Items	Loadings	AVE	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
A	A1	0.748	0.592	0.770	0.771	0.853
	A2	0.798				
	A3	0.776				
	A4	0.755				
CA	CA1	0.807	0.631	0.806	0.810	0.873
	CA2	0.782				
	CA3	0.803				
	CA4	0.785				
PI	PI1	0.803	0.643	0.838	0.841	0.892
	PI2	0.800				
	PI3	0.824				
	PI4	0.854				
SMC	SMC1	0.769	0.673	0.814	0.818	0.878
	SMC2	0.853				
	SMC3	0.810				
	SMC4	0.772				

Source: SmartPLS4, 2025.

Discriminant Validity

Heterotrait-Monotrait (HTMT), Subsequent analysis was conducted to evaluate the discriminant validity of all constructs, which serves to confirm that each construct captures a distinct dimension and is empirically differentiated from the others (Hair et al., 2022). In this study, to ensure that constructs are distinct from each other, discriminant validity is evaluated using the HTMT (Heterotrait-Monotrait) ratio. The results showed that all HTMT values were below 0.90 with the highest 0.876. Since according to Hair et al. (2022), value of each construct needs to below 0.9, it means all of the values were valid. The Table 3 showed the results of the HTMT test.

Table 4. Heterotrait-Monotrait (HTMT).

	A	CA	PI	SMC
A				
CA	0.700			
PI	0.876	0.745		
SMC	0.574	0.104	0.546	

Source: SmartPLS4, 2025.

Inner Model

Once the measurement model meets the required standards, the next step in PLS-SEM analysis is to evaluate the structural model. Key factors to consider include the coefficient of determination (R^2), the predictive relevance test (Q^2), and the statistical significance of the path coefficients. The evaluation begins with Coefficient Determination (R^2). According to Hair et al. (2022), R^2 measures the explanatory power of the model, ranging from 0 to 1. Higher values indicate stronger predictive power. As a guideline, R^2 values of 0.75, 0.50, and 0.25 are

considered strong, moderate, and weak, respectively. Next, Model Fit. To meet the model fit criteria. SMSR value must be below 0.05. However, in the SMART PLS website has explained the criteria for the model fit include: SRMR or Standardized Root Mean Square is < 0.10 or < 0.08 . The f^2 effect size determines how much an independent variable influences a dependent variable: If the F-square value > 0.35 , the variable has a strong effect. If the F-square value is between 0.15 and 0.35, the variable has a moderate effect. If the F-square value is between 0.02 and 0.15, the variable has a weak effect. Last, Predictive Relevance (Q^2). Q^2 assesses the model's ability to predict endogenous variables, using a blindfolding technique. A Q^2 value above 0 suggests some level of predictive relevance, with values of 0.25 and 0.50 indicating moderate and strong predictive power, respectively. Here is a summary of the findings presented in Table 5.

Table 5. Inner Model.

Measure	A	PI	CA	SMC	Model Fit
R^2	0.511	0.633			
R^2 Adjusted	0.506	0.627			
f^2 (CA $\rightarrow$ A)	0.621				
f^2 (SMC $\rightarrow$ A)	0.411				
f^2 (A $\rightarrow$ PI)		0.145			
f^2 (CA $\rightarrow$ PI)		0.312			
f^2 (SMC $\rightarrow$ PI)		0.169			
SRMR					0.067
NFI					0.827

Source: SmartPLS4, 2025.

Hypotheses Testing

Table 6. Bootstrapping Results for Direct and Indirect Effect Hypotheses.

Hypotheses	Relationships	Original sample (O)	T statistics	P values	Results
H1	CA $\rightarrow$ PI	0.431	7.336	0.000	Accepted
H2	SMC $\rightarrow$ PI	0.296	4.966	0.000	Accepted
H3	CA $\rightarrow$ A	0.551	10.653	0.000	Accepted
H4	SMC $\rightarrow$ A	0.448	10.441	0.000	Accepted
H5	A $\rightarrow$ PI	0.330	4.723	0.000	Accepted
H6	CA $\rightarrow$ A $\rightarrow$ PI	0.182	3.742	0.000	Accepted
H7	SMC $\rightarrow$ A $\rightarrow$ PI	0.148	3.978	0.000	Accepted

Source: SmartPLS4, 2025.

Direct Effect

The Table 6 presents the structural relationships among constructs. Consumer Awareness positively and significantly influences Purchase Intention (H1: $t = 7.336$, $p < 0.001$) and Attitude (H3: $t = 10.653$, $p < 0.001$). Similarly, Social Media Campaign has a positive and significant effect on both Purchase Intention (H2: $t = 4.966$, $p < 0.001$) and Attitude (H4: $t = 10.441$, $p < 0.001$). Finally, Attitude significantly predicts Purchase Intention (H5: $t = 4.723$, $p < 0.001$). Thus, all five hypotheses are supported.

Indirect Effect

The table 6 shows that Attitude partially mediates both relationships. Specifically, Consumer Awareness influences Purchase Intention through Attitude (H6: $t = 3.742$, $p < 0.001$), and Social Media Campaign also affects Purchase Intention via Attitude (H7: $t = 3.978$, $p < 0.001$). Thus, both mediation hypotheses are supported.

Discussion

The Influence of Consumer Awareness on Purchase Intention

Consumer awareness is described as how well the consumers understand about their rights and the protections they have in the marketplace. It is contribute to shape the consumer's attitude and intention. In this research study, the relationship between consumer awareness (CA) and purchase intention (PI) was analyzed using statistical analysis. The result is showing a positive relationship between consumer awareness and purchase intention, supported by an original sample (O) 0.431, the t-statistic is 7.336, and the p-value is 0.000. It means that an increase in consumer awareness leads to a higher intention among consumers to buy Battery Electric Vehicle. According to the descriptive statistics that has been provided in Table 2, with the range of mean scores 5.45 to 5.53 across questionnaire items. The findings suggest when consumers understand the environmental and economic benefits of BEVs, they are willing to plan and considering to adopt BEVs in the future. The positive influence of Consumer Awareness and Purchase Intention aligns with previous research findings. The findings of a study by Ahmed, A. R. Q., & Taha, A. H. A. (2023) indicates a significant positive correlation between consumer brand awareness and consumer purchase intention in Iraq. Similarly with a study by Jaiswal, Kant, et al. (2022) found consumer knowledge and awareness are correlated, it plays a significant role in influencing the intention to adopt EV. These findings highlight that consumer awareness has a significant and positive in influencing the adoption of Battery Electric Vehicle in the future. For BEV companies, spreading awareness such as communicating about the benefits of their products can be a powerful strategy to get the attention of Generation Z to buy BEVs in the future.

The Influence of Social Media Campaign on Purchase Intention

Social media campaign is a marketing strategy that using social media as a platform to achieve goals within specific time, such as influence consumer behavior and perceptions. In this research study, social media campaign (SMC) plays a crucial role in shaping consumers' purchase intention (PI) toward BEVs in the future. The statistical analysis shows a positive relationship between social media campaign and purchase intention, supported with the t-statistic is positive at 4.96 and the p-value is 0.000, meaning that social media campaign have

a significant influence on consumers' purchase intention BEVs in the future. The mean score of social media campaign questionnaire items ranged from 5.31 to 5.54, indicating that respondents are influenced by the advertisement related to BEVs. According to the study by Bhovichitra & Shrestha (2022), it is proven that there is a significant influenced between advertisement and purchase intentions. It suggests that promotional efforts can drive consumer behavior. Similarly, a study by Latif, S., & Calicioglu, C. (2020), the findings shown there is a positive and significant influence between advertisement and purchase intention in Saudi Arabia. In conclusion, social media campaign has a significant and positive influence on purchase intention, emphasizing the need for marketers to give promotional efforts in order to leverage the social influence to promote BEVs effectively.

The Influence of Consumer Awareness on Attitude

As the researcher mentioned, consumer awareness reflects on how the consumers understand about their rights and protections, significantly shapes their attitude toward EVs. Understanding the relationship between consumer awareness (CA) and attitude (A) is essential to explore their perception and preferences regarding BEVs. The statistical analysis shows a positive relationship between consumer awareness and attitude, supported with the t-statistic is positive at 10.653 and the p-value is 0.000, meaning that consumer awareness has a significant influence on consumers' purchase intention BEVs in the future. The mean score of consumer awareness items ranged from 5.45 to 5.53, indicating when consumers understand the environmental and economic benefits of BEVs, they are willing to plan and considering to adopt BEVs in the future. It also supported by the descriptive analysis of respondent behavior items in Table 4.8 with the statement, "*I actively seek information on how to reduce my carbon footprint in daily life,*" showing the majority of respondents 34.5% (69 individuals), means that the findings overviewed the respondents concern for environmental issues which indicates strong foundation for developing positive attitudes toward BEVs. The positive influence of consumer awareness on attitude is supported by the previous research findings. According to a study by Geralvine, E. (2025), green brand knowledge impacts attitude towards buying green products in beauty industry. Similarly, a study by Makanyeza et al. (2021), have a positive relationship between consumer awareness and attitude in the hotel industry. In conclusion, consumer awareness positively influenced attitude toward Battery Electric Vehicles. By addressing the understanding of the benefits of the products and addressing consumers environmental concerns, marketers can enhance consumers perceptions, build trust, and increase their willingness to adopt BEVs. The targeted awareness campaign can play a crucial role in shaping positive consumers attitude and driving market acceptance.

The Influence of Social Media Campaign on Attitude

In this research study, social media campaign (SMC) plays a crucial role in shaping attitude (A) toward BEVs. statistical analysis reveals a positive relationship between social media campaign and attitude, with an evidence shows the t-statistic is positive at 4.96 and the p-value is 0.000. This suggests that individuals influenced by social media campaign tend to express more positive attitude toward BEVs. Reviewing the descriptive statistics, the mean score of social media campaign questionnaire items ranged from 5.31 to 5.54, indicating that respondents are influenced by the advertisement on their social media related to BEVs. The positive influence of social media campaign on attitude aligns with the previous research study. According to a study by Ummar et al. (2023), the findings suggest that the informativeness (campaign characteristic) of a green campaign on social media has a positive impact on individuals attitude toward green tourism. In conclusion, the results indicate that social media campaign has a positive and significant influence on individuals attitude toward BEVs. The informative social media campaign effectively shapes consumers perception and consistent.

The Influence of Attitude on Purchase Intention

Attitude toward purchase intention is critical to determine consumers purchase intention BEVs. In this research study, attitude (A) plays a crucial role in shaping consumers' purchase intention (PI) toward BEVs in the future. According to the statistical analysis in this research study, it has a significant positive relationship between attitude and purchase intention. Supported by the t-statistic at 4.723 and the p-value is 0.000. It suggests that individual with more positive attitudes toward BEV are having the intention to purchase BEVs in the future. There is also supported by the descriptive analysis of respondent behavior items in Table 2 with the statement, "*I actively seek information on how to reduce my carbon footprint in daily life,*" showing the majority of respondents 34.5% (69 individuals) are agree (6) with the statement, means that the findings overviewed the respondents awareness and concern for environmental issues. Also, in Table 4.7, the 200 respondents have been voted a statement, "*I am willing to pay more for environmentally friendly products or services*" using a Likert Scale method from 1 to 7, showing the majority of respondents 38.5% (77 individuals) are agree with the statement given. It means the respondent awareness and concern for environmentally issues lead to strong foundation for developing positive attitudes toward BEVs. Referring to the descriptive statistics of attitude, the respondents represented different levels of attitude toward BEV across questionnaire items, with the range value of mean score from 5.27 to 5.90. These findings showed the consumers consideration regarding personal benefit and innovation of BEVs. The positive influence of social media campaign on attitude aligns with the previous

research study. According to Khan et al. (2023), the relationship between attitude and purchase intention toward organic food is significant. In conclusion, attitude has a significant positive influence on consumers purchase intention BEVs in the future, which indicates the more positive the attitude toward BEVs associated with a stronger purchase intention.

The Mediating Role of Attitude toward Consumer Awareness and Purchase Intention

The study aims to investigate the mediation effect of attitude on the relationship between consumer awareness (CA) and purchase intention (PI) in the future. The results of the indirect effect indicate a positive and significant mediation, as evidenced an original sample (O) 0.182. The t-statistic is 3.742 and the p-value is accepted, at 0.000. Since in the direct effect consumer awareness directly influences purchase intention with an original sample (O) 0.431, the t-statistic is 7.336, and the p-value is 0.000. The findings indicate individuals who are environmentally concerned and knowing the personal benefits tend to build positive attitudes toward Battery Electric Vehicles, which partially mediates the relationship between consumer awareness and purchase intention, therefore it leads to a higher purchase intention the products. These findings align with previous research study by Geralvine, E. (2025), the attitude mediate green brand knowledge and purchase intention. Green brand knowledge means a consumers understanding and awareness of a brand that contributes to environmental benefits, which it is align the indicators for the consumer awareness in this research study. In conclusion, a positive mediation effect of attitude suggested that individuals attitude toward BEVs play a crucial role in translating consumer awareness into the real purchase intention in the future.

The Mediating Role of Attitude toward Social Media Campaign and Purchase Intention

The study aims to investigate the mediation effect of attitude relationship between social media campaign (SMC) and purchase intention (PI) in the future. The results of the indirect effect indicate a positive and significant mediation, as evidenced an original sample (O) 0.182. The t-statistic is 3.978 and the p-value is 0.000. In the direct effect analysis shows the t-statistic is positive at 4.96 and the p-value is 0.000, meaning that social media campaign also has a significant influence on consumers' purchase intention BEVs in the future. These findings indicate individuals who are influenced by the advertisement tend to build positive attitudes toward Battery Electric Vehicles, which partially mediates the relationship between social media campaign and purchase intention, as a result leading to a higher purchase intention the products. These findings align with previous research study by Latif, S., & Calicioglu, C. (2020), it investigates the mediation effect of attitude relationship between social media campaign conducted in Saudi Arabia, attitude towards social media advertisements play an important role in predicting purchase intention because attitude sets the way of thinking of

consumers. In conclusion, a positive mediation effect of attitude suggested that individuals attitude toward BEVs play a crucial role in translating social media campaign into the real purchase intention in the future.

5. CONCLUSION

After conducting research and discussion regarding *How Awareness and Social Media Shape Battery Electric Vehicle Adoption Intention in Generation Z*, several conclusions can be drawn. Consumer awareness has a significant and positive influence on the adoption of Battery Electric Vehicles (BEVs) in the future; when individuals are informed about the environmental and economic benefits of BEVs, their likelihood of adoption increases. Social media campaigns also play a crucial role in shaping purchase intention, as exposure to informative and engaging BEV-related content enhances interest and consideration of BEVs as a viable option. Furthermore, consumer awareness strongly influences attitudes toward BEVs, with knowledgeable individuals tending to develop more favorable attitudes that serve as a foundation for behavioral intention. Similarly, social media campaigns positively affect attitudes, as relevant, informative, and environmentally oriented advertisements contribute to the development of supportive perspectives toward BEV adoption.

Attitude itself has a strong positive impact on purchase intention, indicating that more favorable attitudes toward BEVs are associated with higher adoption likelihood. In addition, attitude partially mediates both the relationship between consumer awareness and purchase intention and the relationship between social media campaigns and purchase intention, highlighting its central role in translating knowledge and campaign exposure into behavioral outcomes. Based on these findings, several recommendations are proposed. For companies, optimizing social media strategies is essential, with a focus on creating consistent and relatable content that increases engagement and message retention. Targeting environmentally conscious segments such as Generation Z through campaigns that emphasize sustainability, innovation, and social responsibility can further strengthen adoption intention. In addition, collaboration with external stakeholders, such as the Directorate of Air Pollution Control of the Ministry of Environment and Forestry (KLHK), could enhance consumer awareness and support the development of environmentally friendly products aligned with sustainability standards and regulations. For future researchers, extending the scope beyond Generation Z in Jakarta, incorporating diverse demographic and geographic contexts, and focusing on specific BEV brands could enrich the findings. Employing qualitative or mixed-method approaches would also provide deeper insights into consumer decision-making processes, while further

examination of the link between social media campaigns and consumer awareness could offer valuable contributions to the field.

ACKNOWLEDGMENTS

I would like to express my gratitude to the Faculty of Economics and Business, Universitas Mercu Buana, as well as to my supervisors and examiners for providing me with the opportunity to conduct this research.

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