
Drivers of Electric Vehicles (EVs) Purchase Intentions in the Nepalese Market

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Abstract

This research paper investigates the factors that influence the green purchase intention of electric vehicles (EVs) in Nepal. It is based on a behavioural framework and hypothesises the impact of four antecedents perceived usefulness, perceived risk, perceived value, and perceived image on the intention to purchase EVs among consumers. An explanatory research design was utilised, and 400 EV users in Nepal were surveyed with the help of a convenience sampling strategy to provide data. A structured questionnaire with five-point Likert scales was used to elicit the perceptions of respondents regarding the focal constructs and demographics of interest. The descriptive statistics used in data analysis were employed to profile the sample, and inferential statistics, such as multiple regression, were used to test the hypothesised relationships and estimate the effect sizes. Findings show that perceived usefulness, perceived value, and perceived image have positive and statistically significant relationships with green purchase intention, indicating that consumers who perceive EVs to be useful, economical, and socially desirable are more likely to have a purchase intention. Conversely, perceived risk exhibits a significant negative relationship with purchase intention, underscoring that infrastructural and functional uncertainties act as key barriers for buyers. Regression analyses affirm that the existence of the four predictors is significant to explain a substantial amount of variance in purchase intention, with perceived usefulness and perceived value turning out to be the most significant single predictors. Recommendations to policymakers and other stakeholders in the industry include increasing EV infrastructure, educating the public about EVs, and creating marketing plans that increase the perceived value and image of EVs. This research provides empirical data on a developing-country setting, which can be applied to achieve sustainable mobility faster in Nepal and other such markets.

Keywords: e-vehicle, green marketing, risk, perceived usefulness.

Introduction

The shift experienced by the world towards sustainable development has had a great impact on the behaviour of consumers, especially in adopting products that are environmentally friendly. A phenomenon that has become more and more significant in

consumer attitudes and buying behaviour is green marketing, which can be defined as the promotion of products that are environmentally safe (Chaudhary et al., 2024; Thapa, 2025). This move is influenced by the increasing worry about climate change, environmental degradation, and the necessity of sustainable consumption patterns (Gaire, 2024). This shift towards environmentally sustainable consumption all over the world has greatly transformed consumer behaviour, especially in developing economies. Electric vehicles and renewable energy technologies are considered to be the green products that can help prevent the negative effects of environmental degradation and climate change (Roberts, 1996; Roe et al., 2001). The increasing urban pollution, particularly in Kathmandu Valley, and the heavy usage of fossil fuels in Nepal have increased the necessity of sustainable consumption practices (Shrestha et al., 2023).

It is well known that purchase intention is one of the key predictors of real consumer behaviour, which is the propensity of a person to make future purchasing decisions (Yoo et al., 2000). Previous studies indicate that psychological constructs, including image, perceived risk, perceived value, and perceived usefulness, are at the centre of determining purchase intention, which is frequently more than just economic determinants (Wu et al., 2014).

Although there is growing policy focus on green products in Nepal, there is limited empirical studies on these determinants. The literature in Nepal is inclined to consider environmental awareness or overall consumer attitudes, but does not test integrated models of behavior (Ghimire, 2021; Dhakal et al., 2024). Results show positive perceptions across key dimensions, including convenience, well-designed websites, time-saving, security, and diverse product variety in online shopping (Manandhar, et al., 2025). This leaves a gap in the comprehension of the interaction of key perceptual variables in the Nepalese context to create an effect on purchase intention. Consistent with the above agenda, the present study is aimed at fulfilling the following objectives:

- To assess the status of factors determining green purchase intention in the Nepalese market
- To examine the relationship of green drivers of EVs with purchase intention among Nepalese customers
- To analyse the effect of green drivers on EVs purchase intention among Nepalese customers

Literature Review and Hypothesis Development

Eco-labelling, green advertising, and environmentally friendly product design are some of the strategies considered under green marketing that affect consumer attitudes and behaviours (Chaudhary et al., 2024). Research indicates that consumers are also becoming more ready to maintain environmentally responsible products in case they see evident environmental and economic advantages (Gaire, 2024).

Technology Acceptance Model (TAM) offers a great deal of consensus in comprehending the behavior of technology adoption (Davis, 1989). It assumes that attitudes can be affected by perceived usefulness and perceived ease of use, which in turn affects behavioural intentions (Davis et al., 1989). TAM has successfully been implemented in several settings such as green consumption and sustainable technologies (Ha & Stoel, 2009; Yagci et al., 2009).

Research on renewable energy and digital adoption in Nepal shows that perceived usefulness is a key factor that can affect user acceptance (Karki and Adhikari, 2019; Shrestha et al., 2023). In the Kathmandu Valley context, consumer post-purchase behaviour is found to be influenced by product category and promotion, price, though cash availability and promotion do not appear to impact post-purchase dissatisfaction (Koirala & Chalise, 2025). This implies that TAM can be used to study the purchase of green behaviour in Nepal.

Purchase intention can be described as the probability of consumers to purchase a product based on their attitudes and perception (Yoo et al., 2000). It is believed to be a powerful indicator of the real buying behavior (Kim & Ko, 2012). Empirical evidence demonstrates that positive attitudes towards a product are an important boost to purchase intention (Kumar et al., 2009; de Canniere et al., 2009). Relationship marketing can provide the positive vibe in the midst of crisis as the contemporary world is in search of fostering the feet into a peculiar part of economic growth (Chalise, 2021). Environmental awareness and trust were observed to have a positive impact on purchase intention of products with ecological characteristics in the Nepalese context (Poudel, 2021; Sharma and Jha, 2020).

Product image is the general perception of consumers of a product, which is developed on the basis of beliefs, experiences and associations (Keller, 1993; Dobni and Zinkhan, 1990). A positive image is very strong, and it builds confidence in consumers and affects purchase decisions (Lai et al., 2009).

The empirical data show that product image has a positive influence on the perceived value and purchase intention (Wu et al., 2014). Image is extremely important in influencing consumer perceptions in emerging markets such as Nepal, where the extent of information asymmetry is large (Bhattarai, 2018; Acharya, 2022).

H1: Product image has a positive impact on purchase intention.

Perceived risk is the unpredictability and the possible adverse effects of a purchase decision (Bauer, 1960). It comprises financial, functional, and psychological aspects (Dunn et al., 1986; Chaudhuri, 1998). Studies repeatedly report that perceived risk increases with the decrease in purchase intention (Wu et al., 2014). In Nepal, perceived risk of green products is added by high start-up costs and inadequate infrastructure (Shrestha & Devkota, 2021; NEA, 2022).

H2: Perceived risk has a negative effect on purchase intention.

The perceived value is described as the trade-off of perceived benefits and costs (Zeithaml, 1988). It is a significant predictor of consumer satisfaction and behavioral intention (Cronin et al., 2000). Research indicates that greater purchase intention is associated with higher perceived value (Hellier et al., 2003). Price sensitivity and perceived quality in Nepal have a strong impact on value perception (Khadka & Maharjan, 2017; Rai, 2019).

H3: The perceptions of value have a positive effect on purchase intention.

Perceived usefulness is the level of a product that improves performance or benefits (Davis, 1989). The usefulness in green consumption comprises both environmental and economic utility (Sriram & Forman, 1993). There is empirical evidence that perceived usefulness has a significant impact on purchase intention (Ha & Stoel, 2009; Wu et al., 2014). The studies involving the use of renewable energy in Nepal reveal its significance in consumer decision making (Koirala et al., 2018; Mainali & Silveira, 2015).

H4: Perceived usefulness has a positive effect on the purchase intention.

Research Methodology

This work is a descriptive and causal research design, which is typical of behavioral research to test the relationship between variables (Creswell, 2014). There is the use of a quantitative methodology relying on structured questionnaires, which is in line with the existing research on purchase intention (Wu et al., 2014).

Urban consumers in Nepal are the target population. This study select a sample of 400 respondents, which is above the recommended size of a sample in regression analysis (Hair et al., 2010). It uses convenience sampling, typical of consumer behavior studies, but it can reduce the generalizability. Primary data were gathered using questionnaires, and secondary data were obtained in the form of journals and previous research (Saunders et al., 2019).

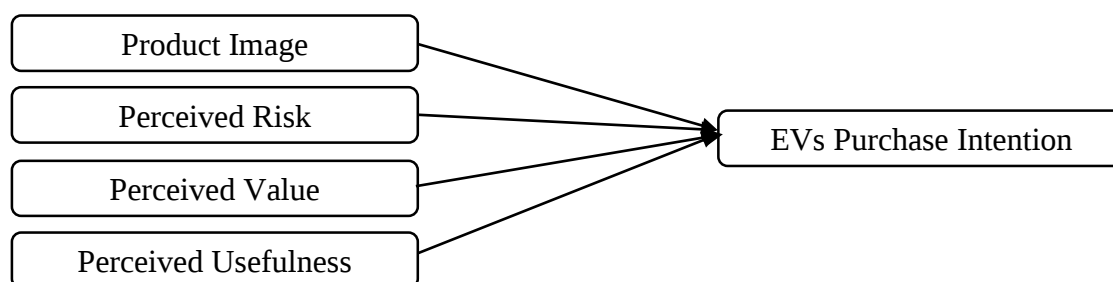
Variables in this study are measured using well-established and tested scales in previous studies to generate reliability and construct validity. In particular, the measurement items are adapted to Kumar et al. (2009), perceived risk (Kwon & Lennon, 2009), perceived value (Caruana & Ewing, 2010), perceived usefulness (Davis, 1989), and purchase intention (Yoo et al., 2000). The operationalisation of all constructs is based on multi-item measurements and evaluated on a five-point Likert scale (strongly disagree-1 to strongly agree-5), which is in line with other empirical research in the area (Wu et al., 2014).

The study uses both descriptive and inferential statistics to analyse the data. The central tendency and dispersion of the data are summarised by mean and standard deviation, and correlation analysis is performed to analyse the strength and direction of the relationship between variables. Moreover, regression analysis has been used to test the hypotheses proposed and to find out the level to which independent variables affect the purchase intention. These methods are well-established in behavioural studies and are reputed to be strong tests of hypotheses and validation of models (Hair et al., 2010).

The research model is constructed, relying on the empirical models, especially on the research conducted by Wu et al. (2014). It involves four independent variables, which include product image, perceived risk, perceived value and perceived usefulness and one dependent variable, purchase intention. The model will test the direct and indirect relations between these constructs in the Nepalese context.

Figure 1

Research Framework



Results

In this section, the data obtained have been analysed on 400 respondents in order to determine the determinants of green purchase intention in Nepal. To test out the hypotheses proposed, the analysis involves descriptive statistics, correlation analysis, and regression analysis. The findings are discussed according to the aims of the study and research paradigm.

Demographic Profile of the Respondents

The demographic profile indicates that the sample is fairly balanced in terms of gender, with a slightly higher proportion of male respondents. The majority of respondents fall within the economically active age group of 25–34 years, suggesting that the study primarily captures the perceptions of young and middle-aged consumers who are more likely to adopt new technologies and sustainable products. In terms of education, most respondents hold at least a bachelor's degree, indicating a relatively well-educated sample, which may positively influence awareness and understanding of green products.

Table 1

Demographic Profile of the Respondents

Demographic Variables	Category	Frequency	Percentage (%)
Gender	Male	220	55.0
	Female	180	45.0
Age Group	Below 25 years	90	22.5
	25–34 years	140	35.0
	35–44 years	95	23.8
	45 years and above	75	18.7
Education Level	Higher Secondary or below	70	17.5
	Bachelor's Degree	190	47.5
	Master's and above	140	35.0
Occupation	Student	85	21.3
	Service (Public/Private)	165	41.2
	Business	90	22.5
	Others	60	15.0
Monthly Income	Below NPR 30,000	95	23.8
	NPR 30,000–60,000	160	40.0
	NPR 60,000–100,000	90	22.5
	Above NPR 100,000	55	13.7

Occupationally, a large proportion of respondents are employed in the service sector, followed by business and students, reflecting a diverse representation of income-earning groups. The income distribution shows that most respondents fall within the middle-income category (NPR 30,000–60,000), highlighting the relevance of value sensitivity in purchasing decisions. Overall, the demographic characteristics suggest that the findings are more representative of urban, educated, and economically active consumers in Nepal.

Descriptive Statistics

Descriptive statistics gives an overview of the perception of the respondents about product image, perceived risk, perceived value, perceived usefulness, and purchase intention.

Table 2

Mean and Standard Deviation of Variables

Variables	Mean	Standard Deviation
Product Image	3.68	0.72
Perceived Risk	3.21	0.81
Perceived Value	3.75	0.69
Perceived Usefulness	3.82	0.66
Purchase Intention	3.70	0.74

The average data in Table 2 shows that the perception of respondents towards purchase intention towards green products, i.e. Electronic Vehicle, is moderately positive. The mean of perceived usefulness ($M = 3.82$) is the highest, implying that consumers are aware of the benefits of green products. The level of perceived risk ($M = 3.21$) is moderate, which means that there is some uncertainty on the part of the consumers. The standard deviations were relatively low, which means that there was consistency in the responses.

Correlation Analysis

Correlation analysis is used to investigate the strength and direction of the relationship between variables.

Table 3*Correlation Matrix*

Variables	IMG	RISK	VAL	PU	PI
IMG	1				
RISK	-0.28**	1			
VAL	0.54**	-0.31**	1		
PU	0.49**	-0.25**	0.57**	1	
PI	0.52**	-0.46**	0.61**	0.58**	1

The correlation findings in Table 3 indicate the positive and significant relationship between the image of products, the perceived value, the perceived usefulness and the purchase intention. There is a negative relationship between perceived risk and purchase intention. Perceived value and purchase intention have the highest correlation ($r = 0.61$) meaning that value perception is important. There is no problem of multicollinearity since the correlations are less than 0.80.

Regression Analysis

To test the hypotheses and investigate the effects of independent variables on purchase intention, regression analysis is performed.

Table 4*Model Summary*

R	R ²	Adjusted R ²	F-value	Sig.
0.71	0.50	0.49	98.32	0.000

According to the model summary, the regression model explains a lot of the variation in the purchase intention indicating that the regression model has a strong explanatory power with a value of R^2 at 0.50. This amount of explanatory power is deemed to be satisfactory in behavioral studies, where consumer decisions are determined by various factors (Hair et al., 2010). The high F-value is also another indication that the overall model is statistically fit and can be used to explain the purchase intention in Nepalese context. But the unexplained variance is still high implying that there could be other factors that drive consumer behavior like environmental awareness or government policy.

Table 5

Regression Results

Variables	Beta (β)	t-value	Significance
Product Image (IMG)	0.21	4.12	0.000
Perceived Risk (RISK)	-0.29	-5.87	0.000
Perceived Value (VAL)	0.34	6.45	0.000
Perceived Usefulness (PU)	0.27	5.23	0.000

The regression outcomes indicate that the purchase intention is significantly affected by all the independent variables. Perceived value is the strongest positive influence ($\beta = 0.34$), which means that consumers are highly driven by the benefits relative to the price. The perceptions of usefulness ($\beta = 0.27$) also exert a strong positive effect, indicating that functional benefits are highly significant in influencing consumer decisions. The image of products ($\beta = 0.21$) has a moderate positive impact, meaning that favorable public perceptions of products positively affect purchase intention, though to a lesser extent than economic and functional factors. On the contrary, the effect of perceived risk is significant and negative ($\beta = -0.29$, $t = -5.87$, $p = 0.000$), which mathematically demonstrates that market uncertainty, battery anxieties, and structural barriers significantly decrease the willingness of consumers to adopt green vehicles in Nepal.

Table 6*Hypothesis Testing Summary*

Hypothesis	Statement	Result
H1	Image $\rightarrow$ Purchase Intention	Supported
H2	Risk $\rightarrow$ Purchase Intention	Supported
H3	Value $\rightarrow$ Purchase Intention	Supported
H4	Usefulness $\rightarrow$ Purchase Intention	Supported

The results of the hypothesis test prove that all hypotheses put forward are accepted. It confirms the positive correlation between a positive image of the product and purchase intention (H1), the positive impact of perceived value (H3) and that of perceived usefulness (H4). The purchase intention (H2), which is adversely affected by perceived risk, is also supported, which strengthens its position as one of the major

hindrances. All these results confirm the conceptual model and show that value, usefulness, and image (positive drivers) and risk (negative drivers) are all influential factors in the development of the green purchase intention in Nepal.

Discussion

The results show that perceived value is the most effective factor, and it is followed by perceived usefulness and product image. This indicates that Nepalese customers are very value-conscious, in line with previous research in developing economies. The adverse impact of perceived risk shows the significant role of the minimisation of uncertainty by means of improved information, infrastructure and policy support. The positive (strong) effect of perceived value on purchase intention confirms previous research that has found value as a determinant of consumer behaviour (Cronin et al., 2000; Wu et al., 2014). This effect can be seen especially in Nepal, perhaps because consumers are more price sensitive. On the same note, the positive effect of perceived usefulness is consistent with the Technology Acceptance Model, and this proves that consumers are more inclined to use green products when they see clear advantages (Davis, 1989; Ha & Stoel, 2009).

Previous research also supports the positive correlation between product image and purchase intention, proposing that the positive image fosters consumer confidence and uncertainty reduction (Keller, 1993; Lai et al., 2009; Wu et al., 2014). Nevertheless, its comparatively moderate effect in contrast to value shows that Nepalese consumers value functionality and economic aspects over symbolic features.

The observed adverse and substantial impact of perceived danger is in line with previous studies, which indicate that uncertainty deters green purchase decision-making (Bauer, 1960; Chaudhuri, 1998; Wu et al., 2014). This impact is relatively greater in the Nepalese setting, which could be attributed to the infrastructural constraints and ignorance. In general, the findings confirm the existing theories and point to the fact that Nepalese consumers are more conservative and price-conscious than customers in developed economies.

Conclusion and Implications

The research arrives at the conclusion that a blend of both perceptual and cognitive factors is of significant value in determining green purchase intention in Nepal. Perceived value is the most powerful determinant among them; then comes perceived usefulness and product image, and perceived risk is a significant obstacle. The model shows acceptable explanatory power, which validates that economic and functional factors are extensively used by consumers in Nepal in their green purchasing

decisions. On the whole, the results confirm the relevance of the existing behavioral models (like the Technology Acceptance Model) to the Nepalese market, as well as the fact that consumers are more likely to adopt a value-focused and cautious attitude.

The suggestions of the research are both theoretical and practical. Hypothetically, it helps to fill in the small body of literature on green consumer behaviour in developing countries with actual evidence in Nepal and substantiate the incorporation of image, risk, value, and usefulness into one model. In practice, the findings imply that policymakers and marketers ought to concentrate on increasing the perceived value and usefulness by using pricing, awareness campaigns and showing the real benefits. Concurrently, perceived risk should be alleviated through infrastructure enhancement, provision of warranties, and enhanced consumer confidence. These initiatives can be instrumental in facilitating the use of green products and sustainable development in Nepal.

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