

CONSUMER PERCEPTION AND SATISFACTION WITH ELECTRIC VEHICLE

Lavish Menghwani
BBA Final Year
The Bhopal School of Social Sciences (BSSS)

ABSTRACT

Electric vehicles (EVs) are becoming more popular as people look for eco-friendly transportation options. However, consumer perception and satisfaction are important factors in the widespread adoption of EVs. This study explores how people feel about EVs, what influences their decisions to buy or avoid them, and how satisfied EV owners are with their vehicles. The research focuses on key factors like awareness, affordability, charging stations, environmental benefits, performance, and overall user satisfaction.

A descriptive research design is used to collect and analyze consumer opinions. Data is gathered through a structured questionnaire, shared both online and offline. A total of 83 people participated in the survey, including EV owners, potential buyers, and general consumers. A convenience sampling method was used to include people who are already using EVs, those thinking about buying one, and those who are aware of EVs but have no immediate plans to purchase. The collected responses are analyzed using graphs, charts, and statistical tools to find patterns in consumer perception and satisfaction.

The results show that while many people see the environmental benefits of EVs, some factors make them hesitant to buy one. The biggest concerns include high prices, limited charging stations, battery life, and maintenance costs. People who already own an EV are mostly happy with their vehicles because of lower fuel costs and a smooth driving experience, but some find the lack of charging stations and long charging times frustrating. Potential buyers are interested in EVs but want better government support, lower prices, and more charging points before making a decision. General consumers, while aware of EVs, still have doubts about whether they are practical and affordable.

This study highlights that while people are becoming more open to the idea of EVs, companies, policymakers, and marketers need to take action to improve EV affordability, infrastructure, and

public awareness. By reducing costs, increasing the number of charging stations, and offering better financial incentives, EV adoption can increase.

In conclusion, this research provides useful insights into what people think about EVs and what influences their buying decisions. Although EVs have many advantages, addressing concerns about cost, convenience, and infrastructure will be key to encouraging more people to switch. The findings can help businesses, governments, and marketers develop better strategies to make EVs more appealing and accessible to a larger audience.

Keywords: Consumer Perception, Satisfaction, Electric Vehicle.

INTRODUCTION

Consumer perception of electric vehicles is influenced by a multitude of factors, including environmental consciousness, cost considerations, technological advancements, reliability, driving range, charging infrastructure, and government incentives. By analyzing these factors, we aim to uncover the drivers and barriers that impact consumer decision-making when it comes to adopting electric vehicles.

The growing concern for environmental sustainability and the increasing focus on renewable energy sources have propelled the market for electric vehicles (EVs) in recent years. As the world shifts towards a more sustainable future, the adoption of EVs has become a crucial aspect of reducing carbon emissions and combating climate change. In this context, understanding consumer perception and satisfaction with electric vehicles plays a pivotal role in shaping the future of the automotive industry.

Moreover, consumer satisfaction with electric vehicles is a critical aspect that directly impacts their future acceptance and penetration in the market. Factors such as performance, design, comfort, driving experience, maintenance costs, and customer service can significantly influence consumer satisfaction with EVs. By evaluating these dimensions, we aim to identify the key determinants of consumer satisfaction and explore ways to enhance the overall ownership experience of electric vehicles.

Electric vehicle is defined as a vehicle that can be powered by an electric motor that draws electricity from a battery and is capable of being charged from an external source. An Electric vehicle is a shortened acronym for an electric vehicle. EVs are vehicles that are either partially or fully powered on electric power. Electric vehicles (EVs) use electricity as their primary fuel or to improve the efficiency of conventional vehicle designs. EVs include all-electric vehicles, also referred to as battery electric vehicles (BEVs), and plug-in hybrid electric vehicles (PHEVs). In colloquial references, these vehicles are called electric cars, or simply EVs, even though some of these vehicles still use liquid fuels in conjunction with electricity. EVs are known for providing instant torque and a quiet driver experience

This field project aims to contribute to the body of knowledge on consumer behavior in the context of electric vehicles, shedding light on the evolving preferences and perceptions of consumers towards sustainable mobility solutions. By unraveling the complexities of consumer perception and satisfaction with EVs, we hope to pave the way for a more sustainable and electrified future in the automotive industry.

SCOPE OF THE STUDY

Awareness and Knowledge: People's understanding of EVs, how they work, and the benefits they offer. This includes how much they know about EV technology, charging stations, and government policies, as well as their views on the environmental impact of EVs.

Purchase Intention: How likely people are to choose an EV when it's time for their next vehicle purchase.

Factors Influencing Purchase Decisions: What matters most when deciding to buy an EV, such as price, driving range, availability of charging stations, and government incentives.

Satisfaction and Experience: How satisfied people are with owning an EV, including its performance, comfort, and reliability. Also, how easy it is to find charging stations, the cost of maintenance, service quality, and if they feel it's worth the money.

Challenges and Concerns: Common worries about EVs, like the driving range, battery life, availability of charging stations, high upfront costs, resale value, and government policies.

Future Trends: What people expect from the future of EVs, such as improvements in technology, market growth, and the impact of new trends like self-driving cars, better batteries, and more charging stations.

REVIEW OF LITERATURE

1. **Varghese, & Pillai, (2021).** conducted a study on consumer perceptions of electric vehicles (EVs), where a significant finding was that people view the price and maintenance costs of EVs as relatively high compared to other factors. This perception is prevalent even among individuals who are inclined to purchase electric cars, indicating that the high cost is a notable barrier. However, despite this cost concern, these consumers believe that EVs can contribute significantly to reducing environmental pollution, which enhances their social appeal. The study also revealed that potential buyers appreciate the social acceptance associated with owning an EV, as it aligns with a growing environmental consciousness. In terms of infrastructure, respondents felt that charging stations were inadequate, and driving range was often perceived as insufficient. Additionally, the time required to recharge EVs was seen as a challenge. Despite these areas for improvement, over 50% of respondents expressed their intention to purchase an electric vehicle in the near future, signaling a shift in consumer behavior toward more sustainable transportation options.
2. **Singh Girija, & Kumar et al.- (2021)** aimed to examine consumers' intentions to purchase electric two-wheelers by evaluating five key influencing factors. Their research was grounded in a comprehensive literature review, which highlighted the significance of environmental concerns, perceived economic benefits, social influence, charging infrastructure, and overall attitudes toward electric vehicles. The study emphasized that consumers' environmental concerns, such as the desire to reduce carbon emissions and reliance on fossil fuels, strongly motivate the purchase of electric two-wheelers. Additionally, perceived economic benefits, including savings on fuel costs and lower long-term maintenance, positively influence consumers' purchase decisions. Social influence, or the way peers and society view electric two-wheelers, also plays a role in shaping consumer behavior. Finally, adequate charging infrastructure and a positive overall attitude toward EVs are crucial factors that determine whether consumers are likely to make a purchase.

3. **Ali and Naushad (2022)** identified multiple factors influencing the adoption of electric vehicles, including financial incentives, charging infrastructure, social reinforcement, environmental concerns, and price. Among these, price emerged as the primary determinant of adoption, underscoring the importance of affordability in consumer decision-making. Interestingly, the study found that while incentives—both financial and non-financial—play a role, they are less influential compared to the direct cost of the vehicle. Social factors, such as peer influence and environmental awareness, also contributed to the decision to adopt EVs, though to a lesser extent. The researchers also discovered that younger customers, particularly those with a higher level of education, are more likely to adopt EVs. This demographic is more aware of the environmental and long-term financial benefits associated with electric vehicles. Consequently, the study suggests that educated consumers are pivotal for driving the rapid adoption of EVs, as they are more informed about their advantages and are likely to support the shift toward eco-friendly transportation.
4. **R.Murthy et al. (2023)**. discussed the role of consumer preferences in promoting electric vehicle adoption, focusing on how individual and social preferences shape purchasing decisions. The study found that price and utility are the two most important factors for consumers when considering the purchase of an EV. Consumers are particularly concerned with getting value for their money, and the practical utility of EVs—such as their range, charging time, and overall functionality—significantly influences their decision to buy. Moreover, social influence was identified as a key factor; individuals tend to be swayed by the opinions and behaviors of their peers, which can either encourage or discourage them from adopting EVs. The research also revealed that many consumers are willing to pay extra for enhancements in electric vehicle technology, such as improved battery life or expanded charging infrastructure. This willingness to invest in better EVs demonstrates a growing consumer desire for eco-friendly options, as well as an increasing awareness of the benefits of adopting sustainable technologies.
5. **Sharma, Jangir, Chowhan, & Pathak, -(2023)** focused on consumer perceptions and the factors influencing the shift toward electric vehicles in India. The study was driven by the urgent need to address environmental concerns, as vehicle emissions are rapidly increasing and contributing to climate change. The researchers found that more

consumers are becoming educated and aware of the negative environmental impact of petroleum-based vehicles. This growing awareness is causing a shift in consumer preferences, with more people showing a willingness to switch to electric vehicles to reduce their carbon footprint. Additionally, the study highlighted the role of government policies and incentives in promoting EV adoption. The government's focus on protecting the environment through the promotion of electric vehicles is seen as a positive step, but further actions, such as building more charging stations and reducing the upfront cost of EVs, are necessary to accelerate the transition.

6. **Kumar et al (2023)** emphasized the urgent need for India to transition from fossil fuel-based vehicles to electric vehicles, given the rapid depletion of fossil fuel resources and the rising cost of fuel. The Indian government has taken proactive steps to encourage this transition, implementing policies to reduce pollution and offering incentives to consumers who purchase electric vehicles. The study also noted that the government has relaxed Foreign Direct Investment (FDI) regulations to promote the production of electric vehicles and has encouraged manufacturers to enter the Indian market with new EV models. Despite the government's efforts, consumers remain concerned about certain challenges, such as the high initial cost of EVs, the lack of widespread charging infrastructure, and the time required to recharge EV batteries. However, the research showed that many respondents are aware of global climate change and the need for sustainable transportation options. If the infrastructure is improved, consumers are likely to embrace electric vehicles as a viable option for future purchases.
7. **Bhardwaj (2023)** explored the increasing consumer focus on sustainability and corporate responsibility in the electric vehicle market. As awareness of environmental issues grows, more consumers are paying attention to brands' efforts to reduce their environmental impact. Brands that emphasize sustainability in their operations and participate in community-focused initiatives are likely to gain a competitive advantage in the market. Bhardwaj also pointed out that extending the driving range of electric vehicles is essential to alleviate consumers' concerns about range anxiety and increase their overall utility. By offering more practical and user-friendly EVs, manufacturers can enhance consumer appeal and accelerate the transition to more environmentally friendly modes of transportation. Furthermore, understanding the current state of the EV market and the

strategies employed by various brands is crucial for developing competitive approaches that resonate with eco-conscious consumers.

8. **Bhaduri., Reddy, Goswami, et al (2024)** conducted an empirical study to assess the potential for the adoption of both four-wheeled and two-wheeled electric vehicles, focusing on consumer perceptions. The research was unique in that it examined the spatial and temporal variations in EV adoption, taking into account consumers' willingness to own an EV and the timeframe within which they plan to make the purchase. The authors emphasized the importance of understanding the geographical and cultural differences that influence consumer behavior, noting that factors such as urbanization, income levels, and access to charging infrastructure vary significantly across regions. The study revealed that while consumers in more developed areas with better infrastructure are more inclined to adopt electric vehicles in the near term, those in less developed regions may take longer to make the switch. This finding highlights the need for a targeted approach to promoting EV adoption across different areas.
9. **Sreeja (2024)** provided valuable insights into consumer preferences for electric two-wheelers in Calicut City, Kerala. The study found that several factors, such as price, perceived value for money, satisfaction with vehicle performance, and the availability of charging infrastructure, significantly influence consumer behavior. Importantly, the research uncovered a strong positive relationship between purchase intention and satisfaction with the performance of electric two-wheelers. Consumers who were satisfied with the performance of their EVs were more likely to express a desire to purchase one in the future. Additionally, the study found that consumers perceived electric two-wheelers as reasonably priced and offering good value for money, which further boosted their intention to buy. The availability of adequate charging infrastructure was also found to be a key factor in ensuring consumer satisfaction and influencing future purchase decisions.
10. **Pereira and Bhat (2024)** conducted a comprehensive review of the factors influencing consumer perceptions and purchasing behavior toward electric vehicles. Their research highlighted the complex interplay of technological, economic, psychological, and social factors that shape consumer decisions. While environmental concerns and government incentives play a significant role in promoting EV adoption, several barriers remain,

including high costs, limited driving range, and insufficient charging infrastructure. The authors emphasized the need for future research to take a broader perspective, incorporating diverse cultural and economic contexts to better understand consumer motivations. They suggested that longitudinal studies and mixed-method approaches could provide deeper insights into the factors driving EV adoption. The study concluded that a comprehensive understanding of consumer behavior is essential for developing effective strategies to promote the widespread adoption of electric vehicles and achieve a sustainable transportation future.

OBJECTIVE:

To analyze survey data to identify key factors influencing consumer perception and satisfaction with electric vehicles, such as range anxiety, charging infrastructure, cost of ownership, and environmental sustainability.

METHODOLOGY

1. Research Method

This study follows a descriptive research design to understand what people think about electric vehicles (EVs) and how satisfied they are with them. The goal is to find out how consumers feel about EVs, what factors affect their decisions, and what challenges they face when choosing an EV.

A survey method is chosen as it helps gather data from a large number of people efficiently. The research looks at key factors such as:

Awareness of EVs – How much people know about electric vehicles

Price factor – Whether people find EVs affordable

Charging infrastructure – If charging stations are easily available

Environmental impact – Whether people consider EVs better for the environment

Overall satisfaction – How happy current EV owners are with their vehicles

This research will provide useful insights into what consumers think about EVs and what improvements are needed to make them more popular.

2. Data Collection Method

This study relies mainly on primary data collection through a well-structured questionnaire. The questionnaire contains 14 questions that cover different aspects of consumer perception and satisfaction with EVs. The questions in the survey include: Multiple-choice questions – To identify key reasons for choosing or avoiding an EV. Likert scale questions – To measure satisfaction levels (e.g., rating EV performance from 1 to 5). The questionnaire is shared with respondents through Google Forms (online survey) This ensures that data is collected from different types of respondents

3. Sampling Method

Since it is not possible to survey every person who has an opinion about EVs, this study uses a non-probability convenience sampling method. This method is chosen because it allows easy access to participants who are available and willing to respond.

The research focuses on gathering data from three main groups of people:

1. Current EV owners – People who already use EVs and can share their satisfaction levels and any challenges they face.
2. Potential buyers – People who are thinking about buying an EV in the future and can share their expectations and concerns.
3. General consumers – People who may not be planning to buy an EV but are aware of them and can provide insights into the overall market perception.

The sampling method ensures that the study includes people who are directly or indirectly connected to the EV market. This helps in getting a better understanding of how different groups of consumers feel about electric vehicles.

4. Sample Size

The study includes a total of 83 respondents. This number is chosen based on the availability of participants and the need for a diverse group of responses.

5. Data Analysis Method

Once the data is collected, it is analyzed using quantitative methods to identify important trends. Graphical representation – Data is presented in the form of bar charts, pie charts, and tables for better visualization.

6 . Questionnaire

A structured questionnaire is created based on the insights from the literature review. The questionnaire is designed to be easy to understand, with simple questions that consumers can answer quickly. It will include closed-ended (MCQs) The MCQs will help gather basic information such as how familiar respondents are with EVs, what they think about EVs, and whether they are satisfied with various aspects such as price, performance, and charging infrastructure.

FINDINGS AND ANALYSIS:

The findings and analysis presented herein are based on primary research conducted through surveys by google form that was circulated.

Table 1.1 Age Group of The Respondents

AGE	NUMBER RESPONDENTS	OF	PERCENTAGE
18 – 25	69		83.1
25 -35	14		16.9
35 -45	0		0
45 or over	0		0
TOTAL	83		100

Interpretation:

Table 3.1 shows that most of the respondents, 83.1%, are between 18 and 25 years old, while 16.9% are between 25 and 35. There are no respondents from the age groups of 35-45 or 45 and

above. This means that younger people, especially those between 18 and 25, are more interested in electric vehicles.

Table 1.2 Respondents' familiarity with electric vehicles

ATTRIBUTES	NUMBER OF RESPONDENTS	PERCENTAGE
Very familiar	30	36.1
Somewhat familiar	33	39.8
Not very familiar	12	14.5
Not at all familiar	8	9.6
TOTAL	83	100

Interpretation:

This table shows how much people know about electric vehicles (EVs). Out of 83 people, most, about 39.8%, know a little about EVs. Around 36.1% know a lot, 14.5% don't know much, and 9.6% don't know anything about EVs. So, most people have some idea about them.

Table 1.3 Respondents' perception of the driving range of electric vehicles on highways compared to city driving.

PERCEPTION FOR RANGE	NUMBER OF RESPONDENTS	PERCENTAGE
Better on highways	14	16.9
Better in the city	36	43.4
Same	11	13.3
Not sure	22	26.5
TOTAL	83	100

Interpretation:

The above Table 3.5 shows what people think about where electric vehicles (EVs) work better. Out of 83 people, 43.4% think EVs are better for city driving, while 16.9% think they are better

on highways. About 13.3% believe there is no difference, and 26.5% are unsure. Most people feel that EVs are better in the city.

Table 1.4 Respondents' views on the reliability and durability of electric vehicles compared to traditional vehicles

RESPONDENTS FOR THE RELIABILITY AND DURABILITY	NUMBER OF RESPONDENTS	PERCENTAGE
More reliable and durable	17	20.5
Same	21	25.3
Less reliable and durable	28	33.7
Not sure	17	20.5
TOTAL	83	100

Interpretation:

The above table shows what people thinks on the reliability and durability of electric vehicles (EVs). It reveals that 33.7% think EVs are less reliable, 25.3% believe they are equally reliable, and 20.5% feel they are more reliable. Also, 20.5% are unsure. This indicates that many people have different views and concerns about how reliable EVs are.

Table 1.5 Likelihood of respondents recommending electric vehicles to their friends or family members

RECOMMENDATION RATING TO FRIEND & FAMILY	NUMBER OF RESPONDENTS	PERCENTAGE
1	19	22.9
2	11	13.3
3	30	36.1
4	14	16.9
5	9	10.8
TOTAL	83	100

Interpretation:

The table illustrates how respondents rate electric vehicles (EVs) for recommending to friends and family. The highest rating, given by 36.1% of respondents, is a 3. Next, 22.9% rated it a 1, while 16.9% rated it a 4. The ratings of 2 and 5 were given by 13.3% and 10.8% of respondents, respectively. This shows that although some people are willing to recommend EVs.

Table 1.6 Perception Of Respondents For The Maintenance Costs Of Electric Vehicles Compared To Fueled Vehicles.

PERCEPTION REGARDING MAINTAINANCE COST OF EVs	NUMBER OF RESPONDENTS	PERCENTAGE
Much lower	18	21.7
Slightly lower	36	43.4
About the same	21	25.3
Higher	8	9.6
TOTAL	83	100

Interpretation:

Table 3.9 shows respondents' views on the maintenance costs of electric vehicles (EVs). A majority, 43.4%, think the costs are slightly lower, and 21.7% believe they are much lower. Meanwhile, 25.3% feel the costs are about the same, while 9.6% think they are higher. This indicates that many people believe EVs have lower maintenance costs than traditional vehicles.

Table 1.7 Consideration Of Respondents Of Switching From A Traditional Vehicle To An Electric Vehicle In The Near Future

CONSIDERATION OF RESPONDENTS	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	29	34.9
No	20	24.1

May be	34	41
TOTAL	83	100

Interpretation:

The above table shows whether respondents are considering switching from a traditional vehicle to an electric vehicle (EV) in the near future. It reveals that 34.9% are planning to switch, 24.1% are not, and 41% are unsure. This indicates that while some are ready to switch to EVs, many of respondents are still confused or unsure.

Table 1.8 Satisfaction Of Respondents With The Performance Of Electronic Vehicles In Comparison To Fuel Vehicles

SATISFACTION OF RESPONDENTS	NUMBER OF RESPONDENTS	PERCENTAGE
Very satisfied	14	16.9
Satisfied	31	37.3
Neutral	28	33.7
Dissatisfied	6	7.2
Very dissatisfied	4	4.8
TOTAL	83	100

Interpretation:

Table 3.11 shows respondents' satisfaction with the performance of electric vehicles compared to fuel vehicles. It shows that 37.3% are satisfied, 16.9% are very satisfied, and 33.7% are neutral. Meanwhile, 7.2% are dissatisfied, and 4.8% are very dissatisfied. This suggests that while most people are happy with the performance of electric vehicles, some feel neutral or dissatisfied.

FINDINGS FROM THE SURVEY TAKEN

- Most people who are interested in EVs are young, with 83.1% aged between 18 and 25.
- Most people who took the survey are male (65.1%), showing that more men were interested in or involved in the survey.

- Students make up the biggest group (68.7%) interested in EVs, along with some self-employed and employed people.
- Most people (39.8%) know a little about EVs, and only a few know a lot, showing general but limited awareness.
- Many people (39.8%) know a little about EVs, but some still have limited or no knowledge.
- People have mixed views on how reliable EVs are, with 33.7% seeing them as less reliable and 25.3% saying they are equally reliable.
- The average recommendation rating for EVs is a “3,” showing some willingness to recommend but mixed opinions.
- Most people (62.7%) have a positive view of EVs, but many (28.9%) are still unsure.
- A large group (43.4%) believes that EVs cost less to maintain than traditional vehicles.
- While 34.9% plan to switch to EVs, 41% are still undecided, showing many are unsure about making the switch.
- Most people (37.3%) are satisfied with EV performance, but 33.7% feel neutral.
- Nearly half (47%) see EVs as eco-friendly, but others worry about range, maintenance, and performance.
- Most people rate their EV driving experience as average to good.
- Main worries about EVs are battery life, range (49.4%), and charging time (39.8%).

RECOMMENDATIONS BASED ON THE FINDINGS :

- ❖ **Improve education and awareness:** Many consumers express misconceptions about EVs, such as concerns about range anxiety and charging infrastructure. Marketers should focus on educating consumers about the benefits and realities of EVs through targeted marketing campaigns, educational materials, and test drive opportunities.
- ❖ **Enhance user experience:** Consumers value convenience and ease of use when it comes to EVs. Marketers should work to improve the user experience by offering seamless charging solutions, user-friendly interfaces, and fast and reliable customer service.

- ❖ Address concerns about EV performance: Some consumers express doubts about the performance of EVs compared to traditional vehicles. Marketers should highlight the performance advantages of EVs, such as instant torque and smooth acceleration, to address these concerns.
- ❖ Invest in innovation: Consumers are attracted to EVs with technology and features. Marketers should continue to invest in innovation and research to develop new and improved EV models that meet consumer demands for range, affordability, and sustainability.
- ❖ Provide clear and transparent information on the total cost of ownership for EVs, including savings on maintenance and long-term operational costs compared to traditional gasoline vehicles.
- ❖ Customer Feedback: Continuously seek feedback from electric vehicle owners to gain insights into their experiences and enhance products and services.

SUGGESTION AND CONCLUSION

- ❖ This paper based on "Consumer Perception and Satisfaction with Electric Vehicles (EV)" highlights how consumers feel about EVs and their overall satisfaction with them. The study reveals that while people recognize the environmental benefits of EVs, concerns like high prices, limited charging stations, and driving range issues still affect their interest and satisfaction.
- ❖ The results show that factors like age, income, and education play a role in how people perceive EVs. Younger people who are more environmentally conscious are generally more open to buying EVs, while older consumers often worry more about convenience and reliability. Important factors, such as government incentives, better battery technology, and more charging stations, could increase consumer satisfaction and adoption of EVs.
- ❖ For EV companies and marketers, it's essential to address these concerns. Marketing should focus on benefits like long-term cost savings, environmental impact, and technological improvements to build a positive image for EVs. Expanding charging

networks and providing good customer support are also key to boosting consumer trust and satisfaction.

- ❖ In summary, understanding consumer perceptions and satisfaction is crucial for the growth of the EV market. As EV technology improves and companies address these challenges, more people may feel confident in choosing EVs. This study contributes valuable insights that can help the industry make EVs more appealing and widely accepted.

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