

# A Study on Indian Users Perception Towards Electric Vehicles

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**Abstract:** *Consumers have little problem accepting EVs as their everyday mode of transportation, but declining availability of fossil fuels for consumers to return is one reason for rising gas/diesel prices. Yes, and EVs have proven to be a promising solution. With automakers clearly aware of near-term shortages due to increasing economic, environmental, and governmental laws and regulations, electric vehicles have emerged as the only hope for the long journey in the automotive industry. Although the Indian government is encouraging citizens to switch to electric vehicles by offering tax cuts, the current market share of electric vehicles is still relatively small. Through this research, we seek to determine the size of EVs in the Indian market and the perceptions of Indian consumers of different age groups towards EVs*

## Objective

*The objective of this research is as follows:*

- 1) To understand consumer perception.*
- 2) To study factors which is important for the purchase of EVs in India*

**Keywords:** Electric vehicles, Consumer perception, Choice of vehicle, Environment, Conventional vehicle, Government policies.

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