



Perceived Enjoyment's Mediation Role: Navigating Satisfaction and Word-of-Mouth in Electric Two-Wheeler Post-Purchase Behavior

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Abstract

Introduction:

The adoption of electric two-wheelers has surged in response to global sustainability goals and advancements in green technology. This research explores the interplay between consumer satisfaction, perceived enjoyment, and WoM behavior in the electric two-wheeler market.

Purpose:

This research examines how perceived enjoyment moderates the connection between satisfaction and continuous use intention in the context of electric two-wheelers. The research highlights post-purchase satisfaction and consumer advocacy dynamics by leveraging a comprehensive framework. Further, the study will also evaluate the combined effects of satisfaction, attitude, and perceived enjoyment on shaping continuance intention toward e-vehicles and e-WOM eventually.

Methodology:

A quantitative research approach was adopted, utilizing quantitative surveys. Data were collected from a sample of 341 electric two-wheeler users across urban regions. Analytical techniques such as SEM was used to assess the relationships between variables.

Results and Discussion:

The analysis demonstrates that perceived enjoyment significantly moderates the satisfaction-continuance intention relationship. High satisfaction levels correlate strongly with increased advocacy when influenced by enjoyment, suggesting that emotional engagement enhances consumer loyalty. The study also proves that attitude mediates the relationship between satisfaction and continuance intention.

Conclusions:

Perceived enjoyment is critical in shaping post-purchase behavior in the electric two-wheeler market. By understanding the satisfaction-attitude-WoM nexus, companies can develop strategies that enhance user experiences and brand advocacy.

Keywords:

Customer Satisfaction, Electric Two-Wheeler, Perceived Enjoyment, Post-Purchase Behavior, Word-of-Mouth.

1. Introduction

With a compound annual growth rate (CAGR) of 24.8% from 2023 to 2028, the global market for electric scooters and motorcycles is expected to rise from its 2023 valuation of USD 4.9 billion to USD 14.7 billion by 2028. The demand for zero-emission alternative fuel vehicles has surged due to escalating emission levels, rising prices, and the restricted availability of petroleum. Consequently, there has been a surge in the demand for electric two-wheelers in recent years.

Battery-powered motorcycles are in more demand due to the expanding popularity of electric scooter-sharing programs in nations like Spain, the US, Germany, and France. Most vehicles used by e-scooter sharing services, including Razor, Lime, Bird, Jump, and Spin, are supplied by manufacturers such as Xiaomi, Gogoro, Inc., and Ninebot-Segway [41].

These sharing services are becoming increasingly popular, and their penetration rate is rising [44, 47]. Furthermore, implementing financial and non-financial rewards promotes the acceptance of electric motorcycles and bicycles. The demand for environmentally friendly urban transportation and intelligent transportation systems is motivating the shift from traditional to electric modes of transportation [39, 42].

The involvement of automobile manufacturers and governments in achieving zero-emission requirements will substantially contribute to significantly reducing the carbon emission gap by 2030. Moreover, the problem of charging electric scooter batteries is being addressed by the growing focus on constructing renewable energy stations and utilizing advanced technologies, such as vehicle-to-grid and smart charging [43]. Furthermore, governments worldwide have implemented several measures to increase the market share of electric scooters. The government offers subsidies to both producers and consumers, with several advantages. The Corporate Average Fuel Economy (CAFE) regulations in the US encourage the use of energy-efficient automobiles by enacting legislation that reduces the consumption of fossil fuels and promotes the use of alternative fuel vehicles [49].

Moreover, the public authority of Canada is fostering a system to diminish the country's ozone-harming substance emanations and increase the quantity of vehicles that have no discharges. Additionally, the rapid adoption of bike-sharing services has sparked increased interest in electric and motorbikes.

This establishes a reassuring climate for the development of the electric bike industry. In 2022, the Indian market for electric bikes and cruisers was valued at USD 893 million, and it is projected to grow at a compound annual growth rate (CAGR) of 27.30%, reaching USD 6,161 million by 2030. Various factors, including the growing interest in zero-emission vehicles, government incentives, the need for energy-efficient transportation, and rising fuel costs, have prompted manufacturers to explore alternative power sources for electric vehicle models.

The increasing prices of internal combustion engine (ICE) vehicles, driven by the implementation of BS 6 standards, along with the relatively lower maintenance costs of electric vehicles (EVs), have contributed to the growing demand for cost-effective motorcycles [37, 38].

Furthermore, several governmental bodies at the central, state, and municipal levels have recently implemented numerous measures to control automobile pollution. These include offering purchase rebates, tax exemptions, and financial incentives to those who choose to acquire electric vehicles (EVs) [52]. The increasing government emphasis on reducing pollution levels in the country indicates a forthcoming legislative drive for electric motorcycles and scooters. Bikes and cruisers are liable for roughly 20% of the carbon dioxide (CO₂) discharges and 30% of the molecule emanations in India. The current government recommendations have considered the necessity of converting the whole fleet of two-wheelers to electric vehicles. By March 2025, all two-wheelers with engines less than 150 cc would be sold with electric power, according to a 2019 national government plan [26, 51].

A lot of worldwide exploration has concentrated on the reception of e-vehicles or e-bikes and deciding variables behind reception. [2] distinguished the variables that influence Malaysian shoppers' tendency to take on electric vehicles. In the meantime, [25, 43] utilized a framework elements model for EV reception close by a strategy examination system to assess the viability of strategies supporting EV reception in Indonesia. [36, 52] evaluated the role of sociodemographic characteristics, location, interest in cars, social and personal norms, and environmental concerns in adopting electric vehicles in Sweden.

Similarly, the adoption of EVs is well-researched in the Indian context. [29] investigated the moderating role of consumer attitudes toward the adoption of EVs in India. The hurdles influencing the adoption of electric vehicles in India were identified, and their relationships were analyzed by [20, 37].

Since the adoption of EVs has been vastly studied, this research aimed to examine the post-purchase behavior of consumers towards electric scooters from the perspective of Indian consumers. The Expectation–Confirmation Theory – ECT (Expectation-Disconfirmation Theory - EDT) was employed in the study to analyze the post-purchase behavior of the consumers. The theory seeks to explain why consumers are inclined to make repeat purchases. As a result, ECT is widely applied in the marketing domain to analyze customer satisfaction and post-

purchase intentions, mainly within consumer behavior studies [11, 24]. The primary goal of this study is to inspect what brand entrust means for the connection between consumer loyalty with e-bikes and assumption affirmation.

2. Literature review

The burgeoning electric two-wheeler market has prompted a need to understand the nuanced factors driving customer behavior in this domain. Existing research has examined the role of various psychological and behavioral constructs in influencing electric vehicle adoption, such as perceived usefulness, image, risk, and value [53]. While these studies have provided valuable insights, the literature remains sparse in elucidating the interrelationships between key post-purchase outcomes, including satisfaction and word-of-mouth, and the underlying processes that shape these outcomes [34]. This paper aims to address this gap by investigating the mediation role of perceived enjoyment in navigating the relationship between satisfaction and word-of-mouth in the context of electric two-wheeler post-purchase behavior.

2.1 Satisfaction

The degree to which a company's goods and services fulfil or exceed its customers' expectations is a good indicator of customer satisfaction [30]. In addition, this is the last step in the process where clients assess the value they get from utilizing the service. Satisfaction is recognized as a crucial determinant of consumer behavior in marketing [13]. Users' satisfaction plays a vital role in influencing their behavior towards IT products/services after adopting them [3]. Those who are more content with an IT product or service tend to utilize it more frequently than those who are less satisfied. Content parents are more inclined to share information about the school and endorse it to their friends and relatives [45]. [35] looked at the role that customer satisfaction plays as an intermediary in the relationship between word-of-mouth communication and service quality. The study found that favorable word-of-mouth was positively correlated with consumer satisfaction.

2.2 Word-of-Mouth

[1] defined word of mouth as an informal type of discussion that is perhaps the most ancient method through which views on products and brands are formed, articulated, and disseminated. A contented consumer will likely give the organisation a favourable recommendation [32]. Verbal (WOM) is the demonstration of a client discussing their own encounters with an organization to expected future clients [21]. Informal (WOM) can incorporate exercises, for example, communicating endorsement, giving input, and circulating content by liking, commenting, and sharing posts. This type of WOM has been distinguished as a particular classification by [33]. Additionally, [21] and [45] have shown areas of strength for the strength of the connection between the individual dispersing the data and the individual getting it and the effect of informal (WOM). Word-of-mouth, or WOM, is hence a type of social influence. An empirical study by [21] found that customer happiness and word-of-mouth were positively correlated at a full-service restaurant.

2.3 Perceived Enjoyment

Perceived enjoyment pertains to a person's inherent drive to utilize a specific system. [41] and [22] have elucidated that most customers readily embrace novel methods and technology due to their intrinsic advantages, such as amusement and enjoyment. Perceived enjoyment (PE) measures how much someone finds using a particular technology delightful, regardless of any performance outcomes from its use [7]. Individuals exhibit intrinsic motivation to participate in an activity when they enjoy utilizing technology [31]. Similarly, sophisticated automobiles incorporate many technology-driven features that can enhance the enjoyment and satisfaction of drivers while in use. [50] stated that factors related to perceived enjoyment, such as excitement and fun, substantially impact people's intentions to shop online. Furthermore, it was discovered that the perception of fun is a strong predictor of the desire to shop. Research has consistently shown that increasing the degree of enjoyment derived from e-commerce positively influences consumers' desire to purchase and general sentiments [4]. [7] examined the impact of perceived satisfaction on the connection between personal innovativeness and behavioral intentions towards mobile payment in their research. The correlation between perceived enjoyment

and word-of-mouth (WOM) has been investigated in the context of OTT platforms [46] and luxury hotel service consumption [5].

2.4 Continuance Intention

Continuance intention to use e-vehicles is a crucial aspect in the widespread adoption of electric vehicles. Consumers' willingness to continuously use e-vehicles is influenced by various factors, such as perceived benefits, environmental consciousness, and government support [15]. Research suggests that perceived ease of use, perceived usefulness, and trust are significant determinants of continuance intention [28]. Additionally, cognitive absorption and behavioral intention also play a role in shaping continuance intention [27]. Fostering a positive user experience, enhancing the perceived value of e-vehicles, and building consumer trust are essential strategies to promote long-term usage of e-vehicles. Existing literature indicates that user satisfaction and positive attitudes towards e-vehicles are strong predictors of an individual's intention to continue using the technology [27, 28]. Satisfied and enthusiastic users are more likely to maintain their usage of e-vehicles over time, leading to increased continuance [30].

2.5 Attitude

Attitude, as a key determinant of consumer behavior, has been extensively studied in the context of electric vehicle adoption. Previous research has suggested that a positive attitude toward electric vehicles is a strong predictor of purchase intention and subsequent behavior [54]. Specifically, studies have found that consumers' attitudes are influenced by their perceptions of the environmental benefits, cost savings, and performance of electric vehicles [17, 55]. Moreover, attitude has been shown to mediate the relationship between other factors, such as perceived behavioral control and subjective norms, and purchase intention [16,24].

3. Research Methodology

The study evaluates how post-purchase satisfaction, influenced by perceived enjoyment, affects consumers' word-of-mouth. The research employed analysis based on primary data collection. A standardized questionnaire that participants self-administered was used to gather the primary data. The research used an online platform to collect responses

to their post-purchase behavior towards e-scooters. The questionnaire includes two sections. Section A involves questions related to socio-demographic variables. Section B consists of questions on customer satisfaction, attitude towards EV 2-wheeler, perceived enjoyment, continuance intention and e-WOM, measured on a 5-point Likert scale. The satisfaction was measured using four items adopted from Chen (2010). Three items were taken from [8] to measure Perceived Enjoyment. The Word-of-mouth scale uses three items adopted by [48]. The scales for attitude consisted of four items and were adapted from [9, 38]. And lastly, the scale for continuance intention was taken from the study of [12, 40]. The scales had 4 items to measure the variable. The samples were collected using a purposive sampling method. The consumers who purchased and used the e-scooters in the last one year were considered for the study. A total of 341 responses were deemed appropriate for data analysis. PLS-SEM 4.0 was utilized to evaluate the moderating effect of perceived enjoyment.

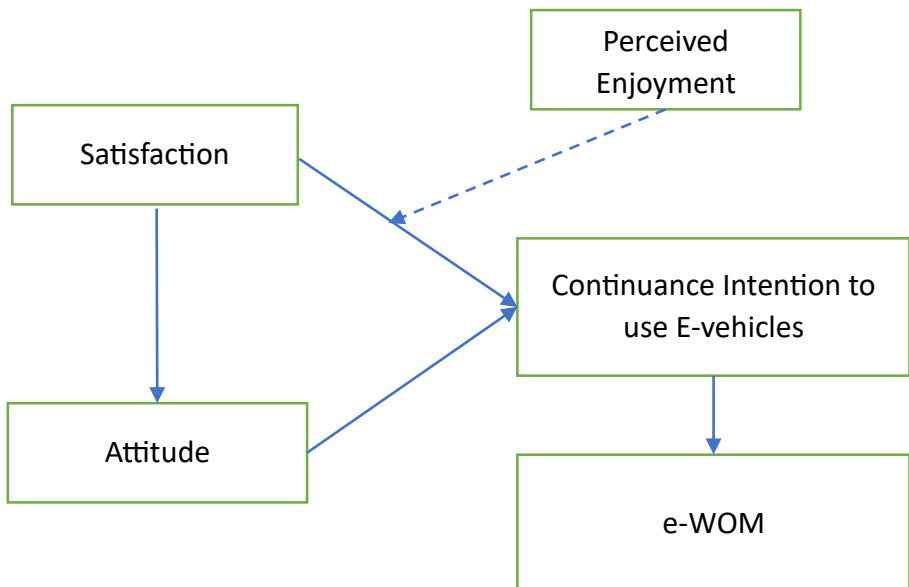


Fig 1: Conceptual Model

4. Data analysis

Descriptive study was employed to analyze the profiles of the respondents, providing a detailed overview of the sample characteristics. Subsequently, PLS-SEM was utilized as the primary analytical technique to evaluate the relationships among the variables and test the hypotheses.

Variable	Category	Frequency	Percent
Gender	Male	238	69.7
	Female	103	30.3
Age	Less than 30	138	40.6
	30 – 40 years	98	28.7
	40 – 50 years	69	20.1
	50 and above	36	10.7
Education	Under 10th	16	4.7
	Intermediate	50	14.8
	Graduate	178	52.3
	PG or above	97	28.3
Annual Income	Up to ₹3,00,000	110	32.2
	₹3,00,001 to ₹10,00,000	97	28.3
	₹10,00,001 to ₹25,00,000	83	24.2
	Above ₹25,00,000	53	15.4
Type of E-vehicle	Four-Wheeler	78	23
	Two-Wheeler	263	77
What do you like most about E-vehicles?	Advanced technology	66	19.5
	Cost savings	98	28.7
	Environmental friendliness	105	30.9
	Driving experience	71	20.9
Total		341	100

Table 1: Demographic Profile

The data in the Table 1 show that men make up the majority of respondents (69.7%), and that the youngest respondent group is just under 30 years old (40.6%). Regarding education, 52.3% have a bachelor's degree or above, and 32.2% earn up to ₹3,00,000 per year, with 28.3% earning between ₹3,00,001 and ₹10,00,000 per year. There is a clear preference for two-wheelers among e-vehicles (77% of all EVs), with environmental friendliness ranking highest at 30.9%, followed by cost savings at 28.7%, and ride quality at 20.9%. According

to the statistics, affordability and sustainability are important factors to a younger, more educated demographic when shopping for electric cars.

4.1 Evaluation of Measurement Model

PLS-SEM evaluates the measurement model by examining the constructs' validity and reliability. Examining the outer loadings verified the indicators' dependability; all were above the recommended cutoff of 0.7, with values ranging from 0.883 to 0.962. This proves that the indicators are reliable and strongly assess the concepts they are measuring [18, 19]. The elevated outer loadings suggest that each item plays a crucial role in contributing to its respective construct.

Constructs	Items	Loadings	Alpha	C.R.	AVE
Attitude	ATT1	0.828	0.849	0.85	0.689
	ATT2	0.862			
	ATT3	0.826			
	ATT4	0.802			
Continuance Intention	CI1	0.873	0.905	0.909	0.778
	CI2	0.879			
	CI3	0.883			
	CI4	0.894			
E Word-of-mouth	EWOM1	0.89	0.873	0.875	0.724
	EWOM2	0.839			
	EWOM3	0.845			
	EWOM4	0.828			
Perceived Enjoyment	PE1	0.762	0.766	0.768	0.588
	PE2	0.756			
	PE3	0.756			
	PE4	0.793			
Satisfaction	SAT1	0.76	0.739	0.829	0.631
	SAT2	0.842			
	SAT3	0.778			

Table 2: Evaluation of measurement model

Table 2 shows that all reflective constructs met the criteria for internal consistency reliability, with Cronbach's Alpha and Composite reliability values higher than 0.70. All constructs achieved the minimum threshold of 0.50 [18], confirming convergent validity based on the Average Variance Extracted (AVE) method used to assess it. Table 2 displays the reliability, internal consistency, and convergent validity indicators.

Constructs	ATT	CI	E WOM	PE	SAT
ATT	0.830				
CI	0.536	0.882			
E WOM	-0.104	-0.159	0.851		
PE	-0.027	-0.133	-0.029	0.767	
SAT	0.400	0.448	-0.037	-0.019	0.794

Note: ATT=Attitude, CI=continuance intention, EWM= E word of mouth, PE=Perceived enjoyment, SAT=Satisfaction

Table 3 Correlation Matrix and Reliability Scores for Constructs

Discriminant validity was evaluated using the Fornell and Larcker criteria. As per [6,12], discriminant validity for the reflective measurement model was established (refer to Table 3), as the square root of the AVE for each construct exceeded its correlations with other latent variables. Consequently, the proposed measurement model was validated, fulfilling convergent and discriminant validity requirements.

4.2 Evaluation of Structural Model and Hypotheses Testing

A bootstrapping approach with 5000 samples was applied to assess the structural model and examine the significance of path coefficients. The hypothesized linkages were examined, and their outcomes are displayed in Table 4 and Figure 2.

Path	Beta	T stats	Sign.	Results
Satisfaction -> Attitude	0.400	8.892	0.000	H1 Supported
Attitude -> Continuance Intention to use E-vehicles	0.410	7.560	0.000	H2 Supported
Satisfaction -> Continuance Intention to use E-vehicles	0.272	5.596	0.000	H3 Supported
Continuance Intention to use E-vehicles -> E Word-of-mouth	0.159	3.598	0.000	H4 Supported

Moderating Effect				
Perceived Enjoyment x Satisfaction -> Continuance Intention to use E-vehicles	0.114	2.591	0.010	H5 Supported
Mediating Effect				
Satisfaction -> Attitude -> Continuance intention to use E-vehicles	0.164	5.197	0.000	H6 Supported

Table 4. Path analysis and hypotheses testing

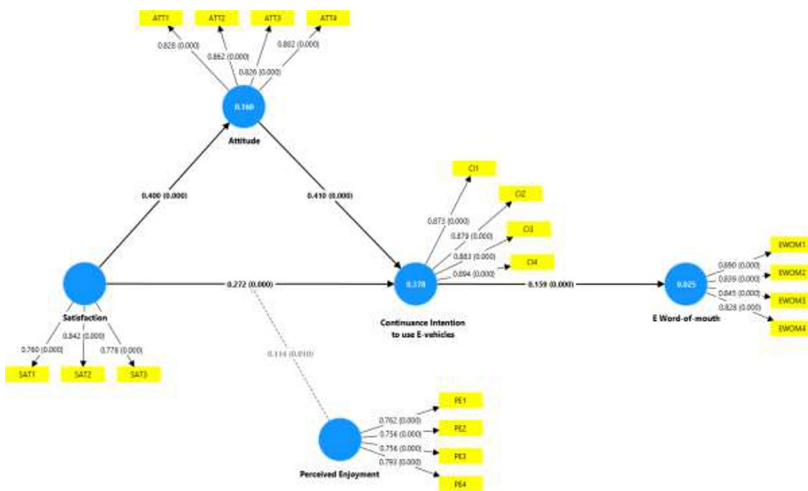


Fig 2. Assessment of inner and outer model

A significant and positive relationship was found between Satisfaction and Attitude ($\beta = 0.400$, $t = 8.892$, $p = 0.000$), supporting hypothesis H1. Additionally, a positive and significant relationship was observed between Attitude and Continuance Intention to e-vehicle ($\beta = 0.410$, $t = 7.560$, $p = 0.000$), highlighting that Attitude towards e-vehicles substantially impacts Satisfaction, thus supporting H2. The analysis also refers to a positive and significant relationship between satisfaction and

continuance intention to use e-vehicles ($\beta = 0.272, t = 3.598, p = 0.000$); we support **H3**. Hence, we conclude that satisfaction significantly impacts the continuance use of e-vehicles. Further, the model was extended to verify the relationship between continuance intention and e-WOM, which was found to be positive and significant ($\beta = 0.159, t = 3.598, p = 0.000$), suggesting that when satisfaction and attitude influence indirectly influence e-WOM through continuance intention. Hence, we also support **H4**. Then, we tested the moderating effect of perceived enjoyment between satisfaction and Continuance Intention to use e-vehicle ($\beta = 0.114, t = 2.591, p = 0.010$), indicating a strong, positive and significant moderating effect. This supports the hypothesis **H5**. Figure 3 presents the interaction effect indicating that Perceived Enjoyment amplifies the relationship between Satisfaction and Continuance Intention. Improving the enjoyable aspects of electric vehicles, such as the driving experience and innovative features, can significantly enhance users' commitment to continued use.

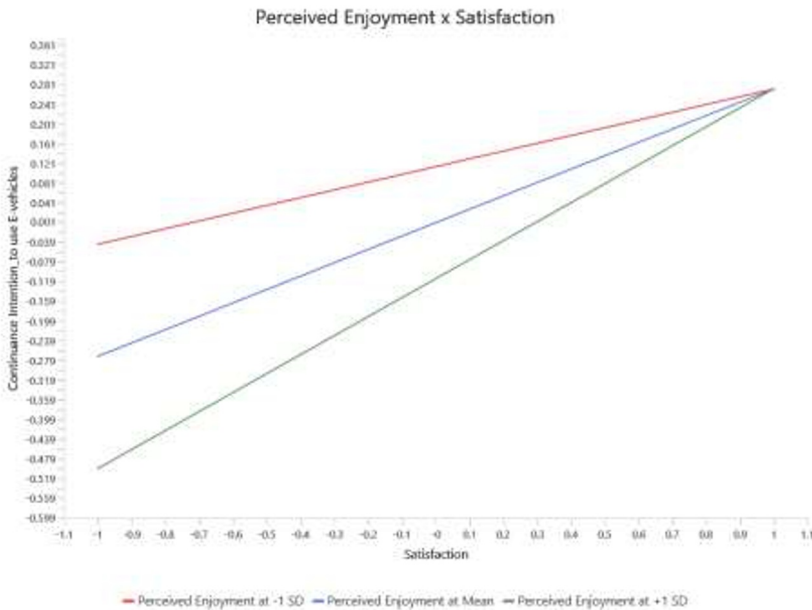


Fig 3. Interaction Effect of Perceived Enjoyment and Satisfaction on Continuance Intention to Use E-Vehicles

Similarly, the model tested the mediating effect of attitude between satisfaction and continuance intentions towards e-vehicle which was found to be significant and positive. Therefore, we support H6. This shows that satisfaction affects the intention to continue both directly and indirectly via attitude, highlighting the significance of managing attitudinal changes to maintain user engagement. Additionally, we computed the Variance Accounted For (VAF) to determine the proportion of the indirect effect in relation to the total effect. A VAF of 37.61% signifies that 37.61% of Satisfaction's influence on Continuance Intention is mediated via Attitude, indicating partial mediation within this model.

5. Discussion

The findings demonstrate that the level of satisfaction obtained from using e-scooters has an impact on word-of-mouth communication. This provides a distinct indication to businesses to ensure that customers who buy the e-scooter are satisfied with its usage. The company that is responsible for the e-scooter should ensure that the scooters possess features that enhance consumer enjoyment. It is crucial to exercise caution to deliver a high-quality after-sales service that further ensures customer satisfaction. The satisfied customers will be inclined to disseminate their experiences and sentiments regarding the product (e-scooter) among friends and family members. The company may capitalize on this opportunity by offering online platforms to customers, enabling them to share their product experiences and post about after-sales services on their social media profiles. Positive word of mouth can significantly enhance the brand image of a company. In addition, the items should be able to meet customers' expectations and enhance the enjoyment of each ride. The consumers' satisfaction with the product and delight in employing it will motivate them to spread positive word-of-mouth in the market [10]. The organization must implement measures to monitor and manage negative criticism or unfavorable word-of-mouth on digital media. Companies must establish a prompt reaction process to address any unfavorable word-of-mouth.

5.1 Conclusion

The study revealed the impact of perceived enjoyment and satisfaction on consumers' word-of-mouth communication. It helped to assess that only satisfaction from the product is sufficient to make people share positive word-of-mouth in the market [23]. Companies must ensure that customers enjoy using the product. This analysis reveals that satisfied customers not only have a high likelihood of becoming repeat customers, but also serve as influential advocates for a brand, product, or service via their social networks. Businesses prioritising customer satisfaction through exceptional experiences, prompt resolution of difficulties, and genuine connections can effectively harness the influential potential of word-of-mouth marketing [14]. Consequently, this can lead to increased customer loyalty, enhanced reputation, and sustained growth and success. Allocating resources towards consistently exceeding consumer expectations is not merely a business strategy, but a crucial factor for enduring viability and achievement in the competitive landscape. The post-purchase issues with the products must be resolved with the utmost urgency. Given that the e-scooter market is now in its introductory stage, organizations should prioritize incorporating enjoyable product features to generate favorable word-of-mouth from customers.

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