

# **Factors Impact Willingness to Purchase Electric Cars in Jordan**

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## **Abstract**

The aim of the current study is to investigate how perceived risk, environmental concern, religiosity, materialism, and governmental financial incentives, impact the willingness to purchase electric cars for consumers in Jordan. This study adopted the descriptive and analytical methodology. The study's questionnaire was adapted and developed from previous studies to investigate this topic, and quantitative data were collected from 316 Jordanian online consumers as a convenience sample. The proposed conceptual model and associated hypotheses were tested using multiple linear regression and simple linear regression by using SPSS software. The findings revealed that Jordanian consumers' willingness to purchase electric cars is affected positively by environmental concern and materialism, and affected negatively by perceived risk. There was no effect of religiosity and governmental financial incentives on willingness to purchase electric cars in Jordan. Finally, this study's most important recommendations, including Jordan's Government, should reconsider current available financial incentives for purchasing electric cars. They must activate public relations activities and promotional campaigns for Jordanian consumers to inform them of the Government's incentives to encourage them to purchase electric cars. In addition, the marketers of electric cars in Jordan should try to minimize the risks, especially maintenance problems and the lack of spare parts availability.

**Keywords:** Willingness to Purchase, Electric Cars, Jordan, Perceived Risk, Environmental Concern, Religiosity, Materialism, Governmental Financial Incentives.