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CONSUMER INTENTION TOWARDS PURCHASE OF ELECTRIC VEHICLES: ARE WE READY TO SWITCH TO ELECTRIC VEHICLES?

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ABSTRACT:

The increase in the pollution and availability of limited fossil fuel has urged towards the adoption of renewable source of energy for automobile sector.Electric vehicles are considered as the suitable fit for succeeding the conventional mode of conveyance. The study aims toward the analysis of the electric vehicle market and the behaviour of the people towards it. This abstract presents an overview of consumer behaviour towards electric vehicles, incorporating references from key research studies. The study constitutes of online survey of 325 respondents. The study was based on PLS SEM and Smart PLS was used for the analysis of the data for hypotheses testing.The result showed that attitude, subjective norms and perceived behaviour control had positive correlations with intention to use the electric vehicles.The study tries to understand the perception of the people towards electric vehicles. As, the world is focussing on reducing the impact of global warming and climate change, the role and essence of Electric vehicles in reducing the global emissions and providing cleaner mobility is considered significant for sustainable development.

KEYWORDS: *Electric Vehicles, Sustainable Development, Emission.*

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