

A Study on the Consumer Preference of Electric Vehicles in The Indian Market

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Abstract

This study investigates consumer perceptions regarding Electrical Vehicles (EVs) within the Indian market. The research aims to discern the attitudes, preferences, and behavioral intentions of consumers towards EV adoption. It focuses on understanding the factors influencing consumer decision-making processes in embracing EVs over conventional vehicles.

Through a meticulous examination and analysis of data collected from diverse demographic segments across India, this study endeavors to quantify the level of consumer awareness, knowledge, and sentiments regarding EVs. It seeks to measure the correlation between these perceptions and various influential factors such as infrastructure readiness, attitudes towards EVs, government policies and incentives, environmental concerns, range anxiety, psychological and economic factors, understanding of EV technologies, and social influences.

By delineating the landscape of consumer perceptions and preferences towards EVs in the Indian market, this research aims to provide valuable insights for industry stakeholders, policymakers, and marketers. The outcomes of this study aspire to contribute to the development of strategies and policies aimed at fostering greater EV adoption in India while offering a comprehensive understanding of the challenges and opportunities inherent in the EV market landscape.

Keywords: Perception, Factors Influencing, Strategies for Ev Adoption