What is the Decision-Making Process for Swedish Consumers Regarding the Sustainable Automobile Market?

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Abstract

This study explores Swedish consumers' complex decision-making processes when purchasing cars, mainly focusing on sustainable choices. The study is exhaustive, employing qualitative and quantitative methods and involving 105 respondents who responded to structured questionnaires. The survey covered a wide range of demographics, including gender, age, and purchase frequency. Car buying determinants were carefully examined, with these factors, including prices, safety features, and fuel effectiveness, being among the key considerations. Regarding self-reported importance in vehicle purchasing decisions, respondents also pointed out that sustainability was one of its essential aspects. Studies about information sources revealed a reliance on online reviews as an alternative to typical sales dealerships. Furthermore, the luxury performance sustainability balance highlighted an increasing consumer awareness. The most attractive sustainable features were electric/hybrid options. The implications for manufacturers, marketers, and policymakers were illuminated, emphasizing the need for enhanced marketing of eco-friendly features and collaborations with influencers to influence perceptions in this information age. For policy-makers, there are suggestions concerning tax incentives and stricter emissions standards that would be more in line with what consumers want.

While valuable insights into the Swedish auto market can be gleaned from this research, several limitations must be considered, such as restrictions imposed by sample size and potential response biases. Nevertheless, the results significantly reveal how consumers behave when making sustainable car purchases, thus setting a basis for future studies and strategic industrial planning.
1.0 Introduction

In the last hundred years, cars have transformed into more than just a mode of transportation; they have become significant forces in the world, influencing not just people but commodities and services. This game-changing sector has been instrumental in creating the modern world by easing transport and even relocating massive constructions. As of 2015, it was predicted that there would be more than 1.25 billion cars globally, demonstrating the astonishing growth of automobiles. Carbon dioxide (CO2) emissions have risen due to the growing use of fossil fuels caused by the rapid expansion in motorization (Ou, Zhang, & Chang, 2021).

One major contributor to the worrisome increase in levels of greenhouse gases is the quickening of CO2 emissions from automobiles, as shown by statistics collected since 2001. Over 20% of greenhouse gas emissions are linked to this sector, making this increase a significant concern (European Automotive Decarbonization Roadmap, 2018). Worldwide, governments have responded to the environmental threats caused by the automobile industry by enacting strict laws, such as the Paris climate pledges of 2050, which seek to prohibit the sale of automobiles powered by internal combustion engines by 2035. According to Mahmoud et al. (2016), the climate targets outlined in the Paris Agreement for 2050 have prompted the automotive industry to pour resources into developing and implementing cleaner, greener technology.

1.1 Background of the study

1.1.1 Swedish automobile market

Pioneers in the industry, such as Volvo (1927) and VABIS (1902), later known as Scania, laid the groundwork for Sweden's automotive sector in the early twentieth century. Companies from Sweden's automotive industry have grown in size and prominence both at home and abroad throughout the years. The strong automotive cluster in Sweden is a result of the country's
advantageous competitive circumstances, which have contributed to the automotive industry's success and related sectors (Pettersson et al., 2019).

The car industry in Sweden is necessary for reasons other than economic growth. The car industry is a big part of Sweden's economy and hugely influences people's and companies' daily lives. The automotive industry in Sweden generated 125,000 jobs in December 2008, with half of those jobs going to automotive suppliers. This highlights the importance of the sector in the economy. According to estimates, the automotive sector generates 1.6 new job openings for every current employee. The automotive industry plays a crucial part in Sweden's overall welfare. Thus, its success is something that everyone, from workers to local politicians to the government to society at large, is invested in (Thelen, 2019).

Nonetheless, worldwide tendencies favoring industry consolidation have not escaped the Swedish automotive sector. Important occurrences, such as the 1999 acquisition of Volvo Cars by Ford Motor Company and the attempted acquisition of Scania by the Volvo Group, demonstrate the influence of these tendencies. The EU's rejection of the takeover plan meant that Scania could maintain its autonomy. There were other ownership changes; in 1990, General Motors bought half of Saab from Investor, and 2000 GM purchased the other half. Mergers and acquisitions in the automotive supply business also increased, with more enormous conglomerates acquiring smaller firms like Autoliv. The recent mergers and acquisitions in the Swedish auto sector, such as Geely acquiring Volvo Cars, Spyker acquiring Saab, and Volkswagen and MAN jointly owning Scania, are examined in this thesis (Ju, Lee, & Kim, 2021). These changes highlight the sector's evolving landscape.
1.1.2 Consumer Decision-Making Process in the Automobile Industry

There is general agreement that human economic activities contribute to environmental degradation. According to the report "Transport Technologies and Policy Scenarios for 2050," these actions considerably worsen the ecological quality of the places they harm. These economic activities have several repercussions, including pollution, climate change, animal extinction, and natural resource depletion (Isenhour, 2010). Environmental concerns and the skyrocketing price of petroleum are driving a paradigm change in the automobile industry toward more eco-friendly cars to solve these problems. There has been a lot of research looking at ways to reduce pollution. Still, not many have investigated what characteristics environmentally conscious car buyers value most and how they make their purchase decisions (Huse and Lucinda, 2014). Because of this knowledge gap, the critical issue is why people buy environmentally friendly cars. To answer this question, this research presents the Theory of Planned Behaviour (TPB) as a valuable framework for studying the motivations and outcomes of eco-friendly car buyers. When buying eco-friendly cars, this theoretical framework systematically explains what drives people and what factors influence their decisions.

1.1.3 Green Cars

There has been a sea change in the automobile industry's approach to sustainability with the advent of "green cars," often called eco-friendly vehicles. According to Baumann, Boons, and Bragd (2021), the name comes from the fact that electric vehicles have better environmental performance than automobiles powered by internal combustion engines. According to Turrentine and Kurani (2019), these environmentally friendly cars have alternative fuel systems that use compressed air, hydrogen, or plug-in hybrids. These technical developments have one thing in common: they help slow global warming by cutting down on pollution and energy production.
from oil. While the intentions behind "green" automobiles are commendable, a significant disconnect exists between how consumers see them and how businesses plan to sell them. Further complicating matters is that no agreed-upon definition of "green" goods exists. The general public and companies alike continue to be woefully uninformed about the characteristics of these items despite efforts to define them. Consumer demand for sustainable goods is on the rise, and some academics have begun to focus more on marketing and sales of environmentally friendly items rather than just designing them. As an example of the gap between customer expectations and corporate policies, consider the difficulties associated with "green" products. Ironically, more pollution and ecosystem degradation have resulted from the demand for cheap fuels, often considered harmful to the environment. This highlights the fine line manufacturers must walk between satisfying customer wants and conforming to social norms. Economic variables, demand dynamics, supply characteristics, substitutes, and environmental protection components interact intricately to generate the "SEEDS" criteria. The primary goal of the research is to decipher the complex relationship between customer choices and environmentally conscious car features (Chang, 2010). Consumers are becoming more aware of the need to address environmental deterioration as it increases. Green car manufacturers may use this knowledge to their advantage by adopting what is known as "consumer-centric design" (Lantos, Brady, and McCaskey, 2009) to cater to the growing demand for eco-friendly automobiles. Given these changing circumstances, car companies should do thorough market research to learn more about what their customers want and need so they can take the lead in creating environmentally friendly vehicles.
1.1.4 Engaging Consumers in the Marketing of Automobile

Relationship marketing relies heavily on the participation of the intended recipients. People who want to be a part of and in sync with what a business is doing are called engaged customers (Vivek, Beatty, & Morgan, 2010). The initiative for this partnership may come from either the company or the customer, as highlighted by Van Doorn et al. (2010), who argue that every aspect of a person's character plays a role in productive teamwork.

The concept of "consumer engagement" has grown in importance in marketing despite its relative youth in the field. This rising trend results from the industry's realization of the significant influence of direct customer engagement on expansion. The importance of customer engagement in increasing a company's bottom line is becoming more apparent in this age of fierce competition. Involving consumers more actively not only makes them more curious about freshly launched items but also helps persuade them of the worth of the product itself.

A corporation has to actively incorporate consumer activities into its operations if it wants to understand its behavior beyond basic transactions, according to Sprott, Czellar, and Spangenberg (2009). Nowadays, businesses see consumers more as partners in the commercial process rather than just another number to be transacted with. This change in perspective has led to customer-centric marketing replacing product-centric marketing in today's corporate environment. Customers have become companies' most prized possessions because of this. According to Van Doorn (2011), marketers must now pay more attention to customer behavior because of this paradigm change, which emphasizes having a detailed knowledge of customer dynamics.
1.1.5 Consumer Decision-Making Process

Consumers engage in complex and ongoing decision-making processes regarding product purchases, consumption, and investigation. Corporate America, not just individual customers, will feel the effects of these actions (Roy, Butaney, & Bhutaney, 2009). Both consumers and organizations have issues due to this intricacy, so it's essential to think carefully before making a decision. Both academics and practitioners in consumer psychology are fascinated by the complexities of consumer decision-making, which has led to a thorough investigation of the critical elements impacting consumer decisions (Iwasaki and Havitz, 2004).

The purchasing process is the main subject of consumer research, highlighting its importance in molding consumer behavior. In light of its importance, researchers often use utility theory to understand consumer decision-making (Okada, 2005). Theoretically, customers choose based on how a given option will affect their happiness and satisfaction in the future. Theoretically, this perspective offers a framework for comprehending the logical and emotional factors customers consider when purchasing, adding significant knowledge to the more extensive discussion of consumer behavior.
1.2 Statement of the Problem

Growing from the Swedish automobile market, the path of purchasing a car is less a straight line and more akin to a maze. Consumers to be ramble through a difficult decision making swirl which unites cognition of the need for vehicle to the comprehensive guardian of the car models. Here the subject of our research is also the complicities of this voyage, realizing the problems, which the consumers face on their way to the decision-making about an automotive purchase. Still, our investigation did not only concern twists and turns of consumer decision-making route. Outside the showroom the problem is not yet that big one, but at the same time it is probably the most urgent environmental problem hanging over the automobile industry – the footprint of the traditional car. The fact that the footprint of consumer preferences is no longer limited to personal markings but rather an environmental one is here to re-write the narrative of our communities or those of the entire planet.

The study makes a crucial turn in this setting with the analysis of the ‘motivations’ moving the consumers to drift towards ‘green cars’. The number of people who cultivate green awareness is rising steadily along with the vehicle market trend that moves towards more and more economically concious products (Gohoungodji et al., 2020). Obligation to the earth which is the desire to go for greener alternatives becomes more appealing day by day and consumers find themselves at a dilemma between individual preference and global responsibility.

At the center of our research is a detailed investigation into the decision-making process – this is the aspect that is of interest to our study, and the aspect that we seek to focus on in the analysis of consumers’ preferences for environment-friendly cars. We will try to analyse, from the information sources affecting their choices through to the criteria directing their decisions the complexities of this crucial nexus in the purchase and sale journey.
1.3 Purpose of the Study

With a focus on the fundamental requirements, this study aims to dissect the complex variables influencing Swedish customers' decisions to purchase environmentally friendly vehicles. The primary goal is to understand what makes Swedish customers think the way they do, including their sustainability beliefs and familiarity with a wide range of vibrant car brands. Various information sources, from more traditional ones like advertising and word of mouth to more modern ones like social media and online reviews, will be analyzed in the study. This research aims to shed light on Swedish customers' decision-making process and the variables that are most important to them when buying vehicles. The end goal is for marketers and automakers to have a more sophisticated knowledge of the Swedish customer base to develop marketing tactics tailored to their specific needs and preferences. Focusing on the unique Swedish market for environmentally friendly automobile sales, this study adds to consumer behavior and decision-making literature.

Marketers and lawmakers may also feel the effects of the study's conclusions, which go beyond the academic world. This study might be helpful to these stakeholders as they try to develop ways to get Swedish customers to be more responsible and environmentally conscious with their spending. Ultimately, this research aspires to serve as a foundational piece in understanding the complex web of consumer choices by illuminating the unique complexities of sustainable automobile purchasing in Sweden.

1.4 Research Objective

1. To identify the crucial factors impacting Swedish consumers' decision-making when buying a sustainable car.
2. To examine the part of sustainability in Swedish consumers' decision-making process in the machine request.

3. To investigate the attitudes and perceptions of Swedish consumers towards different car brands in the automobile market.

4. To explore the implications of Swedish consumers' decision-making process for car manufacturers, marketers, and policymakers in promoting sustainable and responsible consumption patterns in the automobile market.

1.5 Research Questions

1. What factors impact Swedish consumers' decision-making process in buying a car?

2. How does sustainability play a part in Swedish consumers' decision-making process in the automobile market?

3. What are the most significant sources of information for Swedish consumers when buying a car?

4. How do Swedish consumers balance their desire for luxury and performance with enterprises about sustainability when deciding to buy a car?

5. What are the counteraccusations of Swedish consumers' decision-making process for auto manufacturers, marketers, and policymakers in promoting sustainable and responsible consumption patterns when buying a car?

1.6 Significance of the Study

Researchers, marketers, politicians, and car companies are just a few groups that greatly benefit from examining the factors that influence Swedish customers' decisions when purchasing a vehicle (Haider, 2020). Research by Wäppling, Strugnell, and Farley (2010) promises to improve
stakeholders' understanding by exploring the complex terrain of consumer behavior in the context of vehicle demand. This research serves as a knowledge catalyst. Stakeholders may use the findings to create more successful marketing strategies that focus on the needs and preferences of Swedish customers. Adapting to consumer requirements is crucial to encourage sustainable and ethical purchasing habits among Swedes. At the same time, the research finds unfilled needs in the market and fills them so that customers are even more satisfied. The study's impact extends beyond its original purview and into the larger area of research on consumer behavior and decision-making. Sustainability, brand impression, and information sources are just a few elements that may be better understood with further investigation (Braun, Stylidis, & Söderberg, 2020). This would pave the way for more studies and academic discussions about consumer behavior. Additionally, Swedish politicians may directly use the study's findings. It becomes an invaluable tool for program and initiative development when it sheds light on the factors influencing customer behavior and decisions. By actively promoting conscientious consumption, policymakers may guide Sweden's sector toward sustainability and meet the modern need for eco-friendly practices.

**1.7 Scope of the Study**

This research focuses on how Swedish customers make decisions regarding the purchase of cars. This research investigates the elements of sustainability, brand perception, and varied information sources that influence customer behavior. Both qualitative and quantitative research methods will be used in this investigation. Qualitative data will be gathered through in-depth interviews to obtain insight into Swedish consumers' stations and comprehensions. Quantitative data will be collected through a check distributed to a representative sample of Swedish consumers to give statistical perceptivity into the decision-making process. The study will be
limited to Swedish consumers, focusing on machine requests in Sweden (Sopjani et al., 2019). It will not include an analysis of the global machine request or consumer behavior in other countries.

The study will also have a time frame limitation, with data collection and analysis taking place within a specific period. It will not consider the impact of external factors, similar to changes in frugality or changes in government programs, that may affect consumer behavior in the long term. The compass of this study is concentrated on understanding the decision-making process of Swedish consumers in purchasing a sustainable car, with the end of furnishing perceptivity that auto manufacturers and marketers can use to develop further effective marketing strategies in Sweden.
2.0 Literature review

2.1 Literature Review Method

2.1.1 An Overview of the Watson and Webster Method

The literature review of this study was carried out using the systematic approach outlined by Watson and Webster. This method ensures a conclusive review of existing scholarly articles in an organized manner, laying a strong foundation on how consumers decide when buying cars.

2.1.2 Using Watson and Webster's Methodology to Examine

The study used the method proposed by Watson and Webster to wade through the available literature. Several set stages make this technique an increase in the rigor and transparency of the literature review process. Thus, we employed this methodology during our analysis to be all-inclusive regarding all identified relevant insights (Paré & Kitsiou, 2017).

2.1.3 Preliminary Search of Existing Literature Review

A preliminary search of current literature reviews helped identify gaps, trends, and seminal theories in consumer decision-making within the automobile industry (Paré & Kitsiou, 2017). By undertaking this first step, we were able to strategically focus our research interests and facilitate other parts of the literature review process that followed.

2.1.4 Definition of Search KeyWords

Keywords were specifically formulated according to research objectives to narrow the search process. These keywords, such as "consumer decision-making," "automobile industry," and "sustainable cars," formed the basis for coming up with effective search queries through chosen databases.
2.1.5 Definition of Literature Database

Various literature databases such as PubMed, IEEE Xplore, and Google Scholar were employed to create a rich collection of academic works. However, in selecting these databases, each one was relevant to the research topic and provided a rounded view of consumer behavior in the automotive sector.

2.1.6 Definition of Types of Publications

This review focused on different publications emphasizing reputable journals known for contributing to knowledge in scholarly terms (Paré & Kitsiou, 2017). Therefore, high-quality peer-reviewed articles played an important role in maintaining credibility across all research synthesis.

2.1.7 Definition of Other Searching Criteria

The review relied on criteria other than databases and keywords. Hence, such standards involved article relevance to the topic, recency of publications, and compatibility with our focus on sustainable cars about consumer decision-making. Concerning this methodology, the underlying purpose is to provide a structured and insightful literature review based on the study objectives, which will all form part and parcel of an individual's understanding of consumer behavior in the car industry.

2.2 Consumer behavior

The field of consumer behavior analyzes how buyers make product decisions in a given market. Consumer behavior defines how a call engages with a company's or a brand's product. There have been several studies on consumer patterns in auto purchases, each of which has shed light on a unique set of influences. According to Anastasiadou et al. (2020), significant consumer behavior shifts have occurred within the bus business.
Consumers' gestures and preferences constantly shift due to the dynamic interplay of many variables within the business landscape. According to Vidyavathi et al. (2012), several factors affect consumers' opinions regarding motorcars. Consumers' automobile preferences have been heavily influenced by their lifestyles, income levels, and other socioeconomic characteristics. Consumer behavior influences can be broken down into the spheres of the individual's psychology, society, and personal experiences. Different types of businesses emerge due to distinct categories of consumer behavior.

Consumers' actions heavily influence the level of product consumption in a given market segment. Swedish millennials are a subset of the larger millennial population ("Chaney, Touzani, & Ben Slimane, 2017). The electric vehicles sold within the country are the focus of this research. Different theoretical models have proven useful in explaining and comprehending other markets across time, and Millennials' distinct buying behaviors fit neatly into these categories.

Among the many countries, Sweden is one where consumers prioritize health when making purchases. According to Taghikhah et al. (2020), a company's branding strategy is a significant factor in influencing consumers to purchase. Millennials, who have grown up with constant internet connectivity, comprise Sweden's population. Two primary factors contributed to the success of electric vehicle marketing among Swedish millennials during the once many times. The programs that raise consciousness are broadcast extensively via conventional media and online resources that this group uses (Zhang & Zhou, 2019). Constantly protecting the environment and offering eco-friendly solutions to populations is also part of product awareness. Whether or not marketing campaigns reach their target audiences depends on the medium used and the message's content. According to Hanzaee and Yazd (2010), price and consumer perceptions play significant roles in the Swedish auto business. Consumers play a pivotal part in
the success of every request, and they bring with them a wide variety of requirements that directors strive to meet. In the Swedish request, consumers form their opinions about products grounded on what they hear from their musketeers and families about which brands are stylish. According to the Engel, Kollat, and Blackwell Model, consumers make decisions depending on the data they collect. Consumers can learn about other alternatives to a given product and consider the pros and disadvantages of each before making a final buying choice.

When selling a vehicle, automobile marketers should pay close attention to customers' core beliefs and attitudes (Hanzae & Yazd, 2010). Target markets are explained by elements that affect consumer behavior concerning a product. According to the Howard and Sheth Model, four primary determinants explain buyer behavior within a market. At the outset, consumer attitudes and actions toward a product are shaped chiefly by its inputs. The need for a thing is heavily influenced by factors like pricing and the meanings consumers assign to it. Understanding customer behavior about a specific product requires the construction of certain perceptual frameworks as well (Yee and San, 2011). How people respond to and value various items is heavily influenced by their unique personalities and the norms of the society in which they live.

The Swedish market well-received the circular economy, in which many collaboration projects are available. The vast majority of today's young adults value the expanding secondhand market, which the expansion of the internet has fueled. Millennials in Sweden benefit significantly from the influence of online communities and groups, which expands access to consumer products. Consumers value the opinions of those they know and trust while making purchases (Song et al., 2019). The lack of electric car ownership within the target demographic of Swedish millennials presents a significant barrier to market expansion.
Various pricing tactics are necessary to increase performance in the same market to ensure that the automobiles are reasonably priced. Favorable vehicle acquisition programs are helpful in the same way as time and complex technology are required for price reduction initiatives. Several distinct factors heavily influence the buying habits of Swedish millennials. About 85 percent of Sweden's population resides in metropolitan regions, where most of the target market also resides (Sweden, 2019). To a lesser extent, lifestyle and the desire to satisfy a particular want are the primary drivers of these consumers' spending habits. When purchasing a vehicle, this generation of consumers is captivated by browsing enticing displays in spacious showrooms.

Young adults today are increasingly concerned with aesthetics and design that allow them to blend in with city life. Consumers are typically drawn to the various graphical displays used in advertising on the showroom floors of electric vehicle dealers. The European market for electric vehicles is expanding rapidly, yet this development coincides with severe labor problems. Lithium-ion batteries are used in EVs to store electricity from the unique charging stations set up for them in each country they visit (Wirasingha, Schofield, & Emadi, 2008). Lithium in these automobiles is highly costly and often extracted from mines in countries with questionable labor standards, such as Bolivia. Cobalt used to produce these automobiles is also harmful to human and labor rights.

2.2.1 Types of Consumer Behavior

There are no indications that the Swedish market would change customer behavior concerning complex products like vehicles—consumers' actions in the market range from simple to complicated, from dissonance-reducing to variety-seeking. Because of the extensive preparation and paperwork required to obtain a vehicle, these vehicles are not widely used. Swedish
consumer behavior is complicated by the myriad factors in acquiring electric automobiles (Hanzaee & Yazd, 2010).

Many electric vehicle brands are available to Swedish consumers, who must choose one. Customers like these engage in dissonance-reducing behavior when they research extensively before purchasing. Many Swedish customers actively seek to make educated purchases. Seeking variety among available vehicle items on the market is a natural outcome of this quest. The Swedish market comprises several

2.3 Consumer Perception

A company's consumer perception is the general impression that its target market has of the brand and its offerings. Customers' perceptions of a business are essential in determining whether they will become active participants in the buying process. Several factors interact to increase a consumer's reaction to their impression of a particular brand or business (Kembro & Norman, 2019). The heavy tells a consumer's opinion. Luxury and high quality are frequently linked with more precious brands, but these attributes are infrequently connected with reduction companies. Consumers on a budget may be seduced by lower pricing to try new products. How a product is packaged can significantly impact how the public perceives it. High-quality and constantly recyclable paraphernalia are used to pack goods with great care. What consumers suppose of a brand has much to do with the quality of the paraphernalia used to make the product.

Good-quality products attract and keep customers and inspire brand loyalty, while low-quality products might have the opposite effect (Ran et al., 2022).

That brand's history and reputation largely form consumers' impressions of a brand. Influencers play a vital part in shaping public opinion by spreading positive or negative feedback about products or services (Matsumoto, Chinen, & Endo, 2018). Consumers have a more favorable
print of brands that have been there for a while instead of those that have recently entered the request. Consumers will have a more favorable print of a brand with a substantial online presence than without, and vice versa. Since the majority of cars sold in the Swedish market are viewed as sports cars, their popularity depends on aesthetic factors such as color (Wang et al., 2018). Many urbanites who can afford sports cars choose bright hues to project an image of wealth and success.

Manufacturers of electric vehicles must keep up a positive public image to sustain and grow their market share. Consumers, under the perception theory (Chen, Fay, and Wang, 2011), will always evaluate a product through the lens of either an opportunity or a threat. Manufacturers should play to consumers' intuition. People persuaded to buy electric automobiles due to effective marketing can enjoy the product's benefits. Manufacturers of electric vehicles in Sweden should try to win over the millennial generation. The vast majority of people who buy electric cars are located in busy urban areas. In addition to the benefits of vehicle ownership, quality is a top priority for many buyers (Fetscherin & Toncar, 2010). Customers in metropolitan areas are more open to new experiences and ideas. Therefore, they are more likely to be receptive to charging vehicles rather than refueling them. Electric vehicle manufacturers should cater to the tastes of a wide range of customers by creating stylish vehicles (Wetzel & Hoffer, 1982). Sports cars that incorporate many design elements that have made them successful in overseas markets would be highly appreciated by the general public.

Companies must capitalize on their brand recognition to break into the market for electric vehicles. Electric vehicle manufacturers are highly regarded as cutting-edge businesses that innovate constantly to meet customer demands. The manufacturers in this sector have all implemented brand-building strategies. The European market is promising for electric vehicle
production because many nations in the eurozone are working to improve environmental protection (Borg, Mont, & Schoonover, 2020). Auto manufacturers place more advanced decoration on their commercial character than any other sector. Companies like Tesla, for example, have put a lot of effort into boosting their public profile. Elon Musk, CEO of Tesla, is frequently used in the United States and Europe to vend the company's wares. Thanks to the company's ferocious advertising juggernauts, Tesla is well-known among consumers. To keep people interested, Elon Musk regularly demonstrates the latest innovations his company is developing (Hasan et al., 2012). A recent check conducted in the United States shows Tesla is the clear fave among electric vehicle buyers. Electric auto votes and other manufacturers like Honda and Ford are also making strides to better their reports in the request.

Increasing the popularity of EVs in Europe depends in no small part on public perception. According to Hasan et al. (2012), people under fifty are more interested in purchasing electric vehicles. Most Europeans live in metropolitan areas, and the high-status associations with electric vehicles are a good fit for their way of life. Not only do people who buy and use electric automobiles help the environment, but they also project an image of stability and modernity inside European society. The marketing efforts and other financial investments that consumers consume shape their perceptions in a constantly shifting environment. Companies in this sector must make substantial investments in advertising to keep convincing the public of the value of electric vehicles (Paulsrud & Wermke, 2020). The machine assiduity relies heavily on cutting-edge technology, yet numerous people find that kind of advancement fascinating and bewildering. Thus, directors should keep the request and consumers acquainted with how safe these vehicles are and how they may greatly facilitate the safety of other vehicles.
2.4 Consumer Purchase Intentions

Consumers' actions in the market about a specific product or brand are the most important factor in determining their future intent to buy. While several researchers have looked into shoppers' intentions before purchasing, Dropulić & Krupka's (2020) article has been the most often cited. Utmost people's opinions about buying commodities are told by their position of intelligence and their emotional connection to the item. Depending on the state of the request, different parts of consumers have different situations of enthusiasm for purchasing. The Theory of Planned Behaviour (TPB) is an influential framework for understanding consumer decision-making. According to TPB, one's reaction to a concept depends on how much the individual shares the notion's underlying assumptions.

Icek Ajzen made the Theory of Planned Behavior an extension of the Theory of Reasoned Action. Its goal was to explain how people act in different conditions. Kan and Fabrigar (2017) say that the two main pillars of TPB are a person's purpose and ability to do what they say they will do. The three core beliefs of TPB are control, normative, and behavioral, and they provide the foundation for the theory's reasoning. There are six primary constructs brought forth by the idea of planned behavior that define and regulate an individual's conduct. An individual's response to a particular situation is mostly influenced by their attitudes, behavioral intention, societal and subjective norms, perception of their behavioral control, and level of power (Spence et al., 2018). The Swedish market for automobiles must, therefore, consider its patrons' priorities. However, TPB is restricted to the period in which the intentions and actions take place, and it ignores concepts like mood, threat, and fear that affect a person's life.

Icek Ajzen established the Theory of Planned Behavior as a follow-up to his earlier work, the Theory of Reasoned Action. TPB considers not only a person's intent but also their actual
capacity to perform the projected action. The three core beliefs of TPB are control, normative, and behavioral, and they provide the foundation for the theory's reasoning (Kan & Fabrigar, 2017). The six fundamental constructs of the planned behavior theory define and regulate an individual's conduct. An individual's response to a particular situation is mostly influenced by their attitudes, behavioral intention, societal and subjective norms, perception of their behavioral control, and level of power. Consumers make purchases based on their values. As a result, the Swedish market for EVs must consider consumer values (Akter & Islam, 2020). However, TPB is limited to the period in which the intentions and actions take place, and it ignores concepts like mood, threat, and fear that impact an individual's life.

The Swedish consumer base is an adaptable group that welcomes novelty in all forms. It is not enough to develop attractive designs for urban inhabitants; factors like energy efficiency must also be considered (Zhang & Zhou, 2019). Since the majority of city dwellers are continually looking for ways to better their surroundings, eco-friendly solutions are likely to find favor in metropolitan areas. The Swedish market places a premium on dependability and ease of use. Customers, primarily urban millennials, have a high expectation of mobility and travel convenience (Jamal et al., 2023). They need automobiles that can transport them with the speed and comfort necessary for their daily routines.

There are three primary factors in the proposition of planned behavior that affect consumers' propensity to make a purchase. Customers' dispositions toward products significantly impact their buying decisions; hence, improving their disposition toward electric cars can increase sales. According to research by Jamal et al (2023), many potential buyers in Sweden have a favorable impression of electric automobiles. The second perspective on consumers' anticipated behavior is the subjective norm. The industry has raised the public's opinion of electric vehicles, and
consumers have responded positively. Different buyers believe that the buses are designed to address their requirements, which increases the liability that they will buy the product (Uthman, Aspitman, & Karacsonyi, 2021). Buyers are affected by how they feel the products will affect their behavior.

Crucial marketing factors that have impacted the deals of electric vehicles in the Swedish request include consumer geste, buying intentions, and comprehension. Large figures of worldlings who are open to new ideas and perspectives in the automotive sector characterize these requests. Several consumer connection propositions provide insight into how consumers feel about products in the context of their lives and the things they want (Uthman, Aspitman, & Karacsonyi, 2021).

Figure 1: Types of purchase intentions (Namogoo, 2021)
There are three primary factors in the proposition of planned behavior that affect consumers' propensity to make a purchase. Consumers' stations toward products significantly impact their buying opinions; as a result, perfecting guests' stations toward electric buses can increase deals. According to research by Ismail, 2020, many potential buyers in Sweden have a favorable impression of electric automobiles.

The private norm provides a different angle on guests' will. Electric vehicle directors have successfully raised good consumer comprehension of their wares, egging enthusiastic responses from buyers. Different buyers believe that the buses are designed to address their requirements, which increases the liability that they will buy the product. The private norm provides a different angle on guests' will (Uthman, Aspitman, & Karacsonyi, 2021). Electric vehicle directors have successfully raised good consumer comprehension of their wares, egging enthusiastic responses from buyers.

Customers have a positive print of the buses because they believe the vehicles are designed to meet their requirements. Last but not least, consumers' buying decisions are affected by their belief in the particulars' capability to impact their behavior. Key marketing variables influencing automobile acquisition in Swedish markets include consumer behavior, purchasing intentions, and perceptions. Many urbanites are open to new ideas and perspectives in the automotive sector, which characterizes these markets (Alaouir, Gustavsson, & Schmidt, 2019). Different theories explain the connections between consumers' perceptions of products and their environments and markets.

2.5 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a widely recognized and influential psychological framework that provides valuable insights into understanding and predicting human behavior.
Developed by Icek Ajzen, the TPB emerged as an extension of its predecessor, the Theory of Reasoned Action (TRA), in the late 1980s (Bosnjak et al., 2020). At its core, TPB posits that behavioral intentions are the key predictors of actual behavior and are determined by three main factors: attitudes, subjective norms, and perceived behavioral control. Attitudes refer to an individual's positive or negative evaluation of performing a behavior, while subjective norms involve the perceived social pressure and approval from significant others. Perceived behavioral control encompasses the perceived ease or difficulty of performing the behavior and reflects an individual's perceived control over the situation.

TPB has found widespread application in various fields, illustrating its versatility and adaptability. Its relevance extends to health psychology, environmental psychology, marketing, and consumer behavior. Regarding consumer behavior, TPB provides an excellent basis for examining different factors that make people want to buy some things. TPB also provides insight into why consumers make certain choices by focusing on attitudes, social influences, and perceived control. As a comprehensive and well-established theory, TPB's applicability across diverse domains highlights its effectiveness in unraveling the intricacies of human behavior; this makes it an invaluable tool for researchers and learners.

2.5.1 Components of TPB

The Theory of Planned Behavior (TPB) consists of three related components that dictate an individual's behavioral intentions and consequent acts. Attitudes, subjective norms, and perceived behavioral control are three interrelated aspects that explain the decision-making process (Asare, 2015). On the one hand, attitudes, the first component, refer to a person's overall opinion concerning performing a particular behavior, whether positive or negative. In the TPB context, understanding how attitude affects decision-making is crucial. A positive attitude
towards behavior can increase one's intentions to engage in it, while a negative attitude may act as a deterrent.

On the other hand, subjective norms are the second component of TPB that delves into the influence of social pressure and normative beliefs on an individual's decision-making process. Based on this component, people consider what important others expect or approve of when having intentions for their behaviors. The need for social acceptance and conformity greatly impacts forming intentions and subsequent actions. The third component of TPB, Perceived Behavioral Control (PBC), highlights personal control in decision-making. It measures the ease with which an individual perceives they can perform a certain action and reflects their confidence level in overcoming obstacles during performance. High PBC leads to greater behavior intention strength.

2.5.2 Consumer Decision-Making within TPB

The Theory of Planned Behavior (TPB) is a comprehensive theoretical framework for understanding consumer decision-making, a complex process influenced by many factors. It elaborates on how attitudes toward behavior, subjective norms, and perceived behavioral control intersect to impact consumer intentions and guide purchasing decisions. At its heart, TPB assumes people are rational agents who think through and plan their actions guided by certain determinants (Shin & Hancer, 2016). In the context of consumer decision-making, attitudes serve a critical role. These attitudes reflect the individual's positive or negative evaluations towards engaging in a specific behavior like buying a product. Positive attitudes about products increase the likelihood that one will form intentions to purchase them, while negative ones may discourage this behavior. Therefore, it is important to comprehend customer judgments when investigating their choices.
Subjective norms, another crucial component of TPB, bring a social dimension to consumer decision-making. One does not make decisions alone; rather, one looks at what others would think or want them to do. This social influence may come from family members, friends, workmates, or societal expectations. Consumer evaluation of product choices is influenced by the desire for social acceptance and conformity (Niosi, 2021). For instance, a consumer may be more inclined to choose a product if it aligns with the preferences of their social circle. Perceived behavioral control- TPB’s third pillar introduces personal control as part of its decision-making formulae. Since they perceive it, this part helps assess how easy or hard it might be for someone to perform the intended act—buying something here. High perceived behavioral control indicates confidence in overcoming potential hurdles, meaning stronger intentions for performing the behavior will be formed. Conversely, low perceived control can cause hesitations or rethinking during decision-making.

The contributions made by these three components become evident when using TPB as an instrument for predicting and understanding consumer choice-making processes instead of viewing them as independent variables that affect such choices in isolation. Therefore, consumer intentions do not evolve in a vacuum but across the interplay of attitudes, subjective norms, and perceived behavioral control. The theory assumes these components are synergistic rather than independent (Niosi, 2021). However, if the subjective norm suggests that their social circle favors traditional cars, there might be a conflict in forming strong intentions. In addition, the statement can be false even if there is a positive attitude and subjective norm if the consumer sees barriers like high costs or lack of availability.
2.5.3 Relevance to Sustainable Car Purchase

Competition, The Theory of Planned Behavior (TPB), is a strong tool for analyzing sustainable car purchases. In environmentally conscious consumer choices, TPB provides an overarching conceptual framework that can be used to analyze factors influencing consumer intentions towards environmentally friendly vehicles. TPB's application to sustainable car purchases is closely linked to its ability to untangle the complex interplay between various cognitive and social determinants of consumers' decision-making (Dutta & Hwang, 2021). Among them, one of the most important aspects is the attitude toward sustainable car purchases within the cognitive aspect. Consumers' intentions towards preferring sustainable cars are greatly influenced by their positive or negative evaluations of environmental considerations, fuel efficiency, and ecological impact. A consumer who thinks sustainable cars are good for the environment and their values is likelier to think they should buy such vehicles.

Subjective norms comprise another important part of TPB that adds a social aspect to decision-making concerning purchasing sustainable cars. Social influences, which include family expectations and opinions, as well as friends and colleagues, significantly moderate consumer behavior. Concerning buying eco-friendly vehicles, subjective norm reflects what an individual believes about societal approval or disapproval. The subjective norm in this regard may act as a stimulus encouraging consumers' intention to make sustainable car purchases if they feel that people around them find sustainability valuable (Dutta & Hwang, 2021). Regarding sustainable automobile choices, perceived behavioral control is significant in TPB. Consumer perceptions about how easy or hard it would be for them to adopt such vehicles can affect their purchase intentions significantly. Factors such as the availability of green cars on the market, charging infrastructure for electric vehicles, and financial considerations significantly determine perceived
behavioral control. High levels of perceived control (confidence in overcoming barriers) raise intentions for buying green vehicles. These cognitive and social determinants within TPB become even more pronounced when considering specific features of sustainable automobiles. Consumers consider "green" attributes such as environmental consciousness, fuel efficiency, and technological innovations when evaluating sustainable cars. The attitudes to these properties are crucial for understanding consumer intentions because they represent an individual's assessment of the pluses and minuses of sustainable car choices. Subjective norms about sustainable car purchases extend beyond immediate social circles into social norms in general (He et al., 2022). Societal trends, cultural values, and broader environmental movements contribute to forming subjective norms. Therefore, they often try to align their intentions with the prevalent norms by perceiving how much it is acceptable for a society to be sustainable. TPB allows researchers to differentiate between subjective norms arising from immediate factors (families, friends) and those brought about by societal aspects, enabling them to explain them.

TPB is more relevant as far as sustainable car purchases are concerned due to its ability to accommodate changes in market conditions and adapt with time. Attitudes, subjective norms, and perceived behavioral control are constantly changing due to increased awareness of environmental issues and emerging technologies related to green transportation. By doing so, TPB enables researchers and marketers to keep pace with changing green-car preferences and choices trends. Researchers and marketers can use the identification of cognitive and social determinants within TPB to make decisions (He et al., 2022). For example, by understanding the interplay between attitudes, subjective norms, and perceived behavioral control, stakeholders in the sustainable automobile industry can develop intervention messages that resonate well with...
consumers. Marketing campaigns should be designed to increase positive attitudes towards sustainability features, influence subjective norms using social networks to vote more for eco-friendly choices, and address barriers so that people feel they have a choice. Therefore, TPB is an incredibly useful framework for breaking down how consumers decide to buy sustainable vehicles. Its relevance lies in unpacking the cognitive and social factors that underpin intentions to select green cars. Researchers understand attitudes, subjective norms, and perceived behavioral control through the application of TPB, which explains how preferences for sustainable automotive are affected. This knowledge equips stakeholders with the ability to tap into the subtleties of the sustainable car market, thereby creating informed strategies that fit consumer values and beliefs.

2.5.4 Strengths and Critics of TPB in Decision Making

Healthy Theory of planned behavior (TPB) is an inclusive and systematic framework for understanding consumer decision-making on sustainable car purchase. TPB uses attitudes, subjective norms, and perceived behavioral control to unveil the complicated interrelations between cognitive and social factors that influence intentions and behaviors. However, understanding TPB is one of the strong points in consumer decision-making. By considering many dimensions, TPB provides a more nuanced perspective that enables one to study all factors affecting consumers' intentions when opting for sustainable cars (Liobikienė et al., 2016). It should also be noted that TPB's flexibility is another remarkable feature as it tends to have relevance outside its original domain, for example, health-related decisions and environments. The usefulness of TPB lies in its predictability, which makes it possible for researchers and marketers to anticipate and understand what drives their customers towards green vehicles. Consequently, stakeholders can design targeted interventions around specific attitude
determinants and use social influences correctly while improving perceived behavior controls. Flexibility is another strong suit for TPB since it can be tailored to fit dynamic market conditions (Liobikienė et al., 2016). This means that TPB can accommodate any new information or changes in consumer preferences. Hence, it ensures the model remains useful even when predicting decision-making processes within the sustainable car industry.

However, this does not mean any limitations or criticisms against TPB. The criticism against this approach is that it overemphasizes rational decision-making, thus neglecting the role emotions, habits, and other external issues play in influencing decisions made by individuals. Nevertheless, treating subjective norms as a uniform influence has been pointed out to simplify their complexities regarding variant relationships or cultural backgrounds. Another limitation is that TPB focuses more on internal psychological factors while neglecting some external ones. For instance, in the dynamic automotive industry, numerous external influences like government policies on technology advancement and market trends may greatly affect consumers’ decisions, thereby challenging the holistic nature of TB theory.

Another weakness of TPB is that it does not consider previous behavior in determining future intentions, especially in sustainable car purchases. It is, therefore, paramount to consider earlier actions as consumers who have previously preferred environmentally friendly cars might follow different decision-making patterns from those new to the concept. Furthermore, TPB assumes that people have control over their actions without considering other factors like external constraints and situational issues that may restrict control. Such factors as infrastructure, affordability, and accessibility influence perceived behavioral control significantly within the context of sustainable vehicles.
In conclusion, while TPB provides a strong framework for understanding consumer decision-making regarding sustainable cars, it should be noted that there are strengths and weaknesses associated with this theory. TPB's scope makes it a useful tool for players in the automotive industry, given its comprehensiveness, predictability ability, and effectiveness concerning action taken (Liobikienė et al., 2016). Nevertheless, addressing criticisms regarding rationality assumptions, oversimplification of social influences, very little consideration of external issues, and inadequacy in past behavior impact, among others, through more holistic approaches will provide a better understanding of consumer decision-making. As research on sustainable car purchases continues, integrating TPB’s strengths while refining its limitations will enhance its applicability and contribute to more informed decision-making strategies within the automotive industry.

2.5.5 Comparative Analysis with Other Theories

The Theory of Planned Behavior (TPB) is one of the most comprehensive approaches to decision-making theory with unique contributions to consumer choice. This makes TPB different from other leading decision-making theories when looked at comparatively. Traditional economic models often emphasize rational decision-making based on utility maximization, while TPB incorporates psychological and social factors, providing a more rounded picture of consumer behavior. Comparatively, TPB goes beyond HBM, which considers an individual's perception of health risks and benefits. In this case, HBM emphasizes perceived susceptibility, severity, benefits, and barriers, and TPB has introduced subjective norms, attitudes, and social influences that shape people's decisions (Hossain et al., 2021). The wider range of issues this approach covers enables it to look into the complexity of the consumers' choices, especially about sustainable buying, where social influence and attitude are vital.
Another applicable comparison would be the Diffusion of Innovations theory, which focuses on adopting and spreading new ideas or products (Muscato, 2015). It supplements this by bringing out the cognitive and social determinants that influence individuals' intentions regarding adopting innovations, thereby understanding decision-making in a better light. For instance, TPB can be used to understand factors influencing consumer intentions regarding sustainable car purchases, where adopting environment-friendly automobiles is an innovation.

On the contrary, TPB challenges Rational Choice Theory by acknowledging that subjective norms influence decisions made (Kroneberg & Kalter, 2012). Whereas rational choice theory assumes individuals make decisions based on a rational assessment of costs and benefits, TPB considers social influences and personal beliefs that shape its subjects' intentionality. Regarding sustainable car purchases, people may prioritize environmental considerations over purely economic ones, making strict rationality less relevant in representing their decision-making processes. TPB is different from TRA in its inclusion of perceived behavioral control. TRA usually focuses mostly on attitudes and subjective norms without considering controlling behavior. However, according to this model, an individual may intend to engage in a certain behavior but could lack control of their actions due to external constraints that are thus extremely important for decision-making analysis. This becomes particularly relevant in the sustainable car market, where infrastructure, affordability, and accessibility can significantly influence perceived behavioral control.

Ultimately, TPB presents a unique and valuable perspective within the landscape of decision-making theories. It is particularly useful as it integrates psychological and social factors, considers perceived behavioral control, and can be applied in different contexts to help understand consumer choices better. In such a rapidly changing landscape of purchasing
sustainable cars, however, where environmental concerns and social influences are key, TPB's approach appears to have become more elaborate by providing an inclusive framework for investigating the intricacies of consumer choices by researchers and practitioners.

2.5.6 Conclusion of TPB

The Theory of Planned Behavior (TPB) is the theory, among others, that can be used to explain and predict consumer decision-making. Throughout this investigation of TPB, the central ideas have been brought out, underscoring their relevance to consumer behavior. TPB's base includes attitudes, subjective norms, and perceived behavioral control, which contributes to the intricacy of thinking upon which individuals' intentions are built, leading to complex decision-making. In this case, TPB has a significant advantage over other theories as it can adapt to various contexts, making it suitable for consumer choice in dynamic environments. In addition, the theory goes deeper than relying on economical models and classification into a more comprehensive approach based on psychological and social elements. Moreover, by considering subjective norms and attitudes, TPB encompasses multiple levels, such as individual level, social context, government, and peer pressure.

TPB's role in sustainable car purchases highlights its success in investigating cognitive and social factors influencing consumers' intentions to choose environmentally friendly vehicles. Specifically within this domain, where environmental concern and social influence are critical issues, TPB's comprehensive approach is essential. Hence, TPB provides a way forward for researchers and stakeholders interested in understanding consumer decision-making complexities beyond traditional economic frameworks. In summary, The Theory of Planned Behaviour becomes an abstract notion and an adaptive instrument for grasping the intricate dynamics of consumers' preferences in different dynamic markets.
3.0 Methodology

In this section, the researcher will go out the survey methodology used in this study. This section was meant to exfoliate light on the explanation behind selecting particular methodologies. In this section, we dive deeper into the methodology employed, the check sample size, the data collection process, and the study's validity and trust ability.

3.1 Research Design

The term research design is used to describe the systematic procedure used to plan a study so that it yields the expected outcomes. Common research methods include inductive and deductive approaches; both apply to business research when discussing the theoretical growth of a study (Woiceshyn & Daellenbach, 2018). The next chapter will elaborate on the differences between these methods and determine which was used for this research.

3.2 Research approach

There are two ways to explore this content. Both the first and alternate approaches can be classified as inductive or deducible. The inductive system is generally associated with qualitative exploration ways. An inductive fashion is used when compliances are made early in the exploration process, and propositions are presented later due to the findings (Goddard & Melville, 2004). With inductive exploration," patterns are sought out through observation, and explanations, propositions, are developed for those patterns through a series of suppositions" (Bernard, 2011). Once exploration has begun, the experimenter is free to pursue any line of inquiry they like, regardless of whether their original suppositions or propositions were useful. In the inductive approach, the experimenter tries to conclude the world by analyzing collected data in search of underpinning patterns and connections that can also be used to formulate a thesis.
Meanwhile, deductive thinking is related to the scientific method in many ways. Collecting empirical data or preparing experiments to test an existing theory is part of deductive research. As a result, this approach tends to produce conclusive results. The research was conducted by Lancaster and Crowther (2008). According to Gulati, PM, deductive thinking entails moving from specifics to broad principles. This may be the case if a hypothesis or an example seems to imply a correlation or causation. One can use deduction to deduce whether or not this correlation holds under more general conditions (Gulati, PM, 2009). To answer their study concerns using existing theory, the authors opted for a deductive rather than an inductive methodology.

3.3 Hypothesis

Given the increasing demand for environmentally friendly vehicles and the evolving preferences of Swedish car buyers, we hypothesize that there is a significant correlation between consumer decision-making processes and the prioritization of environmental considerations in the purchase of automobiles. Specifically, we anticipate that factors such as information sources, decision-making criteria, and post-purchase satisfaction will exhibit patterns that align with a growing emphasis on environmental sustainability. Moreover, we expect that consumers who have recently purchased a vehicle or are in the process of doing so will show a heightened interest in environmentally friendly options, influencing their decision-making at various stages of the purchasing process. This study aims to uncover these correlations and contribute valuable insights to assist car manufacturers and marketers in adapting their strategies to meet the changing needs of Swedish car buyers.

3.4 Research philosophy

The writers' philosophical perspective on the issue is an important part of the research approach. The hypotheticals and beliefs about the growth of knowledge designated by the term"
exploration gospel" substantially affect both the methodology employed and the authors' interpretation of the results. Both epistemological and ontological perspectives can be applied to the study of the exploration gospel (Saunders et al., 2009).

### 3.5 Epistemological considerations

Making assumptions about where one's information comes from and what counts as "good" knowledge are examples of epistemological issues. When taking an epistemological stance, one primarily considers where knowledge comes from, possible knowledge, and where its boundaries lie (Bryman, Bell, & Harley, 2022). Positivism, interpretivism, and realism are the three main epistemic perspectives. Positivism is an epistemological stance that welcomes the use of common sense in studying social reality. The notion behind this principle is that knowledge is only lawful if data can back it up and that scientific discourse should be performed without bias. Now more than ever, information that can be verified by direct observation alone is the gold standard (Bryman, Bell, & Harley, 2022). The deduction is the backbone of positivist research methods.

The next viewpoint is realism, which comes next. Both it and positivism believe that the natural and social sciences research methods can benefit from being applied in the same way. In addition, realists insist on the existence of a world apart from the one described by the researcher. Empirical realism and critical realism are the two most common types of realism. Empirical realism promotes the idea that the world can be understood by applying proper methods and reflects the world as experienced by individual humans. On the other hand, critical realism considers the socially constructed order, events, and dialogues. In light of this, it contends that these depictions of reality are frequently misleading and incorrect (Novikov and Novikov, 2013).
In contrast, the third and final perspective, interpretivism, suggests that researchers acknowledge the differences between social science and natural science. It stresses the importance of human behavior as having meaning since people make decisions based on their unique sensory experiences. Therefore, researchers need to appreciate the perspectival nature of social behavior and learn to evaluate human actions in light of their values and assumptions. As a result, interpretivism examines how people make sense of the world and draws conclusions based on their interpretations rather than theoretical assumptions (Bryman & Bell, 2015).

According to positivist theory, scientific inquiry ought to be examined dispassionately, and findings in theses should be grounded in hard evidence. The study will not include the author's beliefs or speculations, but the author should keep a scientific point of view throughout the investigation (Bryman, 2015). Since the authors intend to use a deductive methodology in which the theory and methodology for testing the study's hypotheses are developed later, they cannot employ the epistemological tenets of interpretivism or realism.

### 3.6 Research Strategy

Given the inductive nature of the research strategy and the positivist foundations of the philosophy, a quantitative research strategy seemed a natural choice. To demonstrate a deductive knowledge of the connection between theory and research, quantitative studies require the collection of numerical data, as stated by Bryman and Bell (2015). They have an unbiased outlook on social reality and prefer a natural science methodology.

The strategy relied heavily on statistical evidence drawn from a variety of contexts. Characteristics of the population sample are measured and quantified. Using modern tools like e-mails and survey questionnaires makes this approach more cost-effective and easier to understand. Random samples and predefined equipment are the foundation of these data
collection approaches. Presenting, comparing, and generalizing the results of quantitative investigations is typically straightforward (Novikov and Novikov, 2013). However, the researcher might readily make assumptions about the responses before administering the survey, which is a major drawback.

3.7 Data Collection

A dual method, employing both primary methods, was used to collect data for this study. The research obtained primary data from firsthand experiences or observations through surveys, interviews, and experiments. These methods helped researchers understand issues from a firsthand perspective. To further enhance the primary findings, the researchers developed a structured questionnaire that aimed to solicit specific information essential for subsequent quantitative analysis. One hundred and five questionnaires were distributed to respondents selected to represent the population under investigation to provide a complete overview of consumer decision-making in the Swedish automobile market. Being strategic in ensuring a logical flow of information and participants' involvement, this questionnaire commenced with general questions that gradually narrowed down to more specific ones, such as factors impacting sustainable car purchases. This approach prompted participants to give well-informed answers and allowed an orderly exploration of various dimensions of consumer decision-making. The structure of this questionnaire ensured that detailed and comprehensive data was collected, thus enabling an in-depth understanding of determinant factors for consumers' decisions based on it. The following sections will highlight variables derived from questions and procedures applied, including content analysis and comparison analysis.
Data were analyzed systematically, and their patterns were quantified, hence a need for a quantitative design. This approach made it possible to investigate the factors that influenced consumer decision-making in the Swedish automobile market methodologically. Although no explicit testable hypotheses were formulated, this statistical model was chosen for its capacity to offer a solid level of statistical rigor and unbiased observations on customer preferences. The following sections shall cover specific questionnaire design, variables derived from the questions, and content analysis used alongside comparison analysis when analyzing data in more detail.

3.8 Sample Selection

The methods used to recruit study participants are discussed below. A convenience sample, a form of non-probability sampling, was used in this investigation. It is a good depiction of a homogeneous sampling population but not necessarily of the entire population. The questionnaire was sent to 105 participants, who answered with 100% follow-up. Since the study's authors are Millennials, it makes sense that they would base their comparisons on their home nation of Sweden. Additionally, Sweden was chosen because of its abundance of renewable energy supplies, advanced technical infrastructure, cultural diversity, and government support for automobile vehicles in major towns like Stockholm and Västers.

3.9 Data analysis

The empirical study forms the basis of the thesis's practical application. In that section, we'd discuss the findings from the survey questionnaire we distributed to potential buyers, owners, and drivers of electric vehicles. Using a deductive methodology, the study draws conclusions supported by data and explained by previously established ideas. According to Björklund and Paulsson (2014), a descriptive study aims to describe relations among observations but not
explain relations. This type of analysis is conducted when foundational knowledge and comprehension are more important than elaboration. In addition, the survey results will be analyzed using a methodology that combines content analysis with comparison analysis. Content analysis is a method used in academic study for identifying recurring phrases, ideas, etc. It could be used to conclude the works' messages, writers, readers, and historical and cultural contexts. When the characteristics of a system are altered, the question of how and why the system will respond arises; this is where comparative analysis comes in (Bukhari, 2011).

3. 10 Validity and reliability

Both the research itself and the findings it would produce are reflected in this section. Validity and trustworthiness are two components of this. Exploration validity ensures that applicable styles were employed to collect the data demanded for the study. Trust ability, conversely, is concerned with whether or not the findings can be reckoned upon (Saunders, Lewis, & Thornhill, 2007). Credible research relies on reliable and correct data, so researchers should consider these concepts.

When testing the same thing several times, reliability is defined as the degree to which the results are always the same. Stability, internal reliability, and inter-observer consistency are the three pillars upon which the reliability of a study rests. If the measurement remains consistent throughout time, we say it is stable. Given that the research is centered on consumer behavior in a specific nation, it is uncertain if the same results could be obtained if the study were repeated (Neuman & Robson, 2014). In addition, the poll was limited to the authors' friends and family members when a broader sample might have improved the quality of the results.
Whether or not the indicators used to create the scale can be relied upon is the primary concern regarding internal dependability. The eventuality for problems in our exploration and the validity of our thesis stem from the fact that the check questions weren't taken from a pool of implicit questions but were rather developed from scrape (Kent & Seo, 2005). The study's limitations include a fairly low response rate and a fairly large sample size relative to the population at a further time, so fresh exploration and bettered analysis styles could greatly facilitate the results.

3.11 Limitations

This section explores some of the implicit problems with this discourse. The following summarizes the study's limitations, common to any exploration. Still well-designed and statistically sound a study is, its reach may be constrained if, for illustration, it focuses too hard on a single position or population or if the field lends itself to incremental discoveries. The research primarily examined millennials' purchasing habits in Sweden, so there is a regional focus and population specificity. However, with some adaptation, the research could be applied elsewhere globally, and the millennial generation represents the next largest buying power. Research in other European nations could be very useful for a better understanding of this population.
4.0 Result and Findings

4.1 Demographics

The demographic profile of our 105 study participants provides useful information regarding Swedish consumers' car purchasing behavior. The gender distribution shows almost equal representation among males (48%), females (50%), and other genders (2%). Most of the participants are aged between 25-34, accounting for 35%, while those aged 18-24 constitute 20%, those aged 35-44 make up 25%; those aged 45-54 form 15% and finally those aged above fifty-five account for a mere five percent.

The respondents' evaluation of the frequency of considering a new car purchase reveals significant trends. An active interest in cars is indicated by the fact that a fourth percent contemplate a new car purchase regularly. Almost half, or forty-five percent, sometimes think about buying another vehicle. On the other hand, twelve percent hardly ever think of having a new motor vehicle, and three percent never think about it, suggesting this segmentation does not easily incite frequent or immediate car purchases. With this variety in their age and gender, an accurate picture emerges of how people buy cars at different stages of life, giving us insights into what to consider while looking at the influences that played a part in their decision-making process.

4.2 Factors Influencing Car Purchase

When these 105 participants had different factors analyzed, it was found that price is the most significant factor to consider when deciding to buy a vehicle. About 85% of respondents stated that price is the most critical aspect when buying a car. This shows how important economic considerations are during consumers’ decision-making when choosing affordable products. Approximately 75% of respondents admitted that safety features played a significant role in their
choice of cars. Consumers today have increasingly become conscious of road safety; therefore, when purchasing cars, this becomes an important consideration. Further still, 70% of participants believed that fuel efficiency mattered. These facts support general trends in the automobile industry, which has seen customers be more concerned with a sustainable environment and cost-effective fuel use.

Notably, sustainability is one of those factors in the decision-making process where degrees vary among participants. For instance, this figure shows that 38% rated sustainability as “Very Important,” suggesting that a substantial number of consumers put emphasis on environmentally friendly and sustainable characteristics when deciding on their vehicles. Similarly, another significant finding indicates that 25% ranked it as “4” on the importance scale, denoting considerable recognition for sustainability during their decision-making processes. This interpretation of gradations of significance attached to sustainability provides valuable information for car manufacturers and policymakers keen on aligning themselves with customer preferences and promoting sustainable usage patterns in the motor vehicle industry. Moreover, suppose you consider that 7% were not even interested at all in being sustainable. In that case, you will see a wide range of opinions about this matter among customers who use vehicles; hence, any approach to dealing with these issues needs to be diversified depending on the target segment within the auto market sector.

4.3 Information Sources

The study involved 105 respondents who were asked about the most important information sources that influence their car choice. About 60% of the participants relied on online reviews to decide on buying cars, which is a significant proportion. This demonstrates the increasing relevance of web content, as evidenced by consumers looking for and relying on the views and
experiences shared by others in the digital domain. Dealerships were one of the major sources of information for at least 30% of those surveyed. Therefore, despite the development of digital channels, buyers still value professionals from the automotive industry who provide expertise and information.

While personal networks were used by 8%, family and friends also constituted another source of information. Personal networks still impact consumer decision-making, especially for products like cars that are high-involvement purchases. Social media made up only 2 percent, but it was included in this aspect. This means that social media as an information mix is not as prominent as online reviews or dealership visits but affects consumer choices and perceptions. According to these results, many participants found these online assessments very influential. Notably, 45 percent of respondents found online reviews “very influential,” showing how persuasive digital testimonials and reviews can shape consumer opinions. Thus, there is more than just an informational source when using the internet; it is also an effective influencer concerning purchasing cars among Swedish customers.

4.4 Balancing Luxury, Performance, and Sustainability

This study aimed to investigate the extent to which Swedes can reconcile luxury and high performance with sustainability when deciding to purchase a car. It interviewed 105 participants, offering insight into the factors influencing this fine line. Moreover, an overwhelming majority of 48% of respondents strongly considered sustainability features over luxury and performance aspects in cars. This implies that even at the high end, where high performance and luxury have always been key, people are becoming more aware and conscious about preserving their surroundings.
The scores range from between 30% for those who consider it (4), a score of 15% for neither looking at it nor not considering it (3), and a marginal 2% for those who do not take it into account (1). This demonstrates that a significant number of consumers actively integrate sustainability into their decision-making process. Regarding environmentally friendly features, electric and hybrid options emerged as the most attractive choices, with 70% total response. This echoes global trends toward electric mobility and indicates a huge demand for environmentally friendly alternatives in the auto industry.

Energy-efficient technology was favored by only 20%, signaling that innovation enabling vehicles to save energy is highly appreciated by buyers as this reduces adverse effects on the environment. A lower figure of 10% was recorded for recyclable materials; however, this still suggests that some customers take note of these materials used in making cars. In conclusion, these findings indicate that Swedish consumers consider sustainability issues significantly while juggling luxury, performance, and environmental consequences when acquiring cars.

4.5 Implications for Manufacturers, Marketers, and Policymakers

The study's findings on the factors influencing car purchase decisions among Swedish consumers hold significant implications for manufacturers, marketers, and policymakers, providing actionable insights to steer the automotive industry toward more sustainable practices. For manufacturers, a key takeaway is the imperative to enhance the marketing of eco-friendly features. A substantial 50% of participants indicated this would positively impact their decision-making process. This suggests a consumer base eager for transparent and compelling communication about the sustainability aspects of vehicles. Manufacturers should highlight environmentally friendly technologies, materials, and production processes, fostering a greater understanding and appreciation among consumers.
In addition to marketing, pricing incentives for sustainable models emerged as a powerful lever, with 30% of respondents expressing interest. Offering discounts, rebates, or other financial incentives for eco-friendly vehicles could sway consumer choices, making sustainability a more attractive and economically viable option. As suggested by 20% of participants, collaboration with environmental organizations represents an avenue for manufacturers to align themselves with credible entities, enhancing their environmental credentials.

Marketers play a crucial role in influencing consumer perceptions, and the study identifies key strategies to drive the adoption of sustainable cars. Clear communication of sustainability features is paramount, as emphasized by 60% of respondents. Marketers should employ straightforward messaging that educates consumers on the positive environmental impact of their products, addressing any potential misconceptions or doubts.

Collaborations with influencers advocating sustainability emerged as another impactful strategy, garnering support from 25% of participants. Leveraging influencers who align with eco-friendly values can amplify the reach and impact of sustainability messaging. Social media campaigns promoting eco-friendly choices, identified by 15% of respondents, underline the importance of online platforms in shaping consumer opinions. Marketers should leverage these channels to create engaging content emphasizing the benefits of sustainable car choices. Policymakers, too, have a significant role to play in fostering sustainable consumption patterns. The study suggests that tax incentives for sustainable car buyers could be a powerful driver, with 40% of participants supporting this initiative. Policymakers should explore tax breaks or other incentives to encourage consumers to opt for environmentally friendly vehicles.

Stricter emissions standards represent another avenue for policymakers to promote sustainability, endorsed by 35% of participants. Governments can steer the automotive industry toward cleaner
technologies by implementing regulations that incentivize low-emission and electric vehicles. Public awareness campaigns on environmental impact, supported by 25% of respondents, underscore the importance of educating the public on the broader consequences of their choices and encouraging environmentally responsible behavior. In conclusion, the study's implications emphasize the need for a holistic approach involving manufacturers, marketers, and policymakers to promote sustainable car consumption in Sweden. Clear communication, financial incentives, and regulatory measures emerge as key levers for driving positive change in the industry.

5.0 Discussion

5.1 Introduction

The introductory section of this study gives a brief insight into the main theme, which is majorly concerned with the determinants of Swedish car-buying behaviors. It provides a background for an extensive examination of elements that influence these choices, including demographic characteristics and factors affecting car purchases, sources of information, and the balance between luxury, sustainability, and performance. In Sweden's highly diversified automotive market landscape, fully understanding consumers’ decision-making process is vital. This research aims to unravel how various factors contribute to car purchasing, from individual tastes to broader perspectives on sustainability and performance. In addition, by exploring different aspects, the research hopes to provide valuable insights that resonate with Swedish consumer preferences and motivations.

Knowing the age, gender distribution, and purchase frequency profile among 105 respondents helps establish a baseline about its population. Based on this information, it becomes easy to quantify several items regarding cars. For instance, price, safety features, or even sustainability
influence people when choosing which cars to buy. Additionally, during the examination stage of various ways consumers seek information, there are key points, such as reliance on online reviews and their relative effect. Furthermore, it considers how consumers balance their need for luxury, high performance, and changing requirements towards sustainability within their automobiles.

In summary, this introduction hints at what will be covered in other sections of the report, detailing a comprehensive overview of its purpose and anticipated findings. Therefore, an in-depth understanding of these issues forms an important basis for industry stakeholders who can use such findings to align their approaches with the demands set by Swedish customers in general.

5.2 Demographic Insights

Our study's demographic guideline had 105 participants, which provides a complete picture of the Swedish consumer. Through understanding gender distribution, age demographics, and what affects how people think about buying new cars, it is possible to read from the participant group’s diversity, shown in the gender distribution that includes 48% males, 50% females, and a meager 2% others. This balanced representation ensures a diverse perspective, enabling us to draw conclusions based on different preferences of both genders or those beyond them.

The age distribution gives an insight into the participant base. Most are aged between 25 and 34, comprising 35 percent of the sample. The following categories are close to each other, representing about one-fifth with the ages between 18-24 and 35-44, respectively. The next category, including those aged between 45 and 54, makes up only 15%, while those above 55 make up only five percent. This distribution accommodates various age groups that reflect the preferences and considerations made by individuals depending on their life stages.
By exploring how frequently participants consider buying new cars, we can gain insights into changes in car markets. For instance, a significant proportion of participants, forty percent indicate a regular inclination towards this, meaning they actively purchase new vehicles. The next group occasionally considers this matter, consisting of forty-five percent who consider buying a car at intervals. At twelve present, those who never considered purchasing a car before are as low as three present not interested in buying another car again. This kind of breakdown demonstrates differing opinions regarding car purchases that range from constant interest to rare thoughts, thus giving valuable context for understanding consumer behavior (Wicki et al., 2022).

In short, demographic insights help us understand the various perspectives within our participant pool. Gender representation, age demographics, and purchase frequency vary considerably across all respondents, making it easier to analyze these factors affecting Swedish buyers’ decisions more accurately and completely.

5.3 Factors Influencing Car Purchase

Examining factors influencing car purchase decisions among Swedish consumers has yielded valuable insights, and a comparative analysis with findings from other studies elucidates the distinctive features of the Swedish context while highlighting universal trends in consumer behavior.

Comparing the top factors considered in the decision-making process with studies conducted in different regions reveals a consistent emphasis on price as a critical determinant. Similar European and North American studies consistently identify price as a primary consideration, affirming its universal significance in consumer decision-making (Yates & de Oliveira, 2016). The pricing support is 85% for Sweden, which aligns with global data implying that economic factors are king. The second place holder, safety features, also achieved 75% concurrence from
diverse surveys directed to a global audience, showing that personal safety was key to them. This suggests that well-being ranks high among consumers when selecting an automobile, regardless of location. Fuel efficiency, significant to 70% of participants, corresponds to trends documented in eco-friendly societies such as those around this area.

One way or another, this tendency reflects the growing environmental consciousness evident worldwide today. Compared with other reliable research, 38% of respondents assessed sustainability as “Very Important,” thus matching purposeful areas. Particularly, Scandinavian countries have persistently shown higher interest in sustainable practices than others, as evidenced by significant portions assigning the greatest importance to sustainability. By considering their sustainability ratings along similar lines, it becomes clear that Europeans have some shared knowledge about what sustains them and what does not. However, more transparently spread across this scale is an understanding that only exists within Sweden and cannot be generalized for German or British drivers. Thus, when 20% rate it as “3”, many other consumers show moderate regard, indicating little difference between Swedish and other populations where the majority sees it as “Very Important” or “Not Important.”

The consideration of sustainability features in balancing desires, with 48% strongly considering it, aligns with studies emphasizing a growing consumer consciousness regarding eco-friendly features. Comparisons with studies from similar demographic profiles showcase a consistent trend toward integrating sustainability into luxury and performance considerations (Oguzhan Essiz & Aysu Senyuz, 2023). Electric/hybrid options emerging as the most appealing sustainable features resonate with global studies reflecting an increasing preference for alternative fuel technologies.
These are some universal strategies that manufacturers, marketers, and policymakers must follow. The emphasis on enhanced marketing of eco-friendly features aligns with global trends as sustainability becomes a key selling point. Price incentives for sustainable models, found effective by 30%, echo successful strategies observed in studies across diverse markets. In conclusion, the comparative analysis underscores the convergence of Swedish consumer preferences with global patterns while emphasizing unique nuances. The alignment with universal factors like price and safety highlights shared values, while the nuanced distribution in sustainability ratings provides a distinct characteristic reflective of Sweden's socio-environmental context. Recognizing these shared and unique aspects is imperative for stakeholders aiming to navigate the intricate landscape of consumer preferences in the Swedish automotive market.

5.4 Sources of Information

Exploring information sources influencing car purchasing decisions amongst Swedish consumers is insightful. At the same time, a comparative analysis with results from other works reveals similarities and peculiarities observed in consumers' information-seeking practices.

5.4.1 Primary Information Sources

This finding aligns with the global digital information consumption trend that has made online reviews the primary source for 60% of participants. For instance, comparing such studies in technologically advanced societies always points to an increased reliance on online platforms to acquire information before buying. Dealerships, which hold a 30% preference rate, are consistent with previous findings on consumer interactions through physical retail spaces. Nevertheless, unlike other studies, these results indicate that Swedes use online reviews more often than dealerships and other offline ways of seeking services and products in this market. Family and
friends (8%) exemplify the enduring influence of personal networks in decision-making. Other comparable studies across diverse cultural contexts have also pointed out that one-on-one recommendations play a significant role in molding customer decisions. Consequently, social media was preferred by only 2% as an information source because it plays only a minor role compared to similar research conducted in highly connected societies.

5.4.2 Influential Nature of Online Reviews

Thus, using a rating scale to analyze the influential nature of online reviews reveals how much value consumers put on them. For example, when 45% rated online reviews as ‘Very Influential,’ it follows arguments from studies focusing on digital testimonials' persuasive power. However, since 30% chose “4”, while another 15% chose “3”, there is considerable influence even among those who may not consider it the highest determinant. Nonetheless, very few respondents were found to be influenced by online reviews, with just 7% choosing “2” and only 3% picking “1”. Comparative analyses involving countries where people rely heavily on online reviews in their buying decisions as one of the major sources show that this is a common observation (Karlsson & Ström, 2021). Nevertheless, the overall rating of Swedish samples shows that many recognize the influence without making it too significant.

Overall, this study on information sources highlights that online brokerage firms play a critical role in the Swedish automotive market. However, Sweden’s situation is distinguished by the diversification of information channels, including noticeable reliance on dealerships. The influential nature of online reviews also indicates nuanced evaluation from an informed consumer base with varied preferences for information-seeking behavior. These dynamics are critical for marketing and communication personnel who wish to align their communication strategies with Swedish car buyers’ information consumption habits.
5.5 Balancing Luxury, performance, and Sustainability

The Swedish automotive market study concerning luxury, performance, and sustainability discusses how consumers think about these three factors. The findings of this study revealed that nearly one-half (48%) of respondents ranked sustainability as a five (strongly consider), while 30% said it was four (consider) in ranking. It is in line with other studies conducted across different geographical areas where figures have shown that more people are concerned with environmental issues.

Comparative studies conducted in environments characterized by high levels of environmental consciousness also reflect a global convergence on sustainable consumption, as observed by the increased awareness and consideration of sustainability features among Swedish consumers (Saari et al., 2021). On the other hand, however, almost half of these interviewed participants strongly chose the option “Sustainability,” pointing out that Swedish consumers make more effort to ensure they buy environmentally friendly goods.

The most attractive sustainable features When looking at what specific features attract many people among the listed sustainable ones, we clearly understand what individuals’ preferences towards sustainability look like. For 70% of consumers, electric/hybrid vehicles are their top choice. This can also be seen in the other technologically advanced countries that have embraced electric vehicles and hybrids as an eco-friendly mode of transportation.

Another 20% favored energy-efficient technology, which indicates a broader interpretation of sustainability beyond the type of motor used. Consumers looking at energy-efficient technologies are thinking about making cars environmentally friendly and not just an individual part of it. A small percentage (10%) preferred recyclable materials, which is characteristic of those exhibiting end-of-life concerns about vehicle parts.
Additionally, a comparison with studies featuring markets experiencing an increase in uptake of electric and hybrid vehicles shows a consistent preference for these sustainable propulsion options (Buhmann & Criado, 2023). Furthermore, affinities for energy-efficient technology are mirrored through studies that acknowledge different dimensions involved in understanding sustainability. While preferences may vary regarding specific materials that can be recycled, this points out to them being part of the circular economy movement as a means to sustainable product design.

In summary, this Swedish-based research on luxury, performance, and sustainability has shown high eco-driven attitudes among the country’s consumers. The strong consideration of sustainability features and the clear preference for electric/hybrid options underscore a collective commitment to responsible and eco-friendly purchasing decisions. Comparative analyses suggest that while these preferences reflect broader trends in global markets, the unique emphasis on sustainability within Sweden highlights a particular consumer landscape shaped by an expressed devotion to environmental responsibility. Hence, stakeholders in car manufacturing need such information and use it to develop products and services that can meet the expectations of their diverse customers.

5.6 Implications for Marketers, Policy Makers and Manufacturers

The survey’s implications for car makers, marketers, and policymakers provide an action plan toward sustainable consumption patterns in the Swedish car market. The comparison with other studies points out the connection with global trends and peculiarities in Sweden. This study outlines three ways manufacturers can promote sustainable consumption. In this regard, half of the respondents preferred increased marketing of eco-friendly features, which is consistent with findings from international studies showcasing higher consumer openness to environmental
messages. Secondly, 30% of participants agreed that there should be price incentives for sustainable models, which aligns with worldwide efforts to close the gap between regular and sustainable vehicles. Thirdly, 20% said they would prefer companies to partner with environmental organizations to promote their sustainability activities. Comparative analyses show that ecologically friendly advertising and promotion strategies, pricing schemes, and partnerships are necessary and very important to various people in different parts of our planet. Marketers significantly influence what individuals think about green cars. This study identifies three main approaches through which marketers can shape perceptions. More than half (60%) claimed that they want clear communication regarding sustainability attributes – similar findings have been observed in international research suggesting the importance of transparent messaging (Heldman et al., 2016). Another quarter (25%) stated that they would prefer partnerships with influencers who care about sustainability, just like other brands have begun doing influencer marketing in some geographical areas where it becomes most effective for eco-friendly communications, among others. Lastly, those favoring social media campaigns aimed at encouraging environmentally friendly choices accounted for fifteen percent (15%). Over time, online platforms have become a perfect means of promoting environmental messages since almost everyone has used them more often recently. Comparative analysis shows that communicating openly is important to every society regardless of location (Jamil et al., 2022). Influencers play a significant role, and so does the effectiveness of social media in promoting sustainable perceptions.

Government intervention is crucial in directing the automobile sector towards sustainability. This study highlights three important policies/initiatives that policymakers should implement. Four out of ten (40%) interviewees said that tax benefits were the most effective way to motivate
people to purchase environmentally friendly cars like those in many parts of Europe. However, 35% of respondents proposed stricter emission standards as one of the global environmental regulations on vehicles. Another 25% favored public enlightenment campaigns to educate society about its duties to conserve the environment. According to comparative analyses, tax incentives, as are emissions standards and environmental promotions, are always needed, regardless of different cultures worldwide.

In conclusion, the study’s implications give insight into how manufacturers, marketers, and policymakers can facilitate sustainable consumption in Sweden’s automobile industry. These findings suggest it would be worth focusing on specific approaches while following global trends. The shared priorities across different consumer bases imply transparent communication, financial incentives, and regulatory frameworks as globally applicable concepts. It is necessary for stakeholders working together to ensure that Swedish automotive industry moves forward to a more sustainable and environmentally responsible future based on these insights since they.

The survey’s implications for car makers, marketers, and policymakers provide an action plan towards sustainable consumption patterns in the Swedish car market. The comparison with other studies points out the connection with global trends on the one hand and peculiarities in the context of Sweden on the other.

5.7 Ways Manufacturers Can Promote Sustainable Consumption

This study outlines three ways manufacturers can promote sustainable consumption. In this regard, half of the respondents preferred increased marketing of eco-friendly features, which is consistent with findings from international studies showcasing higher consumer openness to environmental messages. Secondly, 30% of participants agreed that there should be price incentives for sustainable models, which aligns with worldwide efforts to close the gap between
regular and sustainable vehicles. Thirdly, 20% said they would prefer companies to partner with environmental organizations to promote their sustainability activities. Comparative analyses show that ecologically friendly advertising and promotion strategies, pricing schemes, and partnerships are necessary and very important to various people in different parts of our planet.

5.7.1 Role of Marketers in Influencing Perceptions

Marketers significantly influence what individuals think about green cars. This study identifies three main approaches through which marketers can shape perceptions. More than half (60%) claimed that they want clear communication regarding sustainability attributes – similar findings have been observed in international research suggesting the importance of transparent messaging (Heldman et al., 2016). Another quarter (25%) stated that they would prefer partnerships with influencers who care about sustainability just like other brands have begun doing influencer marketing in some geographical areas where it becomes most effective for eco-friendly communications among others. Lastly, there were those favoring social media campaigns aimed at encouraging environmentally friendly choices accounting for fifteen percent (15%). Over time, online platforms have become a perfect means of promoting environmental messages since almost everyone uses them more often recently. Comparative analysis shows that communicating openly is important to every society regardless of their geographical location, there is a significant role played by influencers and also the effectiveness of social media in promoting sustainable perceptions.

5.7.2 Policies/Initiatives Policymakers Should Implement

Government intervention is crucial in directing the automobile sector towards sustainability. This study highlights three important policies/initiatives that policy makers should put into action.

Four out of ten (40%) interviewees said that tax benefits were the most effective measure to
motivate people to purchase environmentally friendly cars like those found in many parts of Europe. However, 35% of respondents proposed stricter emission standards as one of the major environmental regulations on vehicles at global level. Another 25% favored public enlightenment campaigns aimed at educating the society about its duties to conserve the environment. According to comparative analyses, tax incentives are always needed, so do emissions’ standards and environmental promotions regardless of different cultures all over the world.

In conclusion, the study’s implications give insight into how manufacturers, marketers and policymakers can facilitate sustainable consumption in Sweden’s automobile industry. Additionally, these findings suggest that it would be worth focusing on specific approaches while following global trends. The shared priorities across different consumer bases imply transparent communication, financial incentives and regulatory frameworks as globally applicable concepts. It is however necessary for stakeholders working together to ensure that Swedish automotive industry moves forward to a more sustainable and environmentally responsible future basing on these insights since they cannot be ignored while discussing green cars in Sweden or elsewhere.

5.8 Conclusion

The comprehensive exploration of factors influencing car purchase decisions among Swedish consumers has provided nuanced insights that bear significant implications for various stakeholders in the automotive industry. The demographic insights highlighted the diverse consumer landscape, with notable variations in age, gender, and frequency of considering a new car purchase. This diversity underscores the importance of tailored strategies that resonate with specific consumer segments, a crucial consideration for manufacturers, marketers, and policymakers alike. Factors influencing car purchase decisions, such as price, safety features, and
fuel efficiency, shed light on the priorities that guide consumer choices. The emphasis on sustainability, with a substantial proportion rating it as very important, underscores the growing significance of eco-friendly considerations in the decision-making process. This aligns with global trends, indicating an increasing consciousness among consumers about the environmental impact of their choices.

Insights into information sources reveal the dominance of online reviews, emphasizing the pivotal role of digital platforms in shaping consumer perceptions. The influential nature of online reviews further accentuates the need for manufacturers and marketers to strategically leverage online spaces for promoting sustainable features and enhancing brand image. Balancing luxury, performance, and sustainability emerges as a critical consideration for consumers. The majority express a strong inclination toward sustainability features, particularly electric/hybrid options. This trend signifies an evolving consumer mindset that prioritizes environmental considerations without compromising on comfort and performance.

The implications for manufacturers, marketers, and policymakers underscore the collective responsibility to align industry practices with consumer preferences. Manufacturers are encouraged to enhance marketing efforts for eco-friendly features, offering price incentives for sustainable models and collaborating with environmental organizations. Marketers should focus on transparent communication, influencer collaborations, and social media campaigns to shape positive perceptions. Policymakers play a vital role in incentivizing sustainable choices through tax incentives, implementing stricter emissions standards, and driving public awareness campaigns. In conclusion, the findings present a compelling call to action for stakeholders in the automotive industry. It is imperative for manufacturers, marketers, and policymakers to not only recognize the evolving preferences of Swedish consumers but also actively contribute to the
paradigm shift toward sustainable practices. By aligning industry practices with consumer values, stakeholders can collectively foster a more environmentally conscious and sustainable automotive landscape.

6.0 Conclusion

6.1 Conclusion

To sum up, the study provides insights on the factors that shape car purchase decisions of Swedish consumers. Additionally, a demographic breakdown shows that there are different preferences across age and gender. A large number of respondents have sustainability as important in their list of values. Information online reviews available on the internet became popular in providing customers with information, thus, making online reviews as a major source of information. Consequently, consumers’ preferences for luxury balanced with performance and sustainability increase especially electric/hybrid alternatives. Also, these findings are comparable to global trends and show the increasing importance of sustainability in consumer decision-making. In addition, this trend towards online review dominance is consistent with other trends favoring digital media influence over traditional news channels. Similarly, sustainable features are becoming more preferred worldwide whereby there is an equal weight on eco-friendly substitute in support of broader consumer behavior studies happening globally; thus making these finding relevant and consistent globally.

6.2 Recommendation

It is recommended that automotive manufacturers should therefore ensure that they prioritize the integration and promotion of sustainable features in their products, given the study’s findings. To this end, it may be necessary to emphasize eco-friendly attributes during advanced marketing strategies. On top of that, by offering price incentives for sustainable models, a further
encouragement for an ecologically conscious choice can be achieved. In addition, collaboration with environmental organizations can enhance credibility and reaffirm commitment to sustainable practices. Marketers should communicate sustainability features clearly; develop partnerships with eco-promoters like influencers; and use impactful social media campaigns. Therefore, policy makers are called upon to give tax incentives to encourage buying of eco-friendly vehicles, as well as institute stringent emission standards while running public campaigns aimed at raising awareness on the environmental impacts of consumption choices. Consequently, these recommendations would lead to a more eco-friendly automobile industry aligned with customer desires and global ecological interests.

6.3 Limitations

This study has certain limitations that should be acknowledged. Firstly, the sample size of 105 participants may not fully represent the diverse spectrum of Swedish car consumers. The demographics, while providing valuable insights, may not capture the entirety of the population's preferences. Additionally, the reliance on self-reported data through questionnaires introduces the possibility of response bias. The study focused on sustainable car purchases, potentially neglecting nuances in decision-making for non-environmentally friendly vehicles. The generalizability of findings beyond the specific context of the Swedish market may be limited. Despite these constraints, the study offers valuable insights into the factors influencing consumer decisions in the automotive industry, providing a foundation for future research and strategic considerations.
7.0 References


Appendix

Appendix 1: Survey Questionnaire

Section 1: General Information

1.1 Gender:

Male

Female

Other (please specify)

1.2 Age:

18-24

25-34

35-44

45-54

55 and above

1.3 How often do you consider purchasing a new car?

Regularly

Occasionally

Rarely

Never

Section 2: Factors Influencing Car Purchase

2.1 What factors do you consider most important in the decision-making process when buying a car? (Select all that apply)

Price

Brand reputation
Fuel efficiency
Performance
Safety features
Environmental impact
Technology features
Other (please specify)

2.2 How would you rank the importance of sustainability in your decision-making process when buying a car? (Scale: 1 - Not Important, 5 - Very Important)

Section 3: Information Sources

3.1 Where do you primarily seek information when considering purchasing a car? (Select all that apply)
Dealerships
Online reviews
Family and friends
Automotive magazines
Social media
Other (please specify)

3.2 How influential are online reviews in shaping your decision-making process? (Scale: 1 - Not Influential, 5 - Very Influential)

Section 4: Balancing Luxury, Performance, and Sustainability

4.1 To what extent do you consider sustainability features when balancing your desire for luxury and performance in a car? (Scale: 1 - Not Considered, 5 - Strongly Considered)

4.2 What sustainable features do you find most appealing in a car? (Open-ended)
Section 5: Implications for Manufacturers, Marketers, and Policymakers

5.1 In your opinion, how can auto manufacturers promote sustainable and responsible consumption patterns? (Open-ended)

5.2 What role do marketers play in influencing your perceptions and choices related to sustainable cars? (Open-ended)

5.3 What policies or initiatives do you believe policymakers should implement to encourage sustainable car purchases? (Open-ended)