

ABSTRACT

This study aims to describe the profile of consumers who buy and use an electric car with the Wuling Air EV brand in Bandung. The various advantages offered by electric cars compared to manual cars show that sales of this brand of electric cars are increasing every year, and purchasing behavior to use electric cars in selected consumer segments using the Empathy Map method through interviews to obtain information from the consumer's perspective. Descriptive analysis is used through the indicators in the Empathy Map method to explain that this segment is active, agile, and intelligent in planning the operational costs of traveling with their personal vehicles, travel time, and ease of use. Hopefully, this scientific article can become input for the following action for electric vehicle brand owners and governments who want to encourage more use of environmentally friendly electric cars.

Keywords: *Consumer Profile, Consumer Behavior, Emphaty Map*