Abstract

Objectives - The objectives of this research is to identify important factors that affect hybrid car purchase intention among Indonesian consumer, and to identify if there is any gender differences on the factors that are significantly affect the hybrid car purchase intention among Indonesian consumer.

Method – The survey questionnaires were distributed to 120 respondents from Jakarta. The data gathered then analyzed using Reliability & Validity analysis, Multiple Regression, and Independent Sample T-Test.

Results – There are two hypotheses. The first hypothesis is supported. It indicates that all of the 4 independent variables have positive influences on hybrid car purchase intention among Indonesian consumer: seeking green product information, perception on self image, perception on social value, and perceived price are significantly affecting the hybrid car purchase intention. The second hypothesis is not supported. It indicates that there are no gender differences between male and female on seeking green product information, perception on self image, perception on social value, and perceived price.

Conclusion – Indonesian consumer shows that perceived price is the main variable that affects the hybrid car purchase intention, followed by perception on self image, then seeking green product information, and the last is perception on social value. Indonesian government, car manufacturer, and marketers should be paying more attention to those 4 variables. The result also shows there is no significant gender differences between male and female on 4 variables mentioned above.

Keyword – Hybrid Car, Green Purchase Intention, Purchase Intention, Green Marketing.