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Consumer Purchase Intention Towards Electric Scooters: Examining the Influence of Digital Electric Vehicle Information Exposure

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Abstract:

Consumer markets have undergone a remarkable digitalization, which has had a substantial impact on the way consumers obtain, evaluate and process product-related information prior to making purchasing decisions. The effects of Digital Electric Vehicle Information Exposure on the purchase intention of electric scooters in the study were mediated by Perceived Value and Perceived Risk. The study is based on Stimulus–Organism–Response model, which posits that digital information exposure is the stimulus, the perceived value and perceived risk are consumers' internal evaluations, and purchase intention is the behavioural response. The research method used was quantitative with a study design of descriptive survey, the sampling technique used was convenience sampling and the type of data obtained was primary data obtained by using a structured questionnaire with 297 respondents. The empirical test of the proposed model was conducted by the method of structural equation modelling (SEM). The results indicate that Digital Electric Vehicle Information Exposure significantly and positively affects Perceived Value and significantly decreases Perceived Risk. Perceived Value has significant influence on consumers' purchase intention, while Perceived Risk does not have significant direct influence on purchase intention. Moreover, Digital Electric Vehicle Information Exposure does not have a direct significant impact on buying intention. The mediation analysis shows that Perceived Value significantly mediates the relationship between Digital Electric Vehicle Information Exposure and purchase intention and Perceived Risk does not show a significant mediating effect. The results indicate that digital information has more of an impact on consumers' purchase intent for an electric scooter because it enhances their perception of product value, rather than by reducing their perceived risk. This study adds to the digital consumer behaviour and electric mobility literature by stressing the relevance of digital information exposure and evaluation from a value perspective in explaining the purchase intention of electric scooters.

Keywords- Digitalization, Digital Electric Vehicle Information Exposure, Perceived Value, Perceived Risk, Purchase Intention, Electric Scooters, Consumer Behaviour

1. Introduction

Today, the transport sector is experiencing an unparalleled change, where sustainable urban mobility, GHG reductions and climate change are a key factor. Traditional internal combustion engine vehicles continue to be one of the leading sources of carbon emissions and urban air pollution, driving the need for governments and industries to increase efforts to replace carbon-intensive powertrain technologies. This is partly due to their reduced environmental impact, energy efficiency, and decreased reliance on fossil fuels, which has made them a promising alternative solution in the field of electric vehicles, especially electric two-wheelers (Electric Vehicles [EV] Friendly Transport, 2021; International Energy Agency [IEA], 2023; Ashok et al., 2025). In India, with two-wheelers being the primary means of personal transportation, the initiative for promoting electric scooters has gained national priority, with the launch of several programs and support measures including the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) scheme, production-linked incentives, and investments in charging infrastructure. These efforts aim to lower carbon emissions, as well as improve energy security and sustainable economic growth (Kathuria & Nigam, 2026).

Although government policies have favoured the adoption of electric scooters and the technologies have continued to improve, the take-up has not been as rapid as initially thought. Previous research has consistently revealed that consumers are not convinced of parameters like battery performance, charging facilities, purchasing price, resale value, maintenance needs, and technological reliability (Aqmarina et al., 2024; Ashok et al., 2025; Kathuria & Nigam, 2026). Several of these concerns have been addressed with battery technology and public charging stations, but there's a lot of uncertainty in consumer choices. The purchase of an electric scooter is a relatively high-involvement purchase, as consumers have to consider functional performance, long-term financial gain, environmental benefit and technological risk when deciding to buy, combine, and compare. As a result, consumers tend to do a lot of research before deciding on the choice.

This process of acquiring information has been profoundly changed by the introduction of digital technologies. In today's world, customers do not only use traditional marketing communications or dealerships interactions to make a purchase of a technically complex product. Rather, the process of buying and selling is more frequently starting to take place in a digitally connected information environment where consumers are on active pursuit of products and making their decisions based on multiple online information sources, such as the official brand website, online consumer reviews, social media platforms, YouTube product demonstrations, comparison portals, digital news platforms, online communities, and increasingly, AI-driven conversational platforms. Such digital touchpoints are part and parcel of the consumer decision making process, due to their ability to offer speedy access to product details, expert reviews, ownership experiences, and comparisons – factors that help lower information gap between consumers and sellers (Lemon & Verhoef, 2016; Verhoef et al., 2021).

Especially with electric scooters, the importance of digital information becomes more apparent. Rather than traditional cars, potential scooter owners often want to learn about battery range, charging time, the number of charging stations available, government incentives, maintenance costs, warranty coverage, operating costs and the long-term value of the scooter before they commit to the purchase. Whether they are shopping for a new pair of sneakers or a different detergent to try, consumers often turn to online platforms to compare products, check out user reviews, join the “community conversation” about the products and seek help from AI-powered tools to help deliver tailored product suggestions. Thus, digital information is no longer limited to a role as an awareness generator, but it increasingly plays a role in cognitive assessment of product benefits and uncertainties in the pre-purchase stage. Despite the importance of digital channels in consumer decision making processes, their contributions to electric scooter purchase behaviours are not fully understood.

Fact is, the factors driving EV adoption thus far have been restricted to environmental consciousness, governmental incentives, financial gains, charging infrastructure, perceived usefulness, social influence, and technology features and behavioral intentions (Chhikara et al., 2021; Kumar & Alok, 2020; Tarei et al., 2021; Verma et al., 2020). Likewise, financial savings, environmental awareness, convenience in driving, infrastructure availability, and ownership costs have been highlighted as key drivers and barriers to uptake of electric two wheelers (EW2s) (Ashok et al., 2025; Aqmarina et al., 2024). While these research efforts greatly contribute to understanding the determinants of EV adoption, the former provides more insight into what factors drive someone to adopt an EV while the latter is more focused on how individuals form their evaluations in the current digital information environment. Thus, psychological processes that help explain how digital information affects consumer perceptions prior to purchase are relatively under-researched.

To fill this gap, the present study proposes a new antecedent of electric scooter's purchase intention, namely Digital Electric Vehicle Information Exposure (DEVIE). Digital Electric Vehicle Information Exposure translates to the amount of exposure and engagement the average consumer has with these specific (EVs) scooter-related information sources in the pre-purchase decision making process via digital platforms. But digitalization is not here treated as an overarching phenomenon of technology, the present study rather defines digitalization as the interaction of consumers with digital information sources that enable product learning, comparison and evaluation. Increased exposure to EV information online is hypothesized to improve consumers' perceptions of product value but also decrease perceived purchase-related risks, resulting in a higher purchase intention for electric scooters.

Based on this, the aim of this study is to investigate the effect of Digital Electric Vehicle Information Exposure on consumers' purchase intention towards electric scooter and examine the mediating role of perceived value and perceived risk. The study combines the research in consumer behaviour with digital information acquisition, and utilizes survey data drawn from 297 respondents, employing Structural Equation Modelling (SEM) to enrich the consumer behaviour literature. Theoretically, the study builds on the current research and literature by establishing digital information exposure as a basic stimulus that impacts consumers' value and risk perception in any purchase environment involving technology. Based on the managerial perspective, the results should help companies involved in the production of electric scooters, digital marketers, policy makers and platform providers to implement better digital communication strategies to boost consumer trust, improve the perception of value, mitigate uncertainty about buying electric scooters and promote the uptake of sustainable mobility solutions.

2. Literature Review and Hypotheses Development

2.1 Digital Information Search in Consumer Decision-Making

The search process is a crucial part of the consumer decision-making process, where consumers seek information to help them manage uncertainty and assess the options from which they are choosing. Previously, consumers' search for information was considered to be their intentional action that was aimed at gaining information with the desire to reduce their perceived risk from purchasing a product (Engel et al., 1995; Blackwell et al., 2006). Information search tends to increase as a function of product involvement, perceived product complexity, financial involvement of purchase decision, and the increased consequences of the wrong purchase decision (Beatty & Smith, 1987; Srinivasan & Ratchford, 1991). Accordingly, information acquisition has traditionally been a well acknowledged antecedent of consumer evaluations, attitudes and behavioral intention.

Digital technologies have deeply and dramatically changed the way in which consumers use the Internet to look for and receive information. Interpersonal communication, print advertising, salespeople and television advertising are among the traditional methods that are now supplemented, if not superseded, by digital platforms that deliver up to-the-minute in-depth product data. In the present day, consumers use various media outlets to assess the products before buying including official brand websites, online reviews, social networks, video sharing sites, comparison, discussion forums and mobile applications (Lemon & Verhoef, 2016; Kotler & Keller, 2016). Digital platforms are more accessible, interactive, transparent, and information rich than traditional information sources, which can help consumers to more efficiently compare options and gain a better understanding of the attributes of the products or services.

With the advent of Web 2.0 technologies, consumers have also become active players in the information generation and sharing process, as opposed to passive receivers of marketing messages. Consumers have increasingly come to view peer-generated content as more believable than firm-generated content and are more likely to trust it than any other type of marketplace information, giving rise to the development of user-generated content (UGC), electronic word-of-mouth (eWOM) and online ratings and social media conversations (Cheung & Thadani, 2012; Erkan & Evans, 2016). Meanwhile, digital algorithms display personalised ads, product recommendations, and related information to consumers consistently, through various digital channels, offering a range of opportunities for exposure to information beyond the control of conscious decision-making. As a result, consumer learning has become an ongoing process, with interactions with various digital information sources along the consumer purchasing process.

The importance of digital information to consumers increases and is greater in high involvement shopping where there is a higher degree of financial, functional and psychological uncertainty. Technological complex products tend to be products that will require the user to expend significant effort to collect and analyse information to make a buying decision (Zaichkowsky, 1985). In these settings, digital platforms help to mitigate information asymmetry through their ability to offer access to technical specifications, expert reviews, user experiences, comparisons, and real-time market information. Consumers are better informed, enabling them to compare the benefits of products, notice potential risks and confidently make their decisions.

Electric scooters represent a high-involvement product group in which digital information is an important factor in consumer decision making. Unlike bikes, electric scooters have some newer technology features and need consumers to have a grasp of the advantages and disadvantages they have, like battery range, charging access, charging time, maintenance needs, software functionality, incentives from government, and total cost of ownership. Many of these qualities are not easily evaluated on site or during brief visits to the dealership, so potential consumers are increasingly relying on online information sources to help them with their evaluations. Existing research on EV adoption has shown that EV information through online communication and digital media, consumer reviews, and technology driven information platforms positively impact EV awareness and assessment among consumers (Kumar & Alok, 2020; Kathuria & Nigam, 2026; Ashok et al., 2025).

Research on the impact of digital information on consumer decision making has focused mainly on specific digital channels (as opposed to the impact of multiple channels) such as online reviews, eWOM, social media engagement, or digital advertising. However, there is less research that investigates the total exposure consumers may have to EV-information on numerous digital media outlets. This is especially important in relation to the complexity of the digital information environment, given the uncertainty of technology and the electric scooter, and the need to shift from channel-specific views to looking at digital information exposure as a whole behavioural construct. A more practical way of looking at it is what the typical modern consumer does to get information and consider new mobility products before buying.

2.2 Digital Electric Vehicle Information Exposure

Consumer markets have become fast digitalised, meaning that everybody obtains, handles and considers information before buying decisions are made that have changed in the way. Consumers are increasingly engaging with a range of information sources on the internet, alongside traditional interpersonal and marketing communications, in their decision-making process. The interactions span various touchpoints such as official brand sites, social media platforms, online reviews, video-sharing platforms, comparison websites, discussion forums, mobile applications and government portals. These digital environments enable consumers to have a continuous access to product-related information which in turn affects consumer knowledge, perceptions and purchasing decisions (Lemon & Verhoef, 2016; Kannan & Li, 2017).

Digital information becomes even more critical in the context of electric vehicles: customers often face new and unrecognized technologies, and a high level of information asymmetry. While electric vehicles do have some of the same features to consider, consumers need to analyze the technology aspects like battery range, charging time, maintenance, software, incentives, etc. of electric scooters as well. Many of these attributes can be difficult for consumers to see with their own eyes and, as a result, consumers rely more and more on digital channels to limit the uncertainty about a purchase and make informed evaluations (Kumar & Alok, 2020; Ashok et al., 2025). Thus, the digital environment has become part of the consumers' journey in the new ecosystem of electric mobility.

Existing literature has highlighted the significance of digital information but has so far focused on a single channel of communication broadly. To give some examples, the impacts of electronic word-of-mouth (eWOM) or online consumer reviews on consumer behaviors have been studied separately, as have the impacts of social media marketing or influencer communication, digital advertising, or brand websites (Cheung & Thadani, 2012; Erkan & Evans, 2016; Dwivedi et al., 2021). Although these studies have provided a great deal of information, none of these studies reflect consumers' experience of sequential exposure to multiple digital information channels. Today's customers don't wait to check a single platform before deciding to buy; they constantly switch between multiple digital channels and assimilate information from various sources into detailed product assessments. Studying any one platform, then, can be misleading when trying to understand the complexity of obtaining digital information today.

As such, the present research presents a more all-encompassing and broader construct: Digital Electric Vehicle Information Exposure (DEVIE). DEVIE is the degree of exposure, involvement and cognitive processing regarding electric scooter information on several digital platforms at the pre-purchase phase. DEVIE is a different kind of information search as they are actively and passively exposed to digital content, as opposed to traditional information search that is largely the result of consumers deliberate attempts to obtain information. Consumers

can actively seek information by using official websites, expert reviews, or comparing the features of products, but also receive information that they did not seek out in social media and algorithmic recommendations, online advertisements, by influencers or through conversations in digital communities. DEVIE, therefore, represents the digital environment of information experienced by consumers and not necessarily used via a particular communication medium.

The proposed construction is also in principle different from electronic word of mouth and digital marketing communication. While consumer generated opinion and experience in WOM is mostly captured with electronic channels, as per Cheung & Lee (2012), digital marketing communication is about firm-generated promotional activities that can affect consumer behaviour. DEVIE, however, takes into account both consumer generated information and firm generated information, and also includes independent information sources like comparison portals, expert reviews, governmental information, online news and educational content. Therefore, DEVIE is not about a specific communication channel, but rather a combination of exposure to digital information in the context of the electric scooter experience.

This overarching concept is especially pertinent to electric scooter decision making as consumers are likely to combine technical, economic, environmental and experiential factors from a diverse array of digital sources. Many potential buyers like to check out battery technologies, charging infrastructure, long-term operating expenses, environmental impact, user feedback and government incentives on various online platforms before buying. This multi-dimensional information processing implies that the consumers' purchasing is affected not by fragmentary interactions with digital information but by general bundle of aggregated digital information environments.

With this view, the present study presents Digital Electric Vehicle Information Exposure as the main external stimulus, which acts on consumers' decision making. In accordance with the Stimulus – Organism – Response (SOR) model of Mehrabian and Russell (1974), the external stimuli in the environment affect the internal cognitive processes and organisational evaluations of individuals and these evaluations in turn influence responses. In the scope of this research, electric scooter-related digital information is the external stimulus, and consumer' perceptions about the value and risk of electric scooters are their internal cognition assessment. These assessments in turn are supposed to affect consumers' buying intentions. Thus, the S-O-R theory offers a suitable theoretical context for understanding how exposure to digital information becomes purchase intentions for consumers when they cognitively evaluate the product benefits and uncertainties.

2.3 Perceived Value

Perceived value is regarded as one of the most influential factors affecting consumer purchasing behaviour decisions, and has been widely studied in Marketing, Consumer Behaviour and Technology Adoption Studies. Zeithaml (1988) defined perceived value as consumers' general evaluation of a product's usefulness in total based on their assessment of the benefits received compared to the costs they have paid. Perceived value is not just a monetary assessment but a cognitive process where the consumers think about the functional, economic, emotional and social costs and gains that they incur when they consider buying or using a product. As a result, the ones that are thought to be providing greater value than other products are more easily accepted.

Further studies have confirmed that perceived value is multidimensional (Sweeney & Soutar, 2001; Sheth et al., 1991)–that is, customers' overall satisfaction with the product involves assessing functional performance, price fairness, convenience, emotional satisfaction and social recognition. For technology markets, there is a distinction between perceived value and product value, which also involves innovation, usefulness, economic utility and sustainability features (Kim et al., 2017). As consumers see more overall value, their attitudes toward the product is more positive, thus raising the chance of adoption and product usage.

In the electric vehicle field, perceived value has become a key factor in determining purchase intention, as EV users consider the value to be derived from EVs beyond their purchase price, taking into account their expected economic, functional and environmental values. Lower operation & maintenance costs, government incentive, better Battery technology, environmental orientation and technological development all play a role in the consumers perception of value (Rezvani et al., 2015; Kumar & Alok, 2020). These features, however, are not

easily assessed by simply looking at the product itself and can be more easily learned from digital information before consumers actually buy the product.

Thus, consumers' perceived value towards electric scooters is largely being formed by the quality, comprehensiveness and credibility of the information consumers receive before purchasing. Digital platforms allow customers to access the benefits of comparison, product features, cost of ownership and tangible and intangible benefits.

2.3.1 Digital Electric Vehicle Information Exposure and Perceived Value

Based on the Stimulus–Organism–Response (S-O-R) model, the stimulus (S) would affect the cognitive assessments that occur internally in individuals and lead to a change in behaviour (R) (Mehrabian & Russell,1974). Digital Electric Vehicle Information Exposure refers to the external information stimuli that deliver different information about electric scooters to consumers via official websites, expert reviews, social media, online communities, comparison websites and government portals. Rather, the full and reliable use of digital data allows consumers to get a clearer picture of the features of the products, to assess the economic advantages, to compare the various options and understand the environmental benefits of electric scooters. This type of knowledge helps to lower information asymmetry and increase the perceptions of consumers about the overall value of the product.

Empirical evidence of the positive link between perceived value and availability of digital information is consistent. Previous research has revealed that when high-quality product information, user-generated content, and digital communications are available, consumers' perception of product usefulness, quality, and economic value improve, resulting in increased product favourability (Erkan and Evans, 2016; Kannan and Li, 2017; Ashok et al., 2025). For the case of electric scooters, higher exposure to trusted digital info will be likely to raise consumers' awareness of the product's functional, economical, and environmental value, which would lead to higher value perceptions.

Accordingly, the following hypothesis is proposed:

H1: Digital Electric Vehicle Information Exposure positively influences consumers' perceived value towards electric scooters.

2.4 Perceived Risk

Perceived risk has been known for a long time to be a key factor in consumer behaviour, especially when dealing with new, technologically advanced or expensive products. Bauer (1960) first suggested that the purchasing decision is an inherently uncertain process since the outcomes of the purchase decision cannot be completely known by the consumer prior to the consumption of the product. As a result of this, consumers consider the benefits they can expect from a product as well as the drawbacks that can occur if the product is bought or consumed. Consumers' perceptions of uncertainty have a negative effect on their confidence, complexity of the decision process, and intention to buy, in general.

Perceived risk is a multi-dimensional concept including time-related, financial, functional, psychological, social and performance risk components in consumer research (Stone & Grønhaug, 1993; Jacoby & Kaplan, 1972). While the importance of these dimensions is different across product categories, consumers usually evaluate if a product will perform as they expect it to, if it is worth their investment of money, if the product will be reliable over time, and if the product will meet their personal expectations. These assessments are more critical as consumers are less familiar with new technologies.

Electric scooters, in many markets, are a new piece of technology, so consumer perceptions of risk play a significant role in consumer acceptance. S prospective buyers do not have extensive knowledge about the durability, driving range, charging stations, resale value, maintenance, reliability and ownership, compared to a regular ICE car. This mistrust is often manifesting as doubts about the performance and profitability of the product, and thus decreasing willingness to purchase electric mobility products (Rezvani et al., 2015; Kumar & Alok, 2020). Perceived risk has been shown to be one of the major obstacles for the EV market in developed and emerging markets in previous studies (Li et al., 2017; Ashok et al., 2025).

But the perception of risk isn't constant; it depends on what information a consumer has access to when making a decision. Consumers have access to credible, comprehensive and transparent information, which helps them make a more informed assessment of product characteristics, increase their understanding of products, and decrease the uncertainty of the product adoption process. In the context of EVs, digital information platforms deliver technical data, expert reviews, user experience feedback, charging network infrastructure updates, government policy information, and comparative data analysis, all of which help to enhance risk assessments for consumers. Therefore, perceived risk is an important cognition-related assessment of digital information by consumers that leads to purchase decisions.

2.4.1 Digital Electric Vehicle Information Exposure and Perceived Risk

Mehrabian and Russell (1974) propose a Stimulus – Organism – Response (S-O-R) theory in which environmental stimuli produce an internal evaluation by the person that in turn creates a behavioural response. In the context of the current research, the external stimulus is Digital Electric Vehicle Information Exposure: along with providing consumers with information on e-scooters via multiple digital sources, it represents a continuous stream of information about this emerging transportation mode. Access to credible and diverse digital information helps consumers learn about the capabilities of products, understand the options available, validate product claims about technology, and gain insight into the experiences of current customers. Therefore, consumers will be less uncertain about the performance and ownership of the product.

Previous studies lend support to the concept of digital information reducing perceived risk. Online product information, expert reviews of products, consumer-generated content and digital communication that is transparent have been shown to minimize uncertainty by increasing the level of knowledge of the product and purchase confidence (Cheung & Thadani, 2012; Filieri, 2015; Erkan & Evans, 2016). In the EV context, similarly, the availability of dependable digital content and data about battery technology, charging infrastructure, maintenance needs, and government incentives, have also been correlated to reduced perceptions of financial and functional risk (Rezvani et al., 2015; Kumar & Alok, 2020). As they expose to digital information several times, consumer knowledge will increase, and their concern about technological uncertainty will decrease.

Hence, it is anticipated that the higher the Digital Electric Vehicle Information Exposure, the lower the consumers' perceived risk of buying the electric scooters.

H2: Digital Electric Vehicle Information Exposure negatively influences consumers' perceived risk towards electric scooters.

2.5 Consumer Purchase Intention Towards Electric Scooters

Purchase intention is defined as the conscious decision and probability that an individual will come back to purchase a given product in the near future and has been considered to be one of the best indicators of purchase intention (Fishbein & Ajzen, 1975; Ajzen, 1991). Purchase intention is not necessarily a direct predictor of actual purchase because of the situational factors, but it is an aggregate function of how consumers have considered information, looked at the benefits and drawbacks of product and made their overall evaluation. As a result, purchasing intent has been one of the most widely used outcomes variables in consumer behavior and technology adoption studies.

In the context of electric scooters, the intention to purchase indicates consumers' willingness to consider an alternative mobility solution, once they have evaluated the economic, technical, environmental and functional aspects. The processes of buying an electric scooter are likely to be more cognitively demanding than those of buying conventional 2-wheelers because when consumers purchase an electric scooter, they are required to consider simultaneously its attributes of product performance, charging infrastructure, battery reliability, long-term ownership costs, government incentives, and environmental benefits (Rezvani et al., 2015; Kumar & Alok, 2020). Thus, consumers' intentions with regard to purchasing a product are dependent on the interpretation and evaluation of information that they encounter in the pre-purchase process.

In terms of Stimulus – Organism – Response (S – O – R) model, purchase intention is a behavioural response which arises as a result of the cognitive processing of external environment stimuli by the consumer. Digital Electric Vehicle (DEV) Information Exposure is the external stimulus of the study and perceived value and perceived risk are just two of the internal cognitive evaluations that collectively influence consumers' purchasing intentions for electric scooters.

2.5.1 Perceived Value and Consumer Purchase Intention

Across different product categories, perceived value has been consistently cited as an important factor affecting consumers' purchase intention. When customers feel that the benefits (functional, economic, emotional or environmental) they believe the product offers outweigh the costs, purchase intentions are likely to be more positive (Zeithaml, 1988; Sweeney & Soutar, 2001). The perception of value is enhanced if consumers can identify potential advantages like reduced operating expenses, lower maintenance costs, innovation, eco-friendliness, and government incentives in the context of the electric vehicle industry. The imagined advantages boost customers' need to rely on electric scooters as profitable long-term investments.

Empirical researches have consistently found a positive correlation between perceived value and BES intensions to adopt an EV (Wang et al., 2018; Kumar & Alok, 2020; Kathuria & Nigam, 2026). The higher at the outset of purchase price of electric vehicles has not been observed as consumers perceive more value in the overall solution.

Accordingly, the following hypothesis is proposed:

H3: Perceived value positively influences consumers' purchase intention towards electric scooters.

2.5.2 Perceived Risk and Consumer Purchase Intention

In markets involving technological uncertainty, perceived risk has been generally acknowledged as a chief factor that decides consumers' purchase decisions. If consumers believe that it may be risky in one or more ways – financially, functionally or in terms of performance – they tend to delay or forgo buying innovative products because they may not be confident about the benefits they can anticipate from purchasing such products (Stone & Grønhaug, 1993). In the electric scooter sector, these issues of battery longevity, charging infrastructure, maintenance expenses, the resell value of the e-scooter, and the reliability and safety of the technology often deter prospective customers from opting for electric mobility.

Many past studies have consistently shown that perceived risk has a negative effect on consumers' intention to buy EVs (Rezvani et al., 2015; Li et al., 2017; Ashok et al., 2025). Product performance and ownership are areas of uncertainty that leads consumers to be less willing to invest in new mobility technologies.

Therefore, the following hypothesis is proposed:

H4: Perceived risk negatively influences consumers' purchase intention towards electric scooters.

2.5.3 Digital Electric Vehicle Information Exposure and Consumer Purchase Intention

Previous research indicated that digital information can also have a direct impact on behavioural intentions, while Digital Electric Vehicle Information Exposure will influence purchase intention indirectly, by affecting the consumers' perceptions of value and risk. When consumers receive full and reliable information, they become familiar with a product, gain product knowledge, enhance the confidence that they can rely on, and reduce the uncertainty of the decision-making process. These interactions with digital information can themselves contribute to the boost in consumer confidence and buying intent for electric scooters.

The findings of these studies all indicate that consumers' purchase intentions are positively affected by their exposure to credible digital information, whether in digital marketing, online information quality, or electronic word-of-mouth (EWOM), and whether for a wide variety of products (Erkan & Evans, 2016; Kannan & Li, 2017; Dwivedi et al., 2021). Digital platforms are becoming a key element in educating consumers, communicating technological advances and raising awareness about the economic and environmental advantages of electric

mobility within the context of electric vehicles. Thus, consumers with higher levels of Digital Electric Vehicle Information Exposure will be seen to have a higher level of purchase intention for electric scooters.

Accordingly, the following hypothesis is proposed:

H5: Digital Electric Vehicle Information Exposure positively influences consumers' purchase intention towards electric scooters.

2.6 Mediating Effects of Perceived Value and Perceived Risk

The Stimulus–Organism–Response (S-O-R) model suggests that the environment seldom directly affects behaviour, but rather has a greater effect on the affective and cognitive appraisal of the individual (Mehrabian & Russell, 1974). From this theoretical viewpoint, external information does not necessarily lead to behaviour through intentions. Instead, consumers first try to interpret, assess and add meaning to the information they receive, and then they determine behaviourally. Thus, cognitive assessments serve as the mechanisms that account for an environment's effects on consumer behaviour.

Digital Electric Vehicle Information Exposure is the external environmental stimuli in the process of adoption of the electric scooter, and perceived value and perceived risk are the consumers' internal cognitive evaluations. The comprehensive information that consumers can access online empowers them to learn more about product attributes, compare with other options, consider ownership over time and offer clarity on technology. This information will work through the consumers' minds, creating positive attitudes toward the advantages of electric scooters while also decreasing uncertainty about their purchase. These mental assessments then lead to changes in consumers' buying intentions for electric bikes.

In the field of marketing, in information systems, and in the studies on technology adoption, it has been consistently concluded that consumers' perceptions often play a mediating role between information-related stimuli and consumers' behavioural intentions. Electronic information has been shown to be influential in consumers' behavioural intentions, as it results in higher perceived value, lower perceived risk, and does not necessarily influence their purchase decision alone (Kim et al., 2017, Erkan & Evans, 2016, Kumar & Alok, 2020). Further, electric vehicle adoption studies indicate that consumers' perceptions of the benefits and risks of a product can be translated into intentions to purchase based on external information (Rezvani et al., 2015; Li et al., 2017).

Thus the present study follows the S-O-R framework and suggests that Digital Electric Vehicle Information Exposure can affect the consumers' purchase intention both directly and indirectly by affecting their perceived value and the perceived risk. More exposure to credible and comprehensive digital information will likely boost consumers' economic, functional and environmental value placed on electric scooters, while also decreasing technological uncertainty, and financial uncertainty. The cognitive testing then is supposed to bolster consumers' buying intentions for electric scooters.

Accordingly, the following hypotheses are proposed:

H6: Perceived value mediates the relationship between Digital Electric Vehicle Information Exposure and consumers' purchase intention towards electric scooters.

H7: Perceived risk mediates the relationship between Digital Electric Vehicle Information Exposure and consumers' purchase intention towards electric scooters.

3. Conceptual Framework

The study used a literature review of the existing literature on digital consumer behaviour, perceived value, perceived risk and electric vehicle adoption, then developed and proposed a conceptual framework to study consumers' intention to purchase electric scooters. The framework is based on Stimulus – Organism – Response (S-O-R) theory developed by Mehrabian and Russell (1974) which suggests how an external stimulus in the environment affects internal cognition assessment in the individual, and ultimately results in a response from the individual.

In the current study, Digital Electric Vehicle Information Exposure (DEVIE) is external stimulus (S), Perceived Value (PV) and Perceived Risk (PR) are organism (O) which reflects consumers' internal cognitive assessments, and Consumer Purchase Intention (PI) is behavioural response (R). The proposed framework also assumes that the exposure of Digital Electric Vehicle Information has a direct effect on the consumers' purchasing intentions, as well as an indirect effect via perceived value and perceived risk. The framework, therefore, combines existing theories with current empirical data to help understand consumer decision-making regarding the adoption of electric scooters.

The proposed conceptual framework is presented in Figure 1.

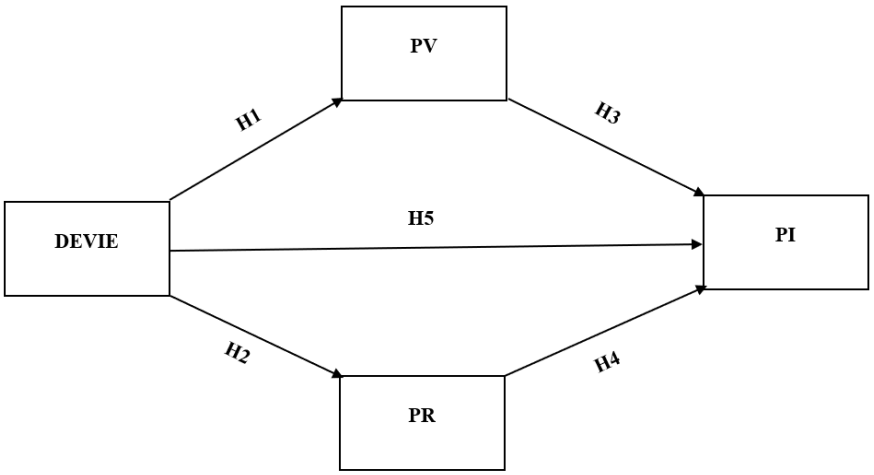

Figure 1- Conceptual Framework

4. Research Methodology

4.1 Questionnaire Development and Data Collection

The data for present study was gathered by adopting a structured questionnaire, which was created based on the previously validated measurement scales from consumer behaviour, digital marketing and technology adoption literature. The questions included in the questionnaire were adapted from existing studies to ensure content validity and conceptual consistency, but were slightly altered to address the context of electric scooter purchase intention. The other items used were adapted from different studies on digital information search (Lemon & Verhoef, 2016; Kannan & Li, 2017; Erkan & Evans, 2016), digital marketing (Zeithaml, 1988; Sweeney & Soutar, 2001; Featherman & Pavlou, 2003; Rezvani et al., 2015; Ajzen, 1991), and perceived value, perceived risk, and consumer purchase intention. The final questionnaire was composed of four latent constructs, each with five items in total (20 measurement items). The items were measured on a five-point Likert scale from 1 = Strongly Disagree to 5 = Strongly Agree.

A pilot study was done with 41 respondents to test the clarity, relevance, and reliability of the questionnaire before the main survey. The characteristics of the pilot respondents were similar to those of the target population and were chosen to test the clarity of the questionnaire items and the structure of the questionnaire. The preliminary analysis showed good internal consistency and satisfactory reliability of all constructs. Moreover, no problems with ambiguity, wordings, or constructs representation were found. Thus none of the measurement items were changed in the final survey instrument. Data collection was done by cross sectional survey design. A convenience sampling technique was used due to the researchers' ability to conveniently access a sample of people who had prior exposure to or were familiar with information about electric scooters that was available via digital platforms.

Questionnaires were sent electronically to those who were eligible for inclusion in the study via email and social networking applications. A total of 393 potential respondents were sent the questionnaire. There was an initial

response rate of 80.92% (318 questionnaires returned). Twenty-one questionnaires were eliminated after screening for completeness and consistency, and for duplicates and missing data. Thereby 75.57% of the questionnaires were received as valid questionnaires for statistical analysis, which amounted to 297 questionnaires. The final number of respondents for the study was 297 which is more than the suggested sample size for SEM (Hair et al., 2022; Kline, 2023). Thus the sample had enough statistical power to test the measurement model and the proposed relationships between the constructs.

The survey was voluntary and the academic goal of the study was explained to respondents prior to answering the survey. The collected data was anonymous and confidential and no personally identifiable data was gathered. It was also made clear to the respondents that they may opt out of the survey at any time without any commitment or penalty.

4.2 Measurement of Constructs

Seven constructs were analysed: Influencer Expertise, Perceived Authenticity, Parasocial Interaction, Health Information Quality, Perceived Transparency, Trust in Influencer, and Brand Switching Behaviour. There were 5 items for each construct that were measured for a total of 35. Answers were collected using a 5-point Likert scale (Strongly Disagree-5 Strongly Agree).

Table 1 presents the constructs, number of items, and literature sources used for scale adaptation.

Construct	Number of Items	Source(s)
Digital Electric Vehicle Information Exposure (DEVIE)	5	Lemon & Verhoef (2016); Kannan and Li (2017); Erkan and Evans (2016); Dwivedi et al. (2021)
Perceived Value (PV)	5	Sweeney & Soutar (2001); Kim et al. (2007)
Perceived Risk (PR)	5	Featherman & Pavlou (2003); Rezvani et al. (2015)
Purchase Intention (PI)	5	Dodds et al. (1991); Pavlou (2003)

Table 1. Measurement Constructs and Sources

5. Results and Findings

5.1 Measurement Model Assessment

The study postulated that the measurement needs to be evaluated to ensure reliability and convergent validity for the constructs in the study. Assessment of standardized factor loading, Cronbach's alpha (CA), composite reliability (CR) and average variance extracted (AVE) were taken into account. The results are shown in Table 2. The factor loadings of the 20 measurement items were standardized between 0.681 and 0.868. In the case of Digital Electric Vehicle Information Exposure (DEVIE), factor loadings were between 0.736 and 0.760. Factor loadings for PV were between 0.688 and 0.743, and those for PR were from 0.681 to 0.868.

The standardized loadings were between 0.717 and 0.860 for Purchase Intention (PI). Some of the indicators did show loadings slightly below 0.70, but were still close to the suggested level of 0.70 and were kept because the overall measurement properties for the constructs were satisfactory. The factor loading results thus suggest that the indicators meet the criteria of adequate representation of the underlying constructs. Cronbach's alpha and composite reliability were used to test the internal consistency of the constructs represented in table 3. Cronbach's alpha coefficients for all scales were above 0.70 (from 0.726 to 0.831).

Specifically, DEVIE had a Cronbach's alpha of 0.726; Perceived Value had a Cronbach's alpha of 0.831, Perceived Risk had a Cronbach's alpha of 0.813, and Purchase Intention had a Cronbach's alpha of 0.811. Similarly, the composite reliability values ranged from 0.813 to 0.836, with values of 0.813 for DEVIE, 0.836 for PV, 0.832 for

PR, and 0.818 for PI. The results in this study show satisfactory internal consistency and suggest that all the items on a construct are measuring the same underlying concept (Hair et al., 2019; Hair et al., 2022).

The average variance extracted (AVE) was used to evaluate convergent validity. The same is represented in Table 3. The AVE values were 0.664 for DEVIE, 0.548 for PV, 0.599 for PR, and 0.573 for PI. All the values were greater than the required minimum of 0.50, which means that the constructs account for an appropriate amount of variance in the indicators (Fornell & Larcker, 1981; Hair et al., 2019). The findings thus indicate good convergent validity for all four constructs.

Construct	**Item Code**	**Items**	**Standardized loadings**
Digital Electric Vehicle Information Exposure (DEVIE)	DEVIE 1	I frequently come across information about electric scooters on digital platforms.	0.760
	DEVIE 2	I actively search for information about electric scooters through online sources before making a purchase decision.	0.741
	DEVIE 3	I rely on multiple digital platforms (e.g., websites, YouTube, social media, online reviews) to learn about electric scooters.	0.736
	DEVIE 4	Digital platforms provide sufficient information for me to evaluate different electric scooter brands.	0.758
	DEVIE 5	Information available through digital channels influences how I evaluate electric scooters.	0.745
Perceived Value (PV)	PV1	Purchasing an electric scooter would provide good value for money.	0.688
	PV 2	The benefits of owning an electric scooter outweigh its overall cost.	0.717
	PV 3	Compared with conventional scooters, electric scooters offer greater overall value.	0.691
	PV 4	Purchasing an electric scooter would be a worthwhile investment.	0.690
	PV 5	Overall, I believe electric scooters provide high value to consumers.	0.743
Perceived Risk (PR)	PR 1	I am concerned about the long-term performance of electric scooters.	0.681
	PR 2	Purchasing an electric scooter involves considerable financial risk.	0.727
	PR 3	I feel emotionally connected to the influencer.	0.868
	PR 4	I am concerned about issues such as battery life and charging availability.	0.694
	PR 5	Overall, purchasing an electric scooter seems risky to me.	0.739
Purchase Intention	PI 1	I intend to purchase an electric scooter in the future.	0.833

(PI)	PI 2	I will consider an electric scooter as my first choice when purchasing a two-wheeler.	0.860
	PI 3	I am likely to purchase an electric scooter within the next few years.	0.717
	PI 4	I would recommend purchasing an electric scooter to others.	0.765
	PI 5	If I were planning to buy a two-wheeler today, I would prefer an electric scooter.	0.761

Table 2: Standardized loadings

Variables/ Constructs	**Cronbach Alpha (CA)**	**Composite Reliability (CR)**	**Average Variance Extracted (AVE)**
Digital Electric Vehicle Information Exposure (DEVIE)	0.726	0.813	0.664
Perceived Value (PV)	0.831	0.836	0.548
Perceived Risk (PR)	0.813	0.832	0.599
Purchase Intention (PI)	0.811	0.818	0.573

Table 3. Reliability and Convergent Validity Assessment

5.2 Discriminant Validity Assessment

Fornell and Larcker (1981) criterion was used to assess the discriminant validity. Based on this criterion, the square root of the AVE for each construct should be greater than its correlations with the other constructs. All constructs, as presented in Table 4, had a square root of the AVE values for all constructs higher than the inter construct correlation values.

	Digital Electric Vehicle Information Exposure	Perceived Value	Perceived Risk	Purchase Intention
Digital Electric Vehicle Information Exposure	0.814			
Perceived Value	-0.781	0.740		
Perceived Risk	-0.501	0.693	0.773	
Purchase Intention	-0.555	0.637	0.627	0.756

Table 4. Discriminant Validity Assessment

The findings indicate that all constructs are empirically different and measure different conceptual phenomena. Hence, the measurement model met the criteria for the discriminant validity and has good psychometric properties.

5.3 Structural Model Assessment

After testing the reliability and convergent validity of the measurement model, the structural model was tested to check the overall model fit and the hypothesized relationships between the study constructs. Several goodness of fit indices were used to evaluate structural model, which include Chi-square statistic (χ^2), degrees of freedom (df), Chi-square-to-degree-of-freedom ratio (χ^2/df), Root Mean Square Residual (RMR), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Incremental Fit Index (IFI), Tucker–Lewis Index (TLI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA). The results show that the proposed structural model has a good overall fit to the observed data.

It also had a χ^2 of 181.800 for 165 degrees of freedom, which gave a ratio of χ^2/df of 1.102. The ratio obtained is significantly lower than the usual upper limit of 3.0, which shows a very good agreement between the proposed model and the observed data. The other indices based on residual also showed good model fit. The RMR was 0.021, while the GFI and AGFI were 0.943 and 0.927, respectively. As such, these values suggest that the proposed model is an adequate model of the observed covariance structure. The incremental fit indices confirmed the goodness of the model.

The NFI was 0.916, RFI was 0.903, IFI was 0.992, TLI was 0.990, and CFI was 0.991. The IFI and TLI have significantly higher values than the recommended 0.90 and converge closer to the value of 1.00, which shows the fit of the proposed model is excellent at a comparative level. The RMSEA value was 0.019, a much lower than the suggested value of 0.08, and suggests that the model is very close to the population covariance structure. The RMSEA for the model was close to 0 and the PCLOSE value was 1.0, which further confirmed the close fit of the model.

These adjusted indices also supported the model's adequacy: PRATIO = 0.868, PNFI = 0.795, PCFI = 0.861. Overall, the combination of χ^2/df = 1.102, RMR = 0.021, GFI = 0.943, AGFI = 0.927, IFI = 0.992, TLI = 0.990, CFI = 0.991, and RMSEA = 0.019 demonstrates that the proposed structural model provides an excellent fit to the data. Accordingly, the model was deemed appropriate and the hypothesized relationships between Digital Electric Vehicle Information Exposure, Perceived Value, Perceived Risk and Consumer Purchase Intention were assessed.

5.4 Hypothesis Testing

The hypothesized relationships were analysed with the method of Structural Equation Modelling (SEM). The standardized regression coefficients (β), critical ratios (t-values), and corresponding p-values were used to assess the significance and direction of the hypothesized relationships. Hypothesis was supported by the path coefficient if it had the same direction as the hypothesized direction and was found to be statistically significant at 5% ($p<0.05$). The findings of the hypothesis testing is presented in Table 5.

The results showed that H1 was supported since Digital Electric Vehicle Information Exposure (DEVIE) positively influenced ($\beta = 0.680$, $t = 7.004$, $p < 0.001$) Perceived Value (PV). The results suggest that consumers' perceptions of the value of electric scooters are higher when they are more exposed to digital information about electric scooters.

In addition, H2 was supported with a large negative correlation between DEVIE and Perceived Risk (PR) ($\beta = -0.770$, $t = -7.131$, $p < 0.001$). As the coefficient is negative, there is a direct relationship between consumers' risk perception and the exposure to digital electric vehicle information. The negative coefficient shows that the higher the exposure consumers have to digital electric vehicle information, the lower their perceived risk. This finding indicates that digital information can be used to help the consumer decrease uncertainty about electric scooter ownership and performance. These findings also indicate that H3 was supported. Purchase Intention (PI) was significantly and positively effected by Perceived Value (PV) ($\beta = 0.579$, $t = 5.847$, $p < 0.001$).

Consumers with the highest perceptions of value will be more likely to state an intent to buy electric scooters. H4 on the other hand, was not supported. Perceived Risk had the hypothesized negative relationship with Purchase

Intention (β = −0.189); however, this was not statistically significant (t = −1.554, p = 0.120). Therefore, the results do not prove enough that perceived risk has a significant direct effect on the consumers' buying intention for the current sample for electric scooters. Likewise, H5 was not supported. The DEVIE (direct exposure to information on digital electric vehicles) was directly correlated with Purchase Intention, but with a relatively small effect (β = 0.235, t = 1.537, p = 0.124). The results showed the direction was in line with the proposed hypothesis, but the p value was not significant (p>0.05).

The results indicate that DEVIE does not have a statistically significant direct impact on purchase intention if the variables of Perceived Value and Perceived Risk are simultaneously included in the model. In summary, the overall support was for three of the five direct-effect hypotheses (H1, H2, and H3), and the other two direct-effect hypotheses (H4, H5) were not supported. The results revealed that digital information exposure has clearly affected consumers' internal evaluation - perceived value and perceived risk.

However, neither the perceived risk nor the digital information exposure has an apparent direct impact on the purchase intention in the estimated structural model. This pattern offers a fundamental starting point when considering the mediating role of perceived value and perceived risk: does DEVIE impact on purchase intention mainly through the impact on consumers evaluations or through a direct way.

Hypothesis	Relationship	B	t-value	p-value	Supported
H1	**DEVIE → PV**	0.680	7.004	0.000	Yes
H2	**DEVIE→ PR**	-0.770	-7.131	0.000	Yes
H3	**PV → PI**	0.579	5.847	0.000	Yes
H4	**PR→ PI**	-0.189	-1.554	0.120	No
H5	**DEVIE → PI**	0.235	1.537	0.124	No

Table 5: Hypothesis Testing

5.5 Mediation Analysis

The study also explored the functions of Digital Electric Vehicle Information Exposure (DEVIE) and Perceived Risk (PR) between Digital Electric Vehicle Information Exposure (DEVIE) and Purchase Intention (PI). The indirect effects as well as their p values based on which mediation effects were evaluated. The results are shown in table 6.

The results show that the indirect effect of DEVIE on PI via Perceived Risk was not statistically significant (b = 0.168, p = 0.200). The results of this study suggest that Digital Electric Vehicle Information Exposure does not significantly impact Purchase Intention through the mediating role of Perceived Risk, therefore Perceived Risk is not supported. Hence, the hypothesis H7 is not supported.

The indirect effect of DEVIE on PI via Perceived Value was statistically significant (b = 0.305, p = 0.001). Therefore, it could be concluded that the mediating role of Perceived Value is significant between DEVIE with Purchase Intention and H6 was supported, showing that the influence of DEVIE through Perceived Value on Purchase Intention was significant.

In addition, statistically the direct effect of DEVIE on PI was not found to be statistically significant (b = 0.235, p = 0.189). The Results show that the direct effect was insignificant, and the indirect effect was significant in between DEVIE and Purchase Intention through Perceived Value, which means that the relationship between DEVIE and Purchase Intention was completely mediated by Perceived Value. The results of mediation indicate that the relationship between digital information exposure and consumers' purchase intention is indirect, that is, digital information exposure is not a direct cause of purchase intention. Rather, its effect is conveyed more through consumers perceptions of the value that electric scooters provide.

However, in contrast, digital information exposure has a significant effect on perceived risk but there was no significant relationship between risk-based pathway and purchase intention. This discovery underscores the need for value evaluation as the core cognitive process that drives consumers' intent to purchase electric scooters using digital information.

Relationship	Direct Effect	Indirect Effect	Lower Bound	Upper Bound	P-value	Conclusion
DEVIE → PV → PI	Not Significant (p= 0.124)	0.305	0.142	0.522	0.001	Full Mediation
DEVIE → PR → PI		0.168	-0.099	0.481	0.200	No Mediation

Table 6: Mediation Analysis

6. Discussions

The current study investigated the relationship between Digital Electric Vehicle Information Exposure (DEVIE) and purchase intention of electric scooters with Perceived Value (PV) and Perceived Risk (PR) serving as mediators. The results suggest that according to the Stimulus–Organism–Response (S-O-R) model, digital information has a significant effect on consumers' evaluations of them, but it does not directly affect their purchase intentions.

The findings support H1 with high significance as the influence of DEVIE on Perceived Value is positive with a significant value of $\beta = 0.680$ and $p < 0.001$. The findings indicate that people who are more exposed to digital information better understand functional, economic, technical and environmental advantages of electric scooters. Digital platforms offer consumers a chance to compare options, explore product features, hear from owners and calculate pros and cons. As a result, digital information exposure can seem to reinforce their notion of an overall value provided by electric scooters.

This discovery confirms the S-O-R hypothesis which states that external stimuli can influence consumers' internal cognitive appraisal. H2 received support, as did DEVIE which had a significant negative relationship with Perceived Risk ($\beta = -0.770$, $p < 0.001$). The relatively high correlation indicated that digital information is a key factor in helping to mitigate uncertainties related to electric scooter adoption. Content regarding battery performance, charging stations, maintenance, reliability, and what users have experienced could allow customers to be better informed about possible drawbacks and concerns before purchasing a vehicle. Therefore, the presence of digital exposure seems to be a crucial risk-reduction factor in the electric scooter decision-making process.

The results also confirm H3, which states that the influence of PV on PI is significant and positive with a value of $\beta = 0{,}579$ and $t = 4{,}132$, $p < 0{,}001$. Those who think electric scooters offer more value are thus more likely to buy them as a whole. This discovery underscores the need for benefit–cost assessment when it comes to consumer take-up of new mobility technologies. Specifically, when viewed in conjunction with the strong DEVIE → PV relationship, this finding indicates that digital information can play a role in buyers' intentions to purchase by assisting them in recognising the value proposition of electric scooters.

However, H4 was not supported. As in previous analysis, the Perceived Risk measure was negatively correlated with the Purchase Intention measure ($\beta = -0.189$; $p = 0.120$), but it was not statistically significant. The results show therefore that the perceived risk is significantly affected by digital information exposure, but, within this sample, is not the sole determinant of purchase intention. When making purchase decisions, consumers may be aware of potential hazards, but also factor in the advantages and value of electric scooters. In the same way, the direct effect of DEVIE on Purchase Intention was not significant ($\beta = 0.235$, $p = 0.124$).

The discovery suggests that just seeing and finding electric scooter details online is not synonymous with buying. Rather, users seem to appraise digital information internally prior to forming behavioural intentions. The

mediation results shed additional light on this process. The relationship between DEVIE and Purchase Intention was fully mediated, as the direct path between DEVIE and Purchase Intention showed no significance (b = 0.235, p = 0.189) but the indirect path between DEVIE and Purchase Intention was significant (b = 0.305, p = 0.001). However, the relation between the variables was not significantly mediated by the Perceived Risk (b = 0.168, p = 0.200).

Overall, the results indicate that digital information has a significant effect on purchase intention; this impact is more associated with the increase in the perceived value of the product than to the decrease in the perceived risk. Hence, the study offers empirical evidence of the S-O-R framework, as the internalised cognitive evaluation of the digital stimuli used by consumers in the context of buying an electric scooter is found to have a stronger influence on behavioural responses than the O-S cognitive process.

Therefore, the internalised cognitive evaluation of the digital stimuli used by consumers in the context of buying an electric scooter is found to have a stronger influence on behaviour, with value perception being the strongest mechanism for the S-O-R framework.

7. Implications

The results have following implications for the electric scooter manufacturers, marketers, digital platform, and policy makers. First, the manufacturers and marketers of electric scooters should consider digital information not just as a marketing tool but also as a valuable means of educating consumers and creating value. The positive correlation between DEVIE and perceived value proves that relevant and accessible digital information can help to enhance consumers' perception of electric scooters. Digital communication must thus effectively convey tangible benefits like operating-cost savings, required maintenance, battery performance, charging time, range, warranty coverage and technological features. Firms should also give information so consumers can make their own assessment of the overall value of the product as well as the advertising claims.

Second, the negative correlation between DEVIE and perceived risk shows that there is a close relationship between these two dimensions, and it is very important to communicate in a transparent manner about how to reduce risks. When considering electric scooters, consumers might be worried about battery degradation, driving range, charging stations, after-sales support, maintenance, and durability. Manufacturers can help ease these worries by providing detailed FAQs, battery health data, real-world range examples, warranty details, and tools that help consumers find charging stations, as well as maintenance tips and authentic customer experiences. Giving this information via readily available digital methods can lessen uncertainty and raise confidence in consumers.

Third, the insignificant direct effect of DEVIE on the purchase intention indicated that the information quantity is not enough to create purchase intention. Marketers need to go beyond mere ad exposure or promotional content and work to make consumers more susceptible to influence. Therefore, rather than just getting consumers to view ads or promotional messages, marketers should get them to be more influenced by ads or promotions. The key to designing digital campaigns is ensuring that consumers are able to appreciate why an electric scooter is a worthwhile investment. Comparative calculators, total cost of ownership tools, product comparison, interactive demonstrations, and personalized information can help to convert information sharing to meaningful value perceptions.

Fourth, as perceived value would be a crucial determinant of intention to purchase, the marketers must take care not to overlook the overall value proposition of electric scooters, but focus on the environmental value is not enough. Sustainability is part of the benefits of electric mobility, but consumers may also have a high degree of interest in economic and functional aspects. Communication strategies therefore need to incorporate environmental qualities with practical qualities including reduced running costs, maintenance, convenience, technological features and ownership value.

Fifth, the results on perceived risk level offer a basic implication for marketing plan. Perceived risk had no significant direct impact on purchase intention, although it is heavily influenced by digital information exposure, implying that insufficient perceptions of risk do not necessarily lead to purchases by the companies. True risk communication needs to be integrated with value-oriented communication. For instance, battery warranty

information can not only alleviate worries of battery failure, but it can also show the long-term economic value and reliability of the product.

Lastly, the results have implications for electric mobility policy makers and the wider electric mobility ecosystem. Providing consistent and reliable data on subsidies, charging infrastructure, battery safety, ownership costs, and environmental benefits via digital platforms is a way for government agencies and industry bodies to deliver standardized and credible data. This information can help lower information asymmetry between consumer and manufacturer and help make more informed decisions regarding electric mobility. Due to the correlation between digital information exposure and low perceived risk, having trusted information platforms in the public domain could have a significant impact on boost consumer confidence in electric scooters.

The overall implication is that the promotion of EVs via digital media should shift from a "visibility-oriented" to an "information-and-value-oriented" approach. The goal should be to present consumers with valid information that allows them to understand the value of the electric scooter and decide whether to purchase one or not.

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