



## CONSUMER SATISFACTION TOWARDS ELECTRIC VEHICLE IN COIMBATORE CITY

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### **Abstract**

The rapid advancement in electric vehicle (EV) technology and the growing concern for environmental sustainability have significantly increased consumer interest in EVs across India. This study aims to analyse consumer satisfaction towards electric vehicles specifically in Coimbatore city, a rapidly developing urban centre with growing adoption of eco-friendly technologies. The research investigates various factors influencing consumer satisfaction such as vehicle performance, charging infrastructure, cost efficiency, maintenance, government incentives, and overall user experience. Data was collected through structured questionnaires and analysed using statistical tools to determine satisfaction levels and key determinants affecting consumer perception. The findings reveal that while consumers appreciate the environmental benefits and cost savings of EVs, concerns remain regarding charging station availability and vehicle range. The study provides valuable insights for manufacturers, policymakers, and service providers to enhance consumer satisfaction and support the sustainable growth of the electric vehicle market in Coimbatore.

### **INTRODUCTION**

The rise of environmental concerns and the global push for sustainability have significantly influenced the automotive industry, leading to the rapid adoption of electric vehicles (EVs). Electric vehicles, known for their eco-friendliness and energy efficiency, are transforming the transportation sector and reshaping consumer preferences. In the Indian context, Coimbatore district has emerged as a notable region with increasing awareness and interest in EVs, driven by government incentives, advancements in EV technology, and growing consumer consciousness about sustainability.



## **STATEMENT OF THE PROBLEM**

The transition to electric vehicles faces several challenges, including limited consumer awareness, skepticism about EV performance, and satisfaction issues related to charging infrastructure and after-sales service. While Coimbatore district has witnessed a growing interest in EVs, there is a need to understand the specific factors driving or hindering consumer adoption.

## **OBJECTIVES OF THE STUDY**

- To study the level of consumer awareness about electric vehicles in Coimbatore district.
- To evaluate consumer satisfaction with the performance, features, and infrastructure associated with EVs.
- To identify the key factors influencing the adoption of electric vehicles in Coimbatore district.
- To analyse the challenges faced by customers of electric vehicles.

## **RESEARCH METHODOLOGY**

### **Sampling Method:**

A stratified random sampling method will be used, with participants divided into strata based on factors like age, income, and prior EV experience.

### **Sample Size:**

The study will include 126 respondents for surveys from different EV users.

## **SCOPE OF THE STUDY**

This study focuses on understanding consumer awareness and satisfaction with electric vehicles in Coimbatore district. The research encompasses both urban and semi-urban



areas, analysing factors such as consumer knowledge, satisfaction levels, and the impact of government initiatives on EV adoption. It excludes other forms of alternative energy vehicles like hybrids and hydrogen-powered cars, maintaining a specific focus on fully electric vehicles.

## **LIMITATIONS OF THE STUDY**

- The samples size used for the research is small.
- The time allotted for collecting responses is up to three months.

## **REVIEW OF LITERATURE**

**MEGHANA PATEL, CHIRAG RAVAL (2023) “CUSTOMERS AWARENESS TOWARDS ELECTRIC TWO-WHEELERS IN THE PATAN CITY”** The purpose of this paper is to examine customers’ awareness towards electric two-wheelers in Patan city. This paper also important from the viewpoints of Government policies to promote E-Vehicles to reduce the dependency on fossil fuels. This research paper helps to electric two-wheeler producers to segment their market more effectively and focus on shifting conventional two wheelers to electric two wheelers in future that will helps to reduce emissions.

**COFFMAN AND M. BERNSTEIN (2017) “CONSUMER SATISFACTION ON ELECTRIC VEHICLES (EVs)”** were recently reintroduced to the global car market. These are an improvement over their predecessors in performance and electric driving range. Although the uptake of EVs has been notable in a short period of time, most government goals for adoption have not been met. There is strong evidence that actual purchases are much lower than consumers’ stated preferences. Improving understanding of this “attitude–action” gap is important to better inform studies of EV uptake overtime.

## **Tata Motors Electric Vehicle Company Profile**



### Company Overview:

Tata Motors, part of the Tata Group, is a leading Indian automotive manufacturer focused on sustainable, innovative mobility solutions. The company is advancing rapidly in the electric vehicle (EV) sector with a strong emphasis on green technology.

### EV Journey & Key Developments:

- **2017:** Launched the **Tata Tigor EV**, marking its EV entry.
- **2020:** Introduced the **Nexon EV**, India's best-selling electric SUV.
- **2021:** Unveiled the **Altroz EV** concept.
- **2025:** Plans to have 10 electric models in its portfolio.

## DATA ANALYSIS AND INTERPRETATION

### 4.1 TABLE SHOWS THE AGE OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE
Below 20	29	23%
21-30	60	47.6%
31-40	21	16.7%
41-50	12	9.5%
Above 50	4	3.2%
TOTAL	126	100



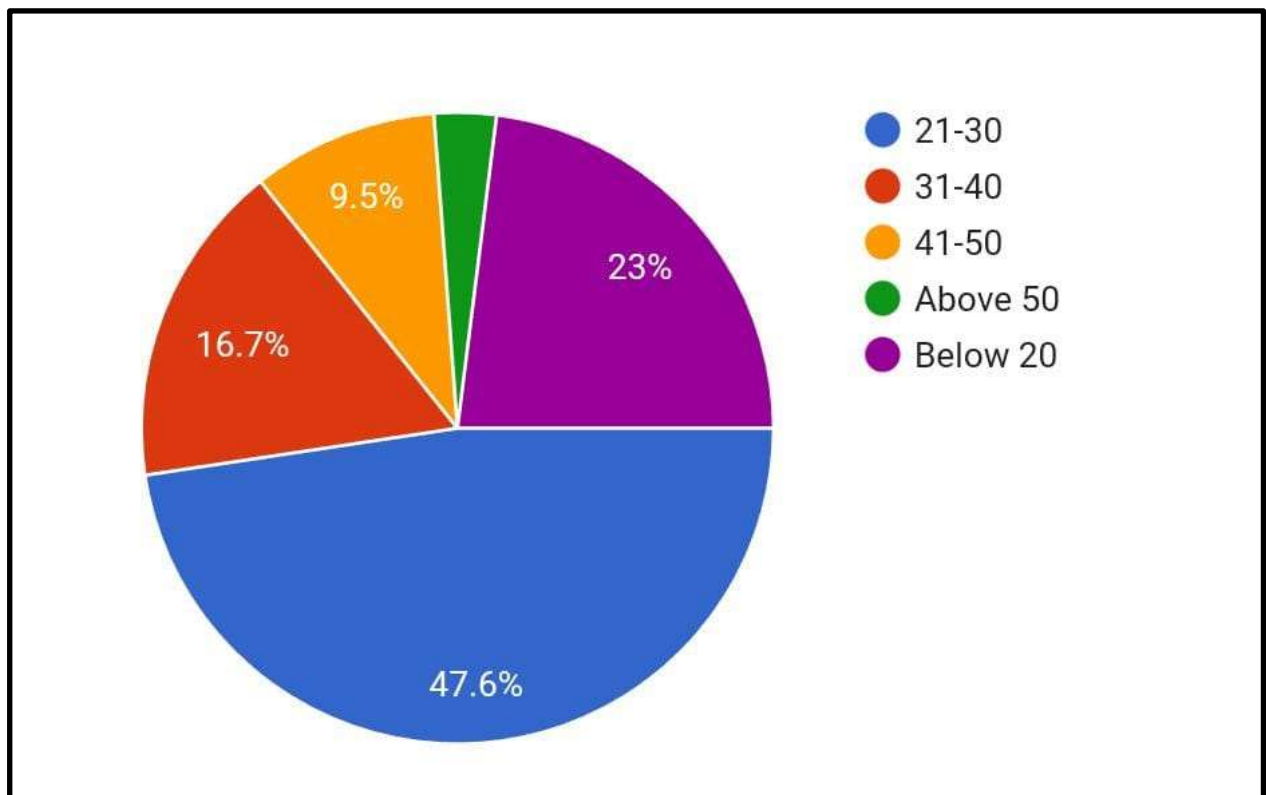
## **INTERPRETATION:**

From the above table it is clear that 23% of the respondents belongs to the age group of below 20, 47.6% of the respondents belongs to the age group of 21-30, 16.7% of the respondents belongs to the age group of 31-40, 9.5% of the respondents belongs to the age group of 41-50 & 3.2% of the respondents belongs to the age group above 50.

## **INFERENCE:**

Majority of the respondents 60(47.6%) are at the age group of 21-30.

## **CHART4.1 SHOWS THAT AGE OF RESPONDENTS**





**TABLE 4.2 TABLE SHOWS THAT GENDER OF RESPONDENTS**

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	40	31.7
Female	86	68.3
Total	126	100

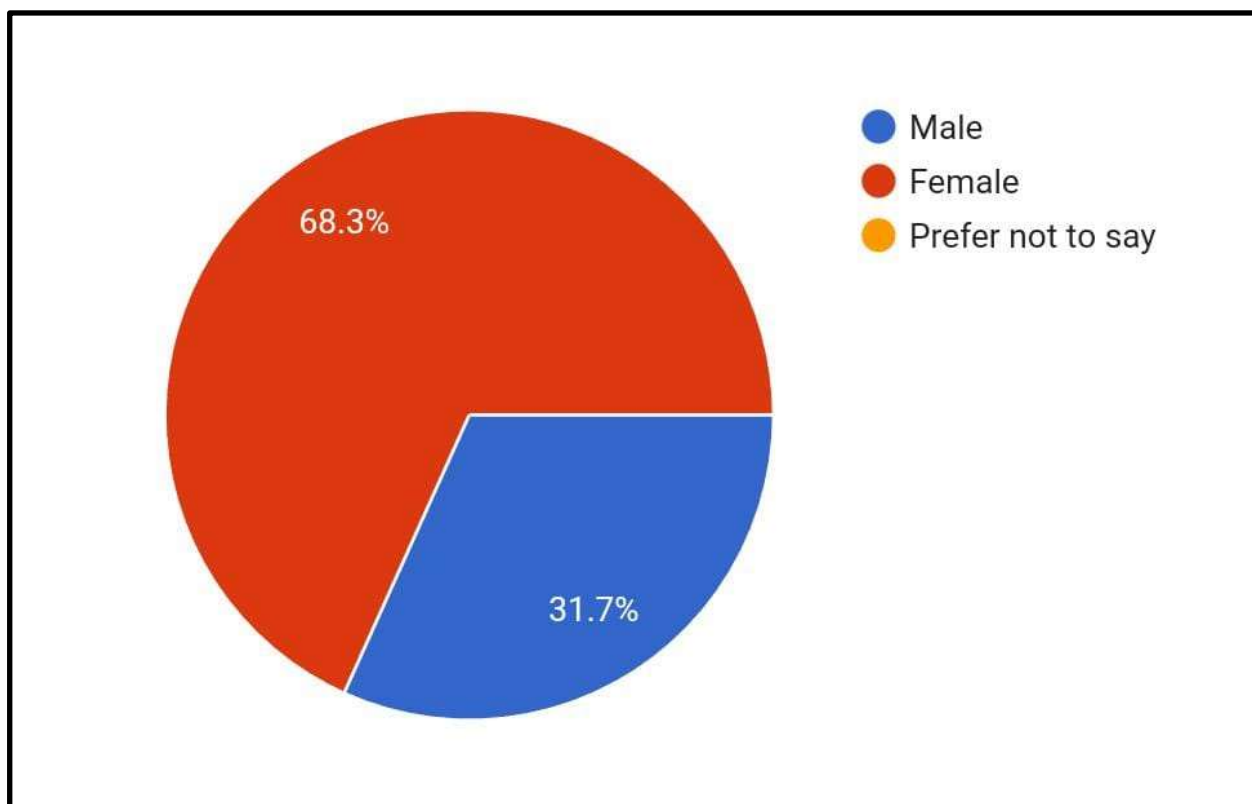
**INTERPRETATION:**

Above the table shows that 31.7% of the respondents are male and 68% of the respondents are female.

**INFERENCE:**

Majority of the respondents 86(68.3) are female.

**CHART 4.2 SHOWS THAT GENDER OF RESPONDENTS**



**TABLE 4.3 SHOWS THAT OCCUPATION OF THE RESPONDENTS**

OCCUPATION	No. of response	Percentage
Student	66	52.4%



<b>Employee</b>	44	34.9%
<b>Business</b>	9	7.1%
<b>Homemaker</b>	5	4%
<b>Others</b>	2	1.6%
<b>Total</b>	126	100%

### **INTERPRETATION:**

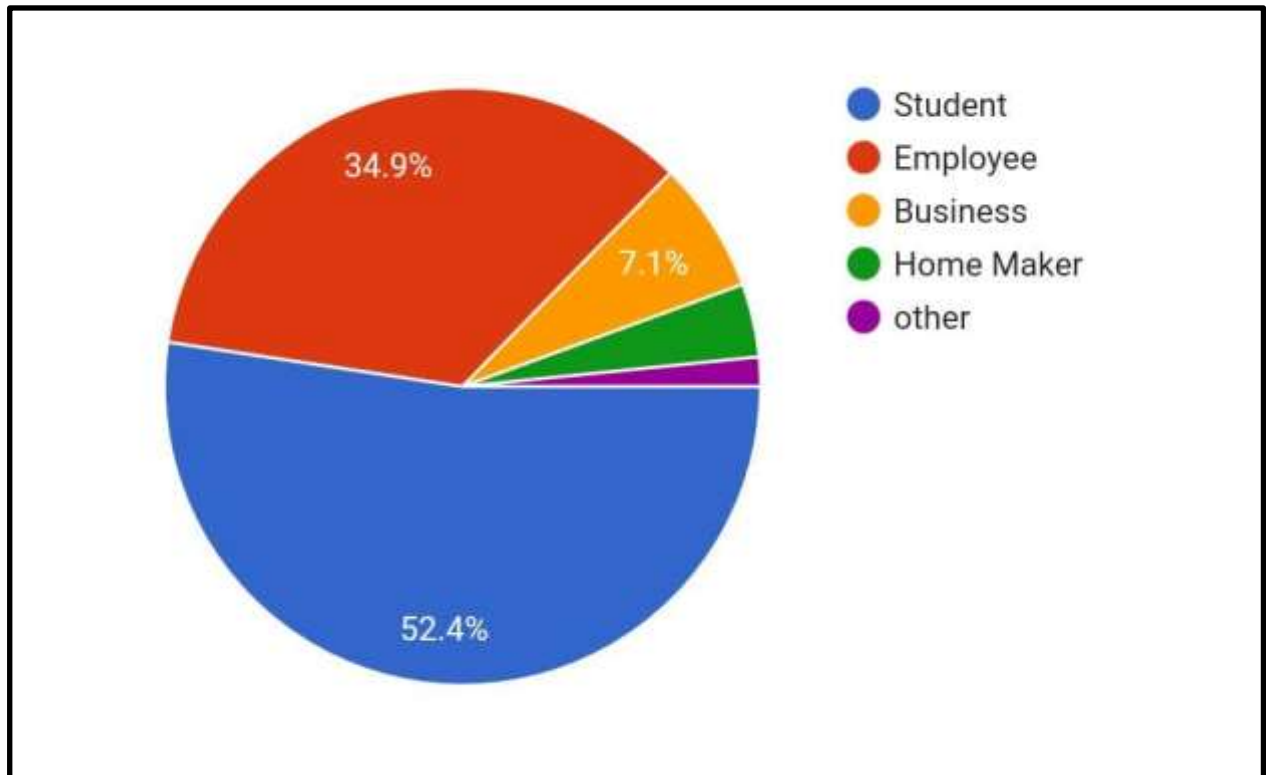
Above the table shows that 52.4% of the respondents are from students, 34.9% of the respondents from the employees, 7.1% respondents from the Business persons, 4% of respondents from the homemakers and 1.6% of respondents from other occupations.

### **INFERENCE:**

Majority of the respondents 66(52.4%) are students.

### **CHART 4.3 SHOWS THAT OCCUPATION OF THE RESPONDENTS**





## **FINDINGS, SUGGESTION AND CONCLUSION**

### **FINDINGS**

- Majority of the respondents 60(47.6%) are in the age group of 21-30.
- Majority of the respondents 86(68.3) are female.
- Majority of the respondents 66(52.4%) are students.

### **SUGGESTION**

To boost consumer satisfaction with electric vehicles (EVs) in Coimbatore, focus on expanding charging infrastructure, increasing awareness of government incentives, and addressing concerns about battery life and cost. A readily available and reliable charging network is crucial for EV adoption. This includes both public charging stations and incentives for home charging installations. Ensure charging stations are located in convenient areas like shopping malls, workplaces, and along major routes. Invest in fast-charging infrastructure to reduce charging times and alleviate range anxiety. By addressing these key areas, Coimbatore can create a more



supportive environment for EV adoption and improve consumer satisfaction with this environmentally friendly technology.

## **CONCLUSION**

In Coimbatore, consumer satisfaction with electric vehicles (EVs) is generally positive, driven by environmental benefits and low running costs, but initial purchase costs and charging infrastructure limitations remain key concerns that hinder widespread adoption.

## **BIBLIOGRAPHY:**

Sankala, S., Karimikonda, H., & Srikant, M. U. (2023). Perception towards eco-friendly electric vehicles and the impact on consumer purchase preference.

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