



Exploring Customer Attitudes Towards Electric Vehicles at Mahindra Reva Electric Vehicle Pvt. Ltd. Bengaluru

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Abstract

In the car business' change to more reasonable and eco-accommodating transportation choices, electric vehicles serve a basic job. Mahindra Reva Electric Vehicles Pvt. Ltd. is a notable maker of crossover vehicles in India. which has its central command in Bengaluru. With a focus on the variables Affect their adoption and the general market reaction, this study intends to analyze consumer perceptions and attitudes toward the electric automobiles supplied by Mahindra Reva.

A technique using a mix of methods was used to achieve this goal. Bengaluru residents who currently possess electric vehicles as well as those who would purchase one were the subjects of an extensive survey to determine their knowledge about, preferences for, and opinions on Mahindra Reva's selection of electric vehicles. To gain qualitative knowledge into the elements influencing customer perceptions, thorough interviews and refraction groups also were held.

Key words: Electric vehicles, Bengaluru, Customer review, Mahindra Reva and EV adoption.

Introduction

The car business has begun a progressive shift toward ecologic and harmless to the ecosystem transportation options to handle the issues of an unnatural weather change, poisons, and the fatigue of petroleum derivative assets. Electric vehicles (EVs) have arisen as a potential innovation that offers a cleaner and more environmentally well-disposed kind of transportation to manage these issues. Mahindra Reva Electric Vehicles Pvt. Ltd., a forerunner in the field of green vehicles, has remained at the focal point of this shift by improving electric vehicles to fulfill purchasers' developing necessities.

This investigation attempts to learn more about the Bangalore, India-based Mahindra Reva Electric Vehicle Private. Ltd.'s customers feel about electric vehicles in general. The main goal is to comprehend how Mahindra Reva customers, both current and potential, view electric vehicles by analyzing their views, attitudes, and variables impacting their purchasing decisions within the larger picture of electric mobility.

As a result of improvements in battery technology, rising environmental consciousness, and government incentives encouraging the adoption of EVs, electric vehicles have become incredibly popular in recent years. But in addition to technological developments, the profitability of electric automobiles also rests on consumer acceptance and happiness. Manufacturers interested in Mahindra Reva must comprehend client perception in order to properly adjust the goods and marketing tactics.

1. Awareness and knowledge:

determining the extent to which consumers are aware of and knowledgeable about electric vehicles, their technological features, plus the Mahindra Reva name.

2. Perceived and benefits:

assessing the level of consumer knowledge and awareness of electric cars, their technological ability, and the Mahindra Reva brand.

3. Brand perception:

Analyzing the brand reputation, dependability, and product quality the Mahindra Reva as it is perceived in the electric car industry.

4. Concerns and barriers:

examining any issues or obstacles that consumers may have with adopting electric vehicles, such as initial cost, lack of charging infrastructure, and range anxiety.

5. Purchase Intent and the Elements Affecting Purchase Choices:

examining the intents of consumers to buy electric vehicles and the elements that affect their choice, such as governmental incentives, infrastructure for charging, and car features.

Mahindra Reva electric car Pvt. Ltd. will be able to improve its product offers, market strategies, and customer service by using the study's findings to their advantage. Additionally, it will advance our knowledge of how consumers view the electric vehicle market and support the creation of environmentally friendly and centered transportation options.

Literature review

1. Madhusudhan, A., & Sendhil, K.

A sizable worldwide industry for a long time has been the automotive sector. Customers can start at a location before continuing with ease and speed thanks to easy and swift traffic. Countries such South Korea, China, Brazil, and India can misleading, as seen in the plan on the left. This example might improve the car's personality. In the industrialized world as a whole, but particularly in India, 1,000 individuals in a car is not light.

2. Dhote, T., Chaitanya, P. K., & Mandot J

Even though it was an ambitious goal, the Indian government's commitment to make the nation a completely electric car business by 2030 was important. It was not just a social or business concern because electric conveyance was well suited to address the trichotomy of problems the nation was experiencing. The issue was more of a national one. Along with lowering the overall pollution levels that Indian cities experience as a result of their growing population, EVs could give India greater energy security by lowering its reliance on foreign oil imports.

3. Indumati R

The purchase and running costs, driving range, charging time, vehicle performance, and brand diversification on the market are all considered to have a substantial impact on how useful an EV is in general. The utility of EVs is also significantly impacted by the amount of charging stations, highlighting the need of developing the infrastructure for charging EVs. Regarding the effectiveness of inducement policies, reducing taxes (either in the form of a purchase tax or a road tax) is probably effective, but there is currently no proof that other usage cost reductions, such as parking for free and toll reduction, are as effective.

4. Vedhanth Singh and Virender Singh

In India, several activities are being carried out to encourage the usage of EV. These programs must overcome obstacles such high costs, difficulties obtaining and charging batteries, the limited driving range of EVs, subpar incentive policies, and a lack of consumer understanding of the advantages of EVs.

5. Sigma ray and Kumari Kasthuri

The many goals of the EV charging and discharging algorithms, as well as the control frameworks, goals, and optimization techniques used to handle the issues and achieve the optimal positioning for EVCS, have all been covered in this study.

6. Dr. Kali Muthu and Sugeerthi AV

The market for electric vehicles (EVs) is quickly developing as an ever-increasing number of purchasers search for sensibly valued, harmless to the ecosystem substitutes to customary gas-controlled automobiles. Deals have almost multiplied throughout the course of recent years. Sales have gone up 9%. EVs now offer longer ranges and faster charging periods because to advances in battery technology, making them more practical for daily usage. changing the way consumers think. If electric vehicles are affordable, even tourists prefer to use them for transportation.

7. M Prasanna Mohan raj and Niranjana Ramesh

Mahindra E2O's brand positioning and client demographic and psychographic analysis were carried out. Customers who have families with children aged 3 and 4 prefer the automobile. Customers who already possess a car are those for whom E2O is viewed as a practical second vehicle. Most of the clients are well-educated, and they choose to use the E2O as a secondary vehicle rather than their primary vehicle due to the speed and charge restrictions associated with a battery-powered vehicle like the E2O.

Objectives

- Analyze the long-term viability of electric vehicles in Bengaluru while considering variables like advancing technology, battery life, and changing customer expectations.
- Compare the price of ownership for electric automobiles to that of conventional cars while considering expenses for the initial purchase, upkeep, and operation.
- Examine whether choosing electric automobiles is influenced by customers' worries about the environment and their desire to lower their carbon footprints.
- Recognize how consumers view electric automobiles in comparison to conventional cars with gasoline engines when thinking of their benefits and drawbacks.
- Determine the elements, such as doubts about the range, the availability of charging stations, or cost, that might be preventing potential customers from purchasing electric vehicles.

The study's goals should be in line with the research concerns and general objectives of Mahindra Reva Electric Cars Pvt. Ltd., which is to better understand and enhance consumer perception of its electric vehicles in the Bengaluru market.

Research methodology

Primary data was collected to conduct this research. Hundred twenty-three respondents answered the questionnaire which was designed to collect the data.

- Demographic analysis
- Results

Source:

https://docs.google.com/spreadsheets/d/1A4jcHPxdY3KDnUb_kQk3f9joCTZ7MdV82RoEZjtk7EA/edit?usp=sharing

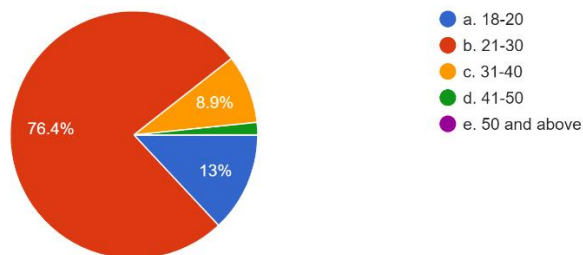
Findings

According to the report, Mahindra Reva Electric Vehicle Pvt. Ltd. customers have a generally favorable opinion of electric vehicles. Customers value electric cars' advantages, such as their cheaper fuel costs, lesser pollutants, and calmer rides. They also recognize Mahindra Reva's status as an industry innovator in the field of electric vehicles.

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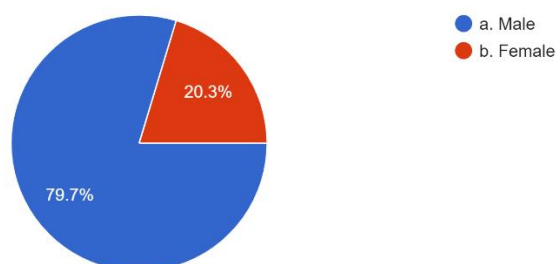
• Demographic analysis:

1) Age of respondents
123 responses



- Here, 76.4% of the respondents belonged to the age of 21-30 years. 13% of the respondents belonged to 18-20 years. 8.9% of the respondents were of the age 8.9%.

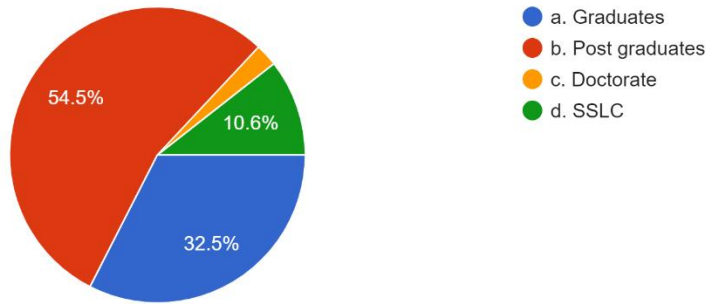
2) Gender of respondents
123 responses



- Of the respondents, 79.7% were men and 20.3% were women.

3) What is the education qualification of respondents

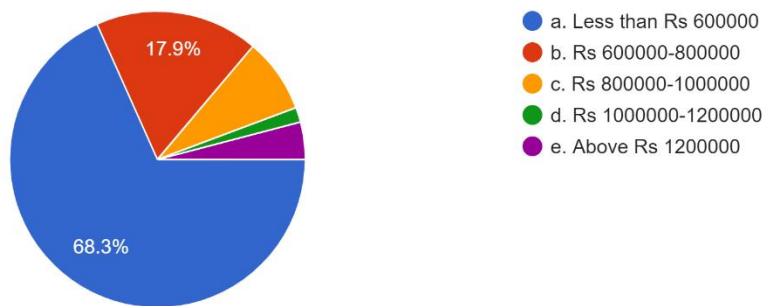
123 responses



- Information was gathered from persons with various educational backgrounds. A postgraduate degree was held by 54.5% of the respondents. 10.6% had only completed their SSLC education, whereas 32.5% had a degree.

4) What is annual income of family

123 responses

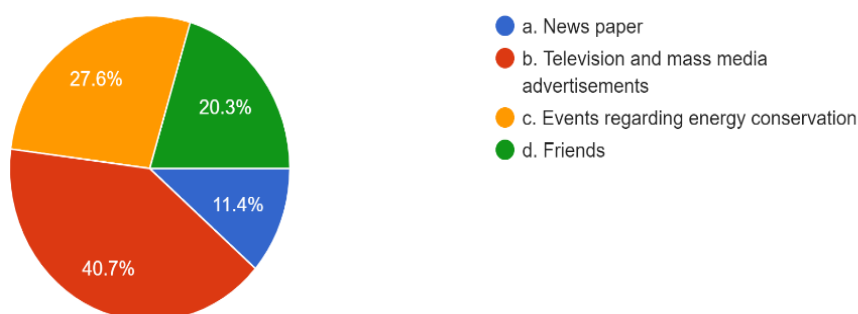


- The annual income of the respondents was less than 6 lakhs for 68.3% of them. 17.9% of the respondents had an income of 6 to 8 lakhs.

Results

7) Consumer motivation in purchasing electric cars

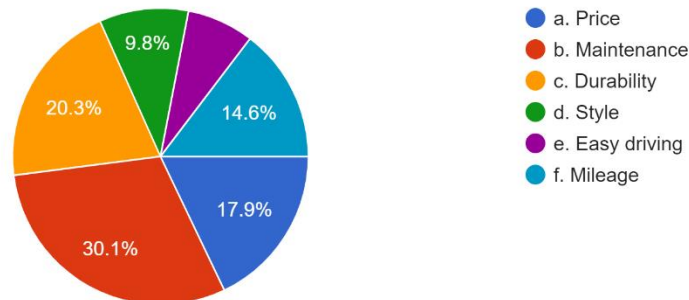
123 responses



- 40.7% of the respondents were Motivated to buy electric cars because of TV and mass media advertisements. 27.6% of them were motivated because of events regarding energy conservation. 20.3% were motivated by their friends to purchase electric cars. 11.4% of the respondents were motivated because of newspapers.

8)What parameters do consumers prefer for electric cars?

123 responses



Here we have studied the different parameters that the customers prefer while buying electric cars. The most important factor which we found was maintenance. 30.1% preferred better maintenance. Another important factor that the people considered was durability of electric vehicles. 20.3% of the people considered durability to be a very important factor. 17.9% of the people cared about the price. 14.6% of the people were worried about the mileage that the electric vehicles give. Style was a concern for 9.8% of the people. The rest of them were mainly focused on easy driving.

Discussion

Mahindra Reva Electric Vehicles Pvt. Ltd. is well positioned to profit from India's growing interest in electric vehicles, according to the study's findings. The company is well known and has a good standing. But the company still must deal with issues like the expensive starting price of electric cars, relatively limited range, and the scarcity of charging infrastructure.

- **Customer segmentation:**
Discuss how various demographic group's view Mahindra Reva's battery-powered cars similarly if their sample is diverse?
- **Brand image and trust:**
Analyze the impact of Mahindra Reva's brand image on consumer perceptions and purchasing behavior. Has the business been able to earn customers' faith in its goods?

Conclusion

The study on Bengaluru consumers' opinions on electric cars made by Mahindra Reva Electric Vehicles Pvt. Ltd. produced several important conclusions and recommendations. These findings suggest that Mahindra Reva Electric Vehicles Pvt. Ltd. should consider using a diverse strategy to resolve customer issues and encourage the use of electric vehicles (EVs).

Mahindra Reva Electric Vehicles Pvt. Ltd. may establish itself as a market leader in Bengaluru and possibly grow its footprint internationally by putting these tactics into practice. This all-encompassing strategy considers many aspects of client perception and satisfaction, which helps the company succeed in the EV sector.

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WEBSITE

- <https://droom.in/mahindra-cars/reva>
- [Mahindra Reva e2o Gets Host Of Options – Quick2Charge, Sun2Car, Car2 Home, Goodbye Fuel/Hello Electric"](#)
- [Reva i Price, Images, Mileage, Reviews, Specs \(cardekho.com\)](#)
- [Mahindra Reva Price 2023 - Reva Car Mileage, Specifications, and Colors | Droom](#)