



ALLIANCE STUDENT INTERNATIONAL CONFERENCE
(ASICON 2023)

TRANSCENDING DISCIPLINARY BOUNDARIES THROUGH INNOVATION

BOOK OF ABSTRACTS

CHIEF EDITOR
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UNIVERSITY**

Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

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52	COMPARISON OF LEVEL OF WELLBEING IN UNDERGRADUATE STUDENTS OF CALCUTTA UNIVERSITY, INDIA	Debasmita Roychoudhury, Muralidhar Girls College	87
53	A STUDY ON STUDENTS PREFERENCE TOWARDS EDTECH OVER TRADITIONAL LEARNING METHODS	Sagi Sampi, RV Institute of Management	88
54	DIGITAL DEXTERITY AND ITS IMPACTS ON INDIVIDUAL ATTITUDE	Rashmi Prasad, Alliance University	90
55	POLICY MAKING AND CONCEPTUAL DISTORTION OF RELIGIOUS CONVERSION IN INDIA	Hiranmayi Rajeev, Alliance University	91
56	A STUDY ON CUSTOMER PREFERENCES TOWARDS ELECTRIC VEHICLES IN KARNATAKA	Srujana S, RV Institute of Management	92
57	THE GOD INSTINCT: EXPLORING BELIEF IN FREUDIAN AND JUNGIAN PSYCHOLOGY	Fazeeha Rashmin, Alliance University	93
58	THE INEVITABLE ASPECT OF HUMAN INTELLIGENCE IN CRIMINOLOGY IN THE ERA OF ARTIFICIAL INTELLIGENCE	Saranya Unni R, VIT University	94
59	A THEORY OF CHANGE - THEORETICAL LINKING OF GESTALT'S PRINCIPLES AND PARADOXICAL THEORY OF CHANGE TO BRING ABOUT INDIVIDUAL AND ORGANIZATIONAL DEVELOPMENT	Indu Suresh, Alliance Ascent College	95
60	A STUDY ON NARCO-ANALYSIS AS A TOOL FOR INVESTIGATION IN FORENSIC SCIENCE	Meghana Gade, Alliance University	97

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A STUDY ON CUSTOMER PREFERENCES TOWARDS ELECTRIC VEHICLES IN KARNATAKA

Srujana S, Kaparthy Bhavana, Prof. Noor Firdoos
RV Institute of Management

Abstract

Electric cars (EVs) are becoming increasingly popular, which might help reduce issues like pollution, global warming, and dependence on oil. Electric vehicles (EVs) are gaining a lot of attention these days. The path to their commercial success is not simple, though. Despite many governments utilising rigorous promotional measures, the current market penetration of EVs is very low. In this study, the findings of a comprehensive data gathering exercise—a survey with 192 respondents—conducted in Karnataka, India, are presented.

In order to provide direction to decision-makers and offer direction for prospect research, this study tries to explore into the consumer preferences for EVs. We quickly go over the modelling approaches utilised in a few different areas. Review of consumer preferences for aspects of money, technology, infrastructure, and policy are made. Consumer choice categorisation was then completed, with the results thoroughly discussed. These categories included socioeconomic diversity, psychological influences, mobility, social influence, etc. We cover the research agenda for creating consumer-friendly EV courses in our final section and offer suggestions for additional study.



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