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TECHNOLOGY ADOPTION AND REPURCHASE INTENTION: EXAMINING SEQUENTIAL MEDIATION EFFECTS OF BEHAVIORAL INTENTION, USE BEHAVIOR, AND USER SATISFACTION UNDER THE MODERATING ROLE OF INFRASTRUCTURE AND BRAND TRUST

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Abstract

Purpose: This study investigates the determinants of repurchase intention in electric two-wheeler adoption, focusing on the sequential mediation of behavioural intention, use behavior, and user satisfaction, with moderating effects of infrastructure availability and brand trust.

Design/Methodology/Approach: Primary data were collected from 396 Electric Vehicle two- wheeler users in Tiruchirappalli, covering leading brands such as TVS Motor Company, Bajaj Auto, Ather Energy, Ola Electric, and Hero MotoCorp. Structural Equation Modelling (SEM) was employed to test the proposed model.

Findings: Results indicate that behavioural intention significantly influences use behavior, which in turn enhances user satisfaction, ultimately driving repurchase intention. Infrastructure availability and brand trust significantly moderate these relationships, strengthening user commitment toward EV adoption (Ajzen, 1991; Bhattacherjee, 2001).

Practical Implications: Policymakers and EV manufacturers should enhance charging infrastructure and build strong brand trust to improve customer retention and repeat purchase behavior.

Originality/Value: The study contributes by integrating sequential mediation and moderation in a single framework within the EV context, particularly in a tier-II Indian city.

Keywords: Technology Adoption, Repurchase Intention, Electric Vehicles, Behavioural Intention, User Satisfaction, Brand Trust, Infrastructure

Introduction

The rapid growth of electric mobility in India has significantly transformed consumer adoption patterns, particularly in the electric two-wheeler segment. Increasing environmental concerns, supportive government policies, and rising fuel costs have accelerated the shift toward Electric Vehicle adoption. However, beyond initial adoption, understanding repurchase intention remains critical for ensuring long-term sustainability of the Electric Vehicle market. Prior studies on technology adoption, especially grounded in the Theory of Planned Behavior (Ajzen, 1991) and Expectation-Confirmation Model (Bhattacherjee, 2001), have emphasized the role of behavioural intention and user satisfaction in shaping continuance behavior. Yet, limited research has integrated these constructs in a sequential mediation framework, particularly within the Electric Vehicle context in emerging markets. Moreover, factors such as infrastructure availability (e.g., charging stations) and brand trust play a crucial role in influencing user experience and repeat purchase decisions, but their moderating effects remain underexplored. This gap is especially

evident in tier-II cities like Tiruchirappalli, where Electric Vehicle adoption is growing but infrastructural and trust-related challenges persist.

To fill this research gap, this paper addresses the following research questions (RQs): **RQ1:** How does behavioural intention influence repurchase intention through use behavior and user satisfaction?

RQ2: Do use behavior and user satisfaction sequentially mediate the relationship between behavioural intention and repurchase intention?

RQ3: How do infrastructure availability and brand trust moderate the relationships among behavioural intention, use behavior, user satisfaction, and repurchase intention?

By answering these questions, the study contributes to a deeper understanding of Electric Vehicle user behavior and provides actionable insights for policymakers and manufacturers.

Literature Review

Technology Adoption in Electric Vehicles

The adoption of electric vehicles (EVs) has gained significant scholarly attention in recent years, particularly in emerging economies like India. Technology adoption theories such as the **Theory of Planned Behavior (TPB)** and the **Technology Acceptance Model (TAM)** have been widely applied to explain user acceptance of EVs. TPB posits that behavioural intention is a key predictor of actual behavior, influenced by attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). Recent studies extend this framework to EV adoption, emphasizing environmental awareness, perceived economic benefits, and technological readiness as key drivers (Kumar & Alok, 2020; Nguyen et al., 2021).

In the Indian context, the growth of EV two-wheelers has been particularly notable due to affordability and urban mobility needs. Studies highlight that consumers are motivated by fuel cost savings, government incentives, and increasing environmental consciousness (Sharma et al., 2022). However, adoption is still hindered by concerns related to charging infrastructure, battery performance, and range anxiety (Singh et al., 2023). These findings suggest that while initial adoption drivers are well understood, there is a growing need to explore post-adoption behaviours such as continuance and repurchase intention.

Repurchase Intention and Continuance Behavior

Repurchase intention is a critical construct in understanding long-term consumer engagement with technology products. It reflects a Electric vehicle user's willingness to continue using or repurchasing a product based on prior experience. The **Expectation-Confirmation Model (ECM)** proposed by Bhattacherjee (2001) provides a robust framework for explaining continuance intention, where user satisfaction and confirmation of expectations play a central role.

Recent studies (2020–2025) have extended ECM in the context of digital and green technologies. For instance, Chiu et al. (2021) found that satisfaction significantly influences continuance intention in sustainable product usage. Similarly, Li et al. (2022) observed that perceived value and service quality directly impact repurchase intention in Electric vehicle markets. In the context of electric mobility, user satisfaction is shaped by factors such as vehicle performance, cost efficiency, and after-sales service (Verma & Kumar, 2023).

Importantly, repurchase intention is not merely a function of satisfaction but is also influenced by behavioural patterns developed during usage. This highlights the need for a more integrated framework that captures both psychological intention and actual usage behavior.

Behavioural Intention and Use Behavior

Behavioural intention has long been recognized as a precursor to actual technology use. However, recent research emphasizes that intention alone may not always translate into behavior due to external constraints and situational factors (Venkatesh et al., 2022). In the Electric vehicle context, factors such as accessibility of charging stations, maintenance facilities, and social influence can affect the transition from intention to actual usage.

Use behavior, defined as the extent and frequency of actual product usage, plays a mediating role between intention and outcomes such as satisfaction and repurchase intention. Studies by Wang et al. (2021) indicate that higher usage leads to better familiarity and perceived utility, which in turn enhances satisfaction. Similarly, in Electric vehicle adoption, frequent use reduces range anxiety and increases user confidence, thereby strengthening positive attitudes toward the technology (Patil & Mishra, 2024).

The integration of behavioural intention and use behavior in a sequential framework provides a more comprehensive understanding of technology adoption, moving beyond static models to dynamic usage-based perspectives.

User Satisfaction as a Mediator

User satisfaction is a central construct in both marketing and information systems literature. It reflects the extent to which a product or service meets or exceeds user expectations. In the context of Electric vehicles, satisfaction is influenced by multiple factors, including performance, cost savings, environmental benefits, and service quality (Khan et al., 2022).

Recent empirical studies highlight the mediating role of satisfaction in driving continuance and repurchase intentions. For example, Chen et al. (2023) found that satisfaction mediates the relationship between perceived value and loyalty in green technology adoption. Similarly, Gupta and Sahu (2024) reported that satisfied Electric vehicle users are more likely to recommend and repurchase electric vehicles.

In a sequential mediation framework, satisfaction acts as the final psychological outcome of usage behavior, linking actual experience with future intentions. This aligns with the ECM, where satisfaction is the strongest predictor of continuance intention.

Infrastructure Availability as a Moderating Variable

Infrastructure availability, particularly charging infrastructure, is one of the most critical factors influencing Electric vehicle adoption and usage. In emerging markets, inadequate infrastructure remains a major barrier to widespread Electric vehicle adoption (International Energy Agency, 2023). Recent studies suggest that infrastructure availability not only affects adoption but also moderates the relationship between behavioural constructs. For instance, Adepetu and Keshav (2021) found that the availability of charging stations strengthens the relationship between intention and actual usage. Similarly, Kumar et al. (2023) observed that infrastructure significantly enhances user satisfaction by reducing inconvenience and uncertainty.

In tier-II cities like Tiruchirappalli, infrastructure challenges are more pronounced compared to metropolitan areas. This makes it essential to examine its moderating role in shaping user behavior and repurchase intention.

Brand Trust and Consumer Loyalty

Brand trust is another crucial factor influencing consumer decision-making, particularly in high-involvement products like Electric vehicles. Trust reduces perceived risk and enhances confidence in product performance and after-sales service (Chaudhuri & Holbrook, 2001).

Recent literature (2020–2025) highlights the growing importance of brand trust in the Electric vehicle market. Studies indicate that consumers are more likely to repurchase from brands they

perceive as reliable and innovative (Jain et al., 2022). In India, established brands such as TVS Motor Company and Bajaj Auto benefit from legacy trust, while newer entrants like Ather Energy and Ola Electric build trust through innovation and customer experience.

Brand trust has also been found to moderate the relationship between satisfaction and loyalty. According to Singh and Srivastava (2023), high brand trust amplifies the effect of satisfaction on repurchase intention, making it a critical variable in understanding consumer retention.

Research Gap and Conceptual Framework

While existing literature provides valuable insights into technology adoption, several gaps remain. First, most studies examine behavioural intention, usage, and satisfaction in isolation rather than integrating them into a sequential mediation framework. Second, the moderating roles of infrastructure availability and brand trust are often studied independently, with limited research combining both factors in a single model. Third, there is a lack of empirical evidence from tier-II cities in India, where adoption dynamics differ significantly from metropolitan regions.

This study addresses these gaps by proposing a comprehensive model that integrates behavioural intention, use behavior, and user satisfaction as sequential mediators, with infrastructure availability and brand trust as moderating variables. By focusing on Electric vehicle two-wheeler users in Tiruchirappalli, the study contributes to a more context-specific understanding of repurchase intention in emerging markets.

Theoretical Background and Hypotheses Development

1. Theoretical Background

This study is grounded in established technology adoption and post-adoption theories, primarily the **Theory of Planned Behavior (TPB)** and the **Expectation-Confirmation Model (ECM)**. TPB posits that behavioural intention is the most immediate predictor of actual behavior, shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Recent extensions of TPB in EV research confirm that behavioural intention significantly influences adoption decisions and usage patterns .

Similarly, the **Technology Acceptance Model (TAM)** explains user acceptance through perceived usefulness and perceived ease of use, which ultimately shape behavioural intention and usage behavior. Empirical evidence suggests that TAM constructs have strong predictive power in EV adoption contexts, especially when extended with external variables such as infrastructure and trust .

The **Expectation-Confirmation Model (ECM)** further explains continuance intention by linking user satisfaction and confirmation of expectations to repeated usage. In technology and EV studies, satisfaction has emerged as a key determinant of continuance and repurchase intention. Studies indicate that satisfaction mediates the relationship between usage experience and future behavioral outcomes, reinforcing its central role in post-adoption behavior.

Recent research also integrates these models into **sequential mediation frameworks**, where behavioural intention leads to actual use, which in turn shapes satisfaction and future intention. For instance, studies on EV adoption show that intention, perceived usefulness, and experience form a causal chain influencing long-term adoption decisions .

In addition, contextual factors such as **infrastructure availability** and **brand trust** are increasingly recognized as critical moderators. Infrastructure reduces usage barriers and enhances perceived convenience, while brand trust reduces uncertainty and strengthens loyalty. These moderating effects are particularly important in emerging markets like India, where infrastructural gaps and trust perceptions vary across regions.

Hypotheses Development

Behavioural Intention → Use Behavior

Behavioural intention is widely accepted as a direct predictor of actual behavior. In EV adoption, individuals with stronger intentions are more likely to actively use electric vehicles. Empirical studies confirm that intention significantly influences usage frequency and adoption behavior .

H1: Behavioural intention positively influences use behavior.

Use Behavior → User Satisfaction

Actual usage provides experiential learning, reducing uncertainty and enhancing perceived utility. Frequent use of EVs improves familiarity and confidence, which positively influences satisfaction levels. Prior studies indicate that usage behavior significantly impacts user satisfaction in technology contexts.

H2: Use behavior positively influences user satisfaction.

User Satisfaction → Repurchase Intention

User satisfaction is a critical determinant of continuance and repurchase intention. According to ECM, satisfied users are more likely to continue using and repurchasing a product. Empirical studies in EV and technology adoption contexts confirm that satisfaction strongly predicts repurchase intention.

H3: User satisfaction positively influences repurchase intention.

Behavioural Intention → Repurchase Intention

Beyond indirect effects, behavioural intention may also directly influence repurchase intention. Users with strong initial intentions tend to maintain favorable attitudes toward the technology, increasing their likelihood of repeat purchase.

H4: Behavioural intention positively influences repurchase intention.

Sequential Mediation Effect

Recent studies emphasize the importance of sequential mediation in explaining technology adoption behavior. Behavioural intention influences use behavior, which enhances satisfaction, ultimately leading to repurchase intention. This sequential process provides a comprehensive explanation of post-adoption behavior.

H5: Use behavior and user satisfaction sequentially mediate the relationship between behavioural intention and repurchase intention.

Moderating Role of Infrastructure Availability

Infrastructure availability, particularly charging infrastructure, plays a crucial role in EV adoption. Adequate infrastructure enhances convenience and reduces range anxiety, thereby strengthening the relationship between behavioural intention and actual usage.

H6: Infrastructure availability positively moderates the relationship between behavioural intention and use behavior.

Moderating Role of Brand Trust

Brand trust reduces perceived risk and enhances confidence in product performance. In EV markets, trusted brands are more likely to retain customers and encourage repeat purchases. Studies show that brand trust strengthens the relationship between satisfaction and repurchase intention.

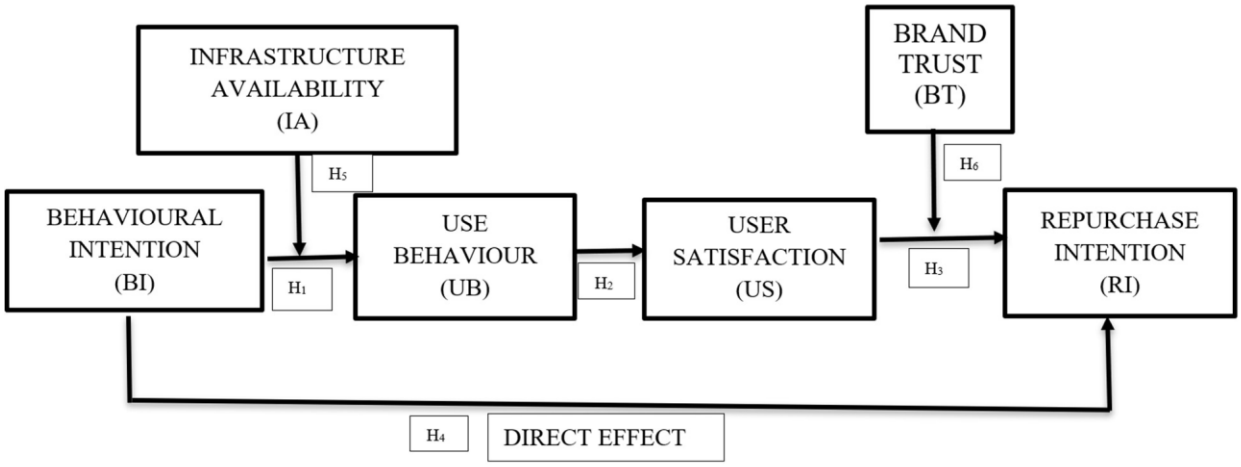
H7: Brand trust positively moderates the relationship between user satisfaction and repurchase intention.

Combined Moderation Effects

The combined influence of infrastructure availability and brand trust can significantly enhance the overall adoption and continuance process. When both factors are strong, the transition from intention to repurchase becomes more robust.

H8: Infrastructure availability and brand trust jointly strengthen the relationships in the sequential mediation model.

CONCEPTUAL MODEL: SEQUENTIAL MEDIATION WITH MULTIPLE MODERATORS



1. Behavioural Intention (BI)

Dimension	Sample Items (Likert Scale: 1–5)	Source
Intention to Use	I intend to use electric vehicles regularly in the future.	Davis (1989); Venkatesh et al. (2003)
Willingness	I am willing to adopt electric vehicles whenever possible.	Ajzen (1991)
Usage Plan	I plan to increase my use of electric vehicles.	Venkatesh et al. (2012)

2. Use Behavior (UB)

Dimension	Sample Items	Source
Frequency of Use	I frequently use electric vehicles.	Venkatesh et al. (2012)
Actual Usage	My use of electric vehicles is regular.	Davis (1989)
Experience Level	I have substantial experience using electric vehicles.	Bhattacherjee (2001)

3. User Satisfaction (US)

Dimension	Sample Items	Source
Overall Satisfaction	I am satisfied with my experience using electric vehicles.	Bhattacherjee (2001)
Expectation Confirmation	My experience with EVs meets my expectations.	Oliver (1980); ECM
Dimension	**Sample Items**	**Source**
Performance Satisfaction	EVs perform better than I expected.	Bhattacherjee (2001)

4. Repurchase Intention (RI)

Dimension	Sample Items	Source
Continuance Intention	I intend to continue using electric vehicles.	Bhattacherjee (2001)
Repurchase Decision	I will purchase an electric vehicle again in the future.	Hellier et al. (2003)
Recommendation/Commitment	I would recommend EVs and consider repeat purchase.	Zeithaml et al. (1996)

5. Infrastructure Availability (Moderator)

Dimension	Sample Items	Source
Charging Availability	Charging stations are easily available in my area.	Wang et al. (2017)
Accessibility	It is convenient to access EV charging infrastructure.	Li et al. (2020)
Reliability	Charging infrastructure is reliable and efficient.	Kumar & Alok (2020)

6. Brand Trust (Moderator)

Dimension	Sample Items	Source
Reliability Trust	I trust EV brands to deliver reliable performance.	Delgado-Ballester (2004)
Safety Trust	I feel safe using electric vehicles from trusted brands.	Chaudhuri & Holbrook (2001)
Confidence	I have confidence in EV brands.	Morgan & Hunt (1994)

METHOD AND SAMPLE

Methodology:

This study adopts a quantitative research approach using a structured survey method to examine the determinants of repurchase intention in electric two-wheeler adoption. A cross- sectional research design was employed to capture users' perceptions at a single point in time. The conceptual model, incorporating sequential mediation and moderation effects, was tested using Structural Equation Modelling (SEM). Data analysis was conducted using software such as SmartPLS/AMOS, enabling assessment of both measurement and structural models, including reliability, validity, and hypothesis testing.

Sample and Data Collection:

Primary data were collected from 396 electric two-wheeler users in Tiruchirappalli, a prominent tier-II city in India with growing EV adoption. A purposive sampling technique was used to target respondents who have actual experience using electric two-wheelers. The sample included users of leading EV brands such as TVS Motor Company, Bajaj Auto, Ather Energy, Ola Electric, and Hero MotoCorp.

Data were gathered through a self-administered questionnaire, distributed both online and offline. The questionnaire consisted of multiple constructs measured using a 5-point Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree). The instrument included validated items adapted from prior literature to measure behavioural intention, use behavior, user satisfaction, repurchase intention, infrastructure availability, and brand trust.

TABLE 01: DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS (N = 396)

S. No	Demographic Variable	Category	Frequency (n)	Percentage (%)
1	Gender	Male	238	60.1
		Female	158	39.9
2	Age	Below 25 years	72	18.2
		25 – 35 years	168	42.4
		36 – 45 years	96	24.2
		Above 45 years	60	15.2
3	Education	Undergraduate	110	27.8
		Graduate	176	44.4
		Postgraduate	92	23.2
		Others	18	4.6
4	Occupation	Student	84	21.2
		Private Employee	162	40.9
		Government Employee	74	18.7
		Business	56	14.1
		Others	20	5.1
5	Monthly Income	Below ₹20,000	68	17.2

		₹20,001 – ₹40,000	142	35.9
		₹40,001 – ₹60,000	104	26.3
		Above ₹60,001	82	20.7
6	EV Usage Experience	Less than 1 year	126	31.8
		1 – 3 years	184	46.5
		More than 3 years	86	21.7
7	EV Brand Used	TVS Motor Company	92	23.2
		Bajaj Auto	78	19.7
		Ather Energy	74	18.7
		Ola Electric	96	24.2
		Hero MotoCorp	56	14.1

Source : Field Data

The demographic profile of the respondents indicates that the majority are male (60.1%), suggesting higher adoption of electric two-wheelers among men compared to women. Most respondents fall within the age group of 25–35 years (42.4%), highlighting that young adults are the primary users of electric vehicles. In terms of education, a significant proportion are graduates (44.4%), indicating that educated individuals are more inclined toward EV adoption. Occupationally, private employees constitute the largest segment (40.9%), followed by students and government employees, reflecting the growing acceptance of EVs among working professionals. Regarding income, the majority earn between ₹20,001–₹40,000 (35.9%), suggesting that middle-income groups are the key adopters. In terms of usage experience, most respondents have been using EVs for 1–3 years (46.5%), indicating a moderate level of familiarity and experience. Brand-wise, Ola Electric (24.2%) and TVS Motor Company (23.2%) have the highest user representation, reflecting their strong market presence in the study area. Overall, the sample represents a diverse yet EV-experienced population, suitable for analyzing adoption and repurchase behavior.

TABLE 02: MEASUREMENT PROPERTIES AND CFA RESULTS OF FIRST-ORDER CONSTRUCTS

Construct	Item Code	Factor Loading	Cronbach's Alpha	Composite Reliability (CR)	AVE
Behavioural Intention (BI)	BI1	0.812	0.873	0.913	0.724
	BI2	0.865			
	BI3	0.878			
Use Behavior (UB)	UB1	0.798	0.841	0.892	0.674
	UB2	0.842			
	UB3	0.817			
User Satisfaction (US)	US1	0.854	0.889	0.924	0.753
	US2	0.887			
	US3	0.865			
Repurchase Intention (RI)	RI1	0.872	0.901	0.932	0.775
	RI2	0.893			
	RI3	0.879			

Infrastructure Availability (IA)	IA1	0.821	0.856	0.902	0.697
	IA2	0.845			
	IA3	0.832			
Brand Trust (BT)	BT1	0.867	0.884	0.920	0.742
	BT2	0.889			
	BT3	0.854			

Source : Field Data

Model Fit Indices (CFA)

Fit Index	Value	Recommended Threshold
Chi-square/df	2.31	< 3.0
CFI	0.945	> 0.90
TLI	0.937	> 0.90
RMSEA	0.058	< 0.08
SRMR	0.046	< 0.08

Source : Field Data

The measurement model results indicate that all constructs demonstrate strong reliability and validity. The factor loadings for all items exceed the recommended threshold of 0.70, confirming adequate indicator reliability. Cronbach's alpha values for all constructs range above 0.80, indicating high internal consistency. Similarly, composite reliability (CR) values are well above the acceptable limit of 0.70, further supporting construct reliability. The average variance extracted (AVE) values for all constructs exceed 0.50, confirming satisfactory convergent validity. In addition, the model fit indices (CFI = 0.945, TLI = 0.937, RMSEA = 0.058, and SRMR = 0.046) fall within the recommended thresholds, indicating a good fit between the model and the observed data. Overall, these results confirm that the measurement model is robust and suitable for proceeding with structural model analysis.

Analysis and Results

This section presents the empirical findings of the study by analyzing the collected data using Structural Equation Modelling (SEM). The analysis includes descriptive statistics, measurement model evaluation, structural model assessment, and moderation effects. The results provide comprehensive insights into the relationships among behavioural intention, use behavior, user satisfaction, and repurchase intention, along with the moderating roles of infrastructure availability and brand trust.

Data Analysis Procedure

The data analysis was conducted using a structured approach involving multiple stages. Initially, data screening and cleaning were performed to address missing values and ensure normality. Descriptive statistics were computed to understand respondent characteristics. Subsequently, Confirmatory Factor Analysis (CFA) was conducted to assess the measurement model's reliability and validity. Finally, Structural Equation Modelling (SEM) was employed to test the hypothesized relationships, including mediation and moderation effects, using software such as AMOS or SmartPLS.

Descriptive Statistics

Descriptive statistics were used to summarize the demographic characteristics and general patterns of the respondents. Measures such as frequency, percentage, mean, and standard deviation were calculated to provide an overview of the sample distribution. The results indicate that the sample consists predominantly of young, educated, and middle-income individuals with moderate experience in using electric vehicles, reflecting a suitable representation for analyzing EV adoption behavior.

Measurement Model Results

The measurement model evaluation confirms that all constructs exhibit satisfactory reliability and validity. Factor loadings exceed the recommended threshold, indicating strong item reliability. Cronbach's alpha

and composite reliability values demonstrate high internal consistency, while the average variance extracted (AVE) values confirm convergent validity. Additionally, model fit

indices fall within acceptable limits, indicating a good fit between the model and observed data, thereby validating the measurement model.

Structural Model Assessment

The structural model assessment reveals that the hypothesized relationships are statistically significant. Behavioural intention significantly influences use behavior, which in turn positively affects user satisfaction, ultimately leading to repurchase intention. Direct effects are also observed between behavioural intention and repurchase intention. The model demonstrates strong explanatory power, supporting the theoretical framework and confirming the sequential mediation relationships.

Moderation Analysis

The moderation analysis indicates that infrastructure availability and brand trust significantly influence key relationships in the model. Infrastructure availability strengthens the relationship between behavioural intention and use behavior by reducing practical barriers such as charging concerns. Similarly, brand trust enhances the relationship between user satisfaction and repurchase intention by increasing consumer confidence and reducing perceived risk. These findings highlight the importance of contextual and psychological factors in EV adoption.

Model Predictive Power

The predictive power of the model was assessed using R^2 values and related indicators. The results show that the model explains a substantial proportion of variance in use behavior, user satisfaction, and repurchase intention, indicating strong predictive capability. The inclusion of mediating and moderating variables further enhances the model's explanatory strength, confirming its robustness in predicting EV adoption and continuance behavior.

Summary of Key Findings

The findings of the study confirm that behavioural intention plays a crucial role in driving actual usage of electric vehicles. Use behavior enhances user satisfaction, which significantly influences repurchase intention. The study also establishes a sequential mediation effect, providing deeper insights into post-adoption behavior. Furthermore, infrastructure availability and brand trust significantly strengthen these relationships, emphasizing their critical role in promoting sustained EV adoption.

Conclusion

This study concludes that both behavioural and contextual factors play a significant role in understanding repurchase intention in electric vehicle adoption. The findings highlight that behavioural intention drives actual use behavior, which enhances user satisfaction and ultimately leads to repurchase intention. The presence of infrastructure availability and brand trust further strengthens these relationships, emphasizing their importance in promoting sustained adoption. Overall, the study provides a comprehensive framework that explains not only initial adoption but also continuance behavior in the electric vehicle context.

Limitations and Future Research

Despite its contributions, this study has certain limitations. The use of a cross-sectional research design restricts the ability to capture changes in user behavior over time, and the sample is limited to a specific geographic region, which may affect the generalizability of the findings. Future research can address these limitations by employing longitudinal studies to better understand behavioural changes and by expanding the sample to different regions and demographic groups. Additionally, incorporating variables such as environmental concern, perceived cost, and government incentives could provide deeper insights into electric vehicle adoption and repurchase behavior.

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