



Student Purchasing Behaviour Towards Electronic Vehicle

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ABSTRACT

Electric vehicles are vehicles that are either partially or fully powered on electric power. Electric cars are growing in popularity every day. It can be powered by a collector system that uses electricity from outside the vehicle, or it can be self-powered by a battery (sometimes charged by solar panels, or by converting fuel to electricity using fuel cells or a generator).

INTRODUCTION:

Electric vehicles have minimal operating expenses. they have fewer moving parts to maintain, and they are also very eco-friendly because they consume little or no fossil fuels (petrol or diesel). This vehicle is envisioned as a replacement for today's automobiles. It can be used to address concerns such as pollution, global warming, natural resource depletion, and so on. The electric car concept offers a clear cut solution to the environmental problems of gasoline-powered automobiles.

STATEMENT OF THE PROBLEMS:

The topic of the project is 'a study on the attitude of students towards electric vehicles: with special reference to youngsters. The study's goal is to examine the current state of electric car potential, as well as students attitudes and preferences regarding electric vehicles, particularly among young people. The research would also aid in concentrating on the numerous elements that may have influenced the use of electric vehicle.

OBJECTIVES

To study the attitude of students towards electric vehicles.

To determine the level of satisfaction towards electric vehicles.

To determine the factors influencing the purchase and use of electric Vehicles.

REVIEW OF LITERATURE:

1.The History of Alternative Fuels in Transportation: The Case of Electric and Hybrid Cars: by Hoyer, (2008)

Electric car technology has been around for over a century. Electric driving, on the other hand, has been put on hold due to the availability and convenience of use of combustion engines. Various (pushing and pulling) elements are currently rekindling interest in electric automobiles. On the one hand, a limited supply of oil and growing awareness of the environmental impact of traditional combustion engine vehicles push people toward cleaner electric vehicles. In terms of pulling power, recent advancements in battery technology and electric motors have made the electric vehicle a viable competitor to traditional automobiles.(Hoyer,2008)

2. Driving an electric vehicle. A sociological analysis on pioneer users b: by M Pierre, C Jemelin, N Louvet – Energy Efficiency, (2011)

Similar incidents have occurred in the recent decades-long albeit more modest but full of learning: in the 1990s, certain local governments sponsored innovations based on electric vehicles, and some people picked this type of vehicle for their everyday commutes. We seek to uncover the causes for this unique modal choice, highlight the problems that electric vehicle drivers faced at the time, and analyse the patterns of use that dictated their mobility and use of electric vehicles by reporting research conducted in 2006 and 2008.(M Pierre,2011)

3. Potential Need for Electric Vehicles, Charging Station Infrastructure and its Challenges for the Indian Market: by Praveen Kumar and Kalyan Dash,(2013)

Rather than making a massive adjustment, India can engage in small-scale reinforcements to address load difficulties locally. Charging at home should be promoted. Before constructing the large scale charging infrastructure, proper planning of location, population, traffic density, and safety should be considered. It is critical to integrate efforts in the energy and transportation industries. Drivers of electric cars are offered a financial students incentive, such as tax credits, purchase subsidies, discounted tolls, free parking, and access to restricted highway lanes, which will assist the market grow.(P. K. Dash, 2013)

TABLE: Simple percentage analysis

Factors	Options	No. of Respondents	Percentage
Age	Below 18	7	5.6
	18 - 21	108	86.4
	21 - 25	9	7.2
	Above 25	1	0.8
Educational qualification	School level Education	5	4
	Ug	108	86.4
	Pg	9	7.2
	diploma	3	2.4
	others	0	0
Family income	Below 20000	52	41.6
	20001-30000	29	23.2
	30001-40000	27	21.6
	Above 40000	17	13.6
No of members in a family	3	30	24
	4	69	55.2
	5	19	15.2
	Above	7	5.6
Do you have any of the vehicle	bike	75	60
	scooter	34	27.2
	car	20	16
	All of above	19	15.2
Are you aware of electric vehicle	YES	82	65.6
	NO	43	34.4
Heard about electric vehicle	Friends and family	38	30.4
	Newspaper	16	12.8
	Advertisement	25	20
	Social media	37	29.6
	Others	9	7.2
Which model will you prefer most	bike		
	scooter	41	32.8
	car	29	23.2
Attitude towards electric vehicle	positive	47	37.6
	negative	34	27.2
	neutral	44	35.2

INTERPRETATION:

From the above table, It is observed that 86.4% of the respondents belongs to 18 – 21 age category.7.2% of the respondents belongs to 21 – 25 age category.5.6 of the respondents belongs to Below 18.0.8% of the respondents belongs Above 25

From the above table, It is observed that 86.4% of the respondents belongs to UG category.7.2% of the respondents belongs to PG category and 4% of the respondents belongs to SCHOOLING educational category and DIPLOMA category are 2.4%

From the above table, It is observed that 41.6% of the respondents belongs to below 20000 income category.23.2% of the respondents belongs to income from 20001-30000 category and 21.6% of the respondents belongs to income from 30001-40000 category and income above 40000 category are 13.6%
From the above table, It is observed that 55.2% of the respondents belongs to 4 members in a family.24% of the respondents belongs to 3 family members in a category and 15% of the respondents belongs to 5 members in a family category and income above 5 members in a family are 5.6%

From the above table, It is observed that 60% of the respondents belongs to BIKE category and 27.2% of the respondents belongs to scooter category and 16% of the respondents belongs to CAR category and all the above category are 15.2%

From the above table, It is observed that 65.6% of the respondents belongs to aware of electric vehicle and 34.4% are not aware of electric vehicle.

From the above table, It is observed that 30.4% of the respondents belongs to FRIENDS AND FAMILY category and 29.6% of the respondents belongs to SOCIAL MEDIA category and 20% of the respondents belongs to ADVERTISEMENT category 12.8 are belong to NEWSPAPER category.

From the above table, It is observed that 44% of the respondents belongs to BIKE category and 32.8% of the respondents belongs to scooter category and 23.2% of the respondents belongs to CAR category

From the above table, It is observed that 37.6% of the respondents belongs to POSITIVE category and 35.2% of the respondents belongs to NEUTRAL category and 27.2% of the respondents belongs to NEGATIVE.

SUGGESTIONS:

So increasing the number of charging point will attract the customer to purchases electric vehicles

People should place a greater emphasis on electric vehicles in order to reduce pollution and green- house gas emissions.

Companies should concentrate on informing the public about new car electric modes.

Petrol prices are steadily rising. The problem of rising petrol prices can be addressed with electric vehicles.

The government's promotion of electric vehicles will aid the country's future progress.

Incentives and subsidies should be provided by the government for the purchase of electric vehicles.

Reduced tax rates can attract buyers to buy electric vehicles to a certain extent.

By lowering the initial cost of electric vehicles, there will be a growing market in the near future.

Electric vehicle promotion also aids the government in saying goodbye to crude oil and its high price.

CONCLUSION:

In India, there is a need for energy transition in automobiles due to the depletion of fossil resources and the steady rise in fuel prices. The government has taken steps to reduce pollution levels by promoting electric vehicles and providing purchasing subsidies. The government has relaxed FDI rules in order to promote output. electric vehicles are being introduced in India by a number of new brands. Governments and manufacturers should work together to construct the infrastructure and create a favorable climate for electric vehicles. The respondents are aware of global climate conditions and are ready to change their cost is an important factor while considering the purchase of electric vehicles.

If sufficient infrastructure is available, respondents are willing to accept electric vehicles as a future buying option. The initial cost of purchasing, the limited number of charging stations, and the time it takes to recharge the battery are all factors that limit students confidence.

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