ALLIANCE STUDENT INTERNATIONAL CONFERENCE (ASICON 2023)

TRANSCENDING DISCIPLINARY BOUNDARIES THROUGH INNOVATION

BOOK OF ABSTRACTS

CHIEF EDITOR Dr. Punith Cariappa

Editors Dr. Pratima Verma Dr. Vineetha Sivakumar



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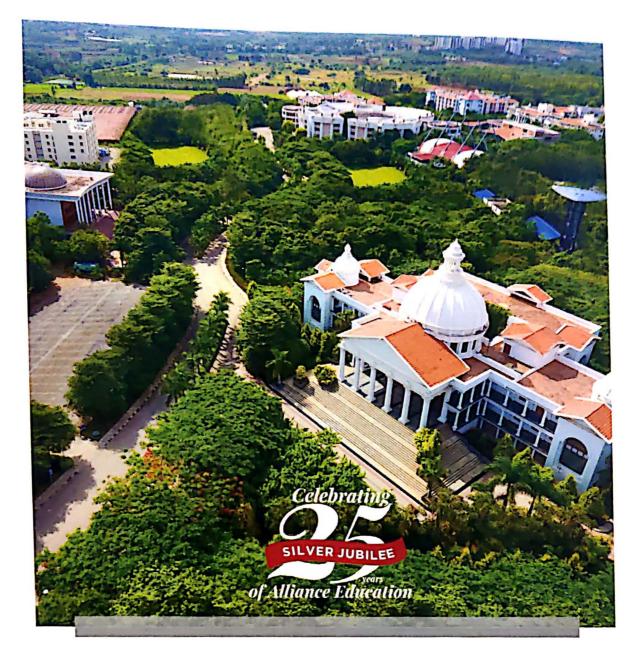
Paper ID: ASICON 218 A STUDY ON CUSTOMER PREFERENCES TOWARDS ELECTRIC VEHICLES IN KARNATAKA

Srujana S, Kaparthi 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 consumerfriendly EV courses in our final section and offer suggestions for additional study.







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