

Lifestyle, Futuristic Design, and Technology: Factors Influencing the Interest in Purchasing Electric Cars in Indonesia

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Abstract. In an era increasingly conscious of the environment, electric cars have emerged as a promising solution to reduce carbon emissions and other negative impacts on the environment. In Indonesia, awareness of environmental issues is growing; however, the adoption of electric cars remains limited. Therefore, this study aims to understand the factors influencing the interest in purchasing electric cars in Indonesia. In this context, lifestyle (x_1), futuristic design (x_2), and technology (x_3) are identified as potential factors influencing the interest in purchasing electric cars. Lifestyles related to environmental consciousness and sustainable trends can affect consumer preferences for environmentally friendly vehicles such as electric cars. Meanwhile, appealing futuristic designs and advanced technology integrated into electric cars can also be decisive factors in consumer purchasing decisions. Previous studies on these factors are limited, particularly in the context of the electric car market in Indonesia, especially in the city of Makassar. Therefore, this research is important to provide a deeper understanding of the factors influencing the interest in purchasing electric cars in Indonesia, as well as how these factors interact. By analyzing the influence of lifestyle, futuristic design, and technology simultaneously, this study aims to provide valuable insights for stakeholders, including electric car manufacturers, government entities, and other stakeholders, to develop more effective strategies to promote electric car adoption in Indonesia.

Keywords: Electric cars, Environmentally friendly vehicles, Futuristic design, Lifestyle, Purchase intention, Technology