

Power and Fuel – A Study on Consumer Perception on Electronic Vehicles in Karnataka a Case Study of Shimoga City

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Abstract: Consumers are the powerful forces in shaping the Marketing programmes and strategies. Marketing activities are designed around the consumer's needs and satisfaction and perception. For this reason manufactures should understand aware of consumer perception before offering and while producing the products to the targeted consumer. The main objective of this study is to analyze the consumer perception towards electronic vehicles in shimoga city. And it has been observed since 2017 that electronic vehicles and automotive companies have taken major steps and research activities towards producing electronic vehicles with major companies are focusing economic and environment friendly vehicles while producing their vehicles. and in this changing and in the current dynamic market scenario, consumers are constantly looking and interested to buy better eco-friendly products along with cost-efficiency to it. In this study in order to reach study objectives data have been collected from secondary source to know the perception of the consumers towards electric vehicles

Keywords: Consumer perception, and E-vehicles. Automotive Industry in India

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