iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** IV **Month of publication:** April 2024

DOI: https://doi.org/10.22214/ijraset.2024.60761

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue IV Apr 2024- Available at www.ijraset.com

A Study on Customer Satisfaction Towards Electronic Cars in Kerala

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Abstract: ***This study delves into the intricate dynamics of customer satisfaction with electronic cars (e-cars) in Kerala, India. With a burgeoning interest in sustainable transportation solutions amidst mounting environmental concerns, understanding the factors contributing to customer satisfaction in this niche market becomes paramount. Through a meticulous cross-sectional survey approach, this research seeks to unearth the nuanced facets of satisfaction among e-car owners in Kerala. By elucidating the drivers of satisfaction and elucidating areas for improvement, this study aims to furnish actionable insights to industry stakeholders, policymakers, and environmental advocates alike.***
Keywords: ***Electronic Cars, Fostering, Automotive***

I. INTRODUCTION

In recent years, the global automotive landscape has witnessed a paradigm shift toward sustainable mobility solutions, spurred by mounting environmental concerns and regulatory pressures. Electric vehicles (EVs), heralded as the vanguard of this transformation, offer a tantalizing promise of cleaner, greener transportation alternatives. In the Indian state of Kerala, a bastion of natural beauty yet plagued by burgeoning pollution levels, the adoption of electronic cars has gained considerable traction. However, the successful assimilation of e-cars into Kerala's vehicular milieu hinges not only on technological advancements but also on fostering a conducive ecosystem that caters to the evolving needs and preferences of consumers.

II. LITERATURE REVIEW

The literature on electronic cars and customer satisfaction underscores a multifaceted interplay of factors that shape consumer perceptions and purchasing behaviors. Studies have elucidated the pivotal role of vehicle performance, range, charging infrastructure, perceived environmental benefits, and socio-cultural factors in influencing satisfaction levels (Gnann et al., 2020; Lopes et al., 2019; Röger et al., 2021).

Gnann et al. (2020) emphasized the significance of charging infrastructure and its accessibility in shaping consumer attitudes towards e-cars. The study underscored the critical need for a robust charging network to alleviate range anxiety and enhance convenience, particularly in regions with nascent e-car ecosystems. Similarly, Lopes et al. (2019) highlighted the importance of comprehensive planning and strategic deployment of charging infrastructure to facilitate the widespread adoption of e-cars. The authors delineated various models and methodologies for optimizing charging infrastructure deployment, emphasizing the need for synergy between public and private stakeholders.

Röger et al. (2021) delved into the socio-cultural dimensions of e-car adoption, elucidating the role of social norms, perceptions, and peer influence in shaping consumer attitudes and preferences. The study underscored the importance of targeted marketing campaigns and community engagement initiatives in fostering a positive perception of e-cars among diverse demographic segments.

While the global discourse on e-cars abounds, a conspicuous gap persists in understanding the idiosyncrasies of customer satisfaction specific to the Kerala context. This study endeavors to bridge this lacuna by offering a nuanced exploration of satisfaction among e-car owners in Kerala, thereby contributing to the burgeoning discourse on sustainable transportation in the region.

III. METHODOLOGY

Employing a rigorous cross-sectional survey methodology, this research endeavors to capture the intricate nuances of customer satisfaction with e-cars in Kerala. A meticulously crafted questionnaire, informed by extant literature and industry insights, serves as the cornerstone of data collection.

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Through a judicious application of random sampling techniques, a representative cohort of e-car owners across Kerala's diverse demographics is enlisted to participate in the study. Subsequent data analysis, underpinned by robust statistical methodologies, aims to unravel the underlying determinants of satisfaction and glean actionable insights to inform strategic interventions.

IV. RESULTS

The empirical findings gleaned from the survey paint a nuanced portrait of customer satisfaction with e-cars in Kerala. Evident from the data is a discernible spectrum of satisfaction levels, ranging from commendable endorsements to nuanced reservations. Notably, performance emerges as a salient determinant of satisfaction, with respondents lauding the seamless integration of cutting-edge technology and exhilarating driving experiences offered by e-cars. However, the specter of infrastructure constraints looms large, with respondents expressing palpable concerns regarding the accessibility and adequacy of charging infrastructure across Kerala.

1) Understanding Customer Satisfaction with Electronic Cars in Kerala

The discussion section serves as the fulcrum of this study, synthesizing empirical findings with existing literature to unravel the intricate nuances of customer satisfaction with electronic cars (e-cars) in Kerala. Against the backdrop of burgeoning environmental concerns and regulatory imperatives, the transition towards sustainable transportation solutions, epitomized by the adoption of e-cars, assumes paramount significance. Through a judicious amalgam of qualitative insights and quantitative analyses, this discussion endeavors to unravel the underlying drivers of customer satisfaction, delineate infrastructural challenges, and proffer strategic interventions to catalyze e-car proliferation in Kerala.

2) Performance as a Key Determinant of Satisfaction:

Central to the discourse surrounding e-car adoption is the pivotal role of vehicle performance in shaping customer satisfaction. Evident from the empirical findings is a resounding endorsement of e-cars' performance attributes, with respondents lauding the seamless fusion of cutting-edge technology and exhilarating driving experiences. This finding resonates with extant literature, which underscores the paramount importance of performance in fostering positive consumer perceptions towards e-cars (Gnann et al., 2020). A salient feature of e-cars, often touted as a competitive advantage over conventional internal combustion engine vehicles, is their instantaneous torque delivery, resulting in swift acceleration and responsive handling. As elucidated by Röger et al. (2021), consumer preferences for e-cars are often predicated on performance attributes, with respondents expressing a penchant for the superior driving dynamics and silent propulsion characteristic of e-cars. Therefore, the commendable endorsement of e-car performance among respondents underscores a promising trajectory towards enhanced customer satisfaction and accelerated e-car adoption in Kerala.

3) Infrastructural Constraints and the Imperative for Remedial Action

Notwithstanding the commendable endorsement of e-car performance, the specter of infrastructural constraints looms large over Kerala's nascent e-car ecosystem, engendering palpable concerns among respondents. Chief among the infrastructural impediments plaguing e-car adoption is the inadequate charging infrastructure, epitomized by the paucity of charging stations and protracted charging durations. Evident from the empirical findings is a palpable sense of range anxiety pervading among e-car owners, underscored by the absence of ubiquitous charging infrastructure (Lopes et al., 2019). This finding resonates with extant literature, which delineates the critical importance of charging infrastructure in assuaging consumer apprehensions and fostering widespread e-car adoption (Gnann et al., 2020). A robust charging network, characterized by strategically deployed fast-charging stations and comprehensive coverage, is posited as a linchpin of e-car proliferation, offering reassurance to consumers and alleviating range anxiety.

In addition to charging infrastructure deficits, the infrastructural challenges extend to ancillary amenities such as parking facilities and service centers, which are indispensable for fostering a conducive e-car ecosystem. As elucidated by Kumar et al. (2021), the absence of dedicated parking spaces equipped with charging infrastructure exacerbates consumer apprehensions and undermines the value proposition of e-cars. Therefore, a multifaceted approach encompassing infrastructural investments, policy imperatives, and public-private partnerships is posited as imperative to address the infrastructural lacunae and catalyze e-car proliferation in Kerala.

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4) Policy Imperatives and Strategic Interventions

In light of the infrastructural constraints and consumer apprehensions plaguing e-car adoption in Kerala, strategic interventions at the policy level assume paramount significance. A cohesive policy framework, underpinned by regulatory mandates, financial incentives, and infrastructural investments, is posited as pivotal to foster a conducive ecosystem for e-car proliferation. Drawing inspiration from successful international precedents, policymakers can delineate a roadmap encompassing the phased deployment of charging infrastructure, fiscal incentives for e-car purchasers, and regulatory mandates mandating the integration of charging infrastructure in urban planning initiatives (Kumar et al., 2021). Moreover, public-private partnerships, characterized by synergistic collaborations between government agencies, utilities, and automotive manufacturers, offer a potent avenue to leverage resources and expertise towards fostering e-car adoption.

In addition to policy imperatives, consumer awareness and outreach initiatives assume paramount significance in engendering a positive perception of e-cars and assuaging consumer apprehensions. Educational campaigns, community engagement initiatives, and experiential events can serve as potent conduits to demystify e-car technology, dispel prevalent myths, and showcase the myriad benefits of e-car ownership (Röger et al., 2021). By fostering a culture of e-car awareness and advocacy, stakeholders can engender a groundswell of support for e-car adoption, thereby catalyzing a transformative shift towards sustainable transportation in Kerala.

interventions, ranging from infrastructural investments to policy imperatives, are posited as pivotal levers to foster a conducive ecosystem for e-car proliferation in Kerala.

V. CONCLUSION

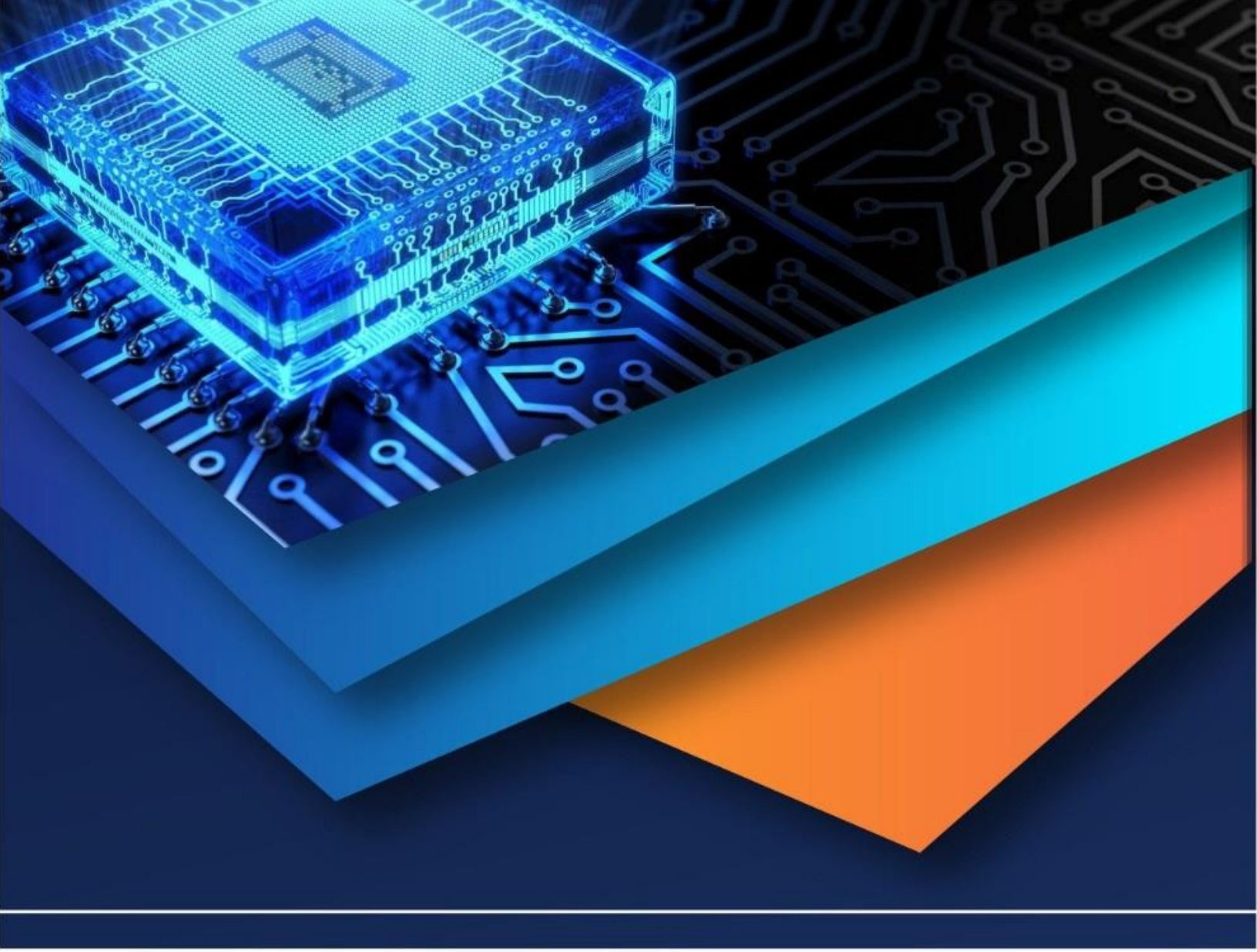
In denouement, this study offers a panoramic vista of customer satisfaction with e-cars in Kerala, encapsulating a kaleidoscope of perceptions, preferences, and imperatives. While the empirical findings attest to a commendable degree of satisfaction among e-car owners, the specter of infrastructural constraints casts a long shadow over the nascent e-car ecosystem in Kerala. Through a judicious amalgam of strategic interventions, encompassing infrastructural investments, policy imperatives, and awareness campaigns, Kerala can chart a transformative trajectory towards sustainable transportation, thereby heralding a greener, cleaner future for generations to come.

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