



## An empirical study on consumer behavior towards E-vehicles

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### Abstract

India has the world's third-largest road network and over 60% of its population uses personal or shared vehicles for commuting. The use of these conventional vehicles are a significant source of global warming and air pollution, as they produce dust from brakes, tires, and road wear. Diesel vehicles, in particular, have a worse impact on air quality than gasoline vehicles. Due to the continuous depletion of fossil fuels and the subsequent increase in their prices, the need for alternative energy resources to power vehicles has become increasingly important. As a potential solution to this issue, the automobile sector in India is now considering the adoption of Electric Vehicles (EVs), which not only addresses the industry's concerns but also the environmental ones. To encourage the use of electric vehicles, the government has implemented fiscal policies such as road tax and green tax. In addition, the FAME India Scheme provides financial incentives for the production and promotion of electric and hybrid vehicles, as well as the establishment of charging infrastructure. The National Electric Mobility Mission Plan (NEMMP) 2020 aims to increase the adoption of EVs and promote their manufacturing, thereby enhancing national fuel security and providing affordable and environmentally friendly transportation while also boosting the Indian automotive industry's global manufacturing leadership. Despite the government's efforts to implement EV policies, the current market penetration of EVs in India is relatively low. Therefore, this paper aims to study the potential scope of Electric Vehicles in India and analyse consumer perception towards EVs. This analysis is essential because consumer perception plays a significant role in the success of any new technology, particularly in the automobile industry, where the customer's decision-making process is complex and involves many factors. The study will focus on exploring the potential market for EVs in India, including factors such as consumer demand, infrastructure availability, and government policies by applying research tools with the help of SPSS software. Additionally, it will examine the current challenges that impede the widespread adoption of EVs, such as range anxiety, battery technology, and cost. In summary, the study will analyse consumer perception towards EVs by exploring their knowledge, attitudes, and beliefs about EVs. This analysis will be crucial in identifying the barriers that prevent consumers from considering EVs as a viable option and developing effective strategies to overcome them.

**Keywords:** Electric Vehicles (EVs), alternative energy resources, automobile sector, government policies, technology

### Introduction

Electric vehicles, also known as EVs, are vehicles that are powered by one or more electric motors and run on electricity stored in batteries. It includes a diverse range of transportation modes, such as road and rail vehicles, underwater and surface vessels, electric aircraft, and even electric spacecraft. Unlike traditional fossil fuel-powered vehicles that burn gasoline or diesel, electric vehicles do not emit any harmful pollutants into the atmosphere. As the world is becoming more aware of the environmental issues and concerns, the demand for sustainable and eco-friendly technologies has increased rapidly. One of the most significant areas of concern in this regard is transportation, which accounts for a significant percentage of greenhouse gas emissions worldwide. In recent years, the development and adoption of electric vehicles (EVs) have gained momentum as an effective means to mitigate the environmental impact of transportation.

The concept of electric vehicles can be traced back to the early 1800s when inventors such as Thomas Davenport and Robert Anderson developed the first electric motors. However, it was not until the 1970s and 1980s that electric vehicles started to gain popularity. In the early days, electric vehicles had limited range and were not practical for longdistance travel. Today, with the development of lithium-ion batteries and advancements in motor technology, electric vehicles can now travel hundreds of miles on a single charge. However, electric vehicles are not

without their challenges. One of the biggest hurdles facing the adoption of electric cars is the limited range of their batteries. While some all-electric vehicles can travel up to 300 miles on a single charge, most have a range of around 100-200 miles, which can be limiting for long-distance travel. Charging infrastructure is also a challenge, as there are not yet enough public charging stations available in many areas to make long-distance travel feasible for many electric vehicle owners.

Despite these challenges, the automotive industry has witnessed significant changes in recent years with the advent of electric vehicles (EVs). Electric vehicles are seen as an important solution for reducing greenhouse gas emissions and enhancing energy efficiency. With the increasing demand for eco-friendly transportation and the rise of awareness regarding the impact of traditional vehicles on the environment, the EV market has experienced positive growth in recent years. However, they still have not gained mass acceptance among consumers. Hence, the focus of this research paper is to examine the factors that influence consumer behavior towards electric vehicles.

### Literature review

Vibhuti Pareek, 2022, elaborated about emergence of electric vehicles and consider advantageous for developing nations such as India, as there is a predicted increase in acceptance towards this technology. The government also anticipated this trend, but it appears that there is a disparity

between expectations and reality, which stems from varying perspectives of Indians towards electric vehicles. Researchers have concluded that manufacturers must focus on research and development to enhance the range, cost, appearance, branding communication, and publicity of electric vehicles. This approach can potentially foster a positive perception of electric vehicles in the Indian market. Jyotsna R. and Dr. Sreeya B., (2022) [3], established positive correlation relationship among the factors which acts as benefits of EVehicles and negative aspects of the same. In order to bridge that existing gap, measures should be taken to educate, provide awareness and skill development in the electronic automobile sector to meet the requirements of different sectors, also policies should be framed in order to increase and encourage investments on EVehicles. Moreover, by providing financial support for the development of infrastructure and other amenities such as providing incentives and subsidies on batteries, green photovoltaic panels and electric two wheelers to reduce the consumption of fuel and adapt to EVehicles. Debajani Sahoo, Sidhartha Harichandan, Sanjay Kumar Kar, Sreejesh S, 2022 [1], the study suggested that stakeholders can shape the motives through government policy and strategic action. It also provides directions that there is a need for subsidies and incentives, such as hassle-free registration at less cost, tax waive offs from central, state and local government, and also a strategic private-public partnership for infrastructure development to reduce negative motives and boost electric vehicles penetration. Silvana Secinaro, Davide Calandra, Federico Lanzalonga, Alberto Ferraris, 2022, the analysis in this research paper extends the theory of planned behaviour, offering a valuable consumer identikit for practitioners based on the results. It also suggests and defines several research fields that could be of interest to scholars, such as how a charging system powered by entirely sustainable energy can be implemented or the prospectus for an allelectric transportation system. Raghav Kalra, 2022 [10], In this newspaper article published by The Hindu, the writer specifically points out major potholes considering the Indian market. The inadequate infrastructure, lack of awareness and high upfront cost being some of them. He also recommends the ways as to how these challenges can be fixed. Dr. Rashmi R. Hunnur, 2022, the concludes that particularly in India, the buying process of EV involves complex decisions where consumers face difficulty in gathering the information. According to market research stake holders for purchasing two wheelers are Females where they are more concerned about the attributes like efficiency, safety and affordability whereas male purchaser overview on performance, aesthetics (Interiors and style), and specifications. Davide Calandra & Alberto Ferraris, 2022, their study suggests and defines several research fields that could be of interest to scholars, such as how a charging system powered by entirely sustainable energy can be implemented or the prospects for an all-electric transportation system. Sansuti Nath, 2021, the author explains various policies introduced by government to promote EV including the recent amendment to the ongoing FAME-II (Faster Adoption and Manufacturing of Electric Vehicles-II) scheme. Under it, the government significantly reduced the price gap between petrol-powered two-wheelers and electric ones by increasing the subsidy rate for electric two-wheelers from Rs 10,000/kWh, to Rs 15,000/kWh, while also capping the incentives at 40 per cent of the cost

of vehicles as against 20 per cent earlier. Prof. Nagaraj Navalagund, Dr. Shashidhar Mahantshetti, Dr. Gurudas Nulkar, 2020, structural equation modelling revealed that Pro Environmental Behavior (PEB) played a partial mediation in the purchase intention. Interestingly, analysis showed that, financial advantage and cost has no significant relation with purchase intention. Pretty Bhalla, Inass Salamah Ali, Afroze Nazneen, 2018, It was concluded that environmental concerns and consumer trust on technology are antecedent factor for perception about Electric vehicle purchase and the factors which give adoption blow back are cost, infrastructure, social acceptance. Thus, to promote sales of electric vehicle government has to play a leading role by creating environmental policy, infrastructure and subsidized cost of vehicle or lower the bank rate of interest rate.

### Hypothesis

**H<sub>01</sub>:** The government's financial incentives have no effect on purchase intention of consumers towards EV.

**H<sub>02</sub>:** There is no relation between Product awareness and purchase intention.

**H<sub>03</sub>:** There is no relation between environmental concern and purchase intention.

**H<sub>04</sub>:** There is no relation between good infrastructure and purchase intention of consumer regarding EV.

**H<sub>05</sub>:** The perceived social influence has no effect on purchase intention of consumer behaviour towards EV.

**H<sub>06</sub>:** There is no relation between Purchase cost and consumer behaviour towards EV.

### Research methodology

The research methodology discussed the numerous methods and tactics for data collection and analysis. The data source, data population, and sample size are all taken into consideration. The primary data was collected through questionnaire and acquired through a survey (google form), and the literature review was completed using relevant journals, books, and other readily available online sources. In order to carry out well-planned research, a research design was created in the areas of the strategy, framework, and method of inquiry used. A summary of what was done is included in the plan, which is the overall framework for the research. The strategy is the means by which the objectives were accomplished, whereas the structure is a representation of the relationships between variables.

### Data Collection

The research is mainly based on primary data. This data source represents the actual field response and result. A questionnaire (Google form) is used to collect this data. It is necessary for eliciting additional data and for clarifying secondary source information. With care, these sources were consulted in order to draw results that could be trusted. Secondary data has been collected from GNLU library, references, periodicals, journals, dissertations, and books by well-known writers. The secondary data provides useful information that gives the research enough judgment.

### Data Analysis Methods

In this study's data analysis used several statistical tools, mainly descriptive statistics percentages were used. This method is used to make the study's findings, the questionnaire responses, and the public interview more

comprehensible and clearer for anyone who may refer to them. For testing of hypothesis T-Test, ANOVA, Co-relation and regression etc statistical tools were used. Excel and the Statistical Package for Social Sciences (SPSS) were used to analyse the data. In addition to the correlation matrix test, which demonstrates the relationship between the previously listed explanatory factors, descriptive analysis, which contains the mean and standard deviation, was also performed.

**Data Analysis and Interpretation**

To analyse and present data that was collected using a questionnaire during fieldwork and online survey. The questionnaire was designed to be easy to comprehend and interpret. In this section, we analysed and interpret important questions and evaluate the results. The descriptive statistics, t-test and ANOVA were used to analyse the hypothesis.

**Age wise responses:** the responses according to age group of the respondents. It depicts that most of the respondents (31.4%) were above 50 years and 26.3% were youngsters between 18 to 25 years old.

**Gender wise responses:** according to gender wise of the respondents. It seen that male respondent (50.8%) are slightly more than then Female responded (49.2%).

**Education wise responses:** the responses according to education group of the respondents. It can be inferred that most of the responded are from Master’s degree and above (64.4%), whereas the line between bachelor’s degree (18.6%) is slightly more than the HSC or equivalent (16.9%)

**Monthly income wise responses:** Table 4 the responses according to monthly income group of the respondents. It indicates than mast of the responded are earning less than Rs. 25000 (29%) than 1 lakh or more as monthly income (28%), than 25,000 to 50,000 (22.9%), after than it can be seen that there is a great difference in the responses of 50,000 to 75,000 is less then the above responses (10.2%), the 75,000 to 1 lakh (9.3%)

**Occupation wise response:** The table 5 shows the responses occupation wise, the most responses are employed (49%), the students (20.3%), the other responded are seen in other (19.5), it could be depicted that others can be retired professors, Principles etc, the responded in businessman were (8.5) and the homemakers (2.5).

How much do you travel on a daily basis? (approximate)  
The responses according to daily travel bases of the respondents. It depicts that most of the respondents travel up to 20 km (52.5%) and the least travelled were 61 km to 80 km (5.9%). The rest of the responded travel on average rage of 21 km to 40 km (25.4%) and 41 km to 80 km (516.1).

How familiar are you with Electric Vehicles (EV)?  
The responses according to Familiar Index of the product. It depicts that most of the respondents (37.3%) were Very familiar with the E- Vehicle and responded of not familiar were (15.3%).

Have you seen any advertisement/article/blog related to EV in the past 6 months?

The responses according to media wise of the respondents, where they have seen any advertisement or other regarding e- vehicle. It depicts that most of the respondents (78.8%) were agreed that they have seen these advertisements and some responded are not sure so they may be responded (14.4%) more than the responded marked no (6.8).

**Table 1: Effectiveness of Media (Ranking)**

Medium of Advertisement	Responses Rank
Television	542
Online ads (Google, Facebook, YouTube)	493
Print ads (newspapers, magazines)	414
Billboards/outdoor advertising	335
Social Media	601

Table 1 the responses according to effectiveness of the media to influence one to buy the the e – vehicles. It depicts that most of the respondents have marked 1<sup>st</sup> to social media and 2<sup>nd</sup> to television media, 3<sup>rd</sup> to printing media and last to the billboards.

Test Drive wise responses:

The responses according to Test drive. It depicts that most of the respondents (55.1%) were stating they have taken the test drive as they have drove the e-v once and not drove were (44.9%) which is slightly less then the drove one.

**Table 2: Factors of Buying EV**

Factors to Buy EV	Responses	Rank
Environmental concerns	69	1
Lower fuel cost	11	3
Government incentives	21	2
Brand reputation	8	5
Performance and features	9	4

Table 2 the responses according to concern the respondents to purchase the e-v in ranking order. It depicts that most of the respondents have ranked environmental concern as 1<sup>st</sup> (69 responses out of 118) and least to performance and features (9 responses out of 118) were above 50 years and 26.3%.

Would you be willing to pay more for an electric vehicle as compared to a similar gasoline-powered vehicle?

The responses according to price wise priority to the e-v of the respondents. It depicts that most of the respondents (27.3%) were ready to pay slightly more to buy e-v and 12.7% were disagreeing to pay more for e-v they took a take for purchasing it for slightly lesser price.

Do you think government incentives (such as tax credits or rebates) would influence your decision to purchase an EV?

The responses according to government incentives effect the purchase of e-v of the respondents. It depicts that most of the respondents (40.7%) were in favour that their decision will very likely effects the government initiative and 3.4% were unlikely.

How important is the environmental impact of a vehicle in your decision to purchase an EV?

The responses according to environmental concern of the respondents. It depicts that most of the respondents (54.2%) were agreed for very important and (3.4%) were not important marked.

The vehicle you drive should reflect your beliefs and values." Do you agree with this statement?

**Testing of Hypothesis**

The responses according to values wise of the respondents. It depicts that most of the respondents (51.7%) were strongly agrees and (4.2%) were strongly disagrees that there values doesn't effect their purchasing behaviour of the product.

How important is the availability of charging stations influence your decision to purchase an EV?

The responses according to purchasing behaviour in corresponding to the available charging stations of the respondents. It depicts that most of the respondents (62.7%) were agreed that it is very important of charging station and 5.1% were that it is not at all important.

How much time do you think s reasonable to spend charging an EV?

The responses according to the fast charging is required to

charge the e-v of the respondents. It depicts that most of the respondents (52.5%) were stating very important and (5.9) not important.

Have you ever discusses about EV with your friends, family and colleagues?

The responses according purchasing behaviour of the respondents on reaccommodating from friends and others. It depicts that most of the respondents (80.5%) were agreeing that it matters on recommendation and 19.5% where it doesn't matter.

How likely are you to buy an EV if you see others around you driving one?

The responses according to purchasing the e-v by seeing others around. It depicts that most of the respondents (33.9%) were very likely to purchase and 8.5% were very unlikely to purchase by seeing other around.

**Table 3:** Descriptive Statistics

	N	Descriptive Statistics		Mean	Std. Deviation
		Minimum	Maximum		
Age	118	1	5	3.18	1.59
Gender	118	1	2	1.49	0.50
Educational Qualification	118	1	3	2.47	0.77
Monthly Income	118	1	5	2.83	1.62
Occupation	118	1	5	3.04	1.31
Valid N (listwise)	118				

**Table 4:** ANOVA Analysis

	ANOVA responses Age wise					Sig.
		Sum of Squares	df	Mean Square	F	
How familiar are you with Electric Vehicles (EV)?	Between Groups	9.103	4	2.276	1.070	.002
	Within Groups	240.397	113	2.127		
	Total	249.500	117			
Do you think government incentives (such as tax credits or rebates) would influence your decision to purchase an EV?	Between Groups	5.455	4	1.364	.848	.000
	Within Groups	181.807	113	1.609		
	Total	187.263	117			
How important is the environmental impact of a vehicle in your decision to purchase an EV?	Between Groups	8.264	4	2.066	1.755	.002
	Within Groups	132.998	113	1.177		
	Total	141.263	117			
Have you ever discussed about EV with your friends, family and colleagues?	Between Groups	.489	4	.122	.767	.549
	Within Groups	18.028	113	.160		
	Total	18.517	117			
Would you be willing to pay more for an electric vehicle as compared to a similar gasoline-powered vehicle?	Between Groups	19.092	4	4.773	3.085	.019
	Within Groups	174.806	113	1.547		
	Total	193.898	117			

The ANOVA analysis performed in correspondence with the age –

Here ANOVA have been performed to test the hypotheses relation between Independent Variable and Age group provided. The Null hypotheses has rejected and Alternate

have accepted. Since the p - value obtained is less than 0.05. From this we can infer – that consumer's age group between 50 above and 18 to 25 do not consider government incentives, product familiarity index, social influence and cost a factor to purchase the EV.

**Table 5**

	ANOVA response Education wise					Sig.
		Sum of Squares	df	Mean Square	F	
How familiar are you with Electric Vehicles (EV)?	Between Groups	2.490	2	1.245	.580	.000
	Within Groups	247.010	115	2.148		
	Total	249.500	117			
Do you think government incentives (such as tax credits or rebates) would influence your decision to purchase an EV?	Between Groups	.915	2	.457	.282	.002
	Within Groups	186.348	115	1.620		
	Total	187.263	117			
How important is the environmental impact of a vehicle in your decision to purchase an EV?	Between Groups	4.251	2	2.125	1.784	.004
	Within Groups	137.012	115	1.191		
	Total	141.263	117			
Have you ever discusses about EV with your	Between Groups	.506	2	.253	1.615	.000

friends, family and colleagues?	Within Groups	18.011	115	.157		
	Total	18.517	117			
Would you be willing to pay more for an electric vehicle as compared to a similar gasoline-powered vehicle?	Between Groups	22.205	2	11.102	7.436	.001
	Within Groups	171.694	115	1.493		
	Total	193.898	117			

Here, the t – Test has been conducted between the variables to analysis the Hypotheses and to present the result of the test conducted, in the H1 has significantly rejects the Null Hypotheses and accepts the Alternative Hypotheses, which shows the relation between the government’s financial incentives has affected on purchase intention of consumers towards EV. Since the p - value obtained is 0.002 which is accepted as null hypotheses reject when it is less than 0.05. H02, it shows the relation between purchase behaviour and Product awareness, making a significant relation in between the both variable resulting in rejecting the Null Hypotheses and accepting the Alternative Hypotheses. Since, the p - value obtained is 0.00 which is accepted as null hypotheses is Rejected when it is less than 0.05. H03: here the test results, rejects the Null Hypotheses and accepts the Alternative Hypotheses, which shows the environmental factors an essential intention of consumers to purchase E-Vs. Since the p - value obtained is 0.002 which is accepted as null hypotheses reject when it is less than 0.05, we rejects the Null and accepts Alternative Hypotheses. H4, here, independent sample t – test have been performed to test the hypotheses relation between consumer’s purchase behaviour and Good Infrastructure provided. The Null hypotheses has accepted and Alternate have rejected. Since the p - value obtained is 0.375 which is accepted as null hypotheses is accepted when it is more than 0.05. H05, here independent sample t – test have been performed to test the hypotheses relation between consumer’s purchase behaviour and Social Influence provided. The Null hypotheses has accepted and Alternate have rejected. Since the p - value obtained is 0.375 which is accepted as null hypotheses is accepted when it is more than 0.05. H06, the independent sample t – test have been performed to test the hypotheses relation between consumer’s purchase behaviour and Purchase Cost provided. Since the p - value obtained is 0.004 which is accepted as null hypotheses is rejected when it is less than 0.05.

The ANOVA analysis performed in correspondence with the education – Here ANOVA have been performed to test the hypotheses relation between Independent Variable and Educated group provided. The Null hypotheses has rejected and Alternate have accepted. Since the p - value obtained is less than 0.05. From this we can infer – that consumer’s Educated group Above master degree do consider government incentives, product familiarity index, social influence and cost a factor to purchase the EV.

**Findings and Suggestions**

**Findings**

It is found that there is a significant difference between the consumer behavior and the government’s financial incentives. Furthermore, It is shown that the government incentives promote the customer willingness to purchase the EV and there is a significant difference found in product awareness and purchase intention. Additionally, it is observed that there is a significant difference found in environmental concern and purchase intention and also significant difference found in good infrastructure and

purchase intention. Finally, it is observed that there is a significant no difference found in social influence and purchase intention and it is observed that there is a significant no difference found in Purchase cost and purchase intention.

**Suggestions**

- It is recommended that government should subsidized for encouraging to buy EV to the customers.
- It is recommended that the EV companies should promote EV product through proper advertisement and social media.
- Build charging station. Charging stations should be equal to the number of petrol pumps in the city.
- Cost of Electric should be subsidized to charging stations. Cost of EV should comparatively less than other vehicles.
- At least one-year free services facility to all customers.
- Low cost and recharging station and invent renewable energy source than EV gets more appealing.
- Just wish it had shorter charging time and costs equal to the fuel vehicle one and Proper publicity to needed for more consumers.
- EV cost can cut down a bit so that users start buying more EV vehicle.

**Conclusion**

In conclusion, consumer behaviour regarding Electric Vehicles (EVs) is rapidly changing as consumers become more aware of the benefits of using EVs. Product awareness has increased significantly in recent years as more information about the advantages of EVs becomes available to consumers. Effective product promotion strategies, such as highlighting the long-term cost savings and environmental benefits of EVs, can play a critical role in boosting consumer interest and driving adoption. Recommendations for promoting EVs include improving charging infrastructure, increasing accessibility to EVs, and leveraging social media platforms to educate consumers about the benefits of EVs. Government incentives, such as tax credits and rebates, can also encourage consumers to purchase EVs.

Looking towards the future, the adoption of EVs is expected to continue to grow as more affordable models become available and charging infrastructure continues to expand. Manufacturers will need to continue to invest in research and development to improve the performance and efficiency of EVs, and governments will need to continue to provide incentives to drive adoption. In summary, the shift towards EVs is driven by various factors, including environmental concerns, cost savings, and technological advancements. As consumers become more educated and governments offer incentives, the adoption of EVs is expected to continue to accelerate, making them a critical component of the transportation industry in the future.

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