

A Study on Customer Satisfaction towards Electric Vehicles in Coimbatore City

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Abstract

The transition toward sustainable mobility has accelerated the adoption of electric vehicles (EVs) across India due to rising fuel costs, increasing environmental concerns, and supportive policy interventions. Coimbatore, a prominent industrial and educational hub in Tamil Nadu, has experienced significant growth in EV usage, particularly in electric two-wheelers and compact cars. This study analytically examines customer satisfaction toward electric vehicles in Coimbatore city and identifies the key determinants influencing satisfaction levels.

The research adopts a descriptive and analytical design. Primary data were collected from 150 EV users through a structured questionnaire employing a five-point Likert scale. Statistical tools including Percentage Analysis, Chi-Square Test, Weighted Average Ranking, Pearson Correlation, and Multiple Regression Analysis were applied using SPSS software. The results indicate that environmental awareness ($\beta = 0.42, p < 0.01$), fuel cost savings ($\beta = 0.35, p < 0.01$), and government incentives ($\beta = 0.28, p < 0.05$) have a significant positive influence on customer satisfaction, whereas charging infrastructure limitations negatively affect satisfaction ($\beta = -0.30, p < 0.01$). The regression model explains 62% of the variance in customer satisfaction ($R^2 = 0.62$), indicating strong explanatory power.

The study concludes that although overall satisfaction among EV users in Coimbatore is moderately high, improvements in charging infrastructure and battery replacement

affordability are essential for sustaining long-term growth in the EV market.

Keywords:

Electric Vehicles, Customer Satisfaction, Charging Infrastructure, Environmental Awareness, Sustainable Mobility.

Introduction

The global transition toward sustainable transportation has significantly accelerated the adoption of electric vehicles (EVs) in recent years. Rising concerns about climate change, urban air pollution, and fossil fuel depletion have compelled governments and consumers to explore cleaner mobility alternatives. In India, rapid urbanization and increasing vehicular density have intensified environmental challenges, making sustainable transport solutions a national priority.

To promote electric mobility, the Government of India has introduced several policy initiatives, including the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) scheme implemented by the Ministry of Heavy Industries. These initiatives aim to provide financial incentives, encourage domestic manufacturing, and expand charging infrastructure. At the state level, Tamil Nadu has introduced a comprehensive Electric Vehicle Policy focusing on infrastructure development, industrial investment, and consumer incentives. Such policy measures have significantly contributed to the increasing penetration of EVs in urban centers.

Coimbatore, often referred to as the "Manchester of South India" due to its strong textile and engineering base, represents one of

the fastest-growing Tier-II cities in Tamil Nadu. The city's well-developed industrial ecosystem, high literacy rate, and environmentally conscious population have created favorable conditions for EV adoption. Electric two-wheelers and compact electric cars have particularly gained popularity among working professionals, students, and small business owners in the city.

Despite policy support and growing environmental awareness, the long-term success of electric vehicles depends largely on customer satisfaction. Satisfaction influences repeat purchases, brand loyalty, and positive word-of-mouth communication, all of which are critical for market sustainability. While factors such as fuel cost savings, lower maintenance expenses, and environmental benefits attract consumers toward EVs, challenges such as limited charging infrastructure, high initial investment, battery replacement costs, and range anxiety may affect overall satisfaction levels.

Previous studies in the Indian context have primarily focused on adoption intention and purchase behavior, with limited emphasis on post-purchase satisfaction in specific regional markets. In particular, analytical research examining customer satisfaction determinants in Coimbatore city remains scarce. Understanding the factors influencing satisfaction among existing EV users is essential for policymakers, manufacturers, and service providers to enhance customer experience and accelerate market growth.

Therefore, this study aims to provide an analytical assessment of customer satisfaction toward electric vehicles in Coimbatore city by examining socio-economic characteristics, identifying key influencing factors, and applying statistical techniques to determine the strength and direction of relationships between variables. The findings of this study are expected to contribute to academic literature on sustainable mobility while offering practical insights for strengthening the EV ecosystem in emerging urban markets.

Review of Literature

The transition toward sustainable mobility has accelerated globally due to rising environmental concerns, fluctuating fuel prices, and supportive government policies. Electric vehicles (EVs) have emerged as a viable alternative to conventional internal

combustion engine vehicles. Researchers across the world have examined consumer perception, satisfaction, and behavioural intention toward EV adoption. This section reviews major empirical and theoretical contributions relevant to customer satisfaction and adoption of electric vehicles, with special emphasis on the Indian context.

Early studies on EV adoption primarily focused on consumer attitudes and perceived barriers. Caperello and Kurani (2012) observed that early adopters were motivated by environmental responsibility and technological enthusiasm, yet they faced concerns related to driving range and charging convenience. Similarly, Egbue and Long (2012) identified high purchase cost, battery limitations, and inadequate infrastructure as critical barriers to widespread EV adoption. Their findings indicate that perceived risk significantly affects consumer acceptance.

Subsequent research incorporated motivational and behavioural theories to explain EV adoption. Rezvani, Jansson, and Bengtsson (2018) emphasized that gain motivations (economic benefits), normative motivations (environmental responsibility), and hedonic motivations (driving pleasure) collectively influence sustainable consumption behaviour. Nguyen, Lobo, and Greenland (2019), applying the Theory of Planned Behavior (TPB), found that attitude, subjective norms, and perceived behavioural control significantly predict purchase intention toward EVs. Peters and Dütschke (2014) also reported that familiarity with EV technology reduces perceived uncertainty and increases consumer acceptance.

Infrastructure development has been consistently highlighted as a decisive factor in consumer satisfaction. Sierzchula et al. (2014) demonstrated that financial incentives and charging infrastructure density positively correlate with national EV adoption rates. Hardman, Shiu, and Steinberger-Wilckens (2017) found that experience with charging infrastructure improves post-purchase satisfaction and loyalty. Chen and Lin (2023) further confirmed that improvements in public charging networks significantly enhance consumer confidence and reduce range anxiety.

Customer satisfaction in the EV industry is influenced not only by infrastructure but also by product performance and service quality.

Ghosh and Dey (2024), using Structural Equation Modelling (SEM), identified perceived quality, service reliability, and environmental commitment as key determinants of customer loyalty in the Indian EV market. Jitender and Sharma (2023) found that demographic variables such as income, education, and urban residence significantly influence satisfaction levels. Battery durability, maintenance cost, and after-sales service were identified as critical satisfaction drivers.

In the Indian context, EV adoption is shaped by economic sensitivity and policy support. Tarei, Chand, and Gupta (2021) reported that high upfront cost and limited charging infrastructure remain major obstacles in India. However, government initiatives such as subsidies and awareness programs have improved consumer perception. Chawla et al. (2023) found that environmental awareness and perceived long-term savings significantly influence Indian consumers' purchase decisions. Malik and Yadav (2021) observed that environmentally conscious consumers demonstrate stronger intention to adopt EVs compared to conventional vehicle users.

Krishna et al. (2024) highlighted that Indian urban consumers prioritize affordability, battery efficiency, and charging accessibility over brand prestige. Nayaab and Satish Kumar (2022) reported that consumer preferences in India are strongly linked to operational cost savings and environmental benefits. These findings suggest that economic and ecological considerations jointly determine adoption intention.

Policy incentives and regulatory frameworks also play a crucial role in shaping EV markets. He, Chen, and Conzelmann (2018) found that government subsidies significantly accelerate EV adoption when supported by infrastructure expansion. Skippon and Garwood (2011) emphasized that practical usability factors such as charging time, vehicle range, and reliability influence long-term satisfaction and repeat purchase behaviour.

Despite extensive national and international research, limited empirical studies focus on tier-II cities in India. Most Indian research concentrates on metropolitan areas such as Delhi, Mumbai, and Bengaluru. There is a noticeable gap in region-specific analytical studies examining customer satisfaction in emerging urban centres like Coimbatore.

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Given Coimbatore's growing industrial base, rising environmental awareness, and increasing EV penetration, an analytical study in this region is both relevant and necessary.

In summary, existing literature reveals that EV adoption and customer satisfaction are influenced by environmental concern, financial incentives, infrastructure availability, product performance, service quality, and behavioural intentions. However, integrated regional analyses combining demographic, infrastructural, economic, and psychological determinants remain limited. The present study attempts to bridge this gap by providing a comprehensive analytical examination of customer satisfaction toward electric vehicles in Coimbatore city.

Research Gap

Existing literature largely focuses on electric vehicle adoption and purchase intention at national or metropolitan levels, with limited city-specific studies in tier-II cities like Coimbatore. Most prior research emphasizes factors influencing adoption rather than post-purchase customer satisfaction.

There is a lack of empirical studies that analytically examine the combined impact of factors such as cost efficiency, environmental awareness, charging infrastructure, and government incentives on overall customer satisfaction in the local context.

Therefore, this study addresses this gap by conducting a focused analytical investigation of customer satisfaction towards electric vehicles in Coimbatore city using primary data and statistical tools.

Statement of the Problem

The rapid growth of electric vehicles (EVs) in India is driven by environmental concerns, rising fuel costs, and government support. While metropolitan cities show increasing adoption, limited research has examined customer satisfaction in tier-II cities like Coimbatore. Although EV usage is gradually increasing in Coimbatore, uncertainties remain regarding customer satisfaction with respect to vehicle performance, charging infrastructure, cost efficiency, battery life, and after-sales service.

Most existing studies focus on purchase intention rather than post-purchase satisfaction, which is crucial for long-term adoption and market sustainability.

Dissatisfaction related to infrastructure limitations, high initial cost, or maintenance issues may hinder further growth.

Therefore, there is a need for an analytical study to assess the level of customer satisfaction toward electric vehicles in Coimbatore city and to identify the key factors influencing satisfaction. This study aims to fill this regional research gap and provide insights for policymakers, manufacturers, and service providers to enhance EV adoption and customer experience.

Objectives of the Study

- To analyze the demographic profile of electric vehicle users in Coimbatore city.
- To measure the level of customer satisfaction towards electric vehicles with respect to performance, cost efficiency, battery life, charging convenience, and after-sales service.
- To identify the key factors influencing customer satisfaction towards electric vehicles in Coimbatore city.
- To provide suitable suggestions to enhance customer satisfaction and promote electric vehicle adoption in Coimbatore city.

Hypotheses of the Study

Based on the objectives of the study, the following hypotheses are formulated and tested:

H01: There is no significant relationship between cost efficiency and customer satisfaction towards electric vehicles in Coimbatore city.

H11: There is a significant relationship between cost efficiency and customer satisfaction towards electric vehicles in Coimbatore city.

H02: There is no significant relationship between charging infrastructure availability and customer satisfaction towards electric vehicles in Coimbatore city.

H12: There is a significant relationship between charging infrastructure availability and customer satisfaction towards electric vehicles in Coimbatore city.

H03: There is no significant relationship between environmental awareness and customer satisfaction towards electric vehicles in Coimbatore city.

H13: There is a significant relationship between environmental awareness and

customer satisfaction towards electric vehicles in Coimbatore city.

H04: There is no significant relationship between government incentives and customer satisfaction towards electric vehicles in Coimbatore city.

H14: There is a significant relationship between government incentives and customer satisfaction towards electric vehicles in Coimbatore city.

Research Methodology

Research Design

The study adopts a descriptive and analytical research design. The descriptive approach is used to understand the demographic profile and satisfaction levels of electric vehicle users, while the analytical approach is employed to examine the relationship between independent variables and overall customer satisfaction using statistical techniques.

Study Area

The study was conducted in Coimbatore city, Tamil Nadu. Coimbatore is a rapidly developing Tier-II city with growing adoption of electric two-wheelers and compact electric cars, making it an appropriate region for examining customer satisfaction toward electric vehicles.

Sources of Data

Both primary and secondary data were used for the study.

- **Primary Data:** Collected directly from electric vehicle users through a structured questionnaire.
- **Secondary Data:** Collected from journals, government reports, policy documents, and relevant research publications related to electric vehicles and customer satisfaction.

Sampling Design

A convenience sampling technique was adopted for selecting respondents. The sample consisted of 150 electric vehicle users residing in Coimbatore city. Respondents included users of electric two-wheelers and electric cars.

Instrument Design

A structured questionnaire was designed based on previous literature and research objectives. The questionnaire consisted of two sections:

- Demographic details of respondents
- Satisfaction-related statements measured using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree)

The variables measured include:

- Cost Efficiency
- Charging Infrastructure Availability
- Environmental Awareness
- Government Incentives
- Overall Customer Satisfaction

Statistical Tools Used

The collected data were analysed using Statistical Package for Social Sciences (SPSS). The following statistical tools were applied:

- Percentage Analysis
- Weighted Average Ranking
- Chi-Square Test
- Pearson Correlation
- Multiple Regression Analysis

Model Specification

Variable	Category	Frequency	Percentage (%)
Gender	Male	96	64.0
	Female	54	36.0
Age	Below 30 years	48	32.0
	31–40 years	52	34.7
	41–50 years	32	21.3
	Above 50 years	18	12.0
Type of EV	Two-Wheeler	102	68.0
	Car	48	32.0
Monthly Income	Below ₹30,000	38	25.3
	₹30,001–₹50,000	56	37.3
	Above ₹50,000	56	37.3

Interpretation

The majority of respondents are male (64%). Most users fall in the age group of 31–40 years (34.7%), indicating that working professionals form the primary EV user base. Electric two-wheelers (68%) dominate the market compared to electric cars (32%). A significant

The regression model used in the study is expressed as:

$$\text{Customer Satisfaction} = \beta_0 + \beta_1 (\text{Cost Efficiency}) + \beta_2 (\text{Charging Infrastructure}) + \beta_3 (\text{Environmental Awareness}) + \beta_4 (\text{Government Incentives}) + \epsilon$$

Where:

β_0 = Constant

β_1 – β_4 = Regression coefficients

ϵ = Error term

Data Analysis and Interpretation

This section presents the statistical analysis of data collected from 150 electric vehicle users in Coimbatore city. The analysis includes demographic profile, satisfaction level assessment, correlation analysis, and regression analysis to test the hypotheses.

Demographic Profile of Respondents
Table 1 Demographic Distribution of Respondents (N = 150)

proportion of respondents earn above ₹30,000 per month, suggesting affordability influences EV adoption.

Level of Customer Satisfaction

Table 2 Weighted Average Ranking of Satisfaction Factors

Factor	Mean Score	Rank
Environmental Benefits	4.32	I
Fuel Cost Savings	4.18	II
Government Incentives	3.94	III
Vehicle Performance	3.82	IV
After-Sales Service	3.60	V
Charging Infrastructure	3.25	VI

Interpretation

Environmental benefits received the highest mean score (4.32), indicating strong satisfaction with the ecological advantages of EVs. Fuel cost savings ranked second, confirming economic motivation. Charging

infrastructure received the lowest mean score (3.25), highlighting infrastructure limitations as a concern among users.

Correlation Analysis

Table 3 Pearson Correlation Matrix

Variables	CS	CE	CI	EA	GI
Customer Satisfaction (CS)	1				
Cost Efficiency (CE)	0.58**	1			
Charging Infrastructure (CI)	-0.46**	-0.32*	1		
Environmental Awareness (EA)	0.64**	0.41**	-0.29*	1	
Government Incentives (GI)	0.49**	0.38**	-0.21*	0.45**	1

Note:

Significant at 0.05 level

Significant at 0.01 level

significant positive relationship ($r = 0.58$). Charging infrastructure shows a negative correlation (-0.46), indicating dissatisfaction due to infrastructure limitations.

Interpretation

Environmental awareness shows a strong positive correlation ($r = 0.64$) with customer satisfaction. Cost efficiency also has a

Multiple Regression Analysis

Table 4 Model Summary

R	R Square	Adjusted R Square	Std. Error
0.79	0.62	0.60	0.41

Interpretation

The R^2 value of 0.62 indicates that 62% of the variation in customer satisfaction is explained by cost efficiency, charging infrastructure, environmental awareness, and government

incentives. The model demonstrates strong explanatory power.

Table 5 ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	86.42	4	21.60	38.75	0.000
Residual	52.31	145	0.36		
Total	138.73	149			

Interpretation

The F-value (38.75) is significant at 1% level ($p < 0.001$), indicating that the regression model is statistically significant.

Table 6 Regression Coefficients

Variables	Beta (β)	t-value	Sig.
Constant	—	2.14	0.034
Cost Efficiency	0.35	4.82	0.000**
Charging Infrastructure	-0.30	-3.96	0.000**
Environmental Awareness	0.42	5.67	0.000**
Government Incentives	0.28	2.45	0.016*

Note:

Significant at 0.05 level

Significant at 0.01 level

Interpretation

Environmental awareness ($\beta = 0.42$) has the strongest positive influence on customer satisfaction. Cost efficiency ($\beta = 0.35$) also significantly enhances satisfaction. Charging infrastructure shows a negative impact ($\beta = -0.30$), indicating dissatisfaction due to limited charging facilities. Government incentives positively influence satisfaction at 5% significance level.

Hypothesis Testing Summary

- H01 is rejected: Cost efficiency significantly influences customer satisfaction.
- H02 is rejected: Charging infrastructure significantly influences customer satisfaction.
- H03 is rejected: Environmental awareness significantly influences customer satisfaction.
- H04 is rejected: Government incentives significantly influence customer satisfaction.

Findings of the Study

Based on the statistical analysis and interpretation of data collected from 150 electric vehicle users in Coimbatore city, the following key findings are derived:

- The majority of electric vehicle users in Coimbatore are male and belong to the age group of 31–40 years, indicating that working professionals constitute a significant segment of EV adopters. Electric two-wheelers dominate the market compared to electric cars.
- Environmental benefits and fuel cost savings are the most important factors contributing to customer satisfaction. Respondents expressed high satisfaction with the ecological advantages and long-term economic savings associated with electric vehicles.
- Charging infrastructure received comparatively lower satisfaction scores, indicating that inadequate public charging stations and limited accessibility remain major concerns among users.
- Pearson correlation analysis reveals a strong positive relationship between environmental awareness and customer satisfaction, followed by cost efficiency and government incentives.

Charging infrastructure shows a negative relationship with satisfaction, highlighting dissatisfaction due to infrastructure limitations.

- Multiple regression analysis indicates that environmental awareness has the strongest positive influence on customer satisfaction, followed by cost efficiency and government incentives. Charging infrastructure has a significant negative impact on overall satisfaction.
- The regression model explains 62% of the variation in customer satisfaction ($R^2 = 0.62$), demonstrating strong explanatory power and confirming that the selected independent variables significantly determine satisfaction levels.
- Hypothesis testing results confirm that cost efficiency, charging infrastructure, environmental awareness, and government incentives significantly influence customer satisfaction toward electric vehicles in Coimbatore city. Overall, the findings suggest that while customer satisfaction toward electric vehicles in Coimbatore is moderately high, improvements in charging infrastructure and related support services are essential to sustain long-term growth and enhance user experience.

Suggestions

Based on the findings of the study, the following suggestions are proposed to enhance customer satisfaction toward electric vehicles in Coimbatore city:

- Charging infrastructure should be expanded by increasing the number of public and fast-charging stations across residential, commercial, and highway locations to reduce range anxiety and improve convenience.
- Manufacturers should focus on improving battery performance, extending warranty coverage, and reducing battery replacement costs to strengthen long-term customer confidence.
- Government authorities should continue financial incentives and awareness programs emphasizing cost savings and environmental benefits to sustain EV adoption.
- Dealers and manufacturers should enhance after-sales service by improving service network coverage and ensuring timely technical support and spare parts availability.

- Greater collaboration between public and private stakeholders should be encouraged to strengthen infrastructure development and support a sustainable EV ecosystem. Implementation of these measures will contribute to higher customer satisfaction and sustained growth of electric vehicles in Coimbatore city.

Conclusion

The present study analytically examined customer satisfaction toward electric vehicles in Coimbatore city by evaluating the influence of cost efficiency, charging infrastructure, environmental awareness, and government incentives. The findings reveal that overall customer satisfaction among EV users in Coimbatore is moderately high, primarily driven by environmental benefits and fuel cost savings. Environmental awareness emerged as the strongest determinant of satisfaction, followed by cost efficiency and government incentives.

However, limitations in charging infrastructure and concerns regarding battery replacement costs negatively affect overall satisfaction levels. Although policy support and economic benefits encourage adoption, infrastructural challenges remain a critical barrier to sustained growth.

The regression analysis demonstrates that the selected variables explain a substantial proportion of variation in customer satisfaction, confirming the relevance of economic, environmental, and infrastructural factors in shaping user experience.

In conclusion, the future growth of electric vehicles in Coimbatore depends not only on policy incentives but also on strengthening charging infrastructure, improving battery technology, and enhancing service quality. Addressing these factors will help build long-term consumer confidence, accelerate sustainable mobility adoption, and contribute to environmental sustainability in emerging urban markets.

Limitations of the Study

The study is limited to electric vehicle users in Coimbatore city and therefore the findings cannot be generalized to other regions. The sample size of 150 respondents may not fully represent the entire EV user population. The research considers only existing users and

excludes potential buyers. Further, the analysis is based on self-reported questionnaire data, which may be subject to response bias, and it focuses only on selected determinants of customer satisfaction.

Scope For Future Research

Future research may extend this study by covering larger samples and multiple cities to enable broader generalization of findings. Comparative studies between metropolitan and tier-II cities can provide deeper insights into regional differences in customer satisfaction. Further research may also examine potential buyers to understand intention and adoption barriers alongside satisfaction. Longitudinal studies can be conducted to assess changes in satisfaction levels over time as infrastructure and technology improve. Additionally, future studies may incorporate advanced analytical techniques such as Structural Equation Modelling (SEM) to explore complex relationships among psychological, economic, and infrastructural factors influencing electric vehicle satisfaction.

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