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# Consumer Purchase Intention toward BYD Electric Vehicles: The Influence of Price, Quality, and Brand Image

Al Hafidh Ibnu Hajar<sup>1\*</sup> , Catur Widayati<sup>2</sup>

<sup>1</sup> Department of Management, Faculty of Economics and Business, Mercu Buana University, Jakarta, Indonesia, 11650  
<sup>2</sup> Department of Management, Faculty of Economics and Business, Mercu Buana University, Jakarta, Indonesia, 11650

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## ABSTRACT



**Purpose:** The purpose of this paper is to investigate the effects of price, product quality and brand image on consumer purchase intention for electric cars in an emerging market.  
**Method:** An empirical study was generated to measure the direct effects of latent constructs by structural modeling that includes consumer perception data.  
**Findings:** The research findings reveal that price, product quality and brand image also have a significant and positive influence on purchase intention. Of these antecedent brand image is found to be the most influential predictor, reflecting that symbolic and trust perceptions are primary in influencing consumer's chosen action. Price perception affects purchase intention positively through perceived value and product quality enhances confidence in technological performance and reliability. The three variables combined account for a large portion of variance in purchase intent, demonstrating the multidimensional character of EV adoption.  
**Novelty:** This paper combines perceived value theory with brand signaling and empirically investigates the relative impacts of functional and symbolic factors on intention to purchase electric vehicles in an emerging-country context.  
**Implications:** The paper also implies that manufactures may need to place brand-building strategies as strategic priority together with cost-based competition and quality improvement, and policymakers are recommended to initiate the projects of confidence building for consumer concerning electric vehicle brands.

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## 1. Introduction

The global automotive industry is undergoing a structural change, with public authorities, manufacturers and consumers under pressure to adapt to climate change imperatives and the transition to clean energy. Road transport remains one of the main sources of greenhouse gas emissions, making electric vehicles (EVs) a key driver of sustainable mobility policies and markets (Ferguson

et al., 2018; Liao et al., 2017). In addition to their environmental benefits, the adoption of EVs is indicative of wider technological shifts and a change in consumer values, as purchasing decisions are influenced by factors beyond mere functionality, incorporating symbolic, social, and brand-related meanings (Han et al., 2017; Heffner et al., 2007).

The uptake of electric vehicles (EVs) is accelerating in more developed markets, but in developing countries, it remains uneven and



inconsistent. The relationship between consumer acceptance of electric vehicles (EV) is complex. Previous research has shown that it is influenced by a number of factors, including economic rationality, perceived risks, technological familiarity and normative influences (Aksen et al., 2016; Bobeth & Kastner, 2020; Ye et al., 2025). Consumers in markets with limited exposure to EVs tend to be more price-sensitive and have greater concerns about the reliability and long-term value of the products. These factors can significantly impact their purchase intentions (Danielis et al., 2020; Junquera et al., 2016). It is vital to investigate purchase intention as a key precursor to adoption behaviour, as these processes demonstrate.

In this scenario, the role of branding in electric vehicle (EV) purchasing decisions is increasingly important. In an era of intense competition, brands serve as mental shortcuts that make consumers feel more secure, demonstrate how good a product is, and convey symbolic meanings that align with consumers' identities and lifestyle aspirations (Morhart et al., 2015; Nam et al., 2011). Research has shown that brand image, country-of-origin perception, and brand positioning are key factors in consumer evaluation, especially in technologically advanced product categories (Bartikowski et al., 2019; Long et al., 2019) and technologically advanced product categories (Roth & Diamantopoulos, 2009).

When consumers decide to purchase an electric vehicle, traditional marketing factors such as price and product quality remain as important as brand considerations. Several studies (Li et al., 2020; Rahmani & Loureiro, 2019; Tanaka et al., 2014) show that consumers' perceptions of price fairness related to perceived benefits, as well as their evaluation of product performance, durability, and technical reliability, do influence purchase intent. However, previous studies have produced inconclusive results regarding the importance of these factors, with some research arguing that economic rationality dominates (Gandy, 2009), while other studies argue that non-functional and symbolic meanings are better predictors of EV adoption (Han et al., 2017).

In the context of the above analysis, this study examines how price affects consumers' purchase intentions toward BYD electric vehicles. This study also examines how product quality affects consumers' purchase intentions. It also examines how brand image affects consumers' purchase intentions. BYD is an ideal subject for this study thanks to its global technological leadership, vertical integration, and rapid market penetration in emerging economies. Referring to the literature on electric vehicle adoption and brand management, this study aims to reconcile conflicting empirical findings and deepen the understanding of consumer decision-making processes in emerging markets. Manufacturers and policymakers are expected to utilize these insights to improve brand resonance, pricing strategies, and the promotion of electric vehicles in developing countries.

The remainder of this paper is organized as follows: Section 2 presents a review of the relevant literature and formulates the theoretical framework and research hypotheses. Section 3 presents the research approach, instruments, and procedures (including data collection). Section 4 analyse the empirical results and their interpretation. Section 5 summarizes the main findings and discusses the theoretical and practical implications, study limitations, and future research directions.

## 2. Literature Review

### 2.1 Price and purchase intention

Price is an important factor influencing consumer behavior, especially for high-involvement or technology enriched products like electric vehicles (EVs). In the context of EVs, price is not only a reflection of what the consumer pays for it monetarily but also provides information on perceived value, technological advancement and economic prudence in the long run (Tanaka et al., 2014; Helveston et al., 2015). Previous evidence suggests that high initial costs are one of the main impacts preventing adoption of EV, particularly in the context of emerging markets where consumers show higher price sensitivity and higher risk aversion (Danielis et al., 2020; Junquera et al., 2016).

Nonetheless, recent studies have shown that compared to gasoline vehicles, fuel savings, maintenance cost efficiency and government subsidies (Li et al., 2020; Ferguson et al. If they feel EV price to be fair and justified by functional and environmental attributes, purchase intention will rise. Cross-national empirical evidence points to a positive association between price perception and EV purchase intention (Aksen et al., 2016; Rahmani et al., 2019).

Hypothesis 1: Price has a positive impact on consumer purchase intention of BYD electric vehicle, and the correlation is statistically significant.

### *2.2 Product quality and purchase intention*

The quality of a product is determined by consumers based on whether it can perform its intended function(s) without defects or within an acceptable standard. For electric vehicles (EVs), product quality is measured in terms of driving dynamics, battery lifetime and durability, technological reliability, safety and ease of use (Han et al., 2017; Giansoldati et al., 2020). The fact that EV technology is still quite new means that how consumers perceive the quality of the product is very important in reducing uncertainty and enhancing consumer confidence.

Indeed, existing research shows that consumers with a greater knowledge of and positive view of the driving performance of EVs are much more willing to adopt them (Bobeth et al., 2020; Jung et al., 2021). Perceived product quality builds trust in new technologies and reduces the risk associated with range, maintenance and reliability. The result is clear: in both developed and emerging EV markets, there is a significant positive relationship between high product quality perception and purchase intention (Li et al., 2020; Liao et al., 2017).

Hypothesis 2: Product quality has a positive impact on consumer purchase intention for BYD electric vehicles.

### *2.3 Brand image and purchase intention*

How consumers perceive a brand, including the values and symbols they associate with it, is known as brand image. This is the most important heuristic in technologically uncertain or high-risk markets, influencing consumer perceptions and decisions (Morhart et al., 2015; Nam et al., 2011). In the context of electric vehicles (EVs), brands not only symbolize product quality and reliability, but also encompass aspects of innovation, sustainability, and social identity (Heffner et al., 2007; Long et al., 2019).

Empirical evidence (Bartikowski et al., 2019) supports the importance of brand image, given the fierce competition for competitive advantage between established brands and new entrants. Brand image has a positive influence on trust, perceived risk, and EV purchase intention (Roth & Diamantopoulos, 2009; Huang et al., 2018), as well as on people's willingness to purchase EVs even though price is a determining factor. In emerging markets where new EV brands are not yet familiar to customers, brand image directly influences purchase intention.

Hypothesis 3: A positive and significant impact of brand image on the purchase intention of BYD electric vehicles has been identified.

### *2.4 Conceptual framework*

The present study is built upon the base of the Perceived Value Theory (Zeithaml, 1988) and price quality brand signaling framework developed by Dodds et al. (1991), in that these works argue that price, product quality, and brand image can be considered as an external marketplace-based impression to determine consumers' value perceptions and eventual decision through a form of intention to buy. Therefore, in the current study, price, product quality and brand image are regarded as exogenous variables that have direct effects on consumer purchase intention of electric vehicles.

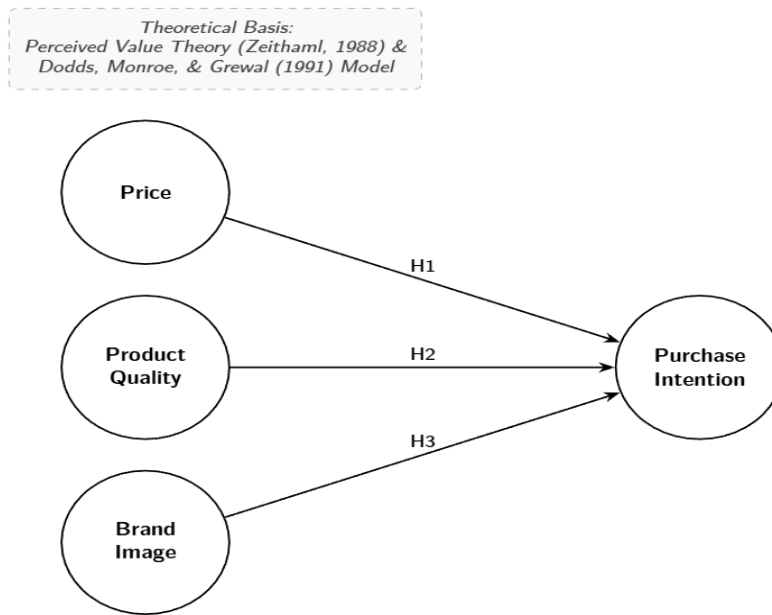


Figure 1. Conceptual framework

### 3. Methods Innovation

#### 3.1 Design research

The focus of this research is on how the relationship between price, product quality, brand image, and consumer purchase intention of electric vehicles is causally modelled, and it employs the quantitative explanatory pattern to do so. A cross-sectional survey method was used, as is common in the literature on consumer behaviour and electric vehicle adoption. This approach was used to test theoretically based hypotheses with primary data (Hair et al., 2019; Kline, 2016). The framework of structural equation modelling provides a foundation for testing the direct effects between unobserved constructs, as outlined in the research design.

#### 3.2 Population, sample and data collection

The study population comprised adult consumers with above-average knowledge of electric vehicles who already use or intend to purchase electric cars. A variety of respondents were captured through a well-organised online questionnaire circulated via digital media. Purposive sampling was utilised, which is ideal for studies

concentrating on respondents with certain product knowledge and relevance to the research context (Etikan et al., 2016).

The sample size was decided based on the guidelines for PLS-SEM, which claim a ratio of 5–10 observations per indicator as a requirement to ensure stable parameter estimates (Hair et al.), and given the 24 measurement items, our sample size of at least 216 was considered sufficient. This sample size exceeds the minimum threshold required for stable model fitting and hypothesis testing.

#### 3.3 Variables and measurement instruments

All constructs were measured with multi-item reflective scales taken from extant works in marketing and consumer behavior research. The items were measured on a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). It is in accordance with previous studies on electric vehicle and brand research and suitable for latent variable modeling (Podsakoff et al., 2003; Hair et al., 2019).

#### 3.4 Data analysis

Partial Least Squares Structural Equation Modeling (PLS-SEM) was used with SmartPLS for

data analysis. PLS-SEM was employed because it is recommended for prediction purpose, research models with complexity and data which might not satisfy the requirements of multivariate normality assumption (Hair et al., 2019; Sarstedt et al., 2017). Analysis followed a 2-step process. The measurement model was initially tested by examining indicator reliability, convergent validity (outer loadings, AVE), discriminant validity, and internal consistency reliability (Cronbach's alpha and composite reliability). Second, testing of the structural model involved path coefficients, predictive power ( $R^2$ ), effect size ( $f^2$ ) and predictive relevance ( $Q^2$ ), as well as hypothesis testing through bootstrapping with 5,000 resamples.

## 4. Results of Innovation and Discussion

### 4.1 Measurement model evaluation

CFA was conducted to assess the reliability and validity of the constructs before testing the structural relationships. Validity Convergent validity was assessed based on indicator loadings and AVE. In Table 1, most of the indicators have outer loadings over the recommended cut-off value of 0.70, indicating indicator reliability. Some predictors with loadings less than 0.70 were deleted to enhance the construct quality which follows PLS-SEM best practice (Hair et al., 2019).

Table 1. Indicator Loadings and Convergent Validity

Construct	Indicator	Outer Loading	Decision
Price	PR1-PR4	0.763-0.799	Retained
Product Quality	PQ1-PQ5	0.729-0.756	Retained
Brand Image	BI1-BI6	0.748-0.794	Retained
Purchase Intention	PI2, PI4, PI6-PI8	0.714-0.794	Retained

Table 2. Construct Reliability and Convergent Validity

Construct	AVE	Cronbach's $\alpha$	Composite Reliability
Price	0.609	0.787	0.862
Product Quality	0.565	0.808	0.867
Brand Image	0.589	0.86	0.896
Purchase Intention	0.586	0.823	0.876

### 4.2 Discriminant validity assessment

Table 3 shows that all constructs in the measurement model exhibit an adequate discriminant validity. All indicators have the strongest loading on the target latent variable relative to cross-loading on other constructs, suggesting that they are capable of capturing conceptually distinct facets of price, product quality, brand image and purchase intention. This trend indicates that the constructs are empirically distinct

and are not confounded with much overlap. The results are also consistent with the discriminant validity guidelines proposed for PLS-SEM, as they indicate that respondents distinguish economic evaluations from functional performance perceptions, brand associations and behavioral intentions. Therefore, the measurement model is considered suitable to pursue pertinent analysis in the structural modeling and hypothesis testing for reliable estimates about how these constructs are related.

Table 3. Cross-Loadings of Measurement Items

Indicator	Price	Product Quality	Brand Image	Purchase Intention
PR1	0.781	0.606	0.478	0.548
PR2	0.788	0.518	0.4	0.478
PR3	0.792	0.499	0.376	0.448
PR4	0.76	0.459	0.365	0.443
PQ1	0.491	0.752	0.483	0.428

Indicator	Price	Product Quality	Brand Image	Purchase Intention
PQ2	0.509	0.779	0.481	0.546
PQ3	0.5	0.742	0.422	0.473
PQ4	0.535	0.769	0.487	0.521
PQ5	0.491	0.714	0.439	0.496
BI1	0.427	0.507	0.784	0.486
BI2	0.388	0.463	0.767	0.503
BI3	0.356	0.492	0.747	0.475
BI4	0.409	0.492	0.794	0.494
BI5	0.449	0.442	0.757	0.459
BI6	0.381	0.435	0.755	0.471
PI2	0.447	0.529	0.48	0.772
PI4	0.448	0.538	0.463	0.744
PI6	0.516	0.494	0.493	0.735
PI7	0.443	0.481	0.489	0.78
PI8	0.509	0.479	0.473	0.793

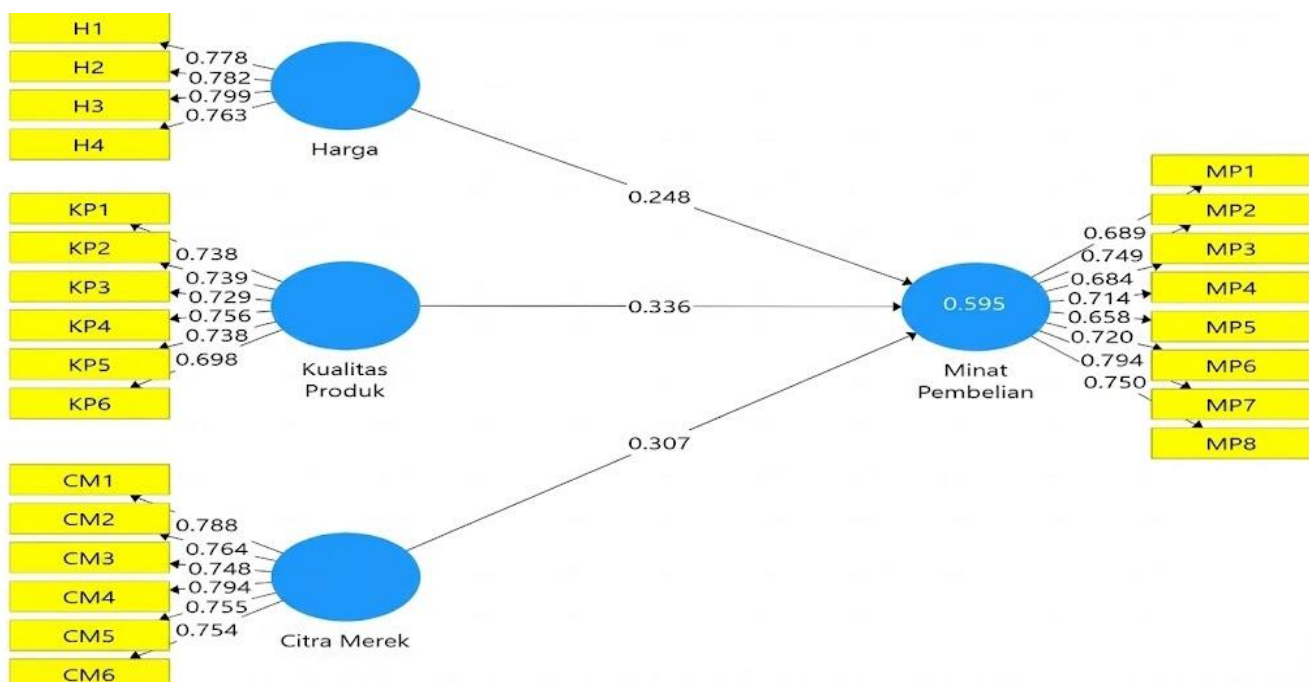


Figure 2. Measurement Model Results (Outer Loadings and Construct Structure)

The estimated measurement model is reported in Figure 2, suggesting that majority of the items highly load on their constructs -with outer loadings all being significantly greater than the suggested cut off value of 0.70. This suggests good indicator reliability and convergent validity of the constructs. Finally, retained price, product quality, brand image and purchase intention indicate clearly the construct structure of these variables proving that the measurement model is sufficient and appropriate to assess a structural model.

#### 4.3 Structural model evaluation

The structural model was evaluated by checking for multicollinearity, R<sup>2</sup> and predictive relevance. All VIF values range from 1.667 to 2.210, which is far below the landscape value of 5. This confirms that there is no multicollinearity among the variables, and that the parameters are stable and reliable. The data in Table 4 show that R<sup>2</sup> is equivalent to 0.549. This indicates that price, product quality and brand image collectively account for 54.9% of the variation in purchase intention. It is considered that a model fitting should surpass a moderate level, which is an acceptance criterion for consumer behaviour

research. Additionally, the model's good out-of-sample prediction power is indicated by its Q<sup>2</sup> value of 0.314, which also demonstrates its good predictive

capability and makes it suitable for hypothesis testing.

Table 4. Structural Model Quality Indicators

Criterion	Value	Interpretation
R <sup>2</sup> (Purchase Intention)	0.549	Moderate explanatory power
Q <sup>2</sup> (Purchase Intention)	0.314	Strong predictive relevance

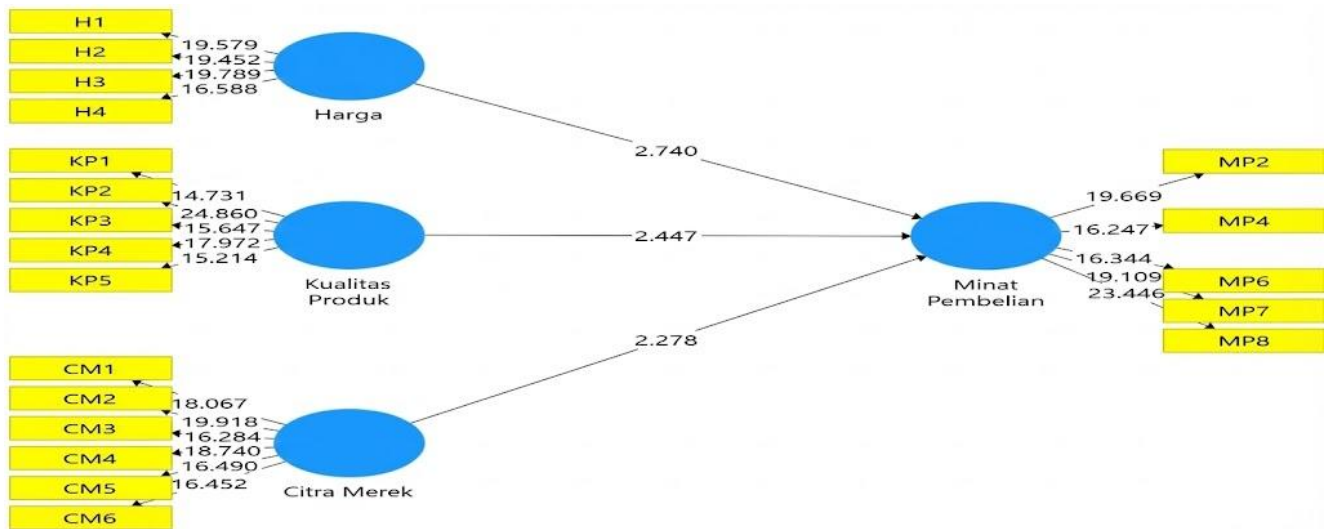


Figure 3. Structural Model Results with Path Coefficients and Significance Levels

#### 4.4 Hypothesis result

The results of the hypothesis tests are presented in Table 5 using the bootstrapping method. All of the hypothesised tendencies are confirmed empirically. Price significantly influences purchase intention ( $\beta = 0.258, p < 0.01$ ), meaning positive price perceptions encourage consumers to use electric vehicles. The purchase decision is significantly impacted by product quality ( $\beta = 0.294, p < 0.05$ ), suggesting that

functional performance and technology stability play a crucial role. Brand image has the most significant influence ( $\beta = 0.312, p > 0.05$ ), suggesting that perceptions of brand play a key role in reducing uncertainty and strengthening purchase intentions. Our model's effectiveness is confirmed and the theoretical framework is validated by these results when considered as a whole.

Table 5. Path Coefficients and Hypothesis Testing Results

Hypothesis	Path	$\beta$	t-value	p-value	Result
H1	Price → Purchase Intention	0.258	2.74	0.006	Supported
H2	Product Quality → Purchase Intention	0.294	2.447	0.015	Supported
H3	Brand Image → Purchase Intention	0.312	2.278	0.023	Supported

#### 4.5 Discussion

These results empirically demonstrate that price, quality, and brand image have a significant impact on

consumers' intention to purchase electric vehicles. This supports the conceptual model proposed based on the Perceived Value Theory (Zeithaml, 1988) and the price-quality-brand signaling model (Dodds et al., 1991). This indicates that consumers' intention to adopt electric vehicles is influenced by economic evaluation, instrumental considerations, and symbolic perceptions simultaneously. These findings are in line with previous research on the decision-making process related to electric vehicle attributes.

The significant and positive impact of price on purchase intention once again shows that consumers evaluate electric vehicles not based on the price level itself, but from the perspective of perceived price fairness and value for money. These results are consistent with previous research finding that consumers place greater value on long-term benefits such as energy efficiency and lower operating costs when considering EV prices (Helveston et al., 2015; Tanaka et al., 2014). These findings are theoretically consistent with the principles of perceived value theory. This suggests that if consumers perceive the price to be favorable, they will be more likely to rate the overall value of the product higher and be more willing to make a purchase. These findings are consistent with sectoral evidence from emerging and developing markets, which shows that price is an important but not the only factor influencing EV adoption (Danielis et al., 2020; Ferguson et al., 2018).

Product quality is positively associated with PI, indicating consumer confidence in terms of functional performance, technological reliability, and perceived durability. This finding is consistent with previous literature on the adoption of electric vehicles (EVs), which suggests that if a new mobility technology has high perceived product quality, it can reduce technological uncertainty and actual risk (Han et al., 2017; Giansoldati et al., 2020). As quality acts as a signal, a high-quality product can provide reassurance to consumers who have little prior experience with EVs in their market. This finding is supported by prior studies which show that functional characteristics remain important motivating factors for adoption alongside policy incentives and infrastructure availability (Jung et al., 2021; Li et al., 2020).

Brand image, of the three independent variables, has a more significant impact on purchase intention, emphasising the importance of branding in the EV market. These findings are consistent with branding and signalling theories, which suggest that brand image acts as a heuristic that reduces information asymmetry, interweaving trust and innovation, and conferring symbolic value (Morhart et al., 2015; Nam et al., 2011). In the context of EVs, where technological sophistication and risk perception are relatively high, an established brand may help to mitigate incomplete information and increase consumer confidence. This finding aligns with recent studies highlighting that brand perceptions significantly impact consumer evaluations of EVs beyond their functional benefits (Long et al., 2019; Bartikowski et al., 2019).

Overall, the results imply that, although economic and functional factors still influence purchase intention towards EVs, symbolic and perceptual aspects are the most decisive. The literature on EV adoption is also enriched by the integrated view, as it confirms the combined impact of price, product quality and brand image in a single model. The findings also contribute to prior research by providing insight into an emerging economic context and enhancing the generalisability of established theories, while offering detailed insights into consumer behaviour in the dynamic international electric vehicle market.

## 5. Conclusion

Research shows that when consumers consider purchasing an electric vehicle, the most important factors for them are price, product quality, and brand recognition. Brand image is the most influential attribute, with consumers having strong concerns regarding trust, uniqueness, and brand perceptions related to sustainability when forming their purchase intentions. Price also has a significant impact, showing that consumers compare the relative value and fairness of electric vehicle prices rather than their absolute cost. In addition, product quality has a positive effect on the transfer of trust in technical functionality and reliability. The results of this study, overall, support existing theories about consumer behaviour. These theories highlight how economic evaluation, practical use, and symbolic

perception all influence purchase intention. Our knowledge of how often electric vehicles are purchased has been improved by this research. It shows that the way cars are sold, the price paid, and the way they are manufactured are all very important. Increasing market adoption and accelerating the general acceptance of sustainable mobility options is of great interest to companies and policymakers. These findings may be useful to them in this regard.

### CRedit Author Statement

Al Hafidh Ibnu Hajar: Conceptualization, Data curation, Formal analysis, Investigation, Methodology, Writing – original draft. Catur Widayati: Conceptualization, Supervision, Validation Writing – review & editing, Project administration.

### Declaration of Competing Interest

## Appendix/Appendices

### Appendix A. Respondent profile

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	82	38
	Female	134	62
Age	25–30 years	108	50
	31–40 years	99	45.8
	41–50 years	9	4.2
Occupation	Private employee	106	49.1
	Public employee	32	14.8
	Self-employed	55	25.5
	Others	23	10.6
Monthly Income	Middle income	75	34.7
	Upper-middle income	129	59.7
	High income	12	5.6
Education	Diploma	57	26.4
	Bachelor’s degree	86	39.8
	Master’s degree	52	24.1
	Secondary education	21	9.7

### Appendix B. Measurement items

Variable	Code	Measurement Items	Source
Price	PR1	The price of this electric vehicle is reasonable	Dodds et al. (1991)

Conflict of Interest Statement the authors have no financial or personal relationships that could inappropriately influence this work.

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### Data Availability Statement

The data used to support the findings of this study are available from the corresponding author upon request based on ethical and privacy consideration.

Variable	Code	Measurement Items	Source
Product Quality	PR2	The price is consistent with the benefits offered	Zeithaml (1988)
	PR3	The vehicle offers good value for money	Tanaka et al. (2014)
	PR4	The price is competitive compared to alternatives	Li et al. (2020)
	PQ1	The vehicle performs reliably	Han et al. (2017)
	PQ2	The technology used is advanced	Giansoldati et al. (2020)
Brand Image	PQ3	The vehicle is durable	Li et al. (2020)
	PQ4	The overall quality meets expectations	Jung et al. (2021)
	PQ5	The vehicle is easy and comfortable to use	Bobeth et al. (2020)
	BI1	The brand is trustworthy	Morhart et al. (2015)
	BI2	The brand is innovative	Long et al. (2019)
Purchase Intention	BI3	The brand represents environmental responsibility	Heffner et al. (2007)
	BI4	The brand has a good reputation	Nam et al. (2011)
	BI5	The brand reflects modern lifestyle values	Bartikowski et al. (2019)
	PI1	I intend to purchase this electric vehicle	Peña-García et al. (2020)
	PI2	I would consider this brand as my first choice	Jung et al. (2021)
	PI3	I am willing to recommend this vehicle	Axsen et al. (2016)
	PI4	I am likely to purchase this vehicle in the future	Han et al. (2017)

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