

SUS10

BETWEEN GREEN PROMISES AND CONSUMER DOUBTS: UNPACKING THE RELUCTANCE TO BUY USED ELECTRIC VEHICLES

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Abstract

While electric vehicles (EVs) are lauded for their environmental benefits and clean energy credentials, consumers remain hesitant to purchase used electric cars. This research explores the underlying factors contributing to this reluctance, focusing on customer resistance behavior through the lens of Innovation Resistance Theory (IRT). Using this theoretical framework, we examine key barriers such as perceived risks, technological uncertainty, value concerns, and habitual preferences that deter consumers from buying used EVs. To empirically validate these factors, we employ a structural equation model (SEM) based on data collected from potential buyers. By identifying and quantifying these resistance factors, this study provides insights into how manufacturers, policymakers, and marketers can address consumer doubts and foster greater adoption of used electric vehicles, promoting both sustainability and innovation in the automotive industry.

Conference Track

Sustainability Issues in Decision Making