

## Determinants of Purchase Intention for Used Electric Vehicles in Indonesia: An Extended Theory of Planned Behavior Approach

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### Abstract

The volatile Indonesian used EV market is characterized by high consumer uncertainty due to aggressive new EV price wars, necessitating an understanding of the key factors driving purchase intention. This study analyzed the determinant factors influencing consumer purchase intention toward used EVs in Indonesia using an Extended Theory of Planned Behavior (TPB) framework by examining five individual motivational Attitude dimensions, Attitude, Perceived Behavioral Control (PBC), Subjective Norms, Past Purchase Experience, electronic Word-of-Mouth (e-WOM), and Willingness to Pay (WTP). A quantitative survey of 426 valid Indonesian respondents was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Research indicate that Economic Motivation is the sole significant antecedent to Attitude strongly dominating sustainable and ethical motivations, Perceived Behavioral Control (PBC) emerged as the strongest predictor of Purchase Intention underscoring consumer technical risk aversion, Attitude exhibited a marginal negative effect on Purchase Intention, suggesting that technical risk concerns outweigh positive sentiment, Purchase Intention significantly drives both e-WOM and WTP, confirming its central role in the adoption ecosystem. The conclusion is that used EV adoption in Indonesia is driven by rational economic calculation and technical confidence, rather than environmental values. Managerially, the necessity for standardized battery health certification is highlighted to enhance consumer Perceived Behavioral Control (PBC). This research offers novelty by integrating five specific motivational dimensions into an extended TPB framework to analyze purchase intention, e-WOM, and WTP within the unique and volatile Indonesian used EV market, particularly highlighting the dominant role of Economic Motivation and PBC in a developing market with high price volatility.

## Introduction

The Indonesian automotive landscape is undergoing a fundamental transformation toward electrification. Data from the Association of Indonesia Automotive Industries (GAIKINDO) indicates a dramatic surge in wholesale battery electric vehicle (BEV) sales, recording a 211% increase in the first four months of 2025 compared to the previous year<sup>1</sup>. This growth is propelled by the government's aggressive target of 2 million electric cars by 2030 and the entry of new Chinese manufacturers such as Wuling, Chery, and BYD, which have introduced competitive penetration pricing strategies (Liu, 2025; Hao et al., 2023; Wang et al., 2025). However, the long-term sustainability of the EV ecosystem relies heavily on the existence of a liquid and stable secondary market to maintain vehicle residual values (Al-Deek, 2025; Antony Jose et al., 2024; Cao et al., 2021; Le, 2025).

Despite the rapid expansion of the new EV market, the used EV sector faces unique structural challenges. Intense price wars in the primary market exemplified by the launch of models like the BYD Atto series at highly competitive price points have suppressed resale prices of existing vehicles, creating asset value uncertainty for consumers (Gaertner, 2025; Li, 2021). Unlike Internal Combustion Engine (ICE) vehicles, which follow predictable depreciation patterns, used EVs carry specific risks related to battery "State of Health" (SoH), which are difficult for the average consumer to validate. This phenomenon creates a gap between interest in new technology and the hesitation to adopt it in a used condition (Ajina et al., 2024; Rahman et al., 2024).

Previous research on the adoption of Electric Vehicles (EVs) has predominantly concentrated on the initial market specifically, the consumer decision-making process for purchasing new EVs, or has examined the topic through the lens of environmental sustainability and governmental policy effectiveness. This substantial body of literature, while valuable, often overlooks the complex dynamics of the secondary market, especially within the context of developing economies (Yiming et al., 2024; Khan et al., 2024; Omowole et al., 2024).

A significant gap persists in the literature regarding a comprehensive dissection of consumer behavior toward used EVs in these emerging markets. Developing economies present a unique set of challenges that fundamentally alter the adoption landscape (Aderibigbe et al., 2023; Barikzai et al., 2024; Usman et al., 2024). These challenges are characterized by acute price sensitivity among consumers, a persistent lack of robust and widespread charging infrastructure, and often, higher levels of consumer skepticism regarding battery life and maintenance costs associated with second-hand electric technology.

This study is specifically designed to bridge this critical knowledge gap. We propose and develop an extended theoretical framework based on the well-established Theory of Planned Behavior (TPB) (Bui, 2022; Correia et al., 2022; Hanage et al., 2024). The traditional TPB model is adapted and expanded to provide a more nuanced understanding of used-EV consumption. Our extension moves beyond merely viewing purchase intention as the ultimate dependent variable.

Crucially, the model incorporates and links purchase intention to deeper, more intrinsic second-hand consumption motivations. These motivations include, but are not limited to, economic factors (e.g., cost savings, better value proposition compared to new vehicles) and nostalgic or unique value factors associated with pre-owned goods (Miller & Brannon, 2022; Aycock et al., 2023). Furthermore, the study connects the intention and eventual adoption phase to critical post-adoption behaviors. These behaviors are essential for market proliferation and include advocacy (specifically, electronic Word-of-Mouth, or e-WOM) and the consumer's Willingness to Pay (WTP) for a used EV with specific attributes.

The primary objective of this empirical investigation is to generate actionable, data-driven guidance. By providing this empirical foundation, we aim to assist industry stakeholders—including manufacturers, dealers, financing institutions, and policymakers—in formulating more targeted and relevant market strategies. This is especially vital for navigating the highly volatile and rapidly evolving market for used electric vehicles, ensuring sustainable market growth and successful transition to electromobility in developing nations.

## Literature Review

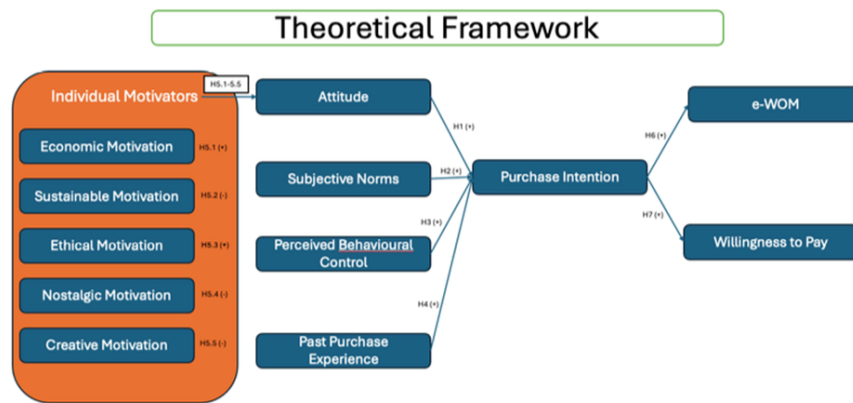


Figure 1. Proposed Extended Theoretical Framework for Used EV Purchase Intention Studies

### Extended Theory of Planned Behavior (TPB)

The theoretical underpinning for this investigation is the Theory of Planned Behavior (TPB), originally formulated by Ajzen in 1991. The TPB serves as a robust framework for predicting and explaining human behavior by positing that the strongest determinant of an actual behavior is the Purchase intention. This intention, in turn, is a function of three cognitive antecedents:

**Attitude:** This refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior in question. In the domain of electric vehicles (EVs), this would encompass an individual's positive or negative sentiments toward owning and using green technology, such as perceiving them as environmentally friendly, cost-effective, or modern. Prior literature consistently suggests that a more positive attitude toward sustainable and green technology significantly enhances the intention to adopt EVs.

**Subjective Norms:** This captures the perceived social pressure to engage or not engage in a behavior. It reflects an individual's perception of whether most people who are important to them such as family, friends, or influential figures think they should or should not perform the behavior. Within the EV context, strong social support, or the perception that one's key social circle approves of or is also adopting EVs, plays a vital role in bolstering adoption intention.

**Perceived Behavioral Control (PBC):** This is the individual's perception of the ease or difficulty of performing the behavior. It reflects the presence of requisite resources and opportunities, and the absence of obstacles. Unlike Attitude and Subjective Norms, PBC takes on an especially critical and amplified role when considering the adoption of used goods, particularly complex technology like used electric vehicles. This is because the decision to purchase a used EV introduces specific, perceived difficulties and risks. These technical ease or difficulty perceptions are directly tied to tangible factors such as: 1) The availability and cost of replacement spare parts, especially for older battery packs; 2) The reliability and longevity of the vehicle's components; 3) The accessibility, convenience, and perceived reliability of the charging infrastructure in the owner's immediate environment and for long-distance travel.

Consequently, while positive attitudes toward green technology and social support lay the groundwork for EV adoption intention generally, the adoption of used EVs is uniquely and heavily moderated by Perceived Behavioral Control, as potential owners must assess their ability to manage the technical and logistical hurdles associated with a second-hand, evolving technology.

Additionally, this study introduces the construct of Past Purchase Experience into the conceptual model as a significant predictor of consumer intention towards second-hand goods. The inclusion of this variable is theoretically grounded in the premise that previous successful engagement with second-hand transactions fosters a sense of familiarity and competence in the purchasing process. It is therefore hypothesized that consumers who possess a positive and frequent history of purchasing second-hand items will perceive lower levels of inherent uncertainty and risk associated with future transactions. This reduced uncertainty, stemming from a better understanding of the quality variability, pricing mechanisms, and overall transaction process of second-hand markets, is expected to lead to a statistically significant increase in their intention to engage in future second-hand purchases. This approach explicitly examines how experiential learning acts as a cognitive filter, mitigating perceived barriers and strengthening the consumer's decision to participate in the circular economy.

### **Individual Motivations as Antecedents to Attitude**

Adapting the comprehensive framework of second-hand consumption developed by Stolz (2022), this study proposes that a consumer's attitude toward purchasing used Electric Vehicles (EVs) is a complex construct. It is not formed in isolation based on a singular factor, but is instead driven by a synthesis of five distinct and interacting motivational dimensions. These motivations collectively influence the perceived value and desirability of a pre-owned EV, thereby shaping the consumer's ultimate decision.

The five specific motivational dimensions are:

#### ***Economic Motivation***

This is the fundamental desire to achieve significant financial benefits. It is driven by the pragmatic need to secure a lower overall purchase price for the vehicle compared to its new-unit equivalent. This motivation encompasses not only the initial sticker price discount but also a lower rate of depreciation compared to a new vehicle, making the used EV a more financially prudent acquisition. For many consumers, the opportunity to enter the EV market at a reduced cost is the primary gateway to adopting the technology.

#### ***Sustainable Motivation***

This motivation reflects a consumer's pro-environmental value system. It is rooted in the desire to actively contribute to the reduction of environmental waste and the overall ecological footprint of consumption. By purchasing a used EV, the consumer effectively extends the product's useful lifecycle, thus delaying the need for manufacturing a new unit a process that is resource and energy-intensive. This act is seen as a tangible expression of environmental responsibility.

#### ***Ethical Motivation***

This dimension speaks to a moral and conscience-driven obligation to reject or mitigate excessive consumption patterns prevalent in modern society (anti-consumption). It is a form of conscientious consumerism where the buyer seeks to avoid contributing to the overproduction cycle. By choosing a used product, the consumer aligns their purchasing behavior with a principle of sufficiency and ethical stewardship, valuing utility and longevity over newness and status.

### ***Nostalgic Motivation***

This motivation is emotionally driven, focusing on an attraction to specific older models or versions of vehicles. It is linked to the sentimental or historical value that a particular car or design may possess.

This is often the case when consumers seek models that are considered "classic," represent a particular era in automotive history, or hold personal meaning, transcending the purely functional utility of the vehicle.

### ***Creative Motivation***

This is the desire for personalization and uniqueness. It stems from the ambition to own a vehicle that stands out from the mass-produced new units. Consumers driven by this motivation often view the used vehicle as a blank canvas a foundation that can be uniquely customized, modified, or restored. The inherent imperfection and history of a used EV are valued as they facilitate a unique expression of the owner's identity and creative vision.

### **Post-Intention Outcomes: e-WOM and WTP**

This study significantly contributes to the existing body of literature by extending the theoretical framework to meticulously examine the crucial impact of consumer purchase intention on a range of consequential downstream behaviors. The formation of a strong purchase intention is posited not merely as an end-state but as a vital antecedent for subsequent pro-brand and pro-product actions.

Drawing a strong foundation from the research conducted by Farzin et al. (2023), a compelling pattern emerges, particularly within the context of eco-friendly products. Consumers who harbor a particularly robust and positive intention to purchase eco-friendly products demonstrate a marked propensity to transcend the role of a mere buyer and evolve into active brand advocates. This advocacy is frequently manifested through positive electronic Word-of-Mouth (e-WOM), where they willingly share favorable experiences and recommendations across various digital platforms, thus leveraging the power of social networks to influence the perceptions and intentions of prospective customers.

Furthermore, this elevated purchase intention is also strongly correlated with an increased Willingness to Pay (WTP). These committed consumers are demonstrably more willing to allocate a higher financial value for product units, particularly when the manufacturer provides assurances and guarantees regarding the product's quality, ethical sourcing, or environmental certification. This heightened WTP signals a deeper level of commitment and perceived value, suggesting that the intention to purchase is closely intertwined with a greater acceptance of the premium pricing often associated with high-quality, sustainable, or ethically produced goods. In essence, strong purchase intention acts as a powerful catalyst, driving both promotional behavior (e-WOM) and financial commitment (WTP), thereby generating substantial long-term value for the brands.

## **Methods**

### **Research Design and Approach**

This research was conducted using a quantitative approach to investigate the relationships between the variables under study. Specifically, a causal explanatory design was employed. This design is appropriate as the study aims to examine and explain the cause-and-effect relationships, particularly how certain factors influence the perception and intention within the context of the used Electric Vehicle (EV) market. The quantitative nature ensures that the

findings are based on measurable data and can be subjected to rigorous statistical analysis to test the formulated hypotheses.

### **Data Collection and Instrument**

The primary method for data collection was a cross-sectional survey. This method involves collecting data from the target population at a single point in time, providing a snapshot of the current attitudes, perceptions, and intentions regarding used EVs. The survey instrument was carefully designed and operationalized based on established theoretical constructs from the literature. To ensure a wide reach across the intended demographic, the survey was distributed through a mixed-mode approach, encompassing both online and offline channels. The online distribution leveraged platforms such as specialized EV owner community groups, and active automotive discussion forums in Indonesia. The offline distribution was conducted at relevant EV-related events or gatherings, where potential respondents congregated. This blended approach maximized the potential sample size and enhanced the representativeness of the data collected.

### **Sampling Technique and Sample Size**

The selection of respondents utilized a non-probability purposive sampling technique. This method was chosen because the study requires participants with specific characteristics pertinent to the research objective. The target respondents were defined as individuals who satisfy two key criteria: 1) they possess awareness and basic knowledge of Electric Vehicles (EVs), and 2) they demonstrate a genuine interest in the used car market. This ensures that the collected data is relevant and informed, coming from individuals who are potential or actual participants in the market being studied.

From the total number of submissions received, a rigorous data screening process was implemented to ensure data quality and validity. This process included checks for completeness, consistency of responses, and identification of any outliers or straight-lining patterns. Following this thorough screening, the final dataset yielded 426 valid samples. This final sample size was deemed sufficient to perform the multivariate statistical analyses required for the causal explanatory design and to provide robust empirical evidence for the conclusions of the study.

### **Data Measurement**

The research instrument was a structured questionnaire using a 7-point Likert scale. Operational variables were adapted from validated prior studies (Appendixes 1): 1) Motivations (5 Dimensions): Adapted from the second-hand motivation scale by Stolz (2022) and Guiot & Roux (2010). 2) TPB Constructs: Attitude, Subjective Norms, and PBC were adapted from Ajzen (1991) and Wang et al. (2017); 3) Extended TPB: Past Purchase Experience by Stolz (2022); 4) Outcomes: Purchase Intention, e-WOM, and WTP were adapted from Farzin et al. (2023).

### **Data Analysis**

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. This method was selected for its ability to handle complex structural models with numerous latent variables and its lack of strict normality assumptions. The analysis was conducted in two stages: measurement model evaluation (outer model) for validity and reliability, and structural model evaluation (inner model) for hypothesis testing.

## Results and Discussion

### Measurement Model Evaluation

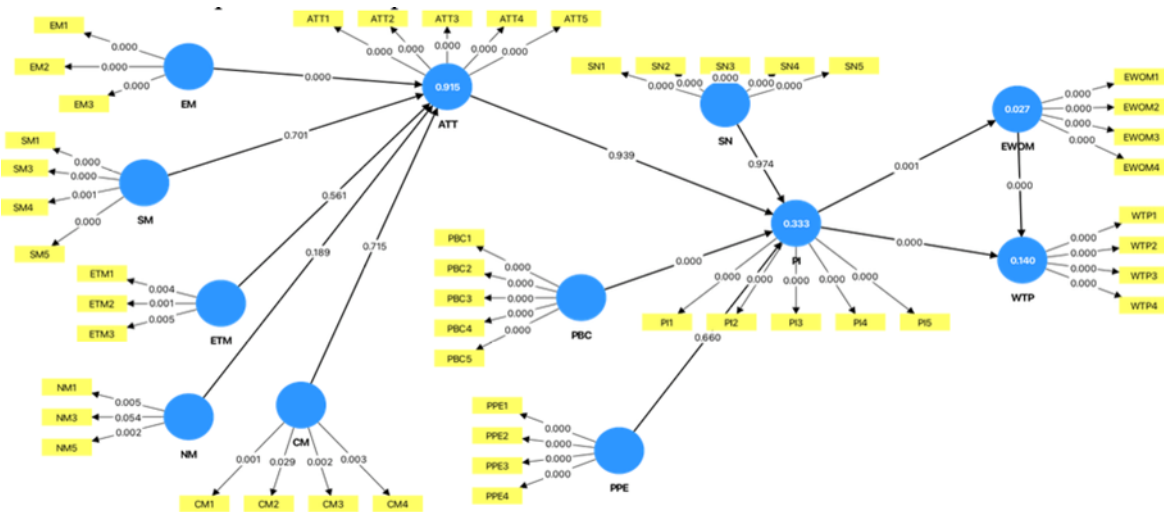


Figure 2. Variable measurement analysis results

The measurement model analysis demonstrated excellent instrument quality. All indicator factor loadings exceeded 0.7020. Reliability tests showed that Cronbach's Alpha and Composite Reliability (CR) values for all variables were above the 0.70 threshold, ranging from 0.817 to 0.98621. Convergent validity was met with Average Variance Extracted (AVE) values above 0.50 for all constructs. Discriminant validity was confirmed using the Heterotrait-Monotrait (HTMT) criterion, with all values below 0.8523.

### Structural Model and Hypothesis Testing

The structural model demonstrated varied predictive power. Motivational variables explained a substantial variance in Attitude ( $R^2 = 0.915$ ), while TPB variables explained a moderate variance in Purchase Intention ( $R^2 = 0.334$ ) 24. Hypothesis testing results via bootstrapping are presented in Table 1.

Table 1. Summary of Hypothesis Testing Results

Path Relationship	Coefficient ( $\beta$ )	T-Statistics	P-Values	Result
Economic Mot. $\rightarrow$ Attitude	0.956	217.361	0.000	Accepted
Sustainable Mot. $\rightarrow$ Attitude	-0.047	0.689	0.246	Rejected
Ethical Mot. $\rightarrow$ Attitude	-0.011	0.204	0.419	Rejected
Nostalgic Mot. $\rightarrow$ Attitude	-0.015	1.114	0.133	Rejected
Creative Mot. $\rightarrow$ Attitude	0.001	0.028	0.502	Rejected
PBC $\rightarrow$ Purchase Intention	0.627	14.673	0.000	Accepted
Attitude $\rightarrow$ Purchase Intention	-0.080	1.753	0.040	Marginal
Subjective Norms $\rightarrow$ Purchase Intention	-0.011	0.251	0.401	Rejected
PPE $\rightarrow$ PI	-0.011	0.273	0.392	Rejected
Purchase Int. $\rightarrow$ e-WOM	0.193	4.213	0.000	Accepted
Purchase Int. $\rightarrow$ WTP	0.253	6.100	0.000	Accepted

Source: SEM PLS, Primary Data Analysis, 2025

The analysis of consumer behavior in the Indonesian used Electric Vehicle (EV) market reveals a powerful and singular motivational driver. The most striking and statistically significant

finding of this study is the absolute dominance of Economic Motivation in shaping consumer attitudes toward used EVs, evidenced by a very high standardized coefficient ( $\beta=0.956$ ). This robust finding unequivocally confirms that in the specific context of the Indonesian market, the consumer's decision-making process to even consider a second-hand EV is driven almost purely by a rational financial calculation. Consumers are primarily seeking a substantial price discount a significantly lower barrier to entry compared to purchasing a new unit, rather than being motivated by altruistic environmental stewardship or ethical consumption considerations.

This observation strongly aligns with broader literature on second-hand markets, particularly the work of Stolz (2022), who identified cost savings as the universal primary driver. In an environment characterized by intense price competition in the new car market, consumers view a used EV purchase as a pragmatic value protection strategy against the rapid asset depreciation inherent in new vehicle acquisition.

Furthermore, within the established framework of the Theory of Planned Behavior (TPB), Perceived Behavioral Control (PBC) emerged as the single most powerful determinant of a consumer's actual purchase intention, registering a significant standardized coefficient ( $\beta=0.627$ ). This is a critical insight: the main impedance or barrier to the wider adoption of used EVs is not a fundamental dislike for the product or its underlying technology. Instead, the primary obstacle is a pervasive lack of technical confidence and certainty among prospective buyers. Consumers demand strong assurance and empowerment regarding their ability to accurately evaluate the critical condition of the car, most notably the state-of-health (SoH) of the high-voltage battery system. Equally important is the need for certainty concerning the accessibility and reliability of the local charging infrastructure.

Furthermore, the study found that Past Purchase Experience (PPE) did not significantly influence Purchase Intention ( $\beta=-0.011, p=0.392$ ). This outcome contradicts studies in fashion or luxury goods where past experience often predicts future intent (Stolz, 2022; Toebast-Wensink et al., 2025; Tangri & Yu, 2023; Yuanita & Yu, 2023; Aycock et al., 2023). In the context of used EVs in Indonesia, this suggests that prior experience with conventional used cars does not necessarily translate into confidence in buying used EVs. The unique technical risks of EVs specifically battery health uncertainty make the transaction fundamentally different from traditional used car purchases, neutralizing the "comfort" usually gained from past experience.

Conversely, the construct of Attitude Toward Buying exhibited a marginal and, notably, negative effect on purchase intention ( $\beta=-0.080$ ). This counter-intuitive finding is not uncommon in product categories perceived as high-risk. While consumers may harbor a generally positive sentiment toward EV technology as a whole (e.g., they appreciate the environmental benefits or low running costs), the inherent quality risks and information asymmetry associated with a used EV unit particularly the long-term health of the battery prevent this generalized positive attitude from effectively converting into a concrete purchase intention, unless and until it is strongly mitigated and supported by a high degree of perceived behavioral control (e.g., strong warranties, certified battery reports).

Finally, the study provides significant validation for the latter stages of the consumer journey. It confirms that a strong, established purchase intention for a used EV has a powerful and measurable impact on subsequent behaviors. Specifically, consumers who express a clear intent to purchase are significantly more likely to engage in electronic Word-of-Mouth (e-WOM), actively recommending the product and the concept to their social networks. Crucially, this intention translates into a higher Willingness To Pay (WTP). These consumers are

demonstrably willing to pay a financial premium for used EV units that offer tangible risk reduction, such as those accompanied by independent, high-quality battery certification or robust, extended warranty packages. This outcome comprehensively validates the findings from recent literature, such as Farzin et al. (2023), confirming the commercial imperative of reducing perceived risk through transparent information and credible guarantees in the second-hand technology market

## **Conclusion**

This comprehensive study of the Indonesian used Electric Vehicle (EV) market has yielded critical insights into the primary drivers of consumer behavior, revealing a landscape dominated by pragmatic considerations rather than idealistic motivations. The overarching finding is that economic rationality and the imperative for technical assurance are the fundamental forces shaping purchase decisions, significantly eclipsing environmental altruism and social influence.

### **Dominance of Economic and Technical Factors**

**Economic Motivation Over Sustainable Goals:** The data unequivocally demonstrates that economic motivation specifically, the potential for long-term cost savings on fuel, maintenance, and taxes was the decisive factor for prospective buyers. Sustainable and 'green' motivations, while present, were consistently found to be secondary, indicating that consumers treat the acquisition of a used EV as a financially sound investment rather than a purely environmental statement.

**Technical Capability (PBC) Over Personal Attitude:** The study highlighted the paramount importance of Perceived Behavioral Control (PBC). PBC, in this context, refers to a consumer's belief in their ability to understand, manage, and mitigate the technical risks associated with a used EV, particularly concerning battery performance and lifespan. This perceived capability proved to be a stronger predictor of purchase intention than the consumer's general positive or negative personal attitude toward EVs. A lack of transparent information and standardized assessment regarding battery health acts as the single largest barrier to increasing PBC.

### **Strategic Recommendations for Industry Stakeholders**

Based on these findings, industry stakeholders including manufacturers, dealers, financing institutions, and government bodies must strategically pivot their approach to accelerate the adoption of used EVs in Indonesia.

#### ***Shift Campaign Focus to Economic Value Proposition***

**From 'Green' to 'Gold':** Public relations and marketing campaigns should immediately de-emphasize generic environmental benefits. The focus must transition to concrete, verifiable economic value propositions, prominently highlighting the "Operational Cost Savings" throughout the vehicle's anticipated lifespan. This includes direct comparisons of total cost of ownership (TCO) against comparable Internal Combustion Engine (ICE) vehicles, factoring in subsidized electricity tariffs (where applicable), lower service costs, and reduced road tax burdens.

#### ***De-Risk the Purchase through Technical Assurance (The PBC Key)***

**Standardized Battery Health Certificates (BHCs):** This is the single most critical intervention required to unlock consumer purchase intention. Dealers and used car marketplaces must be mandated or incentivized to provide standardized, third-party-verified Battery Health Certificates (BHCs) for every used EV sold. These certificates must transparently report key metrics such as: 1) State of Health (SoH): The current capacity of the battery relative to its

capacity when new; 2) Cycle Count: The number of full charge/discharge cycles the battery has undergone; 3) Warranty Status: The remaining manufacturer or dealer warranty on the battery pack; 4) Estimated Remaining Range: A realistic projection of driving range based on the SoH; 5) Enhance Post-Purchase Support and Education: To further bolster PBC, the industry needs to invest in accessible and affordable EV service networks. This includes certified technicians, readily available spare parts, and clear, transparent information on battery replacement costs and options. Educational resources focusing on the simple aspects of EV ownership (e.g., home charging installation, range optimization) will further reduce perceived complexity and technical anxiety among potential buyers.

Accelerating the used EV market in Indonesia requires an action-oriented strategy that prioritizes the consumer's financial security and technical confidence. By providing demonstrable economic value and establishing robust, standardized technical guarantees, stakeholders can transform the market from one held back by uncertainty to one driven by rational, confident purchasing.

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