摘要

歐盟六期環保法規的制定，以及民眾環保意識的高漲，使得電動車成為未來全球的趨勢；台灣政府於2010年開始致力於推動電動車產業的發展，規劃三階段的發展，也擬訂了環保相關目標，並於2018年三讀通過空汙法，開始嚴格控管燃油車的廢氣排放，淘汰不環保之車輛，讓消費者更願意購買相對環保之電動車。要在2030年完成全面使用電動公車及公家機關使用電動車為公務車輛，接著在2035年禁售汽油機車、2040年禁售汽油車，由此可見，政府也極力打造友善發展電動車的環境，讓未來消費者更願意去購買純電動車。

目前台灣的純電動車市佔率低，從2013年至2017年整年度領牌數從157輛成長至832輛，佔新車領牌數從0.04%成長至0.2%，雖然領牌數成長了近五倍之多，但對於汽車市場來說僅是九牛一毛。未來我們的生活中一定會充斥著電動車與充電站，但在電動車時代來臨之前，我們必須了解在台灣消費者選購電動車的因素，例如要有完善的充電基礎設施、良好的續航力還有政府必須提供吸引消費者的誘因，以及其他因素，並從消費者看法中為電動車引領一條光明的道路。

因此，本研究旨在修改計畫行為理論探討消費者對純電動車之意願，並且加入探討象徵性與購買意願之間的關係，研究結果顯示政府誘因、充電便利性與否和基礎設施是否完善以及純電動車之象徵性對電動車購買意願會產生影響。

關鍵詞：計畫行為理論、象徵性、電動車、環保態度

Abstract

The formulation of the European Union's six environmental laws and regulations, as well as the upsurge of people's environmental awareness, make electric vehicles a global trend in the future. In 2010, the Taiwan government began to promote the development of electric vehicle industry, and planned the development of three stages and the air pollution law was legislated in 2018, to strictly control the exhaust emission of fuel vehicles, eliminate not environmental protection of the vehicle,.

The Taiwan government also formulated the environmental protection target, to complete the full use of electric vehicles by 2030 and use electric vehicles as official vehicles in public institutions.

Then in 2035 to ban the gasoline motorbike, bans on gasoline vehicles in 2040, let consumers more willing to buy the relative environmental protection of electric vehicles. Therefore, the government is also trying to create a friendly environment for the development of electric vehicles, so that future consumers are more willing to buy pure electric vehicles.

At present, the market share of pure electric vehicles in Taiwan is low. From 2013 to 2017, the number of licensed vehicles has grown from 157 to 832, accounting for 0.04% to 0.2% of new vehicles. Although the number of licensed vehicles has increased by nearly five times, it is still quite rare in the automobile market.

This study apply to modify theory of planned behavior to explore consumers' willingness to pure electric vehicles, and to explore the relationship between symbolism and purchase intention. The results show that government incentives, ease of charging and the availability of infrastructure, as well as the symbolism of pure electric vehicles have an impact on the purchase intention of

electric vehicles.

Keywords: Theory of Planned Behavior, Electric Vehicle, Symbolic, Environmental attitude