

The Influence of Society on the Behavioral Intention to Use a Technology: Evidence from the Battery Electric Vehicles Domain

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Cite as:

Silva Susana, Lampo Alessandro (2021), The Influence of Society on the Behavioral Intention to Use a Technology: Evidence from the Battery Electric Vehicles Domain. *Proceedings of the European Marketing Academy*, 50th, (93961)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



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Abstract

Despite the general good intentions towards the environment, individuals tend to adopt traditional internal combustion vehicles. Drawing from technology research, this study focuses on the impact of society - in the form of subjective norm and image – on the behavioral intention to adopt a technology. More precisely, this study seeks to explore to which extent societal influences drive the behavioral intention to adopt battery electric vehicles (BEV) technology. A self-administered survey was used for this purpose. The analysis of the data from a sample of 111 respondents showed significant relationships between the predictors and the target behavioral outcome. The study also revealed that subjective norm and image are particularly significant factors for the segment of BEV owners. The findings suggest that marketers and practitioners incorporate social elements into their product communication strategies in order to encourage the uptake of environmentally-sound technologies.

Keywords: *Technology adoption; Subjective norm; Image*

Track: Consumer Behaviour