



CONSUMER PERCEPTION AND SATISFACTION OF MAHINDRA ELECTRIC CARS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

¹ *Dr. M. K. PALANICHAMY*, ² *NITHISH P*

¹ M.Com,M.Phil,Ph.D.,AssistantProfessor, Department of Commerce

² III-B.COM, Department of Commerce

SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE KOVAIPUDUR COIMBATORE- 641042

ABSTRACT :

This study explores consumer perception and satisfaction regarding Mahindra electric vehicles in Coimbatore, a city witnessing rapid growth in eco-conscious transportation. With the Indian government actively promoting electric mobility through subsidies and awareness campaigns, understanding how consumers respond to Mahindra's EV offerings becomes essential. The research focuses on evaluating consumer experiences related to vehicle performance, environmental benefits, cost-effectiveness, and after-sales service. Using primary data collected through structured questionnaires and interviews, along with secondary literature analysis, the study identifies key factors that influence purchase decisions—such as infrastructure availability, price sensitivity, and technological features. Findings reveal that while consumers generally appreciate the brand's eco-friendliness and innovation, concerns remain about charging accessibility and affordability. Based on these insights, the study offers actionable suggestions to Mahindra and policymakers to enhance EV adoption and consumer trust in the region, ultimately supporting India's broader goal of sustainable mobility.

Introduction

With the rise of environmental concerns and fluctuating fuel prices, electric vehicles (EVs) have gained momentum as a sustainable alternative to traditional automobiles. In India, government initiatives such as the FAME scheme and growing eco-consciousness have accelerated interest in EVs. Mahindra Electric, a front-runner in this movement, has introduced a range of affordable and technologically advanced electric vehicles that cater to urban and semi-urban markets.

Objectives

1. Examine consumer perception of Mahindra EVs with regard to eco-friendliness and affordability.
2. Measure satisfaction across various dimensions—driving experience, cost savings, comfort, and service quality.
3. Understand factors like brand reputation, peer influence, and digital marketing in shaping decisions.
4. Identify obstacles such as limited charging infrastructure and high initial cost.

Area of Study

The area of study is limited to the Coimbatore district in Tamil Nadu, India. Coimbatore is a rapidly growing industrial and educational hub with a diverse population that includes students, working professionals, and business owners. This region is ideal for evaluating the adoption and perception of electric vehicles due to its rising environmental awareness, increasing traffic congestion, and emerging demand for sustainable mobility solutions. The study focuses specifically on Mahindra electric vehicle users and potential buyers in Coimbatore to understand their views on performance, affordability, infrastructure availability, and overall satisfaction.

Tools for Analysis

Primary Data: 111 structured questionnaires and semi-structured interviews with Mahindra EV owners and prospects.

Secondary Data: Academic journals, market reports, policy documents, and Mahindra company data.

Analytical Methods: Descriptive statistics, bar charts, frequency analysis, and interpretative commentary.

Review of Literature

1. **Srinivasan & Bansal (2019)** emphasized the role of awareness and incentives in shaping Indian EV perception but highlighted that psychological barriers like range anxiety remain.
2. **Gupta, Kumar & Gupta (2020)** linked satisfaction directly to affordability and charging convenience, which are still lacking in many tier-2 cities.

Results and Discussion

The study reveals that Mahindra EVs have made a strong impression in Coimbatore. Most respondents, particularly students and young professionals, expressed satisfaction with vehicle features and performance. A large segment appreciated the eco-friendliness and cost benefits. However, there is a substantial gap in charging infrastructure, and many respondents find the pricing to be higher compared to other EV brands.

Brand Image: Seen as innovative and sustainable.

Performance: Rated positively in terms of range, smoothness, and driving comfort.

Digital Influence: Social media and online ads significantly influence purchase behavior.

Challenges: Cost, electric car charging station availability, and range anxiety persist.

Interpretation

The findings suggest a strong market potential for Mahindra EVs in Coimbatore if certain gaps are addressed. Young consumers are enthusiastic but need better support in terms of education, service, and financial ease. Environmental concern is a strong motivator, which Mahindra should leverage in its branding strategy.

Findings

- **73% interested in owning Mahindra EVs.**
This shows strong consumer interest and a positive outlook toward Mahindra's electric vehicles, driven mainly by environmental awareness and cost savings.
- **52.3% rated after-sales service as excellent.**
More than half the users are highly satisfied with Mahindra's service quality, indicating good support and maintenance experiences.
- **53.2% believe Mahindra EVs outperform rivals.**
A majority of respondents feel Mahindra EVs offer better performance compared to other brands, likely due to features like smooth driving and better range.

Suggestions

1. **Establish More Fast-Charging Stations, Particularly in Public Hotspots**
Installing charging stations at malls, offices, and parking lots will reduce range anxiety and encourage daily use of Mahindra EVs.
2. **Promote EMI Plans, Subsidies, and Referral Bonuses**
Flexible financing options, better visibility of government subsidies, and referral rewards can make EVs more affordable and attractive to a wider audience.
3. **Partner with Educational Institutions for EV Awareness Campaigns**
Collaborating with colleges and universities can help spread awareness among young, tech-savvy consumers who are more open to adopting new technologies.
4. **Improve Battery Warranty and Introduce Mobile Maintenance Units**
Longer battery warranties and doorstep servicing will build trust and reduce concerns about long-term maintenance.
5. **Highlight Environmental and Long-Term Financial Benefits in Marketing**
Focusing marketing on pollution reduction, fuel savings, and low maintenance costs can appeal to both eco-conscious and budget-focused buyers.

Conclusion

The study concludes that consumer perception and satisfaction toward Mahindra electric vehicles in Coimbatore are generally positive, with strong interest driven by environmental awareness, cost savings, and brand trust. A majority of respondents appreciate the performance, comfort, and after-sales support provided by Mahindra. However, key challenges such as limited charging infrastructure, high upfront costs, and awareness gaps remain.