



RESEARCH ARTICLE – 9

GREEN MOBILITY CHOICES: A STUDY ON CONSUMER PERCEPTION AND PURCHASE PREFERENCE TOWARDS ELECTRIC VEHICLES.

Dr. Shabbirali Sherali Thavara

D.L. Patel Commerce College (Affiliated To HNGU, Patan), Vidhyanagari Campus, Himmatnagar, Sabarkantha, Gujarat, India. thavara58@gmail.com

ABSTRACT

Consumer perception is most important requirement for formulation of effective strategies by every business, they must be clear about what customer perception actually involves and what steps need to be taken that encourage growth and development. This study examines the perception and purchase preference of consumer towards electric vehicles. Convenience sampling method was used for collection of primary data. Total 412 responses were collected from various geographical areas of North Gujarat regions by distributing structured questionnaire. The data was analysed by applying reliability test, descriptive statistics, factor analysis and regression analysis. It was found that awareness, environmental concern, performance, cost and social media significantly influence purchase preference of electric vehicles. Among this variables, environmental concern and social media influence emerged as the strongest predictors of purchase preference. Awareness and performance also positively influence purchase preference, while cost was expected to be positive but shows a negative effect, meaning higher cost perception reduces EV purchase intention. Policymakers can provide subsidies, tax benefits, and incentives to such effect that an electric vehicle (EV) can become an affordable purchase. Therefore, the purchase preference is a combination of personal viewpoint, economic feasibility and social influence.

Keywords- *Awareness, Consumer Preference, Electric Vehicles, Environmental Concern*

INTRODUCTION

In recent times, electric cars or EVs have become increasingly popular as an eco-friendly and high-performing substitute for conventional gasoline-powered automobiles. Ahead of Germany and Japan, India ranks third in the world's automotive sales rankings. Manufacturers and legislators are under pressure to work together to change consumer demand to include more environmental friendly solutions. India's economy greatly benefited from the automobile industry, which generates substantial employment and contributes 7.1% of the country's GDP. In February 2019 Union Cabinet authorised ₹ 10,000 crore initiative under the FAME-II scheme. Beginning on April 1, 2019, this

programme intends to promote the quicker adoption of hybrid and electric vehicles by creating the infrastructure required for EV charging stations and by providing upfront incentives for the purchase of electric vehicles. India plans to switch to all electric vehicles by 2030, according to a 2017 announcement made by Transport Minister Nitin Gadkari. The government changed the goal from 100% to 30% when the auto sector voiced doubts about the plan's viability. India's domestic electric vehicle industry is expected to develop at a compound annual growth rate (CAGR) of 49% between 2022 and 2030, with 10 million annual sales by that time, according to the Economic Survey 2023. Furthermore, it is anticipated that the electric car sector will provide roughly 50 million direct and indirect employments by 2030. The Indian government has established a goal to electrify thirty percent of the nation's automobile fleet by 2030 and has implemented a number of rules and incentives to help the EV sector flourish. The industry received a significant boost in the FY24 Union Budget for adopting new technology, producing electric vehicles, and using hydrogen fuel. In the upcoming years, the electric car industry in India is expected to rise significantly. The nation is well-positioned to shift to a more environmentally friendly and sustainable form of transportation thanks to progressive government regulations, rising consumer awareness, and innovations in technology. The growing demand for electric vehicles (EVs) offers a fantastic opportunity for foreign and local businesses to participate in and support the development of India's EV ecosystem.

LITERATURE REVIEW

The acceptance of electric Vehicles has become essential research subject in the framework of sustainable mobility, environmental protection as well as consumer behaviour. Many researchers have studied how factors like awareness, environmental concern, cost, performance and social media effects shape perception and purchase intention of consumer. This section presents an International and Indian review of related literature.

International Studies.

International studies provide valuable understanding about consumer's preferences, adoption drivers as well as challenges associated with electric vehicle.

Sierzchula, Bakker, Maat, & van Wee, 2014 investigated variables affecting EV adoption by cross country qualitative study and it was found that awareness programs and financial incentives significantly increase adoption of EV. Study also highlights about the consumers are more likely to purchase these vehicles when they are aware about environmental benefits as well as financial incentives for affordability. Rezvani, Jansson, & Bodin, 2015 examined the factors influencing adoption of EV and emphasized that environmental concern, infrastructure support and perceived innovativeness strongly affects consumer decision making. The study concluded infrastructure limitation as barriers and environmental concern as influencing variables. Egbue & Long, 2012 conducted a study in USA to examine the perception of consumer regarding EVs and revealed that environmental concern was strongly supported by consumers while cost and charging infrastructure

remain significant barriers. Hardman, Shiu, & Steinberger-Wilckens, 2018 studied consumer preference studies and concluded that environmental concern, government subsidies and eco-friendly attitude intensively affects EV adoption. While range anxiety remain substantial barriers. Nykvist & Nilsson, 2015 investigated global battery cost trends related with overall cost of EVs. It was found that cost reduction in battery makes EVs affordable over a period of time and boosts future adoption. Barbarossa, Beckmann, De Pelsmacker, Moons, & Gwozdz, 2015 explores the European consumer's perception regarding EVs and found that peer influence social identity and eco-friendly values (Environmental concern) significantly influence EV adoption. Lane & Potter, 2019 explores UK based case study regarding consumer behaviour and conclude that peer adoption as well as media campaigns (Social Media) were powerful tools for encouragement of acceptance of EVs. Hardman, Tal, & Aksen, 2021 conducted a study in USA and Europe to examine consumer behaviour and concluded that performance of vehicle, charging speed and driving range affects consumers purchase intentions. In some of regions, underdeveloped changing infrastructure remain significant barriers.

Indian Studies.

Several studies have explored the variables influencing purchase intention of Indian consumers. Kottala , Chanagala , Balaji, Reddy , & Babu , 2025 investigated consumer's behaviour and factors influencing EVs purchase intention in India. It was found that environmental concern, perceived value and digital innovation favourably affects purchase intention. While social influence wasn't affects significantly. Kanujiya, Yadav, Sahni, , & Yadav, 2024 investigated perception of Indian consumer regarding EVs. The study highlights that timely adoption of EVs is essential due to fast urbanization and environmental concern. The study reveals the influencing factors as government policies, incentives and environmental goal. Hu, 2023 investigated the perception and linkages between EVs risks, benefits and cost and how those perceptions affect purchase intention. It was found that environmental benefits offsets perceived risk. Perceived value or cost of EVs positively affects purchase intention. Sankala, 2022 highlighted that eco friendly perception of EVs favrably inflences purchase preference. Study Recommended that the rising awareness of climate change as well as environmental concern has led many consumers to lean eco-friendly electric vehicles. Pandey, 2021 conducted a study to identify the variables influencing the purchase intention toward EVs. It was fond that awareness, environmental concern and cost substantially affects perception to purchase EVs. Kishore, JohnVieira, & Tupe, 2021 explores consumer's perception toward EVs in India. This study emphasizing the effects of rising fuel cost, environmental concern and concluded that consumers were full aware about environmental concern and ready for conventional shift to eco-friendly vehicles. However certain barriers negatively affects consumer preferences like cost, limited charging time and infrastructure by highlighting gap between policy initiative and actual adoption. Vakil, Nair, Devan, & Prabha, 2021 explores the Madurai regions consumers and found that regional differences in social influence and awareness were crucial factors affecting purchase intention of consumer. The study recommended that

regional incentives and awareness may increase EV adoption. Varghese, 2021 analyses consumers' perceptions and concluded that cost as well as environmental concern positively affects purchase preference. The study concluded cost consideration as barriers and adversely influencing variables. Vinoth.S, 2021 studied Chennai's consumer perceptions of electric two-wheelers. It was found that range, battery durability and social influence shapes the purchase preference of consumer. Sangroya & Nayak, 2020 studied green consumer behaviour and concluded that environmental concern was strong influential factor of EVs purchase preference. It emphasized that environmentally conscious consumers were more likely to switch from convention vehicles to EVs and discouraged by financial and practical concerns. Singh J. &, 2020) surveyed EVs purchase preference of consumers in Punjab. It was found that consumers demonstrated growing awareness of EVs and their environmental benefits. However certain barriers negatively affects consumer preferences like cost, infrastructure and performance of EVs. Masurali, 2018 conducted a study regarding consumers awareness about EVs and found that awareness play a significant role in shaping perception about EVs. However performance remain significant barriers and negatively affects consumer's preferences.

Research Gap

Different researchers have studied consumer perception of electric vehicles globally as well as at India level, it is evident that a multitude of factors impact the attitudes and purchase preferences of consumers towards electric vehicles but there is a strong research gap for such studies in North Gujarat. In order to fill the research gap present study has been undertaken to ascertain the views of consumers regarding perception and purchase preference of electric vehicles.

RESEARCH METHODOLOGY

Research Design

This study is descriptive and analytical in nature, as it aims to check the perception of consumer and also analyse the purchase preference of consumer towards electric vehicles.

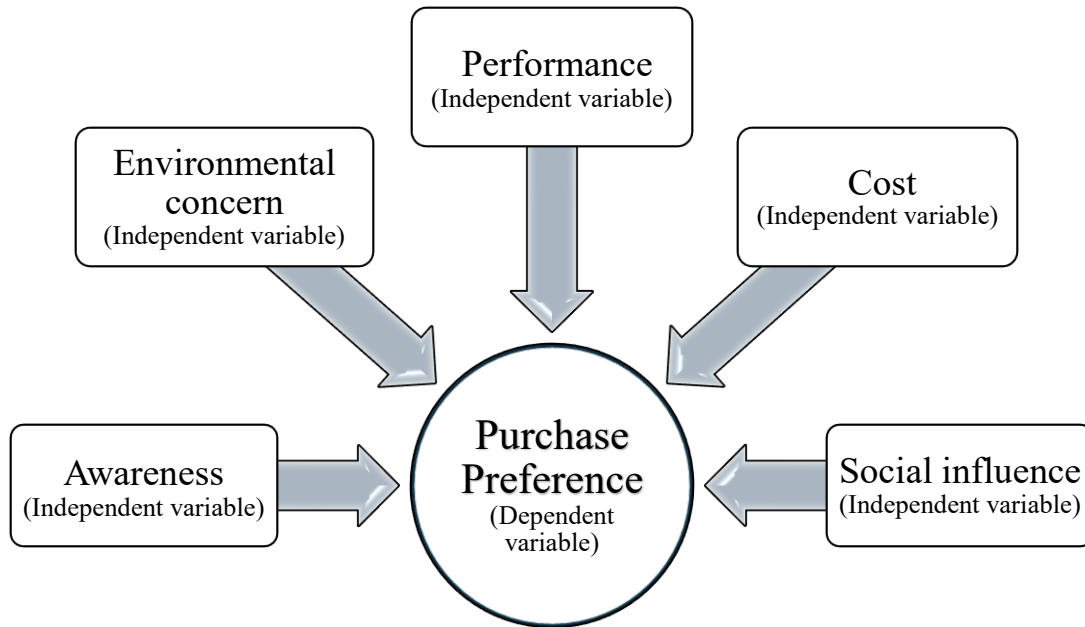
Objectives of study

1. To investigate the level of consumer awareness towards electric vehicles.
2. To study the effect of environmental consciousness on purchase preference.
3. To analyse the influence of performance attributes on purchase preference of consumer.
4. To investigate the impact of cost factors on purchase preference.
5. To check the effect of social influence on consumer perception and purchase preference.
6. To analyse the association between consumer perception variables and purchase preference.

Conceptual Framework

As per current study, there were six variable. The independent variable were awareness, environmental concern, performance, cost and social influence while dependent variable was purchase preference of EVs. For research following conceptual model can be constructed.

Figure-1: Theoretical framework



Source- Developed by researcher

Hypothesis

- H₁:** Awareness has a significant positive influence on purchase preference of EVs.
- H₂:** Environmental concern has a significant positive influence on purchase preference of EVs.
- H₃:** Performance has a significant positive influence on purchase preference of EVs.
- H₄:** Cost has a significant positive influence on purchase preference of EVs.
- H₅:** Social influence has a significant positive influence on purchase preference of EVs.

Sample Design

The population of study was all the potential consumer of electric vehicles. By adopting convenience sampling method, total 412 responses were collected from various geographical areas of North Gujarat regions.

Data collection technique

- Primary data: Collected through structural questionnaire through Google Form.
- Secondary data: Collected through research articles, website, journals and government publication.

Research instrument

Structured questionnaire was used for data collection in which five-point Likert scale was utilised in the development of the questionnaire. The questionnaire consist of two sections, section-1 contains the demographic profile of respondents and the section-2 includes the dependent variable purchase preference and independent consumer perception variables (awareness, environmental concern performance, cost and social influence).

Research analysis tools.

This study uses SPSS for data coding and analysis including reliability test, descriptive statistics, factor analysis and regression analysis.

Analysis of data and Interpretation.

Table: 1 Demographic profile

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	345	83.74%
	Female	67	16.26%
Age	18 to 25 years	84	20.40%
	26 to 35 years	152	36.90%
	36 to 45 years	126	30.60%
	Above 45 years	50	12.10%
Education	Graduate	138	33.50%
	Post Graduate	172	41.70%
	Professional	64	15.50%
	Below HSC	38	9.20%
Monthly Income	Less than ₹ 25000	92	22.30%
	₹ 25000 to 50000	156	37.90%
	₹ 50000 to 75000	96	23.30%
	More than ₹ 75000	68	16.50%

Source- Primary Data

The demographic profile of the respondents is shown in Table: 1, where 83.74% of the total respondents are men and 16.26% are women. Respondents with post-graduate degrees have the highest qualifications (41.70%), followed by graduates (33.50%). The age of 36.90% responders are between 26 to 35, while 30.60% are between the ages of 36 to 45. From

total respondents 37.90% earn between ₹25,000 and ₹50,000 per month, while 23.30% earn between ₹50,000 and ₹75,000 per month.

Reliability Test

To evaluate the validity of the questions that researchers design, Cronbach's alpha has been used.

Table: 2 Reliability analysis

Construct	Cronbach's Alpha	No. of Items	Interpretation
Awareness	0.845	4	Reliable
Environmental concern	0.861	3	Reliable
Performance	0.871	3	Reliable
Cost	0.825	3	Reliable
Social Influence	0.845	3	Reliable
Purchase Preference	0.058	4	Reliable

Source- Primary Data

Table: 2 represents reliability analysis has been carried out on purchase preference of customer, environmental concerns, performance, cost and social influence. As can be seen from the result, every variable is above 0.80 which is acceptable and showing strong internal consistency.

Table: 3 Descriptive Statistics

Variable	Mean	Std. Deviation
Awareness	3.99	0.73
Environmental concern	4.13	0.71
Performance	3.88	0.76
Cost	3.55	0.82
Social Influence	3.77	0.78
Purchase Preference	3.95	0.74

Source- Primary Data

Table: 3 characterizes descriptive statistics of variables. As can be seen from the result, respondents are aware and highly concerned about environment and also consider performance as well as cost of electric vehicles. Social/peer/media moderately influences EV choice.

Factor analysis

In this study, factor analysis was used to investigate the components associated with 20 items.

Table: 4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.875
Bartlett's Test of Sphericity	Approx. Chi-Square	1354.28
	df	190
	Sig.	.000

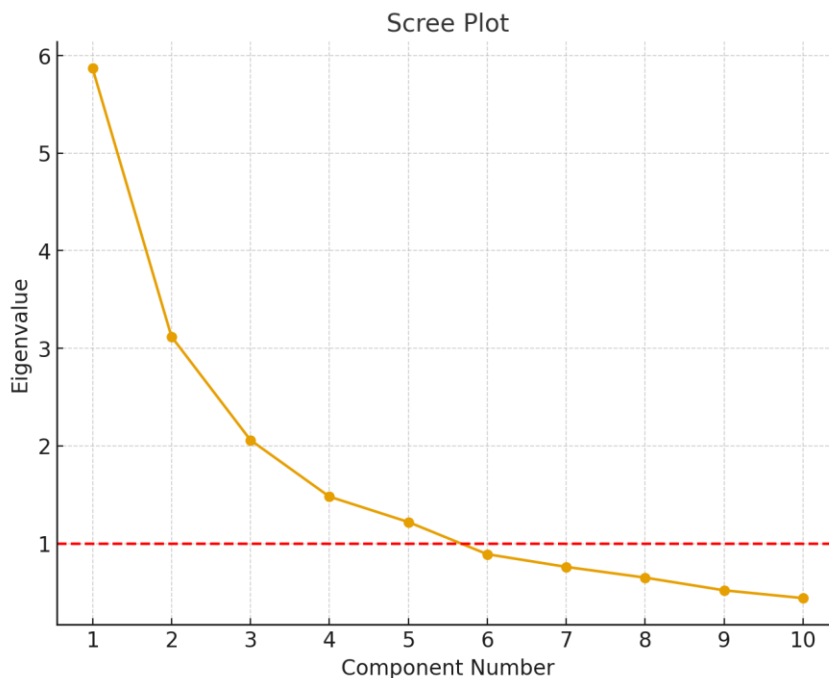
Factor analysis requires a KMO value of 0.60 or greater. As per the table no-3 value of KMO is 0.864 which implies all the variable are highly significant and fit for factor analysis

Table: 5 Total Variance Explained

Component	Initial Eigenvalues (Total)	% of Variance	Cumulative %
1	5.87	29.35%	29.35%
2	3.12	15.62%	44.97%
3	2.06	10.30%	55.27%
4	1.48	7.40%	62.67%
5	1.22	6.10%	68.77%
6	0.89	4.45%	73.22%

Interpretation: Five components with eigenvalues >1 explain 68.77% of total variance.

Figure-2: Scree Plot



Interpretation: Above scree plot shows that the elbow after fifth component confirms extraction of 5 factors

Table: 6 Rotated Component Matrix (Varimax Rotation)

Item	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Awareness of EV concept	0.801				
Knowledge of govt. policies	0.786				
Familiarity with EV brands	0.744				
Understanding benefits of EVs	0.703				
EVs reduce pollution		0.822			
Preference for eco-friendly products		0.807			
EVs promote sustainability		0.794			
EV driving performance is good			0.812		
Battery life is reliable			0.768		
Speed/efficiency is good			0.751		
EV price is reasonable				0.814	
Maintenance cost is affordable				0.783	
Value for money in long run				0.754	
Influence of peers/family					0.802
Influence of media/social networks					0.781
Influence of opinion leaders					0.765

Loadings <0.5 suppressed for clarity.

Multiple Regression analysis

In this research Regression analysis is utilised to check the degree as well as direction of relationship between dependent variable and independent variable. In this study hypothesis has been tested using regression analysis.

Table: 7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713 ^a	.509	.498	.529

a. Predictors: (Constant), awareness, environmental concern, performance, cost, social influence

Table: 8 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	64.83	5	12.97	46.42	0.000
Residual	62.75	406	0.154		
Total	127.58	411			

Table: 9 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.625	0.182		3.43	0.001
Awareness	0.241	0.048	0.198	4.86	0.000
Environmental concern	0.228	0.052	0.272	4.57	00.00
Performance	0.196	0.047	0.175	4.01	00.00
Cost	-0.143	-0.043	-0.127	-2.98	0.003
Social Influence	0.184	0.049	0.188	3.72	00.00

Based on the study above, the regression model's R^2 value for the six independent variables is 0.894. This indicates that the independent factors accounted for almost 89% of the variation in the customer's purchase preference, indicating that the model is effective in establishing the relationship between the variables. The null hypothesis is rejected if Significant value is less than 0.05 and is not rejected if Sig. is greater than 0.05. On the basis of regression analysis, conclusions are as follows,

Table 10: Hypothesis Testing

Hypot hesis	Statement	Result
H ₁	Awareness has a significant positive influence on purchase preference of EVs.	Supported ($\beta=0.241$, $p < 0.05$)
H ₂	Environmental concern has a significant positive influence on purchase preference of EVs.	Supported ($\beta=0.228$, $p < 0.05$)
H ₃	Performance has a significant positive influence on purchase preference of EVs.	Supported ($\beta=0.196$, $p < 0.05$)
H ₄	Cost has a significant positive influence on purchase preference of EVs.	Not Supported ($\beta= - 0.143$, $p < 0.05$) negative relationship)
H ₅	Social influence has a significant positive influence on purchase preference of EVs.	Supported ($\beta=0.184$, $p < 0.05$)

Four hypotheses (H₁, H₂, H₃, and H₅) are supported. Cost (H₄) was expected to be positive but shows a negative effect, meaning higher cost perception reduces EV purchase intention.

All hypotheses were supported by the data. Among the variables, environmental. concern and social influence emerged as the strongest predictors of purchase preference, indicating that consumers' eco-friendly attitudes and peer/family/media influence significantly shape EV adoption. Awareness and performance also positively impacted purchase preference, while cost remained a critical but comparatively weaker predictor.

Major Findings

1. Demographics: From the total respondent's majority respondents 83.74% are male. The education background indicates 41.70% respondents are Post-graduate whose age range between 26 to 35 years (36.90%). Income profile indicates 37.90% respondent's monthly income belongs to ₹25,000 and ₹50,000.
2. Reliability and Validity: each variable is beyond 0.80 which is acceptable and showing strong internal consistency. Factor analysis confirmed the value of KMO is 0.864 which implies all the variable are highly significant
3. Descriptive Analysis: Respondents are aware and highly concerned about environment and also consider performance as well as cost of electric vehicles. Social media moderately influences EV choice.
4. Regression Analysis: It shows that awareness, environmental concern, performance and Social influence significantly influence purchase preference of electric vehicles. ($P < 0.05$) while Cost shows a negative effect, meaning higher cost perception reduces EV purchase intention.

SUGGESTIONS

From the study, it appears that policymakers could provide subsidies, tax benefits, and incentives to such effect that an electric vehicle (EV) can become an affordable purchase. Manufacturers should attempt to enhance performance aspects like mileage, speed and battery life. It is recommended to introduce economical models for the middle-income consumer. Manufacturers should use advertising campaigns to highlight the environmental and economic benefits. On the marketing side, social influence methods like celebrity endorsements should be used to promote EV adoption campaigns and conduct awareness programs as well as demonstration programs to strengthen consumer confidence. These drives may help in making EVs more accessible and affordable to the middle-income population.

Scope of Study

- This research intends to explore the perception and purchase preference of consumer towards electric vehicles so further study could be conducted in rural, semi-urban areas and other area for recognition of regional variation.
- Future researcher can include new variables such as trust in technology, perceived risk, awareness of government policies and brand loyalty.
- Longitudinal studies can be conducted to explore changes in consumer perceptions as the technology improves in terms of infrastructure or government incentives.
- Future researcher can focus on influence of advancement in AI, smart charging systems and connected vehicles on consumer preference.

Limitation

In this study responses were collected and limited to different geographical areas of North Gujarat only. Sample size of 412 were included in this research thus, the sample size may not accurately reflect the actual population. Primary data was collected using a

questionnaire that may be prejudiced due to respondent's biasness. This study was conducted at specific time period so purchase preference of consumer may change over period of time.

CONCLUSION

This study examines the impact of consumers' purchase preference for buying electric vehicles special reference to North Gujarat. From analysis it is found that awareness, environmental concern, performance cost and social media significantly influence purchase preference of electric vehicles. Among the variables, environmental concern and social influence emerged as the strongest predictors of purchase preference, indicating that consumers' eco-friendly attitudes and social media influence significantly shape EV adoption. Awareness and performance also positively impacted purchase preference, while cost was expected to be positive but shows a negative effect, meaning higher cost perception reduces EV purchase intention. Cost remained a critical but comparatively weaker predictor. While the levels of awareness are high regarding electric vehicles, there are combination of barriers related to cost and concerns about charging are hurdles for adoption. Therefore, the purchase preference is a combination of personal viewpoint, economic feasibility and social influence.

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