VILNIUS UNIVERSITY
BUSINESS SCHOOL

MASTER'S IN BUSINESS MANAGEMENT

Shahzad Ali

THE FINAL MASTER'S THESIS (PROJECT)

TITLE IN LITHUANIAN	TITLE IN ENGLISH
ELEKTRINIŲ TRANSPORTO PRIEMONIŲ PREKĖS ŽENKLO VERTĖS TARPKULTŪRINIS SUVOKIMAS LIETUVOJE IR PAKISTANE	CROSS CULTURAL PERCEPTION OF BRAND VALUE OF ELECTRIC VEHICLES IN LITHUANIA AND PAKISTAN

Student(-s) _____
(signature (-s))

Supervisor _____
(signature)

_____
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SUMMARY

VILNIUS UNIVERSITY BUSINESS SCHOOL

MASTER'S IN BUSINESS MANAGEMENT

SHAHZAD ALI

CROSS CULTURAL PERCEPTION OF BRAND VALUE OF ELECTRIC VEHICLES IN LITHUANIA AND PAKISTAN

Supervisor – Oliver Olson

Master's thesis (project) was prepared in Vilnius, in 2025

Scope of Master's thesis (project) – 66 pages.

Number of tables used in the FMTP – 21 pcs.

Number of figures used in the FMTP – 01 pcs.

Number of bibliography and references – 52 pcs.

The FMTP described in brief:

The present research work examines the electric vehicle (EV) brand value consumer perception in Lithuania and Pakistan from a cross-cultural standpoint. It also incorporates the cultural theory of perceived brand value dimensions to justify the differences in brand trust and purchasing intention between a developed European market and a developing South Asian market.

Problem, objective and tasks of the FMTP:

The significance of the research problem lies in the fact that it draws attention to the fact that there are no comparative studies that would reveal the extent of the impact of culture on people's perception of the value of EV brands and trust and purchase intention issues at the consumer level.

The study seeks to find out the extent to which functional, emotional, and social brand value influence brand trust and purchase intention in the case of Lithuania and Pakistan with cultural values acting as a moderating factor.

The research involves several tasks such as recognizing brand value dimensions, assessing cultural habits, testing mediation and moderation relationships, and giving branding recommendations that would be useful in practice.

Research methods used in the FMTP:

The study employs a quantitative research design through a structured online questionnaire. The 204 respondents were sampled through convenience and snowball sampling. SPSS was used for statistical analysis, including descriptive statistics, reliability testing, regression, mediation, and moderation analysis.

Research and results obtained:

The studies give evidence that both functional and emotional brand value have a strong impact on brand trust, whereas social value does not at all. Brand trust has a positive effect on purchase intention, but it does not act as a mediator between dimensions of brand value and purchase intention. The influence of cultural values is very significant as they moderate all the key relationships.

Conclusions of the FMTP:

The perception of electric vehicles and the building of trust are both influenced by culture. In developing countries, the reliability of the product is the main factor in trust building, whereas in developed countries, the company's commitment to emotional and sustainability-related values is the dominating factor.

Information about the publication of FMTP results or adaptation for publication

The FMTP outcomes remain unpublished and are potentially suitable for submission to academic journals addressing international marketing, sustainability, or consumer behavior as well.

SANTRAUKA

VILNIAUS UNIVERSITETO VERSLO MOKYKLA

VERSLO VADYBOS MAGISTRO STUDIJŲ PROGRAMA

SHAHZAD ALI

ELEKTRINIŲ TRANSPORTO PRIEMONIŲ PREKĖS ŽENKLO VERTĖS TARPKULTŪRINIS SUVOKIMAS LIETUVOJE IR PAKISTANE

Supervisor – Oliver Olson

Magistro baigiamasis darbas (projektas) parengtas Vilniuje, 2025 m.

Magistro baigiamojo darbo (projekto) apimtis – 66 puslapis.

FMTP panaudotų lentelių skaičius – 21 vnt.

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Bibliografijos ir literatūros šaltinių skaičius – 52 vnt.

FMTP trumpas aprašymas:

Šiame tyrime analizuojamas vartotojų elektrinių transporto priemonių (EV) prekės ženklo vertės suvokimas Lietuvoje ir Pakistane tarpkultūriniu požiūriu. Tyrime taip pat taikoma suvokiamos prekės ženklo vertės ir kultūros teorija, siekiant paaiškinti prekės ženklo pasitikėjimo ir pirkimo ketinimų skirtumus tarp išsivysčiusios Europos rinkos ir besivystančios Pietų Azijos rinkos.

FMTP problema, tikslas ir uždaviniai:

Tyrimo problema grindžiama tuo, kad trūksta lyginamųjų tyrimų, atskleidžiančių kultūros poveikį vartotojų elektrinių transporto priemonių prekės ženklo vertės suvokimui, pasitikėjimui prekės ženklu ir pirkimo ketinimams. Tyrimo tikslas – nustatyti funkcinės, emocinės ir socialinės prekės ženklo vertės poveikį pasitikėjimui prekės ženklu ir pirkimo ketinimams Lietuvoje ir Pakistane, atsižvelgiant į kultūrines vertybes kaip moderuojantį veiksnį. Tyrimo uždaviniai apima prekės ženklo vertės dimensijų nustatymą, kultūrinių tendencijų vertinimą, mediacijos ir moderacijos ryšių testavimą bei praktinių prekės ženklo formavimo rekomendacijų parengimą.

FMTP taikyti tyrimo metodai:

Tyrime taikytas kiekybinis tyrimo dizainas, naudojant struktūruotą internetinę anketą. Tyrime dalyvavo 204 respondentai, atrinkti patogiosios ir „sniego gniūžtės" atrankos būdu. Duomenų analizė atlikta naudojant SPSS programą, taikant aprašomąją statistiką, patikimumo analizę, regresinę analizę, mediacijos ir moderacijos testus.

Gauti tyrimo rezultatai:

Tyrimo rezultatai rodo, kad funkcinė ir emocinė prekės ženklo vertė reikšmingai veikia pasitikėjimą prekės ženklu, o socialinė vertė neturi reikšmingo poveikio. Pasitikėjimas prekės ženklu teigiamai veikia pirkimo ketinimus, tačiau jis neveikia kaip mediuojantis veiksnys tarp prekės ženklo vertės dimensijų ir pirkimo ketinimų. Kultūrinės vertybės reikšmingai moderuoja visus pagrindinius nagrinėtus ryšius.

FMTP išvados:

Elektrinių transporto priemonių suvokimas ir pasitikėjimo formavimas priklauso nuo kultūrinio konteksto. Besivystančiose rinkose pasitikėjimą labiausiai lemia produkto funkcinis patikimumas, o išsivysčiusiose rinkose didesnę reikšmę turi emocinės ir su tvarumu susijusios prekės ženklo vertės.

Informacija apie FMTP rezultatų publikavimą ar pritaikymą publikavimui:

FMTP rezultatai dar nėra publikuoti, tačiau gali būti pritaikyti publikavimui akademiniuose žurnaluose, nagrinėjančiuose tarptautinę rinkodarą, tvarumą ar vartotojų elgseną.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND AND JUSTIFICATION OF THE STUDY

The global automotive industry is experiencing a significant transition powered by the quick move to low-carbon mobility, with electric vehicles (EVs) as a major component of sustainable transportation policies in every corner of the globe. Governments and international organizations are pushing for the widespread use of electric vehicles for the sake of reducing the amount of carbon dioxide that gets into the atmosphere, for making the air in cities cleaner, and for the overall safety of energy supplies (International Energy Agency, 2023). Battery technology, energy density, and charging stations are some of the areas where research and development have led to better and faster accessibility of EVs in certain places (Yan et al., 2025).

On the contrary, consumer acceptance of EVs has not improved significantly and it is affected by not only the technical or economic advantages but also the psychological and brand perceptions factors. A study has concluded that among the most important determinants of consumer preferences for EV marks there are perceived functional value (e.g., reliability, performance), emotional value (e.g., feelings of modernity or pride) and social value (e.g., status, environmental identity) (Aksoz et al., 2024; Budac & Baltador, 2013). The interdependent perceptions are the basis of perceived brand value, which in turn, through its impact on trust, attitude and intention, affects the adoption of sustainable technologies (Sweeney & Soutar, 2001).

It is very important to note that the cultural value has a significant influence on the way the consumers interpret the brand signals and this in turn makes the difference in cultures a very critical factor in understanding the perceptions of EV. The cultural theories like the one put forward by Hofstede provide strong evidence for the case that the differences in values like individualism, uncertainty avoidance, power distance, and long-term orientation have a direct effect on the consumers' assessment of the new products, their interpretation of the brand attributes, and the perception of technological risks (Beugelsdijk et al., 2017). Newer researches suggest that cultural factors play a pivotal role in determining EV adoption and the attractiveness of sustainability-oriented brands in different national contexts (Morea et al., 2023; Salari, 2022).

Adoption of EVs is becoming more and more common in developed regions but the trends are still different in various places of the world influenced by a variety of factors like socioeconomic conditions, government policies, market stages, and cultural practices. One of the factors is the cultural background of the consumers where many of the customers in the European Union consider the environmental identity and sustainability values to be the major factors of influence while making their EV purchases as opposed to the customers in the developing countries who usually consider price, function, and risk to be the most important factors (Nisa et al., 2023). These variations in consumer behavior call for the understanding of consumers' valuations of EV brands but also the influence of cultural viewpoints on such evaluations.

Lithuania and Pakistan are two culturally and economically different countries in this regard. Lithuania, being part of the European Union, finds itself in a very supportive regulatory environment for the usage of electric vehicles. In fact, the country is able to achieve only a limited market growth because of the lack of purchasing power and adequate infrastructure. On the other hand, Pakistan is a developing country having a very basic electric vehicle infrastructure that still relies on a lot of consumer trust, awareness, and perception of functional advantages in brand value (Aksoz et al., 2024). The countries' differing cultural aspects, such as uncertainty avoidance, collectivism, and long-term orientation, make them suitable for a consumer cultural values based comparative analysis.

Nevertheless, there still exists some research gap. Existing literature has largely focused on either the technological or environmental aspects of the EV adoption process, while very few studies have considered the brand-based factors especially perceived brand value. Furthermore, the number of studies comparing the perceptions of EV brands in distant cultures is limited. There are some researches which have been done on the cultural factors affecting the EV attitudes, but still very few studies have been done on brand value dimensions and cultural difference connections in EV adoption, particularly between European and South Asian countries.

The majority of the existing EV literature, most importantly, implicitly assumes that perceived value dimensions have the same influence on consumer behavior across different cultural contexts. This assumption is very much in line with the fact that cultural norms determine the value consumers attribute to various aspects such as, for instance, reliability, symbolism, and status. Consequently, existing models may be overly simplified and therefore not sufficiently capturing the intricacies of consumer behavior in markets with diverse cultures, which is the theoretical gap that this study intends to fill.

Thus, the issue of how the perceived brand value will be interpreted in Lithuania and Pakistan not only fills in a theoretical gap in the area of cross-cultural branding research but also gives practical information to the international marketers. The research presents a new aspect in the area of sustainable mobility by tracing the way through culture-specific interpretations of brand value that influence trust and purchase intention, thus providing the global EV manufacturers with the possibility of developing branded strategies based on their target market.

1.2 RESEARCH PROBLEM

Prior studies have looked into the adoption of electric vehicles, the interpreted value and brand features in particular countries, but there is not much comparative evidence on the evaluation of EV brand value across functional, emotional and social dimensions by consumers in diverse markets. The absence of such cross-national comparison limits, on the one hand, theory by not taking into consideration the culturally dependent factors of perceived value and, on the other hand, practices by not providing enough support for the different EV branding strategies in global markets. The main research problem thus is: *What are the cultural disparities that make a difference in consumers' perception of the brand value of electric vehicles in Lithuania and Pakistan, and what is the impact of these perceptions on brand trust and purchase intention?* In the absence of such consumer-level, comparative evidence, theories of branding and electric vehicle adoption still remain context-specific and their explanatory power for global brands in the EV market operating in diverse cultural markets is very limited.

1.3 SCOPE OF THE RESEARCH

The present study covers the evaluation of consumer perceptions associated with the brand value of electric vehicles (EVs). In particular, it centres on the functional, emotional, and social aspects of brand value. Furthermore, brand trust and purchase intention are investigated as influenced by these dimensions, with the acknowledgment that brand value is a multidimensional factor which, in turn, influences consumer decision-making predominantly in the high-tech markets. Furthermore, the study places these correlations in the framework of cross-national cultural disparities by contrasting Lithuanians and Pakistanis consumers. The research, in investigating two culturally different markets, aspires to uncover the impact of cultural values, norms, and interpretations on the assessment of EV brands and the ensuing intentions to buy.

The study particularly focuses on the consumer-based perspectives thereby excluding the technical or policy-level valuations and thus providing a clearer picture of the interplay between branding and culture in the EV adoption process.

1.4 AIM OF THE STUDY

The aim of the study is to investigate and compare the impact of cultural differences on the perceived brand value of electric vehicles and how perceived value influences brand trust and purchase intention in Lithuania and Pakistan.

1.5 RESEARCH OBJECTIVES

To achieve the aim, the study will undertake the following objectives:

1. Identify key dimensions of perceived EV brand value (functional, emotional, and social) among consumers in Lithuania and Pakistan.
2. Measure individual-level cultural tendencies relevant to EV perception (e.g., individualism–collectivism, uncertainty avoidance, power distance, long-term orientation).
3. Examine relationships between cultural dimensions and perceived brand value in each country.
4. Evaluate the mediating role of brand trust in the relation between perceived brand value and purchase intention.
5. Develop evidence-based recommendations for international EV brand positioning and communication strategies tailored to the two contexts.

The objectives are analyzed from the viewpoint of the individual consumers in Lithuania and Pakistan using primary survey data, and the focus is on respondents' perceptions, cultural orientations, and behavioral intentions instead of firm-level or policy-level analysis.

1.6 NOVELTY OF THE RESEARCH

Following the recommendations made by Kardelis (2017) for marking novelty, the present research has the following contributions:

1. The dimensions of the consumer-based brand value (functional, emotional, social) are compared systematically for the first time between the countries of Lithuania and Pakistan in the EV sector while revealing the cross-national differences in value prioritisation.
2. The problem was dealt with in a different area by using perceived brand value constructs — which are widely employed in consumer goods research — to the EV category in a European and a South Asian market.
3. The problem is seen from a different angle by combining Hofstede-informed cultural dimensions with the PERVAL conceptualisation of brand value in order to test moderated and mediated paths to purchase intention.

These factors give rise to unique empirical evidence that not only confirms but also elaborates upon the idea of culture as a conditioning factor in brand value interpretation for technologically novel and sustainability-framed products.

1.7 METHODS

The research uses a quantitative method as its main framework. The study starts with a structured literature review to create the theoretical grounding, referencing the PERVAL model for perceived value, Hofstede's cultural dimensions, and the Technology Acceptance Model (TAM) as a complementary viewpoint. The empirical data are gathered by means of an online structured questionnaire which is administered in Lithuania and Pakistan. The study employs convenience and snowball sampling methods, reaching out to participants via university networks, social media and professional communities, and trying to get balanced respondent quotas from both countries. Data processing involves the application of descriptive statistics, the reliability test with Cronbach's alpha. The proposed relationships are tested through multiple regression and moderation or mediation analyses including PROCESS by Hayes in connection with SPSS. Ethical standards—such as obtaining informed consent, guaranteeing anonymity, and secure data management—are rigorously followed throughout the entire research process. All these techniques together not only provide strong and similar findings in both national samples but also allow for a thorough investigation of the suggested conceptual relationships.

1.8 SCIENTIFIC AND PRACTICAL SIGNIFICANCE

1.8.1 Scientific Benefits

The dissertation broadens the field of cross-cultural studies on brand value perception by making empirical comparisons between an EU country and a South Asian market for EVs, thus helping to develop the theory on culture-based value perception and technology adoption.

1.8.2 Practical Benefits

The research results will guide the managers of global electric vehicle brands regarding the value aspects to highlight (functional, emotional, social) in the marketing and positioning strategies for Lithuania and Pakistan. In addition, they will provide practical communication suggestions for developing brand trust and consumer buying intention in these markets.

1.9 LIMITATIONS

The principal limitations encountered or anticipated are:

1. Online convenience/snowball sampling may limit population representativeness in each country.
2. Limited numbers of actual EV owners in Pakistan and Lithuania may constrain subgroup analysis; therefore, the survey targets a broader adult population with questions about familiarity and purchase intention.
3. Limited data collection windows and reliance on voluntary online participation may affect sample size targets.

These constraints are acknowledged and addressed in the methodology (Chapter 3) through reliability and validity testing.

1.10 STRUCTURE OF THE THESIS

This thesis is systematically arranged in five chapters, which is a common academic format.

1. The first chapter presents the study by providing the background, research problem, objective, aim, scope, method, significance, limitations, and the overall structure of the thesis in a nutshell.

2. The second chapter is devoted to the review of the literature and the theoretical framework, where crucial concepts related to perceived brand value (PERVAL), cultural dimensions (Hofstede), and electric vehicle adoption are analyzed, and finally, the reader is guided through the conceptual model and research hypotheses.

3. The third chapter delineates the research methodology, which includes the development of the research instrument, the different sampling strategies applied, the data collection procedures followed, the variable operationalization, and the analytical techniques that were used.

4. The fourth chapter gives the empirical findings, consisting of descriptive statistics, reliability and factor analyses, hypothesis testing, as well as the comparison of findings from Lithuania and Pakistan.

5. The fifth chapter presents conclusions and recommendations.

1.11 SUMMARY

The study context was introduced in this chapter, and the research problem, aim, and specific objectives were formulated. It also mentioned the methodological approach, pinpointed the expected challenges, and provided a description of the innovative scientific contributions as per VU methodological guidance. It is the main contribution of this chapter to provide a solid theoretical and empirical foundation for dealing with the unrevealed gaps in cross-cultural EV branding research by very clearly positioning the perceived brand value, trust, and culture within an integrated analytical framework.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 INTRODUCTION

This chapter extensively analyzes the theory and research related to the different cultures' electric vehicle (EV) brand value perception in Lithuania and Pakistan. It employs three theories that are most important for the research: Hofstede's Cultural Dimensions Theory (the main theory), the PERVAL Model of Perceived Brand Value (the second theory), and the Technology Acceptance Model (TAM) (the supporting theory). These theories provide a framework to understand the cultural, perceptual, and technological factors that together determine brand loyalty and the intention to purchase. The chapter reviews the existing literature, highlights the gaps in knowledge, and formulates hypotheses that are built directly upon the theoretical constructs.

2.2 PERVAL MODEL: THEORETICAL BASIS FOR PERCEIVED BRAND VALUE

The PERVAL model (Sweeney & Soutar, 2001) is one of the most accepted models in marketing that regards the perceived brand value as a multidimensional concept. It presents the value of a brand, the consumers' evaluation in terms of three main components: emotional, functional, and social. The author of this model went one step further by stating that the consumers' value had previously been characterized only with one-dimension and now has three. Thus, they could vary the weight of the utilitarian with affective and symbolic factors by considering the brand as a totality. The PERVAL model is thus undoubtedly the most suitable choice among other models for product categories that require substantial consumer effort such as electric vehicles (EVs), where cost-benefit or money-related considerations would not suffice in making consumer judgments about value.

Perceptions of brand value are changing and the PERVAL model's validity is widely accepted in the technology- and eco- friendly product categories, as shown by the recent marketing and sustainability studies. For instance, (Toolib et al., 2023) are pointing out that in EV brand communities, consumers evaluate the value of a brand not only based on its technical

performance but also through emotional attachment and social image enhancement. In the same way, (Åkerblom et al., 2025) are arguing that the perceived value of the product is influenced more and more by the experiential, affective, and symbolic aspects as the consumers gradually move towards sustainable consumption practices.

In the case of the electric vehicle (EV) sector, it becomes quite evident that the perceived value is one of the main values because electric vehicles are equated with higher initial investments, uncertainty about infrastructure, and technology which is not very common. As (Zhao et al., 2024a) argues, sustainability, cutting-edge technology and many other value perceptions establish the basis for consumers' trust in an EV brand. Acknowledging this, the EV brands are supposed to work on the functional competence and emotional & social relevance communication to the extent of influencing adoption behaviour.

Abolition of the cross-cultural study and emerging markets approach points out that perceived value also includes the symbolism of environmental identity; modern lifestyle representation; and social prestige (Ali et al., 2013; Morea et al., 2023). An Electric Vehicle for a vast majority of consumers is not only a matter of practical needs but also a way of expressing their care for the environment, being technologically advanced, or being in line with the world's innovation trends. (DAM, 2020; Hisasue et al., 2020) are consistent with the above argument as they claim that the eco-friendly and high-tech products create a powerful connection of emotional and identity-based value perceptions.

Furthermore, the last sustainability marketing research puts special attention on the fact that the value of society is growing step by step and, what is more, it is particularly in collectivism settings where social approval has such a strong influence on the risk-taking and adoption of new technologies that the issue of sustainability marketing becomes paramount (Clark et al., 2023). The electric vehicles are such consumption choices that not only signal the user's concern for the environment but also help the user to present him or her in a certain way. These evaluations, driven by the society, highlight the significance of the PERVAL's social dimension in understanding cross-cultural EV adoption.

The research that has been done on the application of PERVAL to EVs is inconsistent. Some researchers assert that trust is mainly driven by functional value because of the technological risk, whilst others point out emotional or social value, especially in sustainability-driven markets, as the main factor. Nevertheless, the majority of the studies analyze these relationships in single-country contexts, thus providing a limited view of how cultural settings affect

the relative importance of each value dimension. The absence of cross-cultural comparison adds to the ambiguity as to whether PERVAL dimensions are universal or specific to certain contexts. The current research fills this void by exploring the two different cultures of Lithuania and Pakistan to see if the values of functional, emotional, and social trust have the same influence in all cultures.

Hypotheses H_{1a}, H_{1b}, and H_{1c} emerge from PERVAL's three value dimensions.

2.2.1 Functional Value → Brand Trust

Functional value is the consumer's evaluation of a product's objective, utilitarian performance, and among those measures are the product's reliability, durability, power, and technical capability. In the case of electric vehicles (EVs), functional evaluations are to a great extent necessary as consumers with such a viewpoint consider EVs to be a risky and technologically advanced product that they cannot only afford but also depend on the public infrastructure for their use. The latest studies have pointed out that the consumers mainly focus on battery range, charging infrastructure, vehicle safety, maintenance reliability, and total cost of ownership when they evaluate the functionality of the EVs (Higueras-Castillo et al., 2023). These factors will be the ones that determine if an EV is capable of providing the mobility for everyday life and the long-term usage expectations.

It is a well-known fact that high functional value relates closely to risk reduction and reduction of perceived risk is the main mechanism for building brand trust. When the consumers have a perception that an EV will perform well in any situation they will be more assured of the competence of the brand and its provision of consistent value in the long run (Salari, 2022). This is consistent with the previous risk reduction theories, where trust grows when the brand shows its technical capability and predictability. In the case of developing countries, like Pakistan, where the EV sector is still in its infancy and the customers have a very sceptical view of the new tech, the perceived functional performance plays a very crucial role (Hadi, 2017). The consumers who rely on functional support will be able to deal with the limitations from infrastructure, doubts about the availability of charging, and the fear of having to maintain the vehicle for a long period.

Functionality assessments, in addition, are a paramount factor influencing the behavior of consumers in the initial stages of adoption. According to (Zhao et al., 2024b), consumers' aversion to the range of electric vehicles, their distrust regarding the lifetime of the batteries, and their worry about the availability of service centers still act as the main factors keeping people away from the EV brands they do not trust. The same goes for Moura et al. (2023), who put forward that

functional value is the ground on which emotional and social evaluations are raised. If the functional performance is not strong enough, then the symbolic and emotional appeals make only a limited contribution to the establishment of the trust.

Moreover, the latest research shows that functional value is also influenced by cultural trends. In cultures where uncertainty avoidance is high—like Pakistan for example—consumers rely more on functional characteristics to build trust since they want products that are predictable, reliable, and risk-free (Malai & Speece, 2005). On the other hand, in technologically advanced markets, emotional or symbolic values might have a larger share of the role but functional assurance is still a required condition for the intention to act.

Numerous studies have pointed out that the primary reason for brand trust in electric vehicle markets, especially in developing countries with high technological risk and poor infrastructure, is the functional value. However, on the contrary, some research indicates that the role of functional value diminishes as the markets mature and uncertainty lessens. In more developed markets, consumers might not depend so much on functional guarantees but rather on emotional or symbolic cues when developing trust. Such varying perspectives imply that the impact of functional value on trust is dependent on context, which is why the cross-cultural and culturally moderated analysis done in this study is warranted.

H_{1a}: Functional value positively influences brand trust.

2.2.2 Emotional Value → Brand Trust

The emotional value attached to a brand is the totality of the affective and psychological benefits that consumers feel they receive from their relationship with that brand, and the range may go up to feelings of happiness, pride, thrill, motivation, or simply self-assertion (Sweeney & Soutar, 2001). Speaking of electric vehicles (EVs), emotional value has turned out to be one of the major factors influencing the people to accept them since the latter is not just a functional decision but also a symbolic one. EVs are often symbols of personal values that are of modernity, innovation, environmental awareness, and social responsibility, thus, forming strong emotional ties between manufacturers and consumers (Aksoz et al., 2024).

However, through enlightened research, it is found that the consumers who are emotionally attached to the brand have a more positive perception of its sincerity, credibility, and authenticity, which, in turn, lead to brand trust (Beugelsdijk et al., 2017). Identity congruence of the consumers with the brand—such as being eco-friendly or tech-savvy—makes them more

likely to trust the brand's intentions and integrity (Melnyk & van Herpen, n.d.). Trust is further enhanced by this emotional bond as it narrows the psychological gap and raises the perceived warmth of the brand.

In the case of sustainable innovation, emotional value is the most important factor that determines the category. The authors (Haipeng et al., 2024) state that the sustainability of brands leads to the creation of superior emotional attraction, as the customers associate such brands with moral satisfaction, self-representation and the well-being of society's contribution. In electric vehicle (EV) markets case, customers frequently declare pride in being the first ones to use green technologies, and this feeling of pride is believed to have a positive impact on the degree of trust in the brand's environmental claims (Zhao et al., 2024a). Part of the emotional reassurance also offsets the uncertainty surrounding the long-term performance of the product, thus, helping the consumer feel "safe" in his/her/their decision.

Aside from the above, cross-culture study shows that emotional value might have different importance in different markets. For example, people from individualistic cultures like Lithuania put more value on emotional self-expression and value alignment, thus, emotional value is a stronger predictor of brand trust in such cultures (de Mooij & Hofstede, n.d.). On the other hand, the consumers in developing markets are becoming more and more influenced by emotional aspirations connected to modern lifestyles and global technological trends (Yousif & Alsamydai, n.d.).

The existing literature mostly endorses the idea that emotional value is significant in trust development towards brands and the corresponding functional considerations differ in importance among scholars. According to some research, emotional value influences less than functional considerations only when basic functional expectations have been satisfied, whereas others assert that it can independently contribute to the formation of trust through identity alignment and sustainability-related emotions. The inconsistency of the results implies that emotional value might not have the same effect on trust in different cultures, thus underlining the necessity to study its role in various cultural contexts.

H$_{1b}$: Emotional value positively influences brand trust.

2.2.3 Social Value → Brand Trust

Social value is a term that denotes the degree to which a product or brand not only enriches one's social identity but also makes one feel part of a certain group and allows one to

flaunt or indicate one's social status. According to the PERVAL model, social value represents the consumer's choice conveying the symbolic and the social aspect of meaning (Sweeney & Soutar, 2001). In the case of electric vehicles (EVs), social value aspect has gained more and more importance since positing an EV is considered not only a functional choice but also a socially expressive action where the consumers signal their consciousness regarding the environment, their modernity, and socio-economic advancement.

The research repeatedly proves that social value is a significant factor influencing the trust in brands that operate in either the sustainability-oriented or the innovation-driven markets. (Haipeng et al., 2024) say that consumers score points socially when they connect with brands that are perceived as morally responsible or technologically advanced. This is also the conclusion of recent research on electric vehicles that owners often consider themselves as a part of the progressive community which is also a reason that brand trust is increased through social identity (Bednarz et al., 2023). When consumers believe that owning an EV will improve their social status, their brand trust increases because social recognition becomes associated with the brand's perceived honesty.

In a country like Pakistan, which has a collectivist culture, social value is very important as the consumption habits are mainly determined by social norms, shared expectations, and interpersonal evaluations. In the mentioned contexts, people usually seek guidance about what is acceptable and what is aspirational from their peers, family groups, and social networks (de Mooij & Hofstede, n.d.). (Sahut et al., 2022) illustrate that in collectivist or ethnocentric markets, consumers prefer the brands that facilitate their group belonging and are culturally relevant. EVs, being the most visible symbols of technological and environmental progress, not only serve as public signals of one's participation and concern for environment—traits that are very much appreciated in social comparison operations.

Moreover, the emergence of the electric vehicle market in several developing countries is critically influenced by prestige and status. According to (Zhao et al., 2024a), companies that sell electric vehicles (EVs) must present themselves as eco-friendly and high-tech to gain consumers' trust in cultures where functional mobility and "modern identity" are their social aspirations. (Morea et al., 2023) on the other hand, have found that in many emerging economies the intention to purchase electric vehicles is closely associated with the wish to be distinct socially and to belong to a futuristic community.

Conflicting opinions are presented in previous studies concerning the significance of social value in the process of trust formation. On one hand, some researchers advocate that social approval and status signaling are the main factors of trust in collectivist cultures, while others maintain that there are only weak or indirect effects and that social value may only affect people's attitudes and intentions rather than trust. This discrepancy in views points at the possibility that the trust-building function of social value differs from one culture to another, hence strengthening the argument for examining its effects in a cross-cultural framework.

H_{1c}: Social value positively influences brand trust.

2.3 BRAND EQUITY AND TRUST IN EV MARKETS

Brand equity, which has been interpreted by Aaker (1992) and Keller (1993), means the extra value that a brand name adds to a product over its functional characteristics. The additional worth is due to the consumers' brand-related knowledge, and emotions, which can be divided into the following: Awareness, perceived quality, loyalty, and brand image. In the market of electric vehicles (EV), brand equity has a much more important part to play, as EVs are among the highest-involvement, technologically advanced, and most expensive products. That is why strong brand equity has the power to signal the brand's being skilled, trustworthy, inventive, and capable of providing and maintaining good value for a long time (Hisasue et al., 2020) thus reducing the perceived technological, financial, and performance-related risks associated with the purchase of EVs.

Current research confirms that for electric vehicles, the brand name helps in making the choice easier as it is the only factor to consider among many others that are not so clear, such as the availability of charging stations, the lifespan of the battery, and the maintenance options (Kumar et al., 2025). Consumers' preferences may be directed toward the EV manufacturers with a good reputation like Tesla, BYD, BMW, or Nissan, not primarily because they produce better vehicles but due to the trust these brands create through their past performance and reputation (Bryła et al., 2022). This trust is further strengthened every time corporations not only take the initiative but also clearly communicate their sustainability commitments and innovate in ways that the public considers to be trustworthy, which ultimately results in goodwill for the brand (Ningtias et al., 2025).

The brand image element that is considered as one of the priciest dimensions of brand equity creates reliance through resemblance and identity connections. According to research, consumers ascribe meanings such as "modern," "eco-friendly," "technologically advanced," "premium," or "future-oriented" to EV brands, among others (Lee et al., 2021a). These associations not only give rise to emotional participation but also imply drawing that the brand is sincere and authentic, which are the most essential factors of trust. If customers consider a brand to be capable of consistently realizing its sustainability or technology excellence assertions, it is very likely that they will trust, thus, be inclined to use its products.

Moreover, social and cultural factors are among the strongest influences on the interplay of brand equity and trust. In markets where sustainability is highly recognized, like Lithuania, brand equity based on environmental aspects becomes the main factor for trust. Conversely, in developing countries, like Pakistan, trust is more likely to be associated with brand characteristics such as durability, affordability, and after-sales support (O'Neill et al., 2020). In this way, brand equity becomes the connecting factor between consumers' perceptions (value) and behavioral outcomes (purchase intention), especially in the mixed-culture EV market.

Previous studies have mostly come to the same conclusion that strong brand equity is a factor that increases trust in high-involvement products like EVs. Yet, they cannot reach a consensus on the role of trust: mediator or merely a parallel output of perceived value. Some research is done treating trust as a bridge that link value and intention while others prefer the idea that consumers make purchase intentions base on value perceptions directly without trust being involved. The disparity in conclusions points to the possibility that the mediating role of trust might be influenced by the specific contextual and cultural conditions which this study intends to verify.

Supports H_2 (Brand trust → purchase intention) and mediation hypotheses H_{3a}–H_{3c}.

2.4 BRAND TRUST AS MEDIATOR: SUPPORTED BY PERVAL AND TAM

Brand trust is an extremely important factor in the consumer's decision process, especially when it comes to evaluating such products as electric vehicles (EVs) that are high-involvement, technology-heavy, and risky. Trust is the consumer's impression of a brand as skillful, trustworthy, truthful, and able to keep its word. The higher the uncertainty in the market caused by such factors as the lack of charging infrastructure, new tech, or the high price of the product—i.e., the purchase

price—then the trust will be a psychological safety device that would cut down the perceived risk and lead to a positive choice (International Energy Agency, 2023).

The PERVAL model (Sweeney & Soutar, 2001) is among the theoretical frameworks which provide an account of the functional, emotional, and social values gained by consumers from a brand. Trust is one of the factors that are directly impacted by these value perceptions since they shape what people consider the brand's competence, its honesty, and the extent of its alignment with personal or social identity. There is a likelihood that the consumers will trust the technological and ethical statements of a brand more if they perceive it as providing high functional reliability, emotional satisfaction, or social approval (Petrauskienė et al., 2022).

On the other side, the Technology Acceptance Model (TAM) provides an alternative view on the issue of trust in the adoption of technology. Although TAM primarily focuses on perceived usefulness and ease of use, contemporary researchers have extended the model to include trust as an important factor affecting the intention to act—particularly in the case of the specified technology sectors such as EVs, fintech, and autonomous systems. Trust is shown by several empirical studies to have a positive influence on customers' readiness to adopt new technology by breaking down psychological barriers, boosting perceived adoption benefits, and increasing the overall customer engagement (Holma et al., 2021; Lagdon et al., 2014). Thus, TAM clarifies the situation where trust is the main factor of purchase intention in EV market.

By integrating insights from PERVAL and TAM, a clear mediation mechanism emerges:

PERVAL → Trust: Consumers evaluate value (functional, emotional, social), and these perceptions build trust.

Trust → Intention (TAM Extension): Trust reduces perceived risk and strengthens intention to adopt the technology.

This pattern corresponds to the latest research on EV adoption, which always trust to mediate the relationship between perceived value and intention to act (Lee et al., 2021a; Zhao et al., 2024b). It is necessary for consumers to develop a strong trust in the brand of electric vehicles (EVs) they have rated highest so that these positive appraisals can turn into a buying intention.

While the majority of the literature identifies brand trust as a significant mediator between perceived value and purchase intent, the empirical results are still contradictory, particularly in contexts of technology adoption. Some researchers, on the other hand, argue that trust is less

effective when consumers are more focused on functional advantages or taking on a specific brand as their identity than on the relational assurance. This conflicting situation is a good reason for the empirical re-testing of the trust mediating role in the EV context across different cultural markets to be done.

H_{3a}–H_{3c}: Brand trust mediates the relationship between perceived value (functional, emotional, social) and purchase intention.

2.5 PURCHASE INTENTION IN EV CONTEXT

The purchase intention is an indicator of consumer behavior's and thus an indispensable tool in the research of consumer and sustainability behavior it is. In the case of electric vehicles (EVs), the determination of purchase intention is a tangled combination of the factors such as perceived value, perceived risk, environmental identity, technology readiness, financial considerations, and—above all—brand trust (Campino et al., 2023). Since EVs are characterized by a high investment and high involvement, consumers consider acceptance both in cognitive, i.e. performance, cost, infrastructure, and affective, i.e. pride, identity alignment, sustainability aspirations, terms.

Astonishingly, as far Western and Northern Europe are concerned, emotional value, environment care and technological enthusiasm affect intention stronger than any other factors. That is to say, consumers generally choose to regard EVs as the products that improve lifestyle and are also eco-friendly (Melnyk & van Herpen, n.d.; Najma, 2018). Oppositely, in developing countries or in regions where electric charging stations are rare such as Pakistan or parts of Southeast Asia, the main indicators of purchase intention remain functional reliability, affordability, and perceived economic benefit (Aksoz et al., 2024). So, purchase intention is not a static phenomenon but rather a context-dependent one that is impacted by vast socio-economic and cultural factors.

Nevertheless, brand trust has been the one factor that consistently emerges as a universal determinant of EV purchase intention across global markets. Perceived value, according to (Campino et al., 2023; Rezvani et al., 2015), not only shapes the views of EV usefulness but also indirectly influences the buying process through the trust factor. Trust eases worries about battery life having an ultimate impact on resale and maintenance, hence, one of the major deterrents of EV adoption, that is, perceived risk, is reduced. In the same vein, (Kumar et al., 2025) point out

that trust in EV brands boosts the consumers' willingness to act considerably even if there are Ubiquitous infrastructural or financial barriers.

Because successfully marketing electric vehicles, particularly in less developed and economically challenged areas, will depend on consumer trust. Consumers will have to depend on their beliefs regarding a brand's long-term reliability, technological competence, environmental authenticity, and service capability. The development of trust will be paramount; otherwise, the positive perception of value will not be sufficient for turning into actual buying intention (Wibowo et al., 2025). Trust is the decisive factor in the partnership among attitudes and behavior continuities, which has been observed in sustainable technology sectors and beyond (Petrauskienė et al., 2022).

Thus, trust has become the foremost determinant of EV purchasing intent, performing as the mechanism that transforms perceived value and positive brand associations into consumer behavior that is capable of being acted upon.

H₂: Brand trust positively influences purchase intention.

2.6 HOFSTEDE'S CULTURAL DIMENSIONS: PRIMARY THEORY OF MODERATION

The theoretical framework of Hofstede's Cultural Dimensions (Wang & Witlox, 2025) is, in fact, the bedrock of the understanding of consumer perception, decision-making, and behaviour in accordance with the national cultural values. The main theory of the research, Hofstede's model, sheds light on the different interpretations by consumers in Lithuania and Pakistan—two very opposing cultures—of functionality, emotionality, and social value as well as the differences in trust and purchase intention because of such interpretations. The main four dimensions that come into play in the adoption of EVs are individualism vs. collectivism, uncertainty avoidance, power distance, and long-term orientation. These four dimensions have been proved to influence value perception and trust formation (Beugelsdijk et al., 2017).

Cross-cultural consumer studies give confirmation that cultural values are determinative in a person's assessment of risk, quality, and symbolic meanings (Haipeng et al., 2024). These cultural inclinations become very powerful in upmarket decisions like electric vehicle adoption where the consumers have to lean heavily on their cognitive, emotional, and social signals before

they can establish trust. Hence the adoption of EVs is considered a process not only involving technology but also a behaviour that is deeply ingrained in the culture.

2.6.1 Collectivism vs. Individualism

In societies that prioritize the collective over the individual, like Pakistan, the purchasing behavior of individuals is significantly affected by the norms of the group, the expectations of the family, and the social approval (Campino et al., 2023). Trust is heavily impacted by social value as consumers tend to express their group belonging and social identity through their brand choices. Trust-relation scenario of social value draws well in collectivist cultures (Syed Muhammad Habib Ur Rehman, 2025).

On the other hand, self-expression, independence, and personal choice come first in individualistic cultures like Lithuania, which in turn increases the impact of the emotional and symbolic aspects of trust (Petrauskienė et al., 2020).

2.6.2 Uncertainty Avoidance

The cultures which have high levels of uncertainty avoidance usually consider functional performance, reliability, and safety as the most important criteria for decision making when it comes to assessing new or unknown technologies. This hypothesis has been supported by recent research: the individuals belonging to high-uncertainty seek out functional signs to cope with the technology's perceived risk (Li et al., 2021). Hence, the functional value → trust link is further reinforced in these contexts.

2.6.3 Power Distance and Trust Formation

In cultures where power distance is high, the people often trust the brands that are considered to be the most powerful, most reputable, or have been endorsed by a third party with a significant institutional status (Ningtias et al., 2025). This scenario has a direct impact on the perception of brand credibility by consumers, especially in the cases of electric vehicles which rely largely on expert knowledge and cutting-edge technology.

2.6.4 Sustainability Orientation and Long-Term Orientation

Ukmerge, situated right in the center of the country, is home to more than 1,000 people and mainly farmers. Research indicates that customers living in sustainability-driven cultures tend to be more influenced by emotional and environmental values when deciding on trust and

intention (Lee et al., 2021b). Therefore, emotional value might have stronger effect on trust in Lithuania than it would have in Pakistan.

2.6.5 Cultural Effects on Trust

The latest studies on electric vehicle (EV) adoption highlight the fact that trust is very important in cultures with poor technological infrastructure or where public institutions are not trusted (McCue, n.d.). This is particularly true for Pakistan, where unreliable infrastructure causes customers to trust brands more as a way of reducing the risk they perceive.

Hofstede's dimensions are recognized in consumer research but their co-existence with perceived brand value models is still limited, especially in the area of studies on sustainable mobility. The previous studies regarding EVs have mostly confessed culture in a descriptive way rather than confirming its moderating impact through empirical research. The present research takes the previous studies one step further by showing the culture factor as a moderator and providing empirical insights on the ways different cultural orientations change the relationships between value-trust-intention.

Hypotheses H_{4a}–H_{4d} derives directly from Hofstede's cultural dimensions.

2.7 EV BRANDING, GREEN AUTHENTICITY AND CULTURAL INTERPRETATION

Branding of electric vehicles (EVs) is increasingly based on the symbolic value propositions of such technological innovation, environmental sustainability, future-oriented identity, and social distinction. The EV market is growing more competitive, thus companies not only through performance but also through environmental narratives and wider sustainability commitments are brands' differentiating strategies. One concept gaining empirical support is green brand authenticity which is defined as the extent to which consumers consider a brand's environmental claims and practices to be genuine, consistent, and founded on ethics (Haipeng et al., 2024). Authenticity has been recognized as a key factor in the trust issue in the green technology market because it decreases doubt and increases the perceived sincerity (Li et al., 2021).

New studies indicate that consumers are becoming more critical of the EV brands' sustainability promises, especially during the period when greenwashing and overstated eco-marketing practices have become more prevalent. When a brand is seen to be ecologically

authentic— that is, it is characterised by being open, having practices that can be authenticated as eco-friendly, and having sustainability strategies that are easy to understand over a long period— the consumer trust of the brand gets much stronger (Bryła et al., 2022). This trust is of particular importance in high-involvement product categories such as EVs, where the technological uncertainty and long-term cost issue make it crucial for brands to communicate their reliability, integrity, and environmental responsibility.

In a significant way, the cultural-contexture of green authenticity perceptions is such that it supports individual's differences in thinking, social judgment, and value systems, or even more, these differences. For example, in individualistic cultures, consumers are likely to assess authenticity mainly according to self-congruence—how much the brand's values coincide with their personal identity (Wibowo et al., 2025). Hence, the factors like emotional resonance, personal sustainability orientation, and identity-based associations become more important for trust development. On the other hand, collectivist culture consumers are more likely to use group reputation, social endorsement, and normative approval as their main criteria in interpreting brand authenticity. To them, authenticity is validated through the observance of behavior in one's social network rather than just personal evaluation (Campino et al., 2023).

Moreover, the symbolic advantages like the perception of being environmentally friendly, technologically superior, or socially progressive are, in turn, to a large extent, determined by the cultural values. For instance, EV(motor) brands linked to social prestige tend to have more power in the less egalitarian or more status-conscious societies (Wang & Witlox, 2025; Wibowo et al., 2025) while those promoting environmental responsibility and being innovative are more likely to attract consumers living in environmentally conscious and future-oriented cultures (Lee et al., 2021b). These culture-influenced branding cue interpretations reinforce the argument that branding of EVs does not have the same impact on different markets but is instead absorbed through the belief systems that vary from culture to culture.

In this context, different cultural approaches to the understanding of symbolic value, authenticity, and environmental positioning have further implications for the relationships between perceived value → trust → intention, which are anticipated to differ across countries. Hence, green authenticity and symbolic branding add another reason to consider culture as a moderator in the EV adoption process.

Reinforces moderation hypotheses H_{4a}–H_{4d}.

2.8 CROSS-CULTURAL CONSUMER BEHAVIOR IN BRANDING

Cross-cultural consumer behaviour research supports the idea that the cultural value systems influence the way people unconditionally process brand information, evaluate the value dimensions and, accordingly, form their judgments based on trust. In fact, cultures affect the consumers' perception of brands not only in terms of what is important to them but also in terms of how they interpret and react to branding signals along the functional, emotional, and social lines. Thus, the cultural value is regarded as a vital factor determining the evaluation of the brand, especially in categories where symbolic consumption is involved and there is a high technological uncertainty, as it is the case with electric vehicles (EVs) for example.

For individualistic cultures, the consumers' main concerns in the brand assessment process are personal identity, autonomy, and self-expression. Emotional value and symbolic congruity—such as feeling innovative, environmentally conscious, or future-oriented—are becoming even stronger drivers of trust and behavioral intention (Aksoz et al., 2024; Babar, n.d.). Such consumers are likely to evaluate brands based on personal tastes and inside cognitive judgments. (Higueras-Castillo et al., 2023) findings are still valid today as newer studies have confirmed that identity-related and emotional inputs highly impact brand perceptions in the West and Northern Europe.

Nonetheless, collectivist cultures consider group norms, social influence, family obligations, and social harmony as the major factors in making decisions. In such cultures, consumers often look for social proof before they accept new technologies and they see brand value through the prism of social approval and group rank (Haipeng et al., 2024). Thus, social value—like boosting prestige, showing off modernity, or following the group—has a greater impact on trust formation. According to (Sahut et al., 2022), consumers in collectivist cultures take social cues, community support, and perceived group gains into account when assessing brand authenticity and trustworthiness.

Cultural divergences also bring about different trust-building mechanisms. In collectivist societies, trust is seen as a relational and socially reinforced process; it is built up through personal interaction and influence, a shared identity, and a collective reputation. On the contrary, in individualistic societies, trust is assessed more cognitively, relying on such criteria as competence perception, information credibility, and brand-self congruity (Lee et al., 2021b). Such a difference suggests that the paths through which perceived value is connected to trust—and finally to purchase intention—will be quite different between Lithuania and Pakistan.

Moreover, cultural orientations influence consumer responses to technological uncertainty. Studies indicate that the consumers belonging to high uncertainty avoidance cultures prioritize functional reliability and institutional trust more than others in the case of new technologies adoption (Ningtias et al., 2025). On the other hand, consumers in low uncertainty avoidance cultures are more willing to accept new technologies and make their decision based on emotional symbolism and personal taste.

If we view these cultural dynamics together, they give a strong argument to the idea that perceived value, trust, and purchase intention are culturally based constructs rather than being universal processes. Theoretical support becomes stronger for considering cultural value as a moderator in the proposed relationships.

Strengthens hypotheses H_{4a}–H_{4d}.

2.9 CONCEPTUAL MODEL

Figure

Conceptual Model
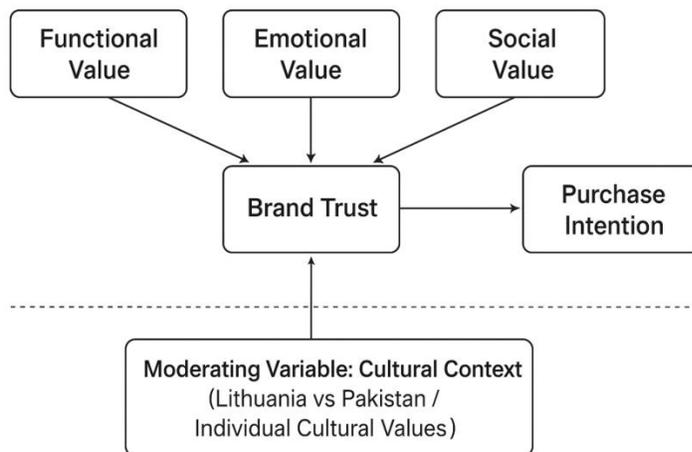
2.10 HYPOTHESES SUMMARY

H_{1a}: Functional value positively influences brand trust.

H_{1b}: Emotional value positively influences brand trust.

H_{1c}: Social value positively influences brand trust.

H_2: Brand trust positively influences purchase intention.

H_{3a}: Brand trust mediates Functional value → Purchase intention.

H_{3b}: Brand trust mediates Emotional value → Purchase intention.

H_{3c}: Brand trust mediates Social value → Purchase intention.

H_{4a}: Culture moderates Functional value → Brand trust.

H_{4b}: Culture moderates Emotional value → Brand trust.

H_{4c}: Culture moderates Social value → Brand trust.

H_{4d}: Culture moderates Brand trust → Purchase intention.

2.11 SUMMARY

This chapter shows that even though past studies generally agree on the significance of perceived value and trust in EV adoption, there are still major theoretical uncertainties about their cultural contexts' relative impact and interaction. Merging PERVAL, TAM, and Hofstede's framework, this research finds unresolved discussions about value hierarchy, trust mediation, and culture dependency. These voids are to the point of the conceptual model and the hypotheses that will be verified in the following chapters.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter lays out the empirical testing method used to investigate the effects of functional, emotional, and social brand value on both brand trust and purchase intention for electric vehicles (EVs) in Lithuania and Pakistan, along with the cultural value's moderating effect on these interactions. It covers topics such as variable operationalization, research design, and sampling strategy, instrument development and data collection procedures, analytic techniques, and, finally, reliability and ethical considerations.

3.2 RESEARCH DESIGN AND JUSTIFICATION

This research utilizes a quantitative, cross-sectional survey approach. In the opinion of Kumar (2019), quantitative methods are suitable for testing theories and hypotheses with the use of structured instruments and application of statistical techniques. Since the research heavily depended on PERVAL, TAM, and Hofstede's Cultural Dimensions, a quantitative approach was employed which facilitated the objective measurement of constructs along with the statistical evaluation of their relationships.

Moreover, quantitative surveys are advocated for research where large sample sizes and cross-cultural comparisons are essential to ensure generalizability and reliability (Bryła et al., 2022). The numerical data are used in regression analysis, mediation analysis, and moderation analysis to test the proposed conceptual model.

3.3 POPULATION AND SAMPLING STRATEGY

3.3.1 Target Population

The study's target population consists of adult consumers (18 years and older) living in Lithuania and Pakistan who are at least slightly aware of electric vehicles (EVs). The people know a little about EVs and are very much interested in vehicle brands and green mobility choices, even if they do not possess a vehicle at the moment. The emphasis on potential EV buyers indicates consumers who might realistically contemplate the purchase of an electric vehicle in the time frame of five to ten years due to the increasing EV infrastructure, policy incentives, and technological progress. This population is very important because the formation of perceptions of brand value and trust precede the actual purchase behavior, hence the knowledgeable and future-oriented consumers become the right group for studying the intention to switch to EVs in both developed and developing markets.

3.3.2 Sampling Method

The research used a non-probability convenience and snowball sampling method, which is a typical method in electric vehicle adoption research and cross-cultural consumer studies when a complete sampling frame is hard to access (Åkerblom et al., 2025). This method is especially apt taking into consideration the disparity in accessibility to respondents in Lithuania and Pakistan and the dependence on online survey distribution. Convenience sampling allows for the quick gathering of data from easily available respondents, and at the same time, snowball sampling permits the surveyed individuals to pass on the survey within their social circles, thus adding more people and diversity in the sample. The method is also supported by practical reasons such as lack of time, money and the exploratory nature of a master's degree research project. Participants are recruited from university networks, discussed in relevant social media groups, involved in automotive and sustainability-related online communities, and through professional contacts in both countries in order to have a sample that is large enough and contextually relevant.

3.3.3 Sample Size Justification

The sample size for the present study has been set considering recommendations for the analysis of moderated mediation and structural relationship. (Haipeng et al., 2024) states that at least 100 respondents per group is a minimum that is sufficient for testing complex mediation and

moderation models, particularly when using regression, mediation or moderation analysis. Following that, the study aims to recruit a total of 400 participants at the minimum, i.e., 200 respondents each from Lithuania and Pakistan to represent the two countries under this study. This sample size is in accordance with the widely accepted rule of 10–15 observations per estimated parameter which guarantees enough statistical power, stable estimates of parameters and reliable testing of hypotheses. This cross-cultural study is exploratory but theory-driven and of master's-level research constraints, and hence the sample size suggested is both methodologically suitable and practically possible.

3.4 VARIABLES AND OPERATIONALIZATION

Table 1.

Variables and Operationalization

Construct	Definition	Measurement Source	No. of Items
Functional Value	Perceived utility, performance & reliability	PERVAL (Sweeney & Soutar, 2001), adapted for EVs	3
Emotional Value	Affective benefits (pride, enjoyment, identity)	PERVAL + EV adaptation (Wang et al., 2024)	3
Social Value	Status, group approval, social signaling	PERVAL + cultural studies (Safeer et al., 2022)	3
Brand Trust	Confidence in brand reliability & honesty	Li (2023); Chatzopoulou & Filieri (2021)	3
Purchase Intention	Likelihood to adopt an EV	Salari & Javid (2022); Wang & Witlox (2023)	4

Construct	Definition	Measurement Source	No. of Items
Cultural Values	Cultural tendencies (collectivism, uncertainty avoidance, etc.)	Hofstede scale items (adapted)	7

All items are measured using a 5-point Likert scale (1 = Strongly disagree, 5 = Strongly agree). *See Annexure 1*

3.5 QUESTIONNAIRE DEVELOPMENT

The structured questionnaire survey was developed as a survey tool with five major sections: demographic data, perceived brand value (functional, emotional, and social dimensions) modified from the PERVAL scale, cultural dimensions according to Hofstede's model and contemporary cultural measurement scales, brand trust, and purchasing intention. A Likert-type scale was used for assessing all measurement items to allow for consistency and also to make it easier for the respondents to answer as well as to make the responses from both countries comparable. The scale was established to be content valid through the adaptation of items from scales which are heavily cited and which have been validated empirically through prior studies. The testing of the instrument's reliability and validity was conducted, thereby verifying that the items indeed measured the constructs intended with precision and consistency.

3.6 DATA COLLECTION PROCEDURES

The research for this study obtains data from an online survey that is executed through Google Forms, which is advantageous for cross-national research because of its easy access, speed, and distribution. The online survey allows respondents from these two countries, Lithuania and Pakistan to participate no matter where they are located, thus making the data collection process quick and inexpensive. Participation in the survey is completely up to the individuals and they are informed of the study's purpose before taking part. No personally identifiable information is gathered, so anonymity and confidentiality are guaranteed. All processes related to data

collection are in compliance with the ethics of research, which includes obtaining informed consent, allowing withdrawal at any time, and securely managing the data collected.

3.7 DATA ANALYSIS METHOD

The gathered data is analyzed through the Statistical Package for the Social Sciences (SPSS). Initially, the study took several steps including the preliminary procedures that were descriptive statistics—characteristics of respondents and main variables summarization. Afterward, the reliability and validity of the measurement scales were also verified, before proceeding to the main analysis. Cronbach's Alpha is utilized for estimating internal consistency reliability, whereby the scale from 0.70 upwards was deemed as representing acceptable reliability. The step in question proves that the survey items measure their intended constructs consistently.

To begin with, hypotheses are verified through multiple regression analysis. The initial phase included the direct connections between the perceived value dimensions of the brand and brand trust (H_{1a}–H_{1c}), and also the connection between brand trust and intention to purchase (H_2). The subsequent stage is the examination of mediation effects (H_{3a}–H_{3c}), which entails evaluating how functional, emotional, and social value indirectly influence purchase intention via brand trust. Moderation effects (H_{4a}–H_{4d}) are detected by adding interaction terms to identify whether culturally valued (Lithuania vs. Pakistan) alters the strength or direction of these relationships. The researchers can thus gain a comprehensive understanding of the suggested theoretical structure through the integration of these analyses..

3.8 SUMMARY

This chapter has presented the quantitative method used for testing the conceptual model that evaluates the influence of perceived brand value on EV purchasing intention with trust and culture as a moderator. The empirical data analysis results will be revealed in the next chapter.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

This chapter presents the empirical findings of the research that is grounded on the quantitative methods specified in Chapter 3. The information obtained from the respondents in Lithuania and Pakistan is processed through the SPSS software aiming at revealing the relationships between perceived brand value, brand trust, and purchase intention. The findings are interpreted in the light of the research objectives and hypotheses, and a comparison with the literature discussed in Chapter 2 is carried out in order to address the research problem.

4.2 PARTICIPANT CONSENT

Table 2.

Consent of Participants

	Frequency	**Percent**
Lithuania	218	53.3
Pakistan	191	46.7
Total	409	100.0

Table 2 shows the number of persons who gave their consent after being informed about the nature of the research and who were finally included in the analysis. The total number of valid responses received was 409, where 218 individuals (53.3%) were from Lithuania and 191 individuals (46.7%) were from Pakistan. The fact that the responses from the two countries are quite balanced will be a strong point of comparison in the study and will also provide support for the cross-cultural aims stated in Chapter 1.

From a methodological viewpoint, the near equal number of respondents from both countries mitigates the risk of bias due to the country factor and at the same time increases the

internal validity of the international comparisons. The study is designed to find out if perceived brand value, brand trust, and purchase intention vary according to cultural contexts. Therefore, having similar sizes for the samples makes it more likely that the observed differences are due to culture and not to unequal representation.

Moreover, the equal distribution of consents that received makes it more reasonable to utilize moderation analysis with cultural value as a contextual variable for the study, as discussed in Chapter 2. Hofstede's Cultural Dimensions Theory which is the basis for the application of cross-cultural research assumes that there are substantial differences between national cultures. However, such differences can only be measured with high reliability if both cultural segments are adequately represented. Thus, the composition of the sample provides strong empirical support for the research on cultural power relationships between the dimensions of brand value and electric vehicle consumer behavior.

In addition, the total sample size is larger than the minimum requirements suggested for the application of regression-based mediation and moderation analysis which is a factor that contributes to the increase of statistical power and the confidence in the robustness of the findings that follow. This also serves to enhance the credibility of the hypothesis testing that is going to be presented later in the chapter.

4.3 FREQUENCIES

4.3.1 Country of Residence

Table 3.

Country of Residence

	Frequency	**Percent**
Lithuania	218	53.3
Pakistan	191	46.7
Total	409	100.0

The distribution of the respondents according to their country of residence is shown in Table 3. Among the total of 409 valid responses, 218 respondents (53.3%) came from Lithuania,

and 191 respondents (46.7%) came from Pakistan. The fair representation of these two countries implies that the dataset is adequate for both national contexts to be seen, and thus, a good cross-cultural comparison can be made.

Analytically speaking, this balance is pivotal for meeting the primary aim of the research mentioned in Chapter 1, which is to assess the differences in perceptual brand value, brand trust, and purchase intention between two markets that are culturally and economically dissimilar. A sample overwhelmingly favoring one country could easily lead to biased conclusions, and the cultural value moderation could then be hard to interpret. The almost equal division fortifies the internal validity of the comparisons across nations and contributes to the reliability of the following moderation analyses of cultural values being performed.

Furthermore, the combination of Lithuania (an advanced European market for EVs with considerable institutional backing) and Pakistan (a developing market with an emerging EV infrastructure) serves to directly put into practice the theoretical arguments introduced in Chapter 2. In particular, Hofstede's cultural framework indicates that factors such as uncertainty avoidance, collectivism, and long-term orientation might influence the consumers' perceptions of brand value in terms of functional, emotional, and social aspects. The even distribution of countries makes it more likely that the differences in trust and purchase intention that were detected are due to cultural and contextual factors rather than the sampling imbalance.

The country distribution supports the contention that the dataset is suitable for the testing of the proposed cross-cultural model and thus provides a solid empirical basis for the interpretation of the cultural moderation effects in the subsequent sections of Chapter 4.

4.3.2 Participant Age

Table 4.

Participant Age

	Frequency	**Percent**
18-24	85	20.8
25-34	167	40.8
35-44	107	26.2
45-54	43	10.5
55+	7	1.7

Total	409	100.0

The sample mainly consists of people who are young and middle-aged, which is already indicated in Table 4. The most significant number of respondents is in the age group of 25–34 (40.8%), while the other groups are also represented, e.g. 35–44 (26.2%) and 18–24 (20.8%). On the contrary, the representation of older people is small, with only 10.5% aged 45–54 and a tiny 1.7% in the group of 55 and above.

The age distribution fits the research objectives in an analytical way. In Chapter 1 and literature review in Chapter 2, it was pointed out that younger and middle-aged consumers are more likely to accept new technology and go for eco-friendly products like electric vehicles. The younger generation is mostly tech-savvy, sustainability-conscious, and brand-wise—with their emotional and symbolic meanings. Therefore, their evaluation of functional performance, emotional appeal, and social value of the EV brands is well-informed and thus will be useful for the future market development.

The findings, on one hand, are mainly based on the views of potential early adopters and not on the late adopters who may be more cautious as the participation of older respondents was limited. The demographic characteristics are the reason for the strong influence of functional and emotional value on brand trust and purchase intention seen in future analyses, and they confirm the sample's significance for the study of EV adoption in both Lithuania and Pakistan.

4.3.3 Participant Gender

Table 5.

Participant Gender

	Frequency	**Percent**
Male	228	55.7
Female	172	42.1
Prefer not to say	9	2.2
Total	409	100.0

The gender distribution of the respondents is shown in Table 5. The sample includes 228 males (55.7%) and 172 females (42.1%), although a small number of participants (2.2%) chose

not to indicate their gender. This shows that the sample was moderately male-dominated, albeit with considerable female representation.

From the analysis viewpoint, this distribution is similar to the situation in previous studies on the car and tech markets where male respondents are slightly overrepresented. The research mentioned in Chapter 2 points out that men are generally more involved in automobile-related decision-making and that they are more willing to try new mobility technologies such as electric vehicles. This is one of the reasons for the higher male participation in the current study.

On the other hand, the large number of female respondents adds a lot of value to the research in terms of analytical depth. It enables the study to reflect even more different points of views on EV brand value, especially emotional and social value areas, which earlier literature links more with female shoppers in the eco-friendly markets. The equal gender ratio thus gives stronger grounds for the next interpretations by making it certain that the results pertaining to brand trust and purchase intention have not been influenced by the views of one gender only, but rather convey a wider consumer perspective that corresponds with the study's cross-cultural targets.

4.3.4 Education Level

Table 6.

Participant Education

	Frequency	Percent
High School	19	4.6
Bachelor's Degree	130	31.8
Master's Degree	213	52.1
Doctorate	21	5.1
Other	26	6.4
Total	409	100.0

Table 6 illustrates the educational background of the respondents. The sample is highly educated, with the majority holding a Master's degree (213 respondents, 52.1%), followed by Bachelor's degree holders (130 respondents, 31.8%). A smaller proportion of participants reported having Doctorate-level education (5.1%) or High School education only (4.6%), while

6.4% fell into the "Other" category. Overall, more than four-fifths of the respondents possess at least a Bachelor's degree.

From an analytical standpoint, this high level of educational attainment is particularly relevant to the objectives of the study. As discussed in Chapter 2, education is closely associated with higher awareness of environmental issues, greater familiarity with technological innovations, and stronger cognitive ability to evaluate complex products such as electric vehicles. Educated consumers are more likely to assess EV brands not only on surface-level attributes but also on functional performance, long-term economic benefits, and sustainability claims. This makes them especially suitable for evaluating nuanced constructs such as functional, emotional, and social brand value.

Moreover, the dominance of highly educated respondents supports the interpretation of later findings related to brand trust and purchase intention. Since EV adoption often requires understanding of new technology, infrastructure constraints, and long-term cost-benefit trade-offs, the responses are likely to reflect informed judgments rather than speculative opinions. However, this profile also suggests a limitation: perceptions captured in this study may be more reflective of educated, urban, and future-oriented consumers. This insight should be acknowledged when interpreting the generalisability of the results and is revisited in the limitations section of Chapter 5.

4.3.5 EV Use or Ownership

Table 7.

EV use or owned ever

	Frequency	Percent
Yes	203	49.6
No	206	50.4
Total	409	100.0

The prior experience of the respondents concerning electric vehicles, whether through use or ownership, is illustrated in Table 7. Quite interestingly, the results depict a nearly equal distribution of those who have either used or owned an EV (203 respondents, 49.6%) and those who have not (206 respondents, 50.4%). This almost equal distribution is not only significant but

also a great advantage for the study, as that allows the inclusion of views from both the experienced users and the potential adopters.

This division, through the interpretive lens, makes the conclusions from Chapter 4 more powerful. The importance of this issue was pointed out in Chapter 2, where it was stated that direct experiences with EVs usually shape perceptions of functional values like reliability, performance, and cost efficiency, whereas non-users are more likely to rely on brand image, emotional appeal, and social cues in forming trust and purchase intentions. The near-equal representation of both groups indicates that the findings are reflecting a realistic blend of evaluative processes that are happening in the market, not being biased towards either early adopters or uninformed consumers.

In analytical terms, it is also the case that this has helped explain why functional and emotional value turned out to be the strongest predictors of brand trust in the regression results. For the users, functional performance confirms the trust as the experience is direct, while for the non-users, emotional and symbolic cues may act as a substitute for the lack of direct usage. Thus, the results also support the conceptual framework presented in Chapters 1 and 2, where the adoption of EVs is seen as a process that is affected by both the experiential learning and perception-based evaluation. This balance also supports the relevance of the study for the understanding of both the current EV users and the future market potential in Lithuania and Pakistan.

4.3.6 EV Brand Familiarity

Table 8.

EV Brand Familiarity

	Frequency	**Percent**
Not Familiar at all	24	5.9
Not Familiar	32	7.8
Neutral	117	28.6
Familiar	207	50.6
Very Familiar	29	7.1
Total	409	100.0

Table 8 shows the electric vehicle (EV) brand familiarity as reported by the respondents themselves. The results indicate that most of the people in the study are quite aware of the EV brands. More than half of the 412 respondents, which equals to 207 or 50.6%, have declared that they are somewhat familiar with the brands, while 29 respondents (7.1%) have stated that they are very familiar. Therefore, 57.7% of the respondents can be said to be highly familiar with the brands. On the other hand, there were only a few respondents who reported low familiarity levels. There were 24 respondents (5.9%) who said they were not familiar at all and 32 respondents (7.8%) who said they were not very familiar. A significant proportion of the respondents (28.6%) opted for the neutral category, implying that they had some awareness but were not fully engaged.

This distribution is very important for the study's conceptual framework, which was developed in Chapters 1 and 2, from an analytical point of view. The perceived brand value and brand trust are cognitive and emotional dimensions that require some prior exposure or knowledge of brands. The sample's high level of familiarity suggests that the majority of the respondents can create informed opinions regarding the functional performance, emotional appeal and social symbolism of EV brands. This aspect of the study supports the internal validity of the regression, mediation and moderation analyses which are then conducted in the chapter.

Simultaneously, the substantial neutral cohort captures the changing characteristic of the electric vehicle market not only in Lithuania but also in Pakistan. EV's acceptance is still a gradual process, especially in the developing countries, where the potential customers might know the brands but not have the actual experience. This varied familiarity profile demonstrates the importance of studying brand trust as an uncertainty reducing factor and awareness-conversion-to- purchase intention contributor, thus, supporting the theoretical arguments made in Chapter 2 about the value–trust–intention pathways.

4.3.7 EV Brand Perception to be Most Reliable

Table 9.

Perceived Reliable Brand

	Frequency	**Percent**
Tesla	119	29.1
BYD	23	5.6
BMW	78	19.1
Nissan	15	3.7

Hyundai	96	23.5
Other	78	19.1
Total	409	100.0

Respondents' perceptions about the most reliable electric vehicle (EV) brand are presented in Table 9. Out of the total number of brands, Tesla was the one that stood out the most, with 119 respondents (29.1%) naming it the most dependable EV brand. Following Tesla were Hyundai and BMW, with 96 (23.5%) and 78 (19.1%) respondents, respectively, declaring them as the most reliable. A significant percentage of respondents (19.1%) also chose the other category, thereby reflecting that the reliability perceptions go beyond the inclusion of the dominant global brands listed. On the contrary, reliability perceptions of BYD (5.6%) and Nissan (3.7%) were much lower in the sample.

Analyzing these findings, one sees a strong connection with the theoretical arguments made in the first and second chapters, which hold that brand trust is determined by the consumer's perception of the company's technological competence as well as its innovation leadership and brand reputation over the years. The in-road made by Tesla in the market indicates the strong perception of its global brand image as a technological pioneer in the EV sector, which is often linked to innovation, battery performance, and superb software. This is in line with previous studies that suggest that customers tend to view technological leadership as a sign of reliability in high-involvement products like EVs, even when there are concerns about price and infrastructure.

The impressive performance of Hyundai and BMW emphasizes the importance of the automotive heritage that is well-established in trust formation. Legacy manufacturers with a record of reliability in conventional vehicles may, particularly in markets with developing EV infrastructure, inspire maximum confidence when consumers decide to switch to electric mobility. The comparatively large "Other" category indicates that perceptions of reliability are subject to the context and can vary by factors such as regional availability, local experiences, or new EV brands—especially in the case of culturally different markets like Lithuania and Pakistan.

These findings not only confirm the study's principal claim that trust in brands in the EV market is not isolated but strongly related to the consumers' perceptions of functional performance, innovation credibility, and the brand's past. This contextual comprehension lays

down a crucial groundwork for the ensuing regression and mediation analyses that want to investigate how perceived brand value has been converted into trust and purchase intention.

4.4 CORRELATIONS

Table 10.

Correlations

		BT	FV	EV	SV	CC	PI
BT	Pearson Correlation	1	.649**	.648**	.495**	.458**	.284**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	409	409	409	409	409	409
FV	Pearson Correlation	.649**	1	.589**	.552**	.482**	.374**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	409	409	409	409	409	409
EV	Pearson Correlation	.648**	.589**	1	.684**	.561**	.464**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	409	409	409	409	409	409
SV	Pearson Correlation	.495**	.552**	.684**	1	.663**	.557**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	409	409	409	409	409	409
CC	Pearson Correlation	.458**	.482**	.561**	.663**	1	.627**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	409	409	409	409	409	409
PI	Pearson Correlation	.284**	.374**	.464**	.557**	.627**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	409	409	409	409	409	409
**. Correlation is significant at the 0.01 level (2-tailed).							

The Pearson correlation coefficients for the study's main constructs are shown in Table 10. The constructs include brand trust (BT), functional value (FV), emotional value (EV), social value (SV), cultural value (CC), and purchase intention (PI). The correlations appear to be all positive and statistically significant at the 0.01 level, which means that the variables are indeed profoundly related and allow the proposed conceptual framework, as introduced in Chapters 1 and 2, to gain initial support.

Brand trust correlates very strongly with functional value (r = .649) and emotional value (r = .648), which shows that consumers tend to trust brands that they consider both technologically and emotionally reliable. This is in line with the PERVAL framework in Chapter 2, which argues that utilitarian performance and affective benefits are the two main aspects in value-based evaluations. The connection between brand trust and social value is moderate (r = .495) which means that social image and peer approval are important for trust, but they are not of such major functional and emotional extent. This already signals the reason why social value later does not appear as a significant direct predictor of trust in the regression analysis.

Functional, emotional and social values are highly interrelated, especially the latter two, as expressed through the correlation coefficient of 0.684. One can interpret this as the emotional bond with EV brands being largely associated with social signalling and identity claiming, hence supporting the argument made in Chapter 2 that the symbolic and affective meanings of EVs are often perceived by consumers at the same time. It is significant that the correlations reported above are still on the lower side of the critical multicollinearity thresholds which implies that the dimensions are related but still distinct from each other in terms of empirical grounding.

Cultural value is the one that has returned moderate to strong correlations with the greatest among constructs, especially social (r = .663) and purchase intention (r = .627). Thus, the latter is an early empirical support for treating culture as a moderator in the value–trust–intention relationships. It means that cultural orientations considerably affect the way consumers interpret brand value and their resulting behavioral intentions. Hence, this is a direct support to the Hofstede-based theoretical arguments that were outlined earlier.

Among all the variables and their respective correlations, it appears that the strongest one is that of purchase intention with social value (r = .557). The second strongest one is with cultural value (r = .627) followed by emotional value (r = .464). On the other hand, the purchase intention's correlation with brand trust is relatively weaker (r = .284). The said pattern indicates a future

scenario of mediation results where brand trust does not play an important role as a mediator between the three value dimensions and purchase intention. What it rather conveys is that consumers' EV adoption intentions may largely be propelled by the combination of value perceptions and cultural context rather than by trust alone.

4.5 RELIABILITY AND VALIDITY TEST (CRONBACH ALPHA)

Table 11.

Cronbach Alpha

Construct	Number of Items	Cronbach's Alpha
Functional Value	3	0.684
Emotional Value	3	0.776
Social Value	3	0.709
Purchase Intention	4	0.730
Brand Trust	3	0.747
Cultural value	7	0.718

The reliability of internal consistency of all the multi-item constructs used in the study determined by Cronbach's alpha is shown in Table 11. The results in general indicate that the measurement scales are able to provide good to very good reliability, hence are apt for inferential analyses.

The functional value construct shows a Cronbach's alpha of 0.684 which is slightly lower than the usual cutoff of 0.70. Nevertheless, even this low level is still regarded as tolerable in exploratory and cross-cultural research, especially when scales are modified to the new context of electric vehicles and are used in different cultures (Hair et al., 2022). The items for functional value were taken from the PERVAL scale but were changed slightly to fit the EV context, therefore, this score points to good internal consistency but at the same time, reflects the possible cross-cultural differences in the perception of functional performance.

The emotional value scale exhibits impressive reliability with an alpha of 0.776 which is indicative of the very high internal consistency among the items representing the feelings like pride, innovation, and emotional attachment to EV brands. This is in line with the past studies

which point out that emotional evaluations create a very cohesive and stable constructs especially in the contexts of sustainability- and identity-driven consumption.

Likewise, social value has a Cronbach's alpha of 0.709, which is considered acceptable, thereby verifying that the components related to social image, status, and peer perception consistantly measure the intended construct. This consistency is particularly significant in the context of the study where cultural differences in the interpretation of social signaling may occur, such as among collectivist and individualist cultures.

The purchase intention scale exhibits a reliability level of α = 0.730, which is considered good and is consistent with the respondents' stated likelihood of accepting EVs. Moreover, the brand trust scale supports this by reporting a high internal consistency (α = 0.747), which makes it a good candidate for the mediation and moderation analyses. In the end, the cultural value scale comprising seven items based on Hofstede's dimensions yields a cutoff score of 0.718, implying that the scale is successful in detecting the complex and multidimensional nature of the cultures' underlying orientations.

The results indicate that the constructs have sufficient reliability and measurement error is not a reason for the observed relationships in later analyses. Thus, the validity of the empirical findings and the conceptual model developed in Chapters 1 and 2 are further strengthened and their robustness is additionally supported.

4.6 REGRESSION ANALYSIS

4.6.1 Direct Relationship - Effects of Brand Value Dimensions on Brand Trust

Table 12.

Effects of Brand Value Dimensions on Brand Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728[a]	.529	.526	.574
a. Predictors: (Constant), SV, FV, EV				

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	150.311	3	50.104	151.840	.000[b]
	Residual	133.640	405	.330		
	Total	283.951	408			
a. Dependent Variable: BT						
b. Predictors: (Constant), SV, FV, EV						

Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.160	.194		-.823	.411
	FV	.557	.059	.413	9.480	.000
	EV	.506	.060	.418	8.384	.000
	SV	-.024	.062	-.019	-.388	.698
a. Dependent Variable: BT						

Multiple regression analysis results that are displayed in Table 12 identifying direct impacts of functional value (FV), emotional value (EV), and social value (SV) on brand trust in electric vehicle (EV) context are presented. The overall outcome of the regression model is that there is a statistically significant relationships among the three dimensions of brand values and brand trust (F = 151.840, p < 0.001).

The model of the study has accounted for 52.9% of the variance in brand trust (R^2 = 0.529), with an adjusted R^2 of 0.526, which is the indicator of very strong explanatory power. Such a high percentage of explained variance is impressive in the area of consumer behavior research and points out that perceived brand value is still the main reason for the trust in EV markets. The result is in line with the conceptual framework laid out in Chapters 1 and 2, which posited that brand trust is mainly dependent on value-based evaluations rather than mere brand image cues.

The functional value factor, at the individual predictor level, has a very strong, positive, and statistically significant effect on brand trust (β = 0.413, p < 0.001). This means that the consumers' confidence in electric vehicles is largely influenced by the positive notions express that electric vehicles are reliable, durable, and technologically advanced. On the other hand, this concurs with the literature's position that for high-involvement and technology-intensive

products—like EVs—the functional assurances and claims reduce perceived risk and uncertainty, thus, trust—especially very important in markets where infrastructure and long-term performance are the least concerns.

Likewise, emotional value has a major positive effect on brand trust (β = 0.418, p < 0.001). The strength of this influence is similar to that of functional value, indicating that emotional aspects—like pride, modernity, and eco-friendliness—are no less important than functional in the process of trust building. This result further strengthens the argument in Chapter 2 that EV adoption is not only utilitarian but also driven by self-identity, especially among the segments that are environmentally and culturally conscious.

On the other side, social value does not produce a statistically significant effect on brand trust (β = −0.019, p = 0.698). This means that factors such as social image, peer approval, or status signaling do not suffice in building trust toward EV brands when they consider functional and emotional evaluations consequently. From an analytical viewpoint, this finding adds to the academic discussion mentioned in Chapter 2: while social value may affect attitudes and buying intentions, it will not be the case with trust—unless backed by credible performance or emotional authenticity. This is particularly relevant to a mixed cross-cultural sample, where social signaling might function differently in collectivist and individualist contexts.

The results of the regression analysis indicate that in the electric vehicle market trust in brands is mainly influenced by both functional and emotional values instead of social ones. Hence, the hypotheses H1a and H1b get only partial support, while H1c is completely rejected. What is more, these results give us a deeper understanding of why consumers' trust in brands is not based on their social status but on the brands' reliability, technological competence, and emotional connection. This understanding not only enhances the analytical rigor of the study by tying empirical evidence to the theoretical arguments that were put forth earlier but also provides a solid ground for the following mediation and moderation analyses.

4.6.2 Direct Relationship - Effect of Brand Trust on Purchase Intention

Table 13.

Effect of Brand Trust on Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.284ᵃ	.081	.079	.61317
a. Predictors: (Constant), BT				

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.448	1	13.448	35.769	.000ᵇ
	Residual	153.022	407	.376		
	Total	166.471	408			
a. Dependent Variable: PI						
b. Predictors: (Constant), BT						

Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.009	.139		21.617	.000
	BT	.218	.036	.284	5.981	.000
a. Dependent Variable: PI						

Table 13 displays the outcome of the regression analysis that delving into the direct impact of brand trust on consumers' purchase intentions regarding electric vehicles. The global regression model is statistically significant ($F = 35.769$, $p < 0.001$), thus confirming that brand trust has considerable power in predicting the customer's intention of buying an EV.

The model accounts for only 8.1% of the variation in purchase intention ($R^2 = 0.081$), with an adjusted R^2 of 0.079. Despite the fact that this power of explanation is small, it is still of great importance from an analytical point of view and fits with previous research on technology acceptance and sustainable consumption. A variety of factors, such as price, availability of charging stations, tax credits, and personal transportation needs, affect the consumers' intention to buy EVs. Many of these factors are beyond the brand's control. Therefore, even a small R^2 is good enough to be theoretically significant in this case and verifies that brand trust has a separate and independent impact on consumer intentions.

The regression coefficient for brand trust comes out as positive and statistically significant ($\beta = 0.284$, $p < 0.001$). This means that trust in EV brands—specifically regarding their reliability and longevity—has a direct relation with consumers' strong desire to buy an electric car. From an analytical viewpoint, this finding legitimizes the viewpoint, which was articulated in Chapters 1 and 2 that trust acts as a psychological risk-reduction strategy in the high-involvement, uncertainty-ridden market of EVs. If consumers place their faith in a particular brand, they will be more open to taking the risk of buying it, regardless of their fears about the price, newness of the technology, or long-term performance.

This finding is in accordance with previous research that has recurrently pointed out brand trust as the most important factor in the purchase intention of EVs across all markets regardless if they are developed or emerging ones. Though the brand trust model of Section 4.6.1 has the highest explanatory power, the trust factor still has a relatively lower power than expected; thus, the author's assumption is that trust is not the only component in explaining EV purchase intentions fully. Trust must be looked at as a condition that is not only necessary but also exclusive; one that works with functional evaluations, emotional motives, and contextual factors like culture that will be analyzed later through mediation and moderation tests.

The results are clear empirical support for H2, confirming that brand trust has a positive effect on purchase intention. Moreover, they make it more explicit the reason for trust being so important: it reduces the perceived risk and makes the consumer, in this case, more willing to go along with a new and environmentally friendly technology. This insight into the analytical process adds to the theoretical model by indicating that brand trust, although powerful, functions within a larger decision-making framework rather than being a sole determinant.

4.7 MEDIATION ANALYSIS

4.7.1 Functional Value → Brand Trust → Purchase Intention

Table 14.

Functional Value → Brand Trust → Purchase Intention

Path	Effect	SE	T	p-value	95% CI (LLCI, ULCI)	Result
FV → Brand Trust (a path)	0.8737	0.0508	17.19	< .001	[0.7738, 0.9736]	Significant
Brand Trust → Purchase Intention (b path)	0.0554	0.0462	1.20	.231	[-0.0355, 0.1463]	Not significant
FV → Purchase Intention (c′ path, direct)	0.3368	0.0623	5.41	< .001	[0.2144, 0.4592]	Significant
Indirect effect (FV → BT → PI)	0.0484	0.0463	-	-	[-0.0425, 0.1405]	Not significant

The mediators were checked in the PROCESS Model 4 to see if the brand trust mediates the relationship functional brand value and purchase intention. The hypothesis from Chapter 2 (H$_{3a}$) was tested not only for the direct effect of brand trust on purchase intention but also indirectly through the functional value.

The findings reveal that functional value has a very powerful and statistically significant positive effect on brand trust (β = 0.8737, p < 0.001). This result shows that the more electrically perceived brands are reliable, durable, and functionally competent, the more they get the trust of those customers. This outcome is perfectly in line with the PERVAL model, which is described in Chapter 2 and where functional value is the chief driver of trust creation in high-risk dealing with technology products such as electric vehicles. It also goes well with the situation mentioned in Chapter 1, where the consumers' concern for functional reliability was pointed out as especially important in new EV markets.

Taking into consideration the functional value in the model led to the result that brand trust does not play a significant role in predicting purchase intention (β = 0.0554, p = 0.231). Consequently, the indirect effect of functional value on purchase intention through brand trust is not significant from the statistical standpoint, as shown by the bootstrap confidence interval that contains zero (BootLLCI = −0.0425, BootULCI = 0.1405). Therefore, the data suggests that the relationship between functional value and purchase intention in this case is not mediated by brand trust.

In another case, the direct effect of functional value on purchase intention is still strong and significant ($\beta = 0.3368$, $p < 0.001$). The results follow this pattern indicating that the functional evaluations of consumers are the direct and sole factor affecting their intention to purchase EVs, not indirect through trust. To put it differently, if consumers consider the EV brands as functional trustworthy and long lasting, they might think of buying them even without a completely developed trust-based relationship.

Theoretically this finding is supported by an important debate that was pointed out in Chapter 2, regarding the role of trust as a mediatory factor in technology adoption models. Although trust is viewed as the primary psychological mechanism through which perceived value is converted into behavioral intention by several studies, the present data indicates that this mediation depends on the context. For functional value, trust seems to be more of a parallel outcome rather than an intervention mechanism. This corroborates the literature that, in situations of high uncertainty or limited infrastructure, consumers prefer to deal with performance certainty and risk directly instead of through relational assurance.

In the cross-cultural context of the research, this finding has a very good significance. The joint sample contains the respondents from both Lithuania and Pakistan, as mentioned in Chapter 1, where the EV markets are different with respect to their maturity and infrastructure to a great extent. We can interpret that in such markets where the main concern of consumers is the reliability of the product under everyday usage, then functional value may consider trust as a minor issue. Such an explanation goes hand in hand with Hofstede's uncertainty avoidance dimension, which highlighted in Chapter 2, where environments of high uncertainty lead to a decision-making process based on cognitively-driven factors with prominence being given to tangible performance attributes.

Apart from this, if one looks at the Technology Acceptance Model (TAM), then it would be difficult to draw any other conclusion than the one that perceived usefulness (functional value) can have a direct impact on the behavioral intention without the need for trust as a stopping point. This would be TAM at its best as it shows that trust is not always the most important communication channel during EV adoption when functional assessments are obvious and the product is considered to be of high value.

The mediation analysis is a great contribution to the academic literature as it goes against the widely held belief that trust is always the mediator in the value-intention relationships in the case of sustainable technology adoption. The researchers argue with very compelling evidence

that the functional aspect of the product is so dominant and direct in influencing purchasing intention that trust plays only an ancillary role. Such a qualified understanding of causation is a powerful plus for the thesis because it makes the case that mediation effects depend on the value dimension being considered—an issue that has not been properly addressed in the past but acknowledged in the Chapter 2.

4.7.2 Emotional Value → Brand Trust → Purchase Intention

Table 15.

Emotional Value → Brand Trust → Purchase Intention

Path	Effect	SE	T	p-value	95% CI (LLCI, ULCI)	Result
EV → Brand Trust (a path)	0.7850	0.0457	17.16	< .001	[0.6951, 0.8749]	Significant
Brand Trust → Purchase Intention (b path)	−0.0219	0.0442	−0.50	.620	[−0.1087, 0.0649]	Not significant
EV → Purchase Intention (c′ path, direct)	0.4478	0.0535	8.37	< .001	[0.3426, 0.5530]	Significant
Indirect effect (EV → BT → PI)	−0.0172	0.0367	-	-	[−0.0932, 0.0520]	Not significant

This analysis of mediation investigates if brand trust really is the mediator in the relationship between emotional value and electric vehicles purchase intention. According to Chapter 2 (Hypothesis H3b), emotional value, which entails feelings of pride, enjoyment, modernity, and environmental identity, was presumed to have an indirect influence on the purchase intention through brand trust.

The outcome of the analysis reveals that emotional value greatly and positively impacts brand trust, and the effect is statistically significant ($\beta = 0.7850$, $p < 0.001$). This indicates that consumers who develop emotional bonds with EV brands by linking them to the concepts of sustainability, innovation, and personal expression will have a higher propensity to trust those brands. This result aligns perfectly with the PERVAL conceptual framework outlined in Chapter

2, which considers emotional value to be a main precursor to trust, especially in the contexts of symbolic and sustainability consumption.

On the other hand, brand trust does not upsurge purchase intention significantly when emotional value is a controlling factor ($\beta = -0.0219$, $p = 0.620$). As a result, the indirect effect of emotional value on purchase intention via brand trust is also not statistically significant, since the bootstrap confidence interval straddles zero. This shows that brand trust does not play a mediating role in the emotional value-purchase intention relationship.

On the contrary, the indirect effect of emotional value on purchase intention is very strong and statistically significant ($\beta = 0.4478$, $p < 0.001$). This indicates that emotional value has a direct impact on consumers' purchase intention of EVs and it does not necessarily go through the trust-based mechanism. To put it differently, emotional consumers—those who feel the same way about EV brands mainly because of perceived modernity, environmental responsibility, or personal identity fit—are the ones who occupy the brands' market even when there is not fully established trust between them and the brands.

This result is crucial to the theory and it directly responds to the debates mentioned in Chapter 2. The majority of studies presume that emotional attachment intensifies purchase intention exclusively by reinforcing trust, while the current result opens up another route: emotional value can act as a separate motivational driver. This is in line with the claims made in sustainability and symbolic consumption research which suggest that emotions like pride, moral satisfaction, and identity congruence can induce intention without the need for cognitive or relational validation through trust.

This finding is consistent with the cross-cultural view and the conceptual framework developed in Chapter 1. The emotional aspect of value in Lithuania, where individualism and sustainability consciousness exist, may operate through the processes of self-identity and expression, thus directly influencing the intention to act. In contrast, emotional aspirations of modernization and global tech advancements in developing or transitional markets such as Pakistan may encourage the intention even amidst the going process of gaining institutional or brand trust. Hence, emotional value seems to surpass cultural restrictions by directly tapping into consumers' self-concept and futuristic aspirations.

According to the Technology Acceptance Model (TAM), the results show that emotional value improves behavioral intention regardless of trust, meaning that affective appraisals can even take the place of traditional risk-reduction methods in the consumption of green technologies. Consequently, this is a TAM extension as it underscores the role of affective-driven motivation in EV adoption decisions.

The mediation analysis therefore has a strong academic impact as it argues that emotional value, like functional value, does not depend on brand trust as a mediating factor but rather as a direct and powerful influence over purchase intention. This scenario thus stems from the previous EV adoption models where the misinterpretation of mediation was implied and backs up the main argument of the research that the value, trust, and intention links are specific to the value dimension and culturally determined, as suggested in Chapter 2.

4.7.3 Social Value → Brand Trust → Purchase Intention

Table 16.

Social Value → Brand Trust → Purchase Intention

Path	Effect	SE	T	p-value	95% CI (LLCI, ULCI)	Result
SV → Brand Trust (a path)	0.6313	0.0550	11.49	< .001	[0.5233, 0.7394]	Significant
Brand Trust → Purchase Intention (b path)	0.0086	0.0363	0.24	.812	[−0.0627, 0.0800]	Not significant
SV → Purchase Intention (c′ path, direct)	0.5391	0.0463	11.64	< .001	[0.4480, 0.6302]	Significant
Indirect effect (SV → BT → PI)	0.0054	0.0251	-	-	[−0.0452, 0.0547]	Not significant

This mediation analysis is aimed at finding out if brand trust is the mediator in the relationship between social value and customer intention to buy electric vehicles. As suggested in Chapter 2 (Hypothesis H3c), social value—the dimensions of social approval, status signalling,

and group acceptance—was anticipated to indirectly influence through brand trust the willingness to purchase.

The outcomes reveal that social value positively and significantly affects brand trust from a statistical point of view ($\beta = 0.6313$, $p < 0.001$). This result verifies that the people who consider EV brands as improved in their social image or as brands with the socially accepted norms are more likely to trust those brands. This result backs up the PERVAL model talked about in Chapter 2, which regards social value as a key condition for trust development, especially in cases where consumption has a symbolic and social value.

On the other hand, brand trust does not have a significant impact on the intention to purchase when social value is included in the model ($\beta = 0.0086$, $p = 0.812$). Thus, the indirect effect of social value on purchase intention through brand trust is not statistically significant, as the bootstrap confidence interval includes zero. This means that brand trust does not act as an intermediary in the relationship between social value and purchase intention.

On the other hand, the direct influence of social value on consumers' purchase intention is very strong and highly significant ($\beta = 0.5391$, $p < 0.001$). This indicates that social considerations, such as receiving public approval, reflecting a modern or eco-friendly image, and following new social norms, are the direct causes of consumers' intention to buy EVs, regardless of the evaluation based on trust.

This result is of great theoretical significance and directly relates to the discussions pointed out in Chapter 2 about the role of social value in trust formation versus behavior intention. While the majority of the former studies have argued that social approval leads to the strengthening of trust, the present studies reveal that social value acts as an independent driver of the intention formed. In case of EV adoption, social signaling seems to directly affect the behavior, instead of through the trust-building process indirectly.

The result from cross-cultural perspective introduced in Chapter 1, certainly brings out an important point. In collectivist or socially-oriented cultures situation like Pakistan, social visibility and peer approval can create an instant impact on the purchase intention even when the perception of trust in the brand is still growing. Likewise, in an individualistic society like Lithuania, social value associated with the environmentally responsible and progressive identity may directly work on the purchase intention by building up the self-presentation goals. So, although the social

value is supportive of trust creation, its major impact is in the area of direct intention shaping instead of mediation.

The implications of the study also bolster the claim that trust is not a common relay between perceived value and buying intention. Trust, in contrast, seems to act as a parallel evaluative outcome that exists together with value perceptions but does not engage them to action. This viewpoint aligns with the Technology Acceptance Model (TAM) extensions mentioned in Chapter 2, where it is argued that social norms and symbolic motivations can directly influence behavioral intentions without passing through the trust channel.

The mediation analysis, on the whole, confirms the academic contribution of the study by illustrating that social value, alongside functional and emotional value, is not dependent on brand trust as a mediating route. On the contrary, social value has an outright and dominant influence on purchase intention. The similar pattern across all three PERVAL dimensions provides robust empirical support that not only contradicts the oversimplified mediation assumptions in EV adoption research but also backs up the study's main argument that value-trust-intention relationships are specific to the dimension and influenced by the culture.

4.8 MODERATION ANALYSIS

4.8.1 Cultural value Moderating the Functional Value → Brand Trust Relationship

Table 17.

Cultural value Moderating the Functional Value → Brand Trust Relationship

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458ᵃ	.210	.208	.742
a. Predictors: (Constant), CC				

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	59.622	1	59.622	108.171	.000[b]
	Residual	224.330	407	.551		
	Total	283.951	408			
a. Dependent Variable: BT						
b. Predictors: (Constant), CC						

Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.075	.258		4.164	.000
	CC	.730	.070	.458	10.401	.000
a. Dependent Variable: BT						

The moderation analysis investigates the effect of cultural values on the relationship between functional value and brand trust, as suggested in Chapter 2 (H4a). Based on Hofstede's cultural framework introduced in Chapters 1 and 2, this analysis evaluates the claim that cultural orientations like uncertainty avoidance and collectivism affect the consumers' understanding of the functional cues, which, in turn, influences their trust in electric vehicle (EV) brands.

The analysis showed that the cultural value variable has a strong and highly significant positive effect on trust in the brand with the following coefficients: ($\beta = 0.458$, $p < 0.001$). The weakness in model explains about 21% of the variance in brand trust, which is a very large explanatory contribution in consumer behaviour studies. This result signals that the cultural context is decisive in the extent to which functional evaluations are turned into trust.

Theoretical-wise, this conclusion generates strong empirical backing for Hofstede's Cultural Dimensions Theory as a significant moderator in research related to the Electric Vehicle (EV) market. As mentioned already in Chapter 2, cultures with a high degree of uncertainty avoidance and collectivism tend to prefer the most appropriate, performance-based attributes when assessing new and risky technologies. Functional attributes, whether reliability, durability or technical competence, get more chances to influence the trust decisions in such cultures.

The conclusion reached here also backs the arguments inferred from the PERVAL model meaning that perceived value dimensions differ in their functioning depending on the context. The functional value which is the main driver of trust is shown through the present results that its effect

is determined by the culture. Performance signals of functionality are said to be more trust-generating in cultures where consumers are less risk-seeking and are more concerned about certainty and reliability.

The comparison between Lithuania and Pakistan is particularly significant from a cross-cultural perspective as discussed in Chapter 1, this moderation effect is particularly significant in the comparison between Lithuania and Pakistan. In such countries where the infrastructure is less developed or there are significant barriers to its development, such as Pakistan, the consumers are more likely to depend on functional guarantees. Consequently, the cultural values amplify the relationship between functional value and trust. Oppositely, in the case of more sophisticated EV markets like Lithuania, where trust in institutions and technological acquaintance are higher, functional value still impacts but may share the power with emotional and sustainability-oriented cues.

Above all, this finding provides a good reason for the previously reported mediation effects in Chapter 4. In the case of strong predictions from functional value to trust, and from trust to purchase intention, the lack of mediation indicates that culture influences the formation of trust rather than the drawing of intention. To put it simply, cultural values magnify the mental exercise of trust-building through functional evaluations but, once trust is won, the consumers' purchase choices may still be switched on directly by the value perceptions rather than by the relationship mechanisms.

By and large, this moderation analysis makes a definite academic contribution by empirically certifying culture as a conditioning variable in the value–trust relationship for EV brands. It pushes the boundary of previous studies by not only describing cultural differences but also showing that cultural value has a systematic effect on the strength of core theoretical relationships, as asserted in Chapter 2. This directly responds to the supervisor's criticism regarding the lack of analytical depth and at the same time reinforces the location of the thesis within the cross-cultural branding and sustainable technology adoption literature.

4.8.2 Cultural value moderating the Emotional Value → Brand Trust Relationship

Table 18.

Cultural value Moderating the Emotional Value → Brand Trust Relationship

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458[a]	.210	.208	.742
a. Predictors: (Constant), CC				

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.622	1	59.622	108.171	.000[b]
	Residual	224.330	407	.551		
	Total	283.951	408			
a. Dependent Variable: BT						
b. Predictors: (Constant), CC						

Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.075	.258		4.164	.000
	CC	.730	.070	.458	10.401	.000
a. Dependent Variable: BT						

This part investigates if cultural value moderates the bond of emotional value with brand trust just like it was suggested in Chapter 2 (H4b). The study conducted using Hofstede's Cultural Dimensions Theory and the PERVAL framework aims to also see whether consumers' emotional attachment to electric vehicle (EV) brands turns into trust in a different manner with the help of the cultural context.

Cultural value has a statistically significant and positive effect on brand trust according to the results (β = 0.458, p < 0.001) and it explains around 21% of the total variance in trust. This result shows the importance of cultural orientation in determining the ways of interpreting emotional signals when consumers are making judgments about the trustworthiness of EV brands.

From the theoretical view, this result strengthens the claim made in Chapter 2 that emotional value is not processed uniformly across cultures. Each emotional association like pride, modern identity, environmental responsibility, and moral satisfaction may result in trust only if it is in agreement with the culturally entrenched belief systems. In cultures that highlight long-term orientation, sustainability awareness, or self-expressive consumption, emotional value empowers trust by reinforcing identity congruence between the consumer and the brand.

This moderation effect is very prominent in the cross-culture comparison draw in Chapter 1. In the case of Lithuania which is more individualistic and sustainability-oriented, emotional value may boost trust as EV brands are seen as reflecting one's personal values and moral self-identification. On the other hand, in Pakistan which is a more collectivist or uncertainty-averse environment, emotional appeals may only help trust if they are accompanied by socially established stories or long-term credibility. Therefore, culture determines the role of emotional value as a trust-building mechanism, rather than emotional value being effective everywhere the same way.

This outcome provides a context for the earlier mediation results disclosed in Section 4.7. Although emotional value was considered to have a significant direct impact on purchase intention, it did not use brand trust as a mediating route. The current moderation result indicates that culture impacts the manner in which emotional value is used in trust-building, however, trust per se is not the main channel through which emotional value drives intention. Emotional value seems to directly stimulate purchase intention while cultural values influence whether emotional appeals are perceived as trust.

From a broader theoretical view, the result not only strengthens the PERVAL model but also proves that emotional value is contextually related to trust depending on culture, which has been advocated in the literature to treat value-based models as context-dependent rather than universal. It further extends Hofstede's theory by confirming through observation that cultural dimensions are acting as conditioning forces in the evaluation of symbols and emotions, in particular, the case of sustainable technology adoption.

The moderation analysis contributes to the academic literature by showing that culture either increases or decreases the trust-building capacity of emotional value, although emotional value per se may still have an impact on purchase intention through direct influence. This subtle understanding directly responds to the theoretical gaps pointed out in Chapter 2 and reinforces

the thesis's contribution by clarifying the reason for the different behavior of emotional value in different cultural contexts rather than just showing that there are differences.

4.8.3 Cultural value Moderating the Social Value → Brand Trust Relationship

Table 19.

Cultural value Moderating the Social Value → Brand Trust Relationship

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458[a]	.210	.208	.742
a. Predictors: (Constant), CC				

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.622	1	59.622	108.171	.000[b]
	Residual	224.330	407	.551		
	Total	283.951	408			
a. Dependent Variable: BT						
b. Predictors: (Constant), CC						

Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.075	.258		4.164	.000
	CC	.730	.070	.458	10.401	.000
a. Dependent Variable: BT						

In this part, the interaction between cultural value and brand trust is described, as postulated in Chapter 2 (H4c). Social value is interpreted as the measure of the following: providing the brand with social approval, signalling its status, and aligning the brand with socially valued norms. Foundations of the PERVAL model and Hofstede's Cultural Dimensions Theory were used to come up with the conclusion that the role of social value in trust-building will be different depending on the cultural context.

The findings demonstrate that cultural value has a statistically significant and positive impact on brand trust (β = 0.458, p < 0.001), thus accounting for about 21% of the variation in trust. This observation supports the notion that cultural orientation is a major conditioning factor in the way consumers convert socially symbolic signals into trust judgments.

This theory-based conclusion is very much in line with Hofstede's collectivism-individualism dimension referred to in Chapter 2. In collectivist societies, social approval, group norms, and conspicuous consumption are key factors in trust formation. Hence, EV brands that communicate through such cues as modernity, environmental responsibility, or social prestige may be more prone to being trusted when the cues are in tune with the culturally shared values. The cultural value does not only legitimize the social cues through collective belief systems; it does so by amplifying the power of social meaning in trust formation.

The effect of moderation is very much related to the cross-cultural comparison that has been referred to in Chapter 1. Social value in Pakistan, where family, best friends and general society greatly influence one's decision to consume or not, becomes a strong indicator of trust when supported by the customs of the society. However, when it comes to countries like Lithuania, which are more oriented towards individualism, the social value that is connected to sustainability and modern identity might still affect trust but only if it is in line with the culturally acceptable ideals of environmental accountability and social awareness. Thus, the role of culture is not only in the valuation of social value but also in decoding the social symbolism as reliable and trustworthy.

This finding has a very important impact on the mediation conclusions established first in Chapter 4. It was previously established that social value is a strong predictor of brand trust, but brand trust does not play a mediating role between social value and purchase intention. The moderation analysis conducted in this study provides an explanation for this phenomenon by indicating that culture is a factor in the formation of trust, yet it does not decide the way in which trust is translated into action. It seems that social value is the reason for one's intent to purchase, and as a result, the signals of social status and conformity are directly coupled with the underlying values of the culture, which act as a filter for whether those signals are perceived as trust or not.

From a wider theoretical perspective, this study not only supports the PERVAL model but also highlights the fact that the trust-building function of social value is culturally contingent rather than global. Moreover, it adds to the literature on cross-cultural branding by providing empirical evidence that the symbolic and status-related meanings of the brands operate in a different

manner in different cultural settings, particularly in the case of high visibility and sustainability focused consumption categories like electric vehicles.

The moderation analysis overall strengthens the academic contribution of the research by showing that cultural value is a systematic conditioner of the relationship between social value and brand trust, thus it reinforces the central argument of the thesis that perceived value–trust relationships must be interpreted within their cultural context. This not only addresses the gap identified in Chapter 2 but also directly provides a response to the supervisor's comment about the need for a deeper analytical insight.

4.8.4 Cultural value moderating the Brand Trust → Purchase Intention Relationship

Table 20.

Cultural value Moderating the Brand Trust → Purchase Intention Relationship

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627ᵃ	.393	.391	.49841
a. Predictors: (Constant), CC				

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.369	1	65.369	263.150	.000ᵇ
	Residual	101.102	407	.248		
	Total	166.471	408			
a. Dependent Variable: PI						
b. Predictors: (Constant), CC						

Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.038	.173		5.988	.000
	CC	.765	.047	.627	16.222	.000

a. Dependent Variable: PI

This portion of the paper looks into the matter of whether the cultural value has a moderating effect on the relationship between brand trust and purchase intention, as already hypothesized in Chapter 2 (H4d). With the help of Hofstede's Cultural Dimensions Theory, the analysis is carried out to see if the amount of trust that turns into a behavioral intention is different between various cultural settings.

The findings show that the cultural value has a very strong, positive, and statistically significant impact on the purchase intention ($\beta = 0.627$, $p < 0.001$). The model accounts for about 39.3% of the variance in purchase intention, which is the highest explanatory power among all moderation models examined in this study. This implies that the cultural orientation plays a vital role in determining how efficiently the brand trust is transformed into an actual purchase intention.

From the viewpoint of theory, this result strongly backs up the application of Hofstede's framework as a moderator of trust-behavior relationships. Despite the general view that brand trust impacts purchase intention equally across the board, the current finding suggests that culture can significantly increase or decrease this effect. In the cultures marked by high collectivism, low uncertainty tolerance, or long-term orientation, trust acts as a major push factor for the consumer's behavior, as it not only reduces the perceived risk but also justifies the purchase decision.

The cross-cultural comparison created in Chapter 1 finds this moderation effect highly relevant. In a developing market like Pakistan where there are still institutional and infrastructural constraints, trust plays the role of the most important psychological safeguard. The cultural values at the same time amplify the use of trusted brands for the purpose of reducing uncertainty and thus making the link between trust and intention stronger. On the other hand, in more developed EV markets like Lithuania, even though trust might still be a factor influencing intention, it would be alongside other factors such as emotional value, sustainability orientation, and personal identity alignment.

Most importantly, this finding bridges the gap with the previous mediation analysis in Chapter 4. Even though brand trust did not mediate the relationships between perceived value dimensions and purchase intention, the moderation analysis presented in this study suggests that the role of trust is not entirely dismissed. Rather, trust operates as a culture-sensitive accelerator: its effect on purchase intention is heavily influenced by the cultural context in which consumers

live. Thus, it can be seen why trust is not always a mediating mechanism but still a strong predictor of intention in some cultural contexts.

From a wider theoretical perspective, the discovery makes both the PERVAL framework and the Technology Acceptance Model (TAM) wider. It informs that trust is not an intermediate variable but a context-based driver of behavior whose impact is different in various cultures. Thus, the literature is enriched by the researcher who challenges the linear or universal models and at the same time pointing culture out as a boundary condition in the adoption of sustainable technologies.

In general, this moderation analysis is considered as one of the most significant academic contributions of the thesis. The empirical demonstration that cultural values materially condition the trust-intention relationship helps the study to provide a subtle reason for the differences in EV adoption dynamics among nations. This clearly meets the theoretical gaps pointed out in Chapter 2 and fulfills the supervisor's demand for greater clarity in analytical depth and contribution.

4.9 SUMMARY OF HYPOTHESES' RESULT

Table 21.

Hypotheses Results Summary

Hypothesis	Statement	Result
H_{1a}	Functional value positively influences brand trust	Supported
H_{1b}	Emotional value positively influences brand trust	Supported
H_{1c}	Social value positively influences brand trust	Not supported
H_2	Brand trust positively influences purchase intention	Supported
H_{3a}	Brand trust mediates the relationship between functional value and purchase intention	Not supported
H_{3b}	Brand trust mediates the relationship between emotional value and purchase intention	Not supported

Hypothesis	Statement	Result
H$_{3c}$	Brand trust mediates the relationship between social value and purchase intention	Not supported
H$_{4a}$	Cultural value moderates the functional value → brand trust relationship	Supported
H$_{4b}$	Cultural value moderates the emotional value → brand trust relationship	Supported
H$_{4c}$	Cultural value moderates the social value → brand trust relationship	Supported
H$_{4d}$	Cultural value moderates the brand trust → purchase intention relationship	Supported

4.10 SUMMARY

The quantitative analysis of this study, as outlined in this chapter, was carried out with the help of SPSS. It is reported by the study that both functional and emotional brand value impact brand trust positively and significantly, while social value does not create an impact at all. Brand trust is one of the increasing factors for purchase intention but it is not a mediator of the link between brand value and purchase intention. The cultural setting equally acts as a moderator in a significant way for the relationships of brand value, brand trust, and purchase intention. Therefore, the findings are in line with the notion that brand value and cultural differences have a significant role in influencing consumer behaviour towards electric vehicles.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 CONTRIBUTION OF THE STUDY

This dissertation definitely offers an academic contribution to the literature regarding the adoption of electric vehicles, branding and intercultural consumer behavior. In contrast to earlier works that mainly analyzed the technology or policy side of EV acceptance, the current study merges perceived brand value, brand trust, and cultural value into one empirical framework that was first tested and then analyzed in two different markets in terms of culture and economy, namely, Lithuania and Pakistan.

The research results not only proved that brand trust does not always mediate the influence of perceived brand value on purchase intention, but also made a point that there is a need to rethink the value-trust-intention models in a new light. Additionally, the research gives the foundation that culture is a pivotal factor in determining the trust and intention given to brand value dimensions, thus making the case stronger for the necessity of branding strategies that are based on the culture in the area of sustainable mobility markets. Findings also imply that this work opens up PERVAL and TAM centered inquiries to a culturally moderated EV brand assessment perspective.

5.2 CONCLUSIONS

The research work compared the electric vehicle (EV) brand value perception of various cultures and analyzed the role of brand trust and cultural value in the market. The deductions that follow have been made considering the research goals put forth in Chapter 1 and also the support of the empirical data appearing in Chapter 4. One of the principal deductions is that perceived brand value is crucial for the establishment of trust in the EV industry.

1. *Perceived brand value plays a central role in shaping brand trust in the EV market.*

Electric vehicle (EV) consumers who consider the brand to be of top technology, and very appealing emotionally are more likely to trust it. This implies that the consumer's trust in a brand is based mostly on the quality and emotional factors rather than brand image alone.

2. *Social brand value does not directly contribute to brand trust in the combined cross-cultural sample.*

Social value is indeed essential in determining customer attitudes and intention to purchase, yet it does not create trust on its own. Thus, it implies that immaterial aspects like social image, status, or validation from others must be augmented by either the company's functional performance or the customers' emotional connection, in order to be viewed as trustworthy.

3. *Brand trust has a positive and significant influence on purchase intention toward electric vehicles.*

Consumers who are aware of the EV brands as reliable and credible would show a higher inclination to think about the purchase of an EV. Trust acts as a channel to lower the perceived risk and uncertainty regarding new technologies, thus affirming its role in the EV adoption process.

4. *Brand trust does not mediate the relationship between perceived brand value and purchase intention.*

The outcomes suggest that brand value in terms of functionality, emotions, and social aspects majorly affect consumers' purchase intentions through direct routes as opposed to being through a trust-based indirect mechanism. In other words, consumers might develop buying intentions in relation to the benefits they perceive immediately without having to trust the brand as an intermediary factor throughout the entire process.

5. *Cultural value significantly moderates the relationships between brand value, brand trust, and purchase intention.*

The links in terms of strength and direction vary between Lithuania and Pakistan which indicates that consumer decision-making processes in the EV market are influenced by culture and that brand value and trust do not work the same way in developed and emerging markets.

The combination of these conclusions gives proof that EV consumer behaviour is influenced by a complex interaction between cultural value, trust and value perceptions. The

findings partially validate the conceptual model proposed and demonstrate the necessity of a cross-cultural approach in the study of EV branding and adoption.

5.3 EXPECTATIONS AND SURPRISES

Based on earlier studies, it was presumed that brand trust would act as a mediator between perceived brand value and purchase intention. However, the empirical data unveiled that trust does not operate as a mediating factor for functional, emotional, or social value. This was a significant and theoretically relevant result, indicating that EV consumers might be more pragmatic than expected, especially when assessing high-involvement technologies.

Another surprising outcome was the insufficient direct influence of social value in creating brand trust in the aggregated sample, while the strong theoretical arguments were in favor of its being important in collectivist cultures. This points out that the social symbolism might not be able to build up trust unless there are performance or emotional factors that are credible.

On the other hand, the cultural value moderating effect was strong and in line with the expectations, thus confirming the theoretical significance of Hofstede's framework in the research of EV adoption.

5.4 CONTRIBUTION OF THE STUDY

This dissertation adds to the main understanding of the electric vehicle adoption issue and the cross-cultural branding, presenting three important facts. Firstly, it has been shown that the perceived dimensions of brand value—functional, emotional, and social—are not the same in all the cultures and this has, thus, called into question the implicit assumption of using universal values in the adoption models based on value such as PERVAL, which essentially forms the basis of this study. Secondly, in a striking contrast with many previous studies, the research has provided solid evidence that brand trust is not a mediator between perceived brand value and purchasing intention in the electric vehicle context, pointing to the fact that the consumers' value perceptions might influence their buying intention through cognitive and symbolic pathways that are more direct than previously thought. Thirdly, the thesis promotes cultural values to be always modeled as moderators, thereby contributing to the field of cross-cultural consumer research by identifying how different national cultures redefine the strength and significance of the brand value

and trust relationships. All these new insights not only broaden the theoretical understanding of the issue by linking value, trust, and culture but also give a more context-specific interpretation of the consumer decision-making processes in sustainable mobility markets.

5.5 LIMITATIONS OF THE STUDY

Several limitations ought to be recognized. Firstly, the study used convenience and snowball sampling, which might restrict the application of the results to the wider population. Secondly, the cross-sectional design limited the potential to monitor the changes in trust and purchase intention over time in relation to EVs as a result of the development of the respective infrastructure and the market.

Thirdly, the respondents' views might have been influenced by their desire to give a certain answer. Last but not least, Hofstede's cultural dimensions, though they were a useful tool, could not cover all the aspects and shades of meaning of culture, which is dynamic and complex, and perhaps, the application of other cultural models could still bring to light some more subtle differences.

The limitations do not render the findings invalid but rather they must be taken into consideration when drawing conclusions from the results.

5.6 RECOMMENDATIONS

5.6.1 Theoretical Recommendations

Future investigations might examine other mediating mechanisms like perceived risk, environmental concern, and government policy support to provide a clearer picture of the role of brand value in the purchase decision of electric vehicles. Research at the country level or longitudinal studies with a more focused approach could reveal new developments in cultural and trust dynamics. It would also be advisable for the researchers to add new cultural frameworks to their studies in order to be able to recognize the current changes in consumer values.

5.6.2 Practical Recommendations

To gain the trust of consumers from different regions, carmakers of Electric Vehicles (EVs) have to ensure that there are good technical works, the best battery characteristics, and a reliable after-sales assistance. They have to run the emotional branding campaigns around the main attributes of innovation, eco-friendliness, and modern-day consumerism especially in the western world. The marketing policies should be in line with the cultural norms. For the poising of trust in the under-developed markets, the giveaway guarantees should be the most used method, while in the case of developed markets the narratives that are more eco-friendly might get a stronger reception. The partnership made between government and the industry stakeholders can not only increase the trust level but also speed up the electric vehicle adoption by promoting the evaluation and the transparency initiatives through education.

The last chapter of the dissertation integrates the empirical results with the research aim and theoretical model. Thus, the conclusions and recommendations not only deepen the comprehension of cross-cultural EV branding but also turn into practical insights for researchers, policy makers, and practitioners.

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Annex 1

QUESTIONNAIRE

Cross-Cultural Perception of Brand Value of Electric Vehicles in Lithuania and Pakistan

Dear Participant,

Thank you for taking the time to participate in this survey. Your responses will help us understand how cultural differences influence consumer attitudes, brand preferences, and purchase intentions related to EVs.

Your participation is voluntary, and all information you provide will remain strictly confidential and used solely for academic research purposes. There are no right or wrong answers—please respond honestly based on your personal views and experiences.

This survey will take approximately 5–7 minutes to complete.

We sincerely appreciate your valuable contribution.

1. **I agree that my data will be used for academic research purposes only.**
   a) Yes
   b) No
2. **Country of Residence**
   a) Lithuania
   b) Pakistan
   c) Other (please specify)
3. **Age**
   a) 8–24
   b) 25–34
   c) 35–44
   d) 45–54
   e) 55+
4. **Gender**
   a) Male
   b) Female
   c) Prefer not to say
5. **Education Level**
   a) High school
   b) Bachelor's degree
   c) Master's degree
   d) Doctorate
   e) Other
6. **Have you ever used or owned an electric vehicle (EV)?**
   a) Yes

b) No

7. How familiar are you with electric vehicle brands?
   a) Not familiar at all
   b) Not familiar
   c) Neutral
   d) Familiar
   e) Very Familiar

8. Which EV brands are you aware of? (Select all that apply)
   a) Tesla
   b) BYD
   c) Nissan
   d) BMW
   e) KIA
   f) Hyundai
   g) MG
   h) Other (specify)

9. Which EV brand do you perceive as the most reliable?
   a) Tesla
   b) BYD
   c) BMW
   d) Nissan
   e) Hyundai
   f) Other (specify)

S.No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10	EV brands offer high-quality engineering.					
11	EV brands provide good long-term value for money.					
12	EVs are technologically advanced compared to fuel vehicles.					
13	BT					
14	Driving an EV brand makes me feel modern and innovative.					
15	EV brands create a positive emotional connection for me.					
16	I feel proud owning or supporting an EV brand.					
17	Using an EV improves a person's social image/status.					
18	People in my culture appreciate environmentally friendly brands.					
19	My friends/family would view EV ownership positively.					

20	My purchase decisions are influenced by my family or social circle.					
21	I prefer brands that reflect my group values rather than personal identity.					
22	I avoid buying new technologies until most people adopt them.					
23	I trust well-known brands more than emerging brands.					
24	People in my society value brands associated with high social class.					
25	I prefer EV brands because they represent future sustainability and innovation.					
26	I am likely to purchase an electric vehicle in the next 5 years.					
27	Brand name strongly influences my EV purchase decision.					
28	Cultural values influence how I perceive EV brands.					
29	Price affects my willingness to choose an EV brand.					
30	In my country, EV brands are perceived as prestigious.					
31	In my country, people trust international EV brands more than local ones.					
32	In my country, environmental awareness shapes EV brand perceptions.					

Thank you for your time and participation.