Abstract

Social media influencers have recently had a significant impact on customer purchase journeys. Consumers rely on influencers' opinions to determine the acceptance of new technology, including Electric Vehicles (EV). Environmental concerns caused by Internal Combustion Engine (ICE) vehicle's carbon emissions and limited availability of fossil fuels drive the necessity of EVs' high adoption rates to replace ICE vehicles steadily.

This paper observes the influence of automotive influencers' attributes on EV purchase intentions. We proposed the S-O-R Framework to assess cognitive and affective aspects by examining Influencer's Expertise, Trustworthiness, and Attractiveness as Attributes. Performance Expectancy, Effort Expectancy, Hedonic Motivation, and Price Value are then provided as cognitive components of UTAUT2, which was incorporated into this research. Quantitative research was performed with 363 respondents and tested with SEM PLS. The study confirmed the significant implication of Influencer attributes, while Price Value is not positively associated with EV's Attitude Toward Use.