Behavioural and Policy Drivers of Electric Vehicle Repurchase Intention in Malaysia: Insights for an Inclusive Energy Transition

Kim Mee Chong[1]*, Atif Aziz[2], Manam Parveen[2], Long He[3], Jamshid Pardaev[4]

[1]School of Accounting and Finance, Faculty of Business and Law, Taylors University, Subang Jaya, Malaysia, [2]Iqra University Karachi, Karachi, Pakistan, [3]School of International Education, Guizhou University of Commerce, Guiyang, China, [4]Finance and Tourism Department, Termez University of Economics and Service, Termez, Uzbekistan. *Email: kimmee.chong@taylors.edu.my

ABSTRACT

As Malaysia advances toward a low-carbon transportation future, understanding electric vehicle (EV) repurchase intention is critical for sustainable market growth. This study investigates behavioural and policy-related determinants of EV repurchase intention among 500 Malaysian respondents with direct household EV ownership experience. Utilising the theory of planned behaviour (tpb), the new ecological paradigm (NEP) and findings from technology acceptance research, we investigate the influence of environmental attitudes, personal norms, perceived behavioural control, governmental incentives, infrastructure preparedness and trust in technology on outcomes, with driving experience serving as a connecting factor. The resulting SEM analysis indicates that environmental attitudes, personal norms and perceived behavioural control are the primary factors influencing individuals to repurchase electric vehicles. Government incentives and infrastructure readiness indirectly affect repurchase decisions by influencing the entire driving experience. Conversely, subjective norms exert a minimal influence. While trust in technology improves the driving experience, it doesn't significantly affect the purchasing decision of another EV. The findings underline the significance of consumer's personal motivation and a sense of empowerment in sustaining long-term electric vehicle commitment. It advises that Malaysian policy should focus on techniques to cultivate loyalty and sustained support rather than solely offering incentives for the initial purchase. This strategy can foster a practical and sustainable energy transition while enhancing Malaysia's electric vehicle ecosystem.

Keywords: Electric Vehicles, Behavioural Intention, Infrastructure Readiness, Environmental Norms, Southeast Asia, Malaysia
JEL Classifications: Q48, Q55, R41, O13

1. INTRODUCTION

Malaysia is seeking to achieve its global carbon neutrality objectives, that is becoming more significant for using energy sustainability. The transportation sector, particularly trucks and cars powered by internal combustion engines, is a major source of greenhouse gas emissions in the country. In response, Malaysia has introduced numerous policies to encourage the use of electric vehicles. These rules are part of national electric vehicle (EV) policy, low carbon mobility blueprint and national energy transition roadmap.

The ministry of investment, trade and industry (MITI) says that by 2030, electric vehicles (EVs) and hybrid vehicles should make up 15% of the total volume of the industry (TIV) and by 2040, they should make up 38%. By 2025, there should also be 10,000 charging stations open to the public. But by 2023, only 13,257 EVs had been sold and there were only a little over 16,700 EVs registered. This is just 1.6% of all new car sales (Malaysian Investment Development Authority MIDA, 2024). The government does give tax breaks and waivers for road taxes. Despite government incentives such as tax exemptions and road tax waivers, challenges in affordability, infrastructure readiness, and public trust continue to slow progress (Eco-Business, 2024).

This study addresses these persistent challenges by exploring the behavioural and policy-related factors that influence Malaysians'

repurchase intention of EVs, a domain that is under-researched compared to initial purchase intention. Using a sample of 500 Malaysian respondents who either own or have family members who own an EV, the study investigates the psychological, contextual and experiential variables that affect sustained EV commitment. Unlike many prior studies that focus on prospective buyers, this research captures insights from experienced users, offering a stronger behavioural signal for long-term adoption patterns.

Theoretically, this study adds to the theory of planned behaviour (TPB) by incorporating concepts from the new ecological paradigm (NEP), unified theory of acceptance and use of technology (UTAUT) (Venkatesh et al., 2003) and technology trust literature. It examines how environmental attitudes, personal norms, perceived behavioural control, government policy incentives and infrastructure readiness affect repurchase intention. The moderating role of trust in EV technology was also tested. The novelty of this research lies in the use of multi-group structural equation modelling (MG-SEM) to explore these relationships. In addition, it emphasises on repurchase intention as a more meaningful behavioural outcome.

In addition, the research also provides comparative insights for policy by comparing Malaysia's EV development against that of other Southeast Asian countries, such as Indonesia and Thailand. This has shown different levels of EV uptake and regulatory success. These outcomes aim to inform both academic and public policy on how to create a more inclusive and effective energy transition in Malaysia and beyond.

2. LITERATURE REVIEW

Existing literature on electric vehicle (EV) adoption has largely concentrated on consumers' intention to purchase an EV for the first time. Studies typically apply behavioural theories such as the theory of planned behaviour (TPB), which posits attitudes, subjective norms, and perceived behavioural control shape individual intentions (Ajzen, 1991). However, this approach may overlook the long-term behavioural commitment reflected in repurchase intention. Repurchase decisions are more informed, involving prior usage experience and personal evaluations of EV performance, infrastructure, and policy environments. In this context, examining repurchase intention offers richer and more realistic insights into sustainable mobility behaviour in Malaysia.

Environmental attitude, as a core construct derived from the new ecological paradigm (NEP), captures the individual's awareness of environmental degradation and concern for sustainability. Scholars such as Jansson et al. (2011) and Liu et al. (2020) found that stronger pro-environmental beliefs are positively associated with the adoption of green technologies, including EVs. In Malaysia, recent environmental awareness campaigns and the increasing visibility of air pollution, especially in urban areas, have contributed to a growing ecological consciousness. Hence, the study hypothesizes that environmental attitude has a positive effect on EV repurchase intention.

Another critical determinant is personal norms, which refer to an individual's sense of moral obligation to perform a behaviour consistent with their values. While TPB acknowledges behavioural control and social norms, it often underemphasizes intrinsic motivations. Bamberg et al. (2007) argue that personal norms are essential for explaining environmentally responsible behaviour. In the EV context, individuals who view electric mobility as aligned with their moral values are more likely to sustain their EV usage (Liu et al., 2017). Therefore, the study proposes that personal norms positively influence EV repurchase intention.

Subjective norms, the perceived social pressure from important others have yielded mixed results in EV studies. In collectivist societies like Malaysia, subjective norms may be significant if EV adoption is perceived as socially prestigious or environmentally responsible (Zhang et al., 2018). However, affordability and autonomy in decision-making may weaken this influence. Thus, we hypothesize that subjective norms positively influence EV repurchase intention, while also expecting this relationship to be context dependent.

Perceived behavioural control represents the individual's confidence in their ability to adopt and use EVs. Prior studies (e.g., Huang and Ge, 2019) show that high perceived control correlates with stronger purchase and repurchase intentions. In Malaysia, where EVs are still a premium product, confidence in access to financing, maintenance services, and charging infrastructure could determine whether users continue using EVs. We therefore hypothesize that perceived behavioural control positively affects EV repurchase intention.

From a policy perspective, government incentives such as tax rebates, zero excise duty, and charging subsidies are crucial levers for encouraging EV uptake. In Thailand, similar policies have significantly boosted EV sales by reducing ownership costs and increasing manufacturer participation (Reuters, 2024). Malaysia's policy incentives, while present, have not translated into significant uptake due to high vehicle prices and a lack of affordable local EV models (Eco-Business, 2024). Nevertheless, such measures still play a vital role in shaping consumer expectations and lowering entry barriers. Consequently, we hypothesize that government policy and incentives positively influence repurchase intention.

Similarly, infrastructure readiness, particularly the availability of fast and reliable charging stations, alleviates range anxiety and supports continued EV use. Wang et al. (2021) emphasize that inadequate infrastructure is a leading barrier in developing countries. Malaysia has increased its charging network to over 3,600 chargers by 2024, but rural and East Malaysian regions remain underserved. Therefore, we posit that infrastructure readiness positively influences repurchase intention.

Technology attitude, or users' general openness to adopting new technologies, can shape the perception of EVs as modern, efficient, and innovative. However, the relationship between attitude and behaviour may be indirect unless supported by tangible experiences. Hence, this study tests whether a positive technology attitude directly enhances repurchase intention, and whether that effect is mediated by driving experience.

Driving experience, including satisfaction with charging access, battery performance, and range, is especially relevant in determining repurchase. Schmalfuss et al. (2017) and She et al. (2017) argue that post-purchase satisfaction significantly shapes continued EV use. Thus, the study hypothesizes that positive EV driving experience enhances repurchase intention.

Finally, trust in EV technology is posited as a moderating factor. Trust can strengthen or weaken the effect of all predictors by shaping the user's perception of EV reliability, safety, and security (Choi and Ji, 2015). This study tests whether trust in technology moderates the influence of environmental attitude, personal norms, subjective norms, behavioural control, infrastructure readiness, and driving experience on EV repurchase intention. This moderation framework adds a novel dimension to behavioural research in green mobility.

2.1. Research Hypotheses Development

The framework of this research has incorporated the components from theory of planned behaviour (TPB), the new ecological paradigm (NEP), technological acceptance literature and trust-based adoption models to eliminate electric vehicle (EV) repurchase intention in Malaysia. Each proposed relationship is based empirical evidence and theoretical logic as being detailed below.

2.1.1. Environmental attitude and EV repurchase intention

The Environmental attitude refers to concern for environmental problems and the readiness of the person for undertaking the actions leading for environmental goodness (Dunlap et al., 2000).

People who have stronger level of environmental concerns, are being stipulated by ecological paradigm (NEP) model, which is bound to adopt sustainable innovations (Jansson et al., 2011). According to Koay and Leong (2024), consumers with environmental concerns have a higher tendency to use drone food delivery services. Additionally, the empirical facts revealed the facts that persons with higher level of environmental concerns tend to embrace eco-innovations, which include electric and hybrid cars (Liu et al., 2020). The counter-evidence indicates that environmental attitude cannot trigger the repurchase or the adoption where contextual barriers like infrastructure, cost or perceived risk are higher (Zhao, 2024). Within the context of Malaysia, the rise of awareness of air pollution and climate change would reinforce continued EV usage beyond the initial purchase. The policy of government frameworks (National Automotive Policy, incentives for EVs) have increased the ecological awareness among consumers. This has suggested that environmental attitude is more likely to be stronger predictor of EV repurchase intention.

H_1: Environmental attitude positively influences EV repurchase intention.

2.1.2. Subjective norms and EV repurchase intention

The subjective norms denote the perceived social pressure which is being exerted by significant individuals for engaging in or abstain from a specific behaviour (Ajzen, 1991). Collectivist societies like Malaysia family and peers significantly influence sustainable consumption behaviour (Zhang et al., 2018). Previous research on electric vehicle adoption presents mixed findings, which indicate the social influence that would diminish the significance as consumers acquire for direct product experience (Egbue and Long, 2012). Additionally, current research indicates that subjective norms essentially influence the adoption of battery electric vehicles (Buhmann et al., 2024). The outcomes suggest that subjective norms would continue to be a significant factor influencing EV repurchase intention.

H_2: Subjective norms positively influence EV repurchase intention.

2.1.3. Perceived behavioural control and EV repurchase intention

Perceived behavioural control (PBC) denotes an individual's confidence in their capacity to execute a behaviour, taking into account the resources and constraints at their disposal (Ajzen, 1991). High PBC is associated with both the initial adoption and the sustained use of sustainable technologies (Huang and Ge, 2019). In the case of drone food delivery, Leong and Koay (2023) discovered that perceived behavioural control significantly predicting consumers' intention. For electric vehicle owners, the convenience of financing, maintenance and charging accessibility may enhance the likelihood of repeat purchases. The study conducted by Buhmann et al. (2024) in Spain indicates that perceived behavioural control is a significant predictor of the intention to adopt battery electric vehicles, even after considering factors such as price sensitivity, environmental concern and social influences.

H_3: Perceived behavioural control positively influences EV repurchase intention.

2.1.4. Personal norms and EV repurchase intention

Personal norms reflect an individual's internalised moral obligation to align actions with their values (Schwartz, 1977; Bamberg et al., 2007). They are particularly significant in elucidating pro-environmental behaviours motivated by self-identity rather than external influences. In the context of electric vehicles, individuals who perceive electric mobility as a moral obligation are more inclined to maintain ownership (Liu et al., 2017). Ji et al. (2024) integrating the Norm Activation Model and the Theory of Planned Behaviour found that personal norms had the strongest effect on consumers' intention to purchase electric vehicles, exceeding other predictors such as attitude, subjective norms and perceived behavioural control in China.

H_4: Personal norms positively influence EV repurchase intention.

2.1.5. Government policy and incentives and EV repurchase intention

Government incentives such as tax exemptions, subsidies and supportive regulations—are significant drivers of EV adoption globally (Sierzchula et al., 2014). While Malaysia has implemented several measures under the National EV Policy (MITI, 2022), uptake remains modest compared to regional peers like Thailand

(Reuters, 2024). Nevertheless, favorable policies can reduce ownership costs and encourage continued commitment.

H_5: Government policy and incentives positively influence EV repurchase intention.

2.1.6. Technology attitude and EV repurchase intention

Technology attitude refers to a general openness toward adopting innovative technologies (Jabeen et al., 2012; Davis, 1989). A positive technology attitude may enhance EV perceptions as modern, efficient and desirable. However, research suggests its effect may be indirect, operating through satisfaction and user experience (She et al., 2017). Technological perceptions and attitudes remain strong predictors of behavioural intention to adopt battery electric cars in India even when mediating and moderating effects of gender differences are included (Jaiswal et al., 2024).

H_6: Technology attitude positively influences EV repurchase intention.

2.1.7. Infrastructure readiness and EV repurchase intention

Infrastructure readiness, particularly the availability of convenient and reliable charging stations, is essential for alleviating range anxiety and sustaining EV adoption (Wang et al., 2021). Malaysia's charging network has expanded, yet rural and East Malaysian areas remain underserved. This disparity may affect repurchase decisions among current users. Recent studies also indicate that infrastructure readiness remains one of the most critical factors influencing EV purchase intention. PwC eReadiness 2025 survey of 17,000 drivers across 28 countries found that charging duration and convenient access to charging stations are among the top barriers for both potential and current EV owners (PwC, 2025).

H_7: Infrastructure readiness positively influences EV repurchase intention.

2.1.8. Trust in technology and EV repurchase intention

Trust in technology refers to users' confidence in the safety, reliability and security of electric vehicle systems (Choi and Ji, 2015). Higher trust reduces perceived risk and uncertainty, thereby encouraging sustainable technology use (Gefen et al., 2003). In the EV context, trust encompasses confidence in battery performance, software integrity and protection from system failures or cyberattacks. As an independent variable, greater trust in EV technology is expected to directly enhance users' willingness to continue using or repurchasing an EV (Panagiotopoulos & Dimitrakopoulos, 2018).

H_8: Trust in technology positively influences EV repurchase intention.

2.1.9. Driving experience as a mediator

Driving experience refers to the satisfaction and perceived performance that EV users derive from actual usage, including aspects such as battery range, charging convenience, maintenance requirements and overall driving comfort. Post-purchase experience plays a pivotal role in shaping consumer loyalty and

influencing repurchase decisions, as it reflects the real-world viability of the product (Schmalfuss et al., 2017; She et al., 2017; Liu et al., 2020).

Post-adoption behaviour theory posits that long-term consumption is a product of the product to repeatedly meet or exceed customer expectations, regardless of positive pre-purchase intentions (Oliver, 1999). Under electric vehicle contexts, a pleasant driving experience can sustain initial beliefs in the merits of electric driving, reduce perceived risksand strengthen affective connections to the technology to enhance repurchase possibilities.

This research suggests that several context and behaviour factors, i.e., technology attitude, infrastructure readiness and technology trust, can indirectly affect repurchase intention through affecting the driving experience. A technology-sensitive customer would be in a position to observe and enjoy the advanced features of electric vehicles that result in higher fulfilment. Improved charging infrastructure promotes ownership and usage frequency. Furthermore, confidence in electric vehicle technology can alleviate concerns over battery reliability and system security, thereby facilitating a more convenient driving experience.

Therefore, the following hypotheses are proposed:

H_9: Technology attitude positively influences driving experience.

H_{10}: Infrastructure readiness positively influences driving experience.

H_{11}: Trust in technology positively influences driving experience.

H_{12}: Driving experience positively influences EV repurchase intention.

H_{13}: Driving experience mediates the relationship between technology attitude and EV repurchase intention.

H_{14}: Driving experience mediates the relationship between infrastructure readiness and EV repurchase intention.

H_{15}: Driving experience mediates the relationship between trust in technology and EV repurchase intention.

2.2. Theory of Planned Behaviour (TPB)

The theory of planned behaviour (TPB), proposed by Ajzen in 1991, states that behavioural intention is influenced by three primary factors: attitude towards the behaviour, subjective norms and perceived behavioural control (PBC). Attitude denotes an individual's assessment of behaviour, subjective norms represent perceived social influences and perceived behavioural control (PBC) indicates the perceived ease or difficulty of executing the behaviour. The theory of planned behaviour (TPB) has been extensively utilised in studies concerning environmental behaviour and sustainable consumption, encompassing areas such as green product adoption and electric vehicle ownership.

The theory of planned behaviour offers a solid foundation for analysing repurchase decisions in the context of electric vehicle. Recent studies reinforce its significance, demonstrating that attitude, subjective norms and perceived behavioural control (PBC) are significant predictors of electric vehicle (EV) adoption (Buhmann et al., 2024) and purchase intention (Ji et al., 2024). That said, the Theory of Planned Behaviour may not adequately account for electric vehicle repurchase intentions, particularly in

emerging markets. This study enhances the Theory of Planned Behaviour by incorporating factors such as personal norms, government incentives, technology trust, infrastructure readiness and driving experience to offer a deeper comprehension of electric vehicle repurchase intention in Malaysia.

3. RESEARCH METHODS

3.1. Research Design and Sampling

The study employed quantitative research, offering a standardised survey tool to 500 valid respondents in Malaysia during March to May 2025. Respondents needed to be existing owners of an electric vehicle (EV) or have a family member owning an EV, thus receiving the responses as real usage experience and not theoretical purchase intention. Diverse purposive sampling was employed to ensure demographic diversity in terms of gender, income and geographical regions.

Measurement items for environmental attitude, subjective norms, perceived behavioural control, personal norms, government policy, infrastructure readiness, technology attitude, trust in technology, driving experience and repurchase intention were adapted from validated scales in prior studies. The measurement items for each construct, along with their respective theoretical sources, are detailed in Table 1. All items were rated on a 5-point Likert scale. Data were analysed using confirmatory factor analysis (CFA) for measurement validation, followed by structural equation modeling (SEM) to test causal relationships and mediation effects. Convergent validity, discriminant validity and reliability were Research Framework

confirmed and common method bias was assessed using Harman's single-factor test.

4. RESULTS

This section presents the results of the statistical analyses, covering sample characteristics and bias checks, validation of the measurement model and hypothesis testing through the structural model. Overall, the findings confirm the robustness of the measurement instrument and the explanatory power of the proposed framework.

4.1. Sample Characteristics and Bias Check

A total of 500 valid responses were collected, with all respondents having direct household-level experience with EV ownership. While most acknowledged the environmental benefits of EVs and expressed positive attitudes toward sustainable mobility, motivations varied between moral–environmental responsibility and practical concerns such as cost savings and infrastructure availability. Harman's single-factor test showed that the first factor accounted for <50% of variance, indicating no serious common method bias.

4.2. Measurement Model

The measurement model was validated using confirmatory factor analysis (CFA). Results confirmed convergent validity, internal consistency and indicator reliability, with all factor loadings above 0.70, Cronbach's alpha values exceeding 0.76, CR above 0.80 and AVE above 0.60. VIF values were well below 5.0, ruling out

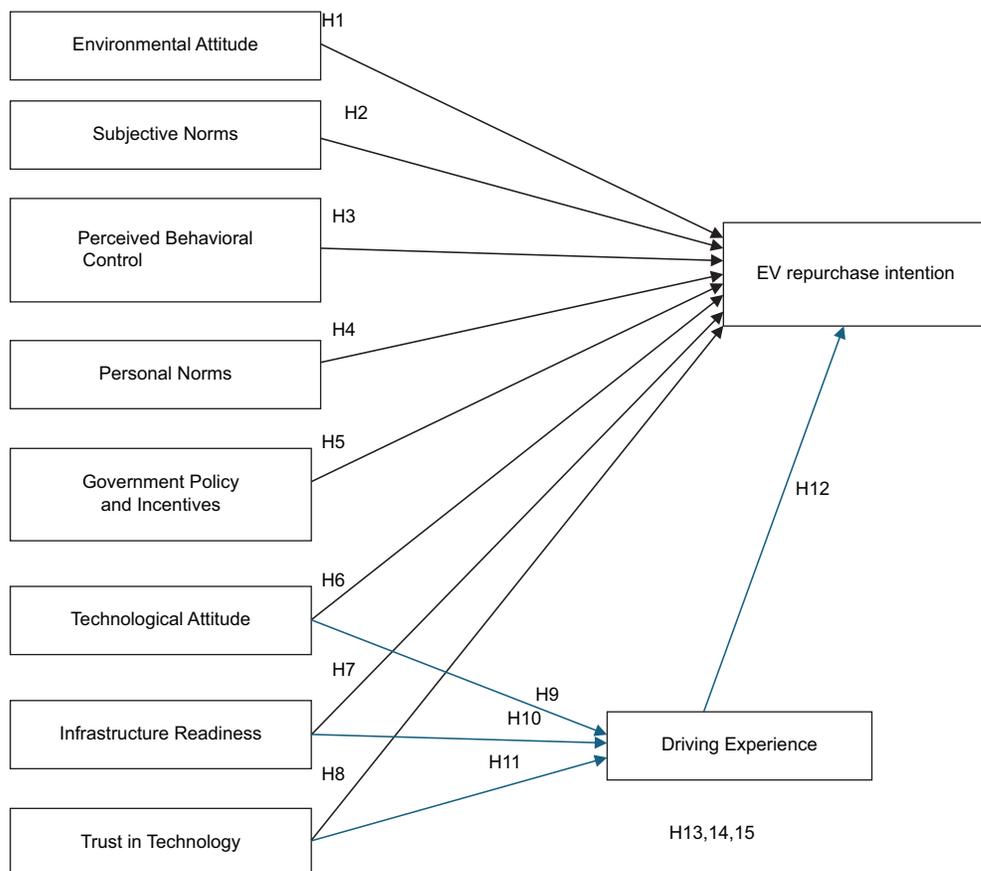**Table 1: Measurement items and sources**

Construct	Item code	Measurement item	Source
Environmental attitude (EA)	EA1	I believe Malaysia is facing serious environmental issues	Dunlap et al. (2000)
	EA2	Air pollution from internal combustion engines is harmful to the environment	
	EA3	I always try to reduce energy or fuel usage at home to help the environment	
	EA4	I am willing to pay more for environmental protection efforts such as EV adoption	
Technology Attitude (TA)	TA1	I am enthusiastic about emerging technologies, so EVs are particularly appealing as a clean mode of transport	Jabeen et al. (2012); She et al. (2017)
	TA2	I enjoy trying out new technologies before others do	
	TA3	I tend to try products featuring new technology, even if they are expensive	
Subjective Norms (SN)	SN1	The opinions of individuals close to me, including friends and colleagues, influence my decision to buy an EV	Zhang et al. (2018); Huang and Ge (2019); Shankar and Kumari (2019)
	SN2	My family is supportive of my decision to buy an EV	
	SN3	Seeing someone in my circle buy an EV motivates me to buy one as well	
	SN4	I experience social pressure from public policies, media and environmental campaigns	
Perceived Behavioural Control (PBC)	PBC1	Buying an EV is a straightforward process for me	Nayum et al. (2016); Zhang et al. (2018); Huang and Ge (2019)
	PBC2	I believe that I have the capability to purchase and maintain an EV	
	PBC3	The decision to buy an EV rests solely with me	
	PBC4	I am committed to overcoming any challenges related to owning an EV	
Personal Norms (PN)	PN1	I believe that using an EV is in line with my environmental values	Bamberg (2007); Nayum and Klöckner (2014); Liu et al. (2017)
	PN2	I believe choosing an EV is a responsible way to reduce carbon emissions	
	PN3	Regardless of how others travel, travelling with an EV is in line with my values	
	PN4	I encourage EV use in my community	
Government Policy and Incentives (GPI)	GPI1	Tax incentives make EVs more attractive to me	MITI (2022) Economic Planning Unit (2022), National Energy Policy, 2022–2040
	GPI2	Government regulations and safety standards are essential for EV adoption	
	GPI3	Government subsidies encourage me to adopt an EV	
	GPI4	The national policies support the development of EV infrastructure	
	GPI5	Specific incentives and tax relief motivate me to own an EV	
Infrastructure Readiness (IR)	IR1	There are sufficient EV charging stations near my location	Wang et al. (2021)
	IR2	Malaysia is ready to support EV technology	
	IR3	I am concerned about the lack of EV charging stations (Reverse-coded)	
	IR4	Integrating EVs with public transport would help EV adoption	
Trust in Technology (TT)	TT1	I trust that EV technology can operate safely	Choi and Ji (2015)
	TT2	I feel comfortable relying on EV systems	
	TT3	I trust that EVs are protected from hacking or malfunction	
	TT4	I am willing to let go of internal combustion engine vehicles in favor of EVs	
Driving Experience (DE)	DE1	Charging stations meet my needs in terms of location and availability	Schmalfuss et al. (2017); She et al. (2017); Liu et al. (2020)
	DE2	The driving range of my EV is sufficient for my daily use	
	DE3	I found that the battery storage capacity of EVs met my essential needs	
Repurchase Intention (RI)	RI1	I intend to continue using or buying EVs in the future	Zhang et al. (2018); Huang and Ge (2019); Shankar and Kumari (2019)
	RI2	If given the choice, I would always choose an EV over an internal combustion engine vehicle	
	RI3	I recommend EVs to others planning to buy a car	
	RI4	I plan to switch all my vehicles to EV within the next 5-10 years	

multicollinearity. Discriminant validity was supported by both the HTMT ratio (<0.85) and the Fornell–Larcker criterion, with AVE square roots exceeding inter-construct correlations (Tables 2-4).

Cross-loading results further confirmed correct item allocation (Table 5). Overall, the model demonstrated robust reliability and validity, providing a sound basis for structural testing.

Table 2: Convergent validity and construct reliability

Constructs	Items	Loading	Alpha	CR	AVE	VIF
Driving experience	DE1	0.820	0.767	0.768	0.682	1.598
	DE2	0.827				1.514
	DE3	0.830				1.580
Environmental attitude	EA1	0.761	0.826	0.859	0.653	1.676
	EA2	0.79				1.731
	EA3	0.857				1.793
	EA4	0.821				1.750
Government policy and incentives	GPI1	0.768	0.852	0.881	0.624	1.815
	GPI2	0.790				1.868
	GPI3	0.827				1.781
	GPI4	0.740				1.676
	GPI5	0.819				1.831
Infrastructure readiness	IR1	0.840	0.835	0.857	0.667	1.828
	IR2	0.855				1.915
	IR3	0.796				1.808
	IR4	0.774				1.68
Perceived behavioural control	PBC1	0.854	0.828	0.863	0.65	1.789
	PBC2	0.840				1.805
	PBC3	0.736				1.776
	PBC4	0.791				1.657
Personal norms	PN1	0.839	0.829	0.853	0.655	1.927
	PN2	0.744				1.752
	PN3	0.849				1.826
	PN4	0.802				1.606
Repurchase intention	RI1	0.828	0.845	0.845	0.682	1.900
	RI2	0.838				1.977
	RI3	0.812				1.767
	RI4	0.826				1.856
Subjective norms	SN1	0.812	0.836	0.853	0.667	1.821
	SN2	0.839				1.748
	SN3	0.832				1.843
	SN4	0.784				1.815
Technological attitude	TA1	0.833	0.781	0.801	0.694	1.701
	TA2	0.873				1.691
	TA3	0.792				1.515
Trust in technology	TT1	0.781	0.825	0.832	0.655	1.675
	TT2	0.817				1.774
	TT3	0.807				1.741
	TT4	0.832				1.744

Table 3: Heterotrait-monotrait ratio of correlations result

Constructs	DE	EA	GPI	IR	PBC	PN	RI	SN	TA	TT
DE										
EA	0.102									
GPI	0.053	0.052								
IR	0.457	0.035	0.023							
PBC	0.059	0.07	0.073	0.08						
PN	0.07	0.066	0.062	0.03	0.103					
RI	0.505	0.176	0.125	0.356	0.128	0.177				
SN	0.055	0.066	0.045	0.056	0.078	0.066	0.187			
TA	0.433	0.083	0.106	0.073	0.09	0.036	0.347	0.097		
TT	0.379	0.046	0.057	0.061	0.074	0.035	0.248	0.076	0.078	

4.3. Structural Equation Modeling

Structural equation modeling (SEM) results are presented in Table 6. Among behavioural drivers, environmental attitude, personal norms and perceived behavioural control were the strongest predictors of repurchase intention, while subjective norms were significant but comparatively weaker. Policy-related factors, including government incentives and infrastructure readiness, also showed significant effects, with infrastructure exerting both direct influence and indirect effects through driving experience.

Technology-enabled factors also contributed to long-term acceptance. Technology attitude always predicted repurchase intention and worked indirectly through driving experience and technology trust had a weak direct impact and enhanced commitment by enhancing user experience. The model had strong explanatory power, confirming the joint role of behavioural, policy and experiential factors in EV repurchase intention (Figure 1).

Table 4: Fornell larcker

Constructs	DE	EA	GPI	IR	PBC	PN	RI	SN	TA	TT
DE	0.826									
EA	0.084	0.808								
GPI	−0.021	0.003	0.790							
IR	0.374	0.022	0.003	0.817						
PBC	−0.002	−0.047	−0.055	0.033	0.806					
PN	−0.040	−0.049	−0.023	0.001	−0.077	0.809				
RI	0.407	0.153	0.112	0.308	0.118	0.157	0.826			
SN	0.044	−0.028	−0.007	0.005	−0.035	0.017	0.161	0.817		
TA	0.339	0.060	−0.065	0.037	−0.054	0.011	0.289	0.065	0.833	
TT	0.303	0.011	−0.011	0.045	0.059	−0.009	0.210	0.047	0.012	0.809

Table 5: Cross loadings

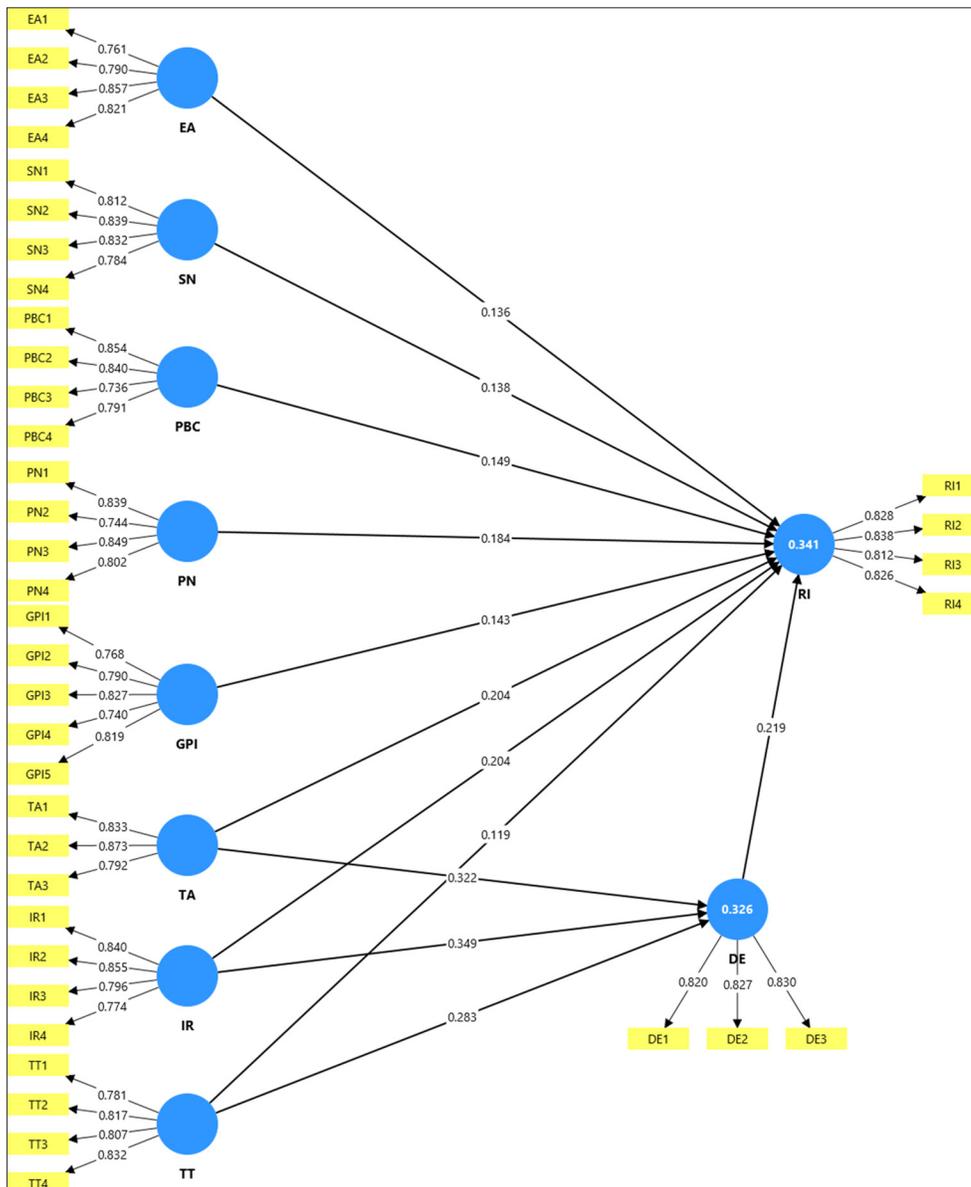| Constructs	DE	EA	GPI	IR	PBC	PN	RI	SN	TA	TT
DE1	0.820	0.041	−0.035	0.285	−0.042	−0.015	0.328	0.033	0.239	0.250
DE2	0.827	0.082	−0.009	0.321	0.052	−0.037	0.343	0.029	0.318	0.251
DE3	0.830	0.083	−0.009	0.319	−0.019	−0.046	0.336	0.048	0.277	0.249
EA1	0.021	0.761	−0.031	0.030	−0.051	−0.053	0.089	−0.062	0.024	−0.002
EA2	0.069	0.790	−0.049	0.026	−0.032	−0.031	0.104	0.013	0.042	0.006
EA3	0.101	0.857	0.023	0.029	−0.058	−0.008	0.155	−0.036	0.080	−0.008
EA4	0.063	0.821	0.042	−0.011	−0.011	−0.077	0.128	−0.009	0.034	0.039
GPI1	−0.013	−0.004	0.768	−0.011	−0.024	−0.035	0.064	−0.012	−0.049	0.002
GPI2	−0.004	0.005	0.790	−0.009	−0.032	−0.040	0.074	−0.031	−0.001	0.002
GPI3	0.025	−0.002	0.827	0.021	−0.039	0.007	0.113	−0.009	−0.040	−0.009
GPI4	−0.079	0.005	0.740	0.000	−0.095	0.001	0.067	0.007	−0.101	−0.003
GPI5	−0.033	0.007	0.819	−0.001	−0.037	−0.031	0.102	0.014	−0.071	−0.027
IR1	0.350	0.025	−0.005	0.840	−0.033	0.005	0.271	−0.001	0.065	0.072
IR2	0.341	0.016	0.007	0.855	0.023	0.019	0.313	−0.027	0.074	0.034
IR3	0.262	0.017	0.000	0.796	0.075	−0.001	0.189	0.028	−0.035	0.014
IR4	0.245	0.013	0.007	0.774	0.066	−0.029	0.205	0.033	−0.015	0.019
PBC1	0.030	−0.039	−0.035	0.040	0.854	−0.087	0.115	0.004	−0.068	0.070
PBC2	−0.025	−0.038	−0.024	0.049	0.840	−0.057	0.107	−0.074	−0.018	0.016
PBC3	−0.031	−0.086	−0.039	−0.019	0.736	−0.074	0.04	−0.022	−0.095	0.026
PBC4	0.000	−0.018	−0.087	0.002	0.791	−0.034	0.086	−0.019	−0.021	0.068
PN1	−0.061	−0.062	0.029	0.011	−0.065	0.839	0.130	0.006	0.039	−0.003
PN2	−0.056	−0.036	−0.030	−0.007	−0.090	0.744	0.067	0.057	−0.020	−0.005
PN3	0.013	−0.040	0.000	0.009	−0.091	0.849	0.149	−0.027	0.004	0.000
PN4	−0.044	−0.022	−0.079	−0.013	−0.018	0.802	0.136	0.046	0.000	−0.022
RI1	0.365	0.131	0.106	0.266	0.063	0.097	0.828	0.133	0.217	0.144
RI2	0.318	0.167	0.095	0.272	0.095	0.140	0.838	0.116	0.249	0.152
RI3	0.329	0.112	0.080	0.242	0.113	0.133	0.812	0.143	0.237	0.199
RI4	0.333	0.094	0.088	0.237	0.117	0.150	0.826	0.14	0.250	0.200
SN1	0.012	0.032	−0.011	−0.021	−0.035	−0.016	0.125	0.812	0.025	0.016
SN2	0.059	−0.052	0.024	−0.020	−0.073	0.044	0.156	0.839	0.122	0.048
SN3	0.029	−0.027	−0.043	0.028	0.044	−0.009	0.137	0.832	−0.020	0.016
SN4	0.041	−0.040	0.007	0.043	−0.051	0.036	0.096	0.784	0.081	0.083
TA1	0.249	0.099	−0.043	0.040	−0.081	0.006	0.234	0.018	0.833	−0.028
TA2	0.312	0.022	−0.006	0.032	−0.013	0.025	0.300	0.068	0.873	0.009
TA3	0.281	0.037	−0.131	0.020	−0.050	−0.008	0.172	0.074	0.792	0.051
TT1	0.225	0.013	−0.042	0.037	−0.012	−0.019	0.133	0.040	−0.014	0.781
TT2	0.246	0.027	0.010	−0.001	0.062	0.007	0.169	0.040	−0.048	0.817
TT3	0.240	−0.043	−0.049	0.025	0.075	−0.031	0.158	−0.013	−0.008	0.807
TT4	0.266	0.033	0.034	0.080	0.057	0.008	0.212	0.077	0.094	0.832

4.4. Summary of Results

Finally, insights from the study underscore moral responsibility, self-efficacy and pro-environmental attitudes as major influencers of consumer behaviour through evidence that environmental attitude, personal norms and perceived control over action are the best predictors of EV repurchase intention. Policy factors like infrastructure capacity and government incentives also figure importantly, particularly in enhancing the user experience. Additionally, additional reinforcement is achieved by enthusiasm for technology and belief in EV systems, both of which are influenced partly transferred through driving experience. Subjective norms were relevant but had less effect, i.e., if individuals have first-hand use experience, social acceptability matters less. Cumulatively, the findings of this work provide greater insight into the contextual and behavioural drivers of EV uptake in Malaysia and have important implications for policy-makers and industry participants.

Table 6: The path model

Structural Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P-values	Hypothesis	Result
DE->RI	0.219	0.215	0.049	4.433	0.000	H_{12}	Supported
EA->RI	0.136	0.140	0.037	3.695	0.000	H_{12}	Supported
GPI->RI	0.143	0.150	0.038	3.795	0.000	H_5	Supported
IR->DE	0.349	0.350	0.037	9.449	0.000	H_{10}	Supported
IR->RI	0.204	0.203	0.039	5.262	0.000	H_7	Supported
PBC->RI	0.149	0.154	0.038	3.873	0.000	H_3	Supported
PN->RI	0.184	0.187	0.034	5.346	0.000	H_4	Supported
SN->RI	0.138	0.142	0.038	3.630	0.000	H_2	Supported
TA->DE	0.322	0.323	0.036	8.915	0.000	H_9	Supported
TA->RI	0.204	0.203	0.042	4.888	0.000	H_6	Supported
TT->DE	0.283	0.284	0.038	7.457	0.000	H_{11}	Supported
TT->RI	0.119	0.119	0.040	3.005	0.003	H_8	Supported
IR->DE->RI	0.076	0.075	0.019	4.080	0.000	H_{14}	Supported
TA->DE->RI	0.070	0.070	0.018	3.875	0.000	H_{13}	Supported
TT->DE->RI	0.062	0.061	0.016	3.813	0.000	H_{15}	Supported

Figure 1: Measurement model

Latent variable	Questionnaire items	Sources
Independent Variable 1: Environmental attitude (EA)	EA1: I believe Malaysia is facing serious environmental issues EA2: Air pollution from internal combustion engines (ICE) is harmful to the environment EA3: I always try to reduce energy or fuel usage at home to help the environment EA4: I am willing to pay more for environmental protection efforts such as EV adoption.	Dunlap (2008)
Independent Variable 2: Technology attitude (TA)	TA1: I am enthusiastic about emerging technologies, so EVs are particularly appealing as a clean mode of transport TA2: I enjoy trying out new technologies before others do TA3: I tend to try products featuring new technology, even if they are expensive.	Jabeen et al. (2012), She et al. (2017)
Independent Variable 3: Subjective norms (SN)	SN1: The opinions of individuals close to me, including friends and colleagues, influence my decision to buy an EV SN2: My family is supportive of my decision to buy an EV SN3: Seeing someone in my circle buys an EV motivates me to buy one as well SN4: I experience social pressure, such as public policies encouraging on ESG practice, media emphasis on decreased energy use, emission reduction and environmental protection.	Zhang et al. (2018), Huang and Ge (2019), Shankar and Kumari (2019)
Independent Variable 4: Perceived behaviour control (PBC)	PBC1: Buying an EV is a straightforward process for me PBC2: I believe that I have the capability to purchase and maintain an EV PBC3: The decision to buy an EV rest solely with me PBC4: I am committed to overcoming any challenges related to owning an EV.	Nayum et al. (2016), Zhang et al. (2018), Huang and Ge, (2019) Shankar and Kumari (2019)
Independent Variable 5: Personal norms (PN)	PN1: I believe that using an EV is in line with my environmental values PN2: I believe choosing an EV is a responsible way to reduce carbon emissions PN3: Regardless of how others travel, travelling with an EV is in line with my values PN4: I encourage EV use in my community.	Bamberg (2007), Nayum and Klöckner (2014), Liu et al. (2017)
Independent Variable 6: Government Policy and Incentives (GPI)	GPI1: Tax incentives make EVs more attractive to me GPI2: Government regulations and safety standards are essential for EV adoption GPI3: Government subsidies encourage me to adopt an EV GPI4: The national policies support the development of EV infrastructure GPI5: Specific incentives and tax relief motivate me to own an EV.	Malaysia National EV Policy (2022)
Independent Variable 7: Infrastructure Readiness (IR)	IR1: There are sufficient EV charging stations near my location IR2: Malaysia is ready to support EV technology IR3: I am concerned about the lack of EV charging stations. (Reverse-coded) IR4: Integrating EVs with public transport would help EV adoption.	Wang et al. (2021), Energy Reports
Independent Variable 8: Trust in Technology (TT)	TT1: I trust that EV technology can operate safely TT2: I feel comfortable relying on EV systems TT3: I trust that EVs are protected from hacking or malfunction TT4: I am willing to let go of Internal Combustion Engine vehicle in favor of EVs	Choi and Ji (2015)
Mediator: Driving Experience (DE)	DE1: Charging stations meet my needs in terms of location and availability DE2: The driving range of my EV is sufficient for my daily use DE3: I found that the battery storage capacity of EVs met my essential needs.	Schmalfuss et al., (2017), She et al. (2017), Liu et al. (2020)
Dependent Variable: EV Repurchase Intention (RI)	RI1: I intend to continue using or buying EVs in the future RI2: If given the choice, I would always choose an EV over an Internal Combustion Engine, ICE vehicle RI3: I recommend EVs to others planning to buy a car RI4: I plan to switch all my vehicles to EV within the next 5-10 years, either for personal or work-related driving.	Zhang et al. (2018), Huang and Ge (2019), Shankar and Kumari (2019)

Measurement Items (5-point Likert Scale: 1=Strongly Disagree to 5=Strongly Agree)

5. DISCUSSION

Applying Theory of Planned Behaviour (TPB), New Ecological Paradigm (NEP) and technology adoption literature, this work surveyed behavioural and policy aspects which affect want to purchase electric vehicles (EVs) among motorers in Malaysia. The findings present a number of interesting findings.

5.1. Key Predictors of Repurchase Intention
These results show that perceived behavioural control, personal norms and environmental attitude are strong predictors of repurchase intention. This highlights the critical role of intrinsic motives-environmental concern and moral responsibility, accompanied by a feeling of ability and control in retaining ownership of electric vehicles. These results confirm previous studies (Ajzen, 1991) and (Bamberg et al., 2007) and (Jansson et al., 2011) but apply it to a post purchase context to show that commitment is driven by long-term values rather than short-term motives.

Policy factors pertaining to policy found significant influences. Government policy and incentives especially influenced repurchase intention such that tax exemptions, subsidies and regulatory support remain important even among return adopters. Infrastructure readiness had a direct push on repurchase intention and indirect through driving experience. The two-fold impact betrays the importance of reliable charging availability in reducing uncertainty and satisfaction enhancement as found by Wang et al. (2021).

The attitude towards technology and trust in technology were significant factors. The enthusiasm for technology significantly impacted repurchase intention and driving experience, whereas trust in electric vehicle systems improved daily usability and indirectly contributed to increased commitment. The findings indicate that pro-environmental values are essential; however, consumer confidence in innovation and safety is crucial for the practical application of these values.

Subjective norms, while less influential than personal norms, nonetheless exerted a significant effect. This indicates that in Malaysia's collectivist culture, social approval and peer adoption continue to exert influence, even following ownership experience. This contrasts with research conducted in Western contexts (Egbue and Long, 2012), where peer pressure diminishes post-adoption, highlighting the significance of cultural context in influencing electric vehicle markets.

5.2. Theoretical Contributions

This work provides new theoretical contributions to the literature of sustainable consumer behaviour and entrepreneurship of electric vehicles (EVs). Applying an extension of the Theory of Planned Behaviour (TPB) to the situation of repurchase, including constructs from the New Ecological Paradigm (NEP) and trust in technology, reveals that environmentally oriented attitudes and personal norms have a stronger effect when compared to subjective norms on post-usage behaviour. This implies that long-term usage of electric vehicles is mainly facilitated by identification of value and moral responsibility rather than social pressure from others and, therefore, extends the explanatory potential of the Theory of Planned Behaviour into its later adoption phase. The study focusses on the moderating role of driving experience on intention to repurchase, suggesting that drivers such as technology attitude, infrastructure readiness and technological trust play a role in consumer loyalty mainly by promoting satisfaction and usability on a daily basis. This complements understanding of the cognitive-experiential-behavioural change of processes in environmentally oriented consumption. Moreover, by situating the analysis in an emerging market context, the study demonstrates the importance of the synergy between intrinsic motivations and external supports, underscoring the need for both value-driven and system-driven enablers. In doing so, it contributes cross-cultural and region-specific evidence to the literature on green consumer behaviour and opens new avenues for research on sustainable practices within the broader energy transition agenda.

5.3. Practical Contributions

The findings of this study provide several important practical implications for policymakers, industry stakeholders and other actors in Malaysia's EV ecosystem. Beyond stimulating first-time purchases, policymakers should design loyalty-focused incentives such as trade-in rebates, tax reductions for repeat buyers and extended battery warranties, as these measures can encourage sustained commitment to EV ownership. Infrastructure expansion remains equally critical, particularly in underserved rural and East Malaysian regions, where the availability of reliable charging stations can directly and indirectly strengthen repurchase intention by improving driving experience and reducing range anxiety. Building consumer trust is also vital and this can be achieved through transparent communication regarding battery durability, safety certifications and cybersecurity measures, which will reassure users about long-term performance and security. Public awareness campaigns should emphasise the moral and societal benefits of EV usage alongside environmental gains, thereby reinforcing personal norms and environmental attitudes that motivate users to remain loyal to EVs. For manufacturers and dealers, post-purchase support through responsive maintenance services, user education programs and flexible financing options is essential to enhance perceived behavioural control and foster brand loyalty. Collectively, these measures can create an enabling environment that sustains EV adoption, accelerates the maturity of the domestic EV market and contributes to Malaysia's broader decarbonisation and inclusive energy transition objectives.

6. CONCLUSION

This study provides a comprehensive assessment of the behavioural and policy-related factors influencing EV repurchase intention in Malaysia. By integrating TPB, NEP and trust in technology, the findings demonstrate that environmental attitude, personal norms and perceived behavioural control are the most influential drivers of sustained adoption, while government incentives, infrastructure readiness, technology attitude and trust in technology also play significant roles, directly or indirectly through driving experience. Subjective norms were weaker but still relevant, reflecting Malaysia's collectivist cultural context. These results highlight the primacy of intrinsic motivations while also confirming the importance of systemic enablers in sustaining EV adoption.

The study makes several theoretical contributions by extending TPB with ecological and trust-based constructs, showing how post-adoption loyalty is shaped by intrinsic values and mediated experiences rather than social pressure alone. It also enriches the green consumer behaviour literature by demonstrating how contextual supports such as infrastructure and policy incentives interact with user trust and satisfaction to produce sustained behavioural intention. In terms of practical implications, the findings suggest that policymakers and industry stakeholders must design loyalty-oriented policies, expand infrastructure, build consumer trust and provide consistent after-sales support to ensure that initial adoption translates into long-term commitment. By emphasising both intrinsic motivations and systemic enablers, this study contributes to the development of more inclusive and sustainable EV ecosystems in Malaysia. Future research should adopt longitudinal designs to capture the evolution of consumer perceptions over time, examine differences across demographic and regional groups and extend comparative analysis to other Southeast Asian markets undergoing similar energy transitions.

7. FUNDING

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