

# The Theory of Planned Behavior and Adoption of electric vehicles: A cross-national Study

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## **The Theory of Planned Behavior and Adoption of electric vehicles: A cross-national Study**

Employing theory of planned behavior (TPB), the objective of this study is to examine whether differences exist between American and Japanese car owners' intentions to purchase electric vehicles by incorporating adoptive innovativeness and innovation resistance as predictors. The results show that Japanese and American car owners do exhibit differences in the process of adopting electric cars as well as their intentions to purchase them. The results show that social influence rather than attitude exerts a stronger influence on American car owners' intentions. In contrast, perceived behavioral control has a strong influence on Japanese car owners' intentions than social and attitudinal variables. The findings from the U.S. sample suggest that external factors outweigh internal attributes on American car owners' purchase intentions. On the contrary, self-confidence and control overshadows external factors for the Japan sample.

Key words: innovativeness, adoption, behaviors

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