

ABSTRACT

TITLE : THE 4C's STRATEGIES TECHNOLOGY ACCEPTANCE AND GOVERNMENT POLICIES AFFECTING ELECTRIC VEHICLES PURCHASE INTENTION IN THE LOWER NORTHEASTERN REGION 2

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KETWORDS : MARKETING STRATEGIES 4C's, TECHNOLOGY ACCEPTANCE, GOVERNMENT POLICIES, PURCHASE INTENTION, ELECTRIC VEHICLES

This research aims to 1) study the level of opinions regarding Marketing strategy 4Cs technology acceptance, government policy, and customers' intention to purchase electric cars in the Lower Northeastern Region 2, 2) examine the relationship between marketing strategies 4Cs technology acceptance, government policy, and intention to purchase electric cars in the Lower Northeastern Region 2, 3) investigate the influence of marketing strategies 4Cs technology adoption, government policy, and intention to purchase electric cars in the Lower Northeastern Region 2. The sample group consisted of 272 individuals aged 20 and above in the Lower Northeastern Region 2. The research tool was a questionnaire with a confidence level of 0.946. The statistics used for analysis include frequency, percentage, average, standard deviation, correlation coefficient, and multiple linear equations. The research results found that: 1) The 4Cs marketing strategy, technology acceptance, government policies, and the intention to purchase electric cars in the Lower Northeastern Region 2 were at a high level of opinion. 2) The research found that the 4Cs marketing strategy, technology acceptance, and government policies are significantly related to the intention to purchase electric cars in the Lower Northeastern Region 2 at a statistically significant level of 0.01. 3) The 4Cs marketing strategy, technology acceptance, and government policies significantly influence the intention to purchase electric cars in the Lower Northeastern Region 2 at a level of 0.01.