

# Assessing Customer Satisfaction towards Electric Vehicle in Mysore Using the KANO Model

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**Abstract:-** The study is entrenched in the recognition that the automotive industry is undergoing a significant transformation, with EVs emerging as a vital solution to reduce carbon emissions and foster sustainable transportation. Understanding customer satisfaction in this context is crucial for manufacturers and policymakers to support the broader adoption of EVs. The research problem is centered on the limited understanding of how specific EV features impact customer satisfaction, particularly in emerging markets like Mysore. This gap in knowledge poses a challenge for manufacturers aiming to align their products with customer expectations and for policymakers promoting sustainable transportation. The study addresses this by applying the Kano Model, a framework that categorizes product attributes into different needs—basic, performance, excitement, indifferent, and reverse—based on their impact on customer satisfaction. The research methodology involves a descriptive study based on a survey of 150 respondents from Mysore. The data were collected through primary and secondary sources adopting a convenient sampling method. The analysis for the study is done by simple percentage method.

The results shows that the majority of respondents are young, educated, and earn less than Rs. 50,000 per month, indicating that EV adoption is not limited to higher-income individuals. There is a strong preference for two-wheeled EVs, with most respondents having used their EVs for less than a year, reflecting a growing interest in the market. The Kano Model analysis shows varying levels of satisfaction across different EV attributes. For instance, respondents expressed high satisfaction with the reliability, safety features, and battery life of their EVs, but there were concerns about the availability of charging stations and the maintenance costs. The study also identifies performance attributes, such as EV range and cost savings on fuel, as significant factors driving customer satisfaction. Excitement needs, including advanced technology features and the design of EVs, also play a crucial role in enhancing customer satisfaction. However, certain indifferent needs, such as

the color options and brand of the EV, were found to have minimal impact on customer satisfaction.

**Keywords:-** Electric Vehicle's, Kano Model, Customer Satisfaction, Sustainability.

## I. INTRODUCTION

The automobile industry is experiencing major change, with electric vehicles (EVs) evolving as a key solution to reduce carbon emissions and nurture sustainable transportation. As this shift improves momentum, understanding customer satisfaction becomes essential for manufacturers and policymakers alike. The Kano Model, a widely recognized framework for assessing customer satisfaction offers valuable insights into how different features and attributes of a product influence consumer perceptions and preferences.

This study focuses on applying the Kano Model to assess the customer satisfaction towards electric vehicles in Mysore, a city that signifies a growing market for EVs in India. The Kano Model allows for an understanding of which features are important for customer satisfaction and which provides a competitive edge. Therefore for the purpose of the study EV features are classified into basic needs, performance needs, excitement needs, indifferent needs and reverse needs. Thus, the study aims at understanding the customer satisfaction toward electric vehicles. It also contributes for EV adoption, provide recommendations of EV manufacturers and support the government to achieve increasing EV penetration and promoting sustainable transportation.

## II. STATEMENT OF PROBLEM

The growing adoption of electric vehicles (EVs) as a sustainable transportation solution, there is limited understanding of how specific features of EVs impact customer satisfaction, particularly in emerging markets like Mysore. The challenge lies in recognizing which attributes of EVs—ranging from basic functionalities to performance and excitement factors - truly resonate with consumers and

influence their purchasing decisions. Without this understanding, manufacturers may struggle to align their assistances with customer expectations, potentially impeding the larger adoption of EVs. Moreover, the absence of region-specific studies in India, particularly in Mysore, leaves a gap in knowledge regarding the unique preferences and satisfaction drivers of local consumers. This gap presents a significant problem for EV manufacturers aiming to cater to the Indian market, as well as for policymakers striving to promote sustainable transportation through increased EV adoption. Therefore, a comprehensive study using the Kano Model is needed to systematically analyze customer satisfaction towards EVs in Mysore, providing valuable insights to stakeholders.

### III. OBJECTIVE

To assess the Customer Satisfaction towards electric vehicles.

### IV. RESEARCH METHODOLOGY

The method adopted to answer a research problem in this study is through a research methodology. It deals with the research design used and methods used to present the study. This descriptive study aims to assess customer satisfaction with electric vehicles in Mysore city. Totally 190 questionnaires were disseminated, and 150 responses were considered suitable for analysis. The study focuses on Mysore city as its sample area. The sources of data collection involves both primary and secondary, where primary data was collected directly from individuals using a questionnaire, providing original and first-hand information, while secondary data was collected from various references such as books, journals, articles, newspapers, and websites. The sampling method employed was convenient sampling, and the data was analyzed using the simple percentage method.

### V. LITERATURE REVIEW

**Rehman et al. (2024):** In response to pollution reduction efforts, the government of China is promoting the adoption of Battery Electric Vehicles (BEVs), with public support growing nationwide. Using the Theory of Planned Behavior (TPB) this study explores factors influencing BEV adoption intention, including concerns for environment, technophilia, social norms, price and costs of battery, self-esteem, confidence range, and level of satisfaction, financial incentives, non-financial policies, and status symbol. Data from 508 respondents were analyzed using PLS-SEM and multiple regression. Findings indicate that concerns towards environment, technophile, social norms, self-esteem, and confidence range, satisfaction with BEV adoption, while price and battery costs reduce it. Satisfaction, government support, and status symbols drive adoption intentions, though status symbols do not moderate the relationship between satisfaction and adoption intention. The study recommends to manufacturers and policymakers that they should prioritize these factors in promoting BEV adoption.

**Yadav et al. (2024):** This research explores consumer perceptions of EVs in Nashik, Maharashtra, focusing on satisfaction and service expectations. A survey of 150 participants reveals that 62% find EV pricing reasonable, with 12% highly satisfied and 40.7% satisfied with EV aesthetics. Consumer behavior is influenced by factors like age, gender, and socioeconomic status. The study highlights the importance of understanding consumer needs to enhance satisfaction and sales strategies for EVs. Improving service quality and meeting expectations are key to increasing satisfaction and brand loyalty, providing valuable insights for manufacturers and marketers.

**Shwetha, R., & Bindhu, R. (2023):** The study in Tumkur City explores factors influencing consumer satisfaction with electric vehicles (EVs), using a combination of surveys and interviews. Findings show growing EV sales and charging infrastructure, which boosts satisfaction. Access to charging stations is crucial, with more stations leading to higher satisfaction. Environmental awareness also positively influences EV adoption and satisfaction, particularly among younger demographics. The research highlights that positive feedback on EV performance, such as range and comfort, is key to customer satisfaction. Overall, charging infrastructure and environmental concerns are vital in enhancing EV satisfaction in Tumkur.

**Kwon et al. (2020):** The study examines factors affecting battery electric vehicle (BEV) user satisfaction and its influence on repurchase and recommendation intentions. Despite government promotion, BEV market growth has been slower than expected, partly due to user dissatisfaction with driving conditions. Analysis of 160 experienced BEV owners using a partial least squares structural equation model (PLS-SEM), the researcher identifies significant factors such as cost-saving intentions and satisfaction with range and charging. The findings of study says that users satisfied are more expected to repurchase and recommend BEVs, offering insights to improve the BEV experience and market performance.

**Okada et al. (2019):** The study investigates the impact of environmental awareness on the buying intentions of non-EV owners and the EV owners' satisfaction in Japan. Structural equation modeling (SEM) is used to examine the relationships between these factors. The research highlights that environmental awareness directly influences the buying intentions of non-EV users. Conversely, it has an incidental effect on the post-buying satisfaction of EV users. The paper also reviews existing literature on EV adoption, noting varying effects of environmental awareness across different studies. It highlights the significance to understand consumer behavior and psychological factors towards adoption of EV. The study aims to clarify the factors that promote EV market diffusion in Japan, distinguishing between different consumer segments. Overall, the findings suggest that enhancing environmental awareness could be crucial for increasing EV adoption and satisfaction among users.

**Selvi S. (2017):** India, the second-largest producer of two-wheelers globally, is entering a new era with the rise of electric bikes and scooters. Unlike traditional petrol or diesel-powered vehicles, these electric two-wheelers are gaining popularity, similar to trends in China, the US, and Japan. The study on customer satisfaction with Ampere Electric bikes reveals that respondents are generally satisfied with the bike's quality, price, and performance. Many were influenced by work groups to purchase the bike, and they find the pricing neutral. Customers appreciate the bike's lightweight design, making it easy to drive, and suggest that the weight should not increase in the future. The study also indicates strong customer loyalty towards Ampere E-bikes.

**Ma, J. et al. (2017):** The authors focus on customer satisfaction towards product quality of battery electric vehicle (BEV). It analyzes BEV structural characteristics and compares them with traditional cars, emphasizing the importance of evaluating BEV product quality satisfaction. The study establishes a quality satisfaction index system for BEVs, highlighting key factors such as design, driving performance, safety, and charging convenience. Using the Analytic Hierarchy Process (AHP), the study calculates the weight of each criterion based on expert input and consumer surveys from 21 cities. The findings suggest that manufacturers should focus on improving design and production processes to enhance product quality and market position.

## VI. CONCEPTUAL BACKGROUND

### ➤ *Kano Model:*

Dr. Noriaki Kano developed Kano Model in 1980 that speaks about product development and customer satisfaction by categorizing preferences of customers. The model is based on the idea that customer satisfaction is not always linear; instead, it can vary based on the type and quality of product features.

### ➤ *Attributes of the Kano Model*

The Kano Model classifies product attributes into five categories:

- **Must-Be (Basic Needs) Attributes:** These are the fundamental features that customers consider essential. While their presence does not enhance satisfaction, their absence results in dissatisfaction.
- **One-Dimensional (Performance) Attributes:** These are the features that customers explicitly desire. The better these attributes are executed, the higher the customer satisfaction. Conversely, poor performance in these areas leads to dissatisfaction.
- **Attractive (Excitement) Attributes:** These are features that customers do not explicitly expect but are delighted when they are present. Their absence does not cause dissatisfaction, but their presence significantly increases satisfaction.
- **Indifferent Attributes:** These are features that customers are indifferent to, meaning their presence or absence does not significantly affect customer satisfaction.
- **Reverse Attributes:** These features can cause dissatisfaction if they are present, as they may not be desired by certain customer segments.

### ➤ *Customer Satisfaction:*

**Customer satisfaction** is a fundamental concept in marketing, management, and psychology, referring to the degree to which customers' expectations are met or exceeded by a product, service, or experience. It is a key indicator of consumer behavior, loyalty, and business success, influencing repeat purchases, word-of-mouth recommendations, and brand loyalty. It is a key metric that reflects how well a company's products or services meet or exceed customer expectations. Understanding the drivers, measurement, and impact of customer satisfaction is crucial for businesses aiming to maintain competitive advantage and achieve long-term growth.

## VII. RESULTS AND DISCUSSION

### A. Percentage Analysis

**Table-1 Socio-Demographic Variables**

Variables	Sub-Variables	Respondents	Percentage
Gender	Male	115	76.7
	Female	35	23.3
Age	18-25 Years	75	50.0
	26-35 Years	47	31.3
	36-45 Years	21	14.0
	45-55 Years	5	3.3
Education Qualification	No formal Education	7	4.7
	Matriculation or below	19	12.7
	PUC / Plus II	55	36.7
	Bachelor's Degree	69	46.0
	Master Degree / Higher	7	4.7

Income (Per Month Rs.)	Less than 25,000	49	32.7
	25,001 to 50,000	43	28.7
	50,001 to 1,00,000	19	12.7
	More than 1,00,000	11	7.3
	Prefer not to reply	28	18.7
Do you own Electric Vehicle	Two Wheeler	89	59.3
	Four Wheeler	9	6.0
	Both two & four wheeler	52	34.7
How long you are using Electric Vehicle	Less than 1 year	96	64.0
	1 to 2 years	38	25.3
	3 to 4 years	12	8.0
	More than 4 years	4	2.7

- Gender:** The gender distribution shows a significant male dominance, with 76.7% male responses and only 23.3% female responses. It recommends that men are more likely to use electric vehicles (EVs) or are possibly more engaged with EV ownership and usage compared to women.
- Age:** The age distribution shows that the majority of respondents are young, with 50% in the 18-25 age group and 31.3% in the 26-35 age group. This suggests that younger individuals are more likely to be interested in or adopt EVs. The smaller representation with 14% in 36-45 age group and only 3.3% are over 45 may imply that older individuals are either less interested in EVs or face barriers to adoption.
- Education Qualification:** The education levels of respondents are relatively high, with 46% holding a bachelor's degree and 36.7% having completed PUC/Plus II, whereas respondents holding Master degree or higher express 4.7%. This indicates that the sample is well-educated, which might correlate with a greater awareness and acceptance of new technologies like EVs. The low percentage of respondents with no formal education 4.7% or only matriculation 12.7% suggests that EV adoption might be more prevalent among those with higher educational qualifications.
- Income:** Income distribution reveals that a major portion of respondents 61.4% earn less than Rs. 50,000 per month, which includes 32.7% earning less than Rs. 25,000. This indicates that EV ownership is not limited to higher-income individuals and that those in lower income brackets are also adopting EVs. However, the 18.7% who prefer not to disclose their income may suggest some sensitivity around this topic, or it might reflect a diverse economic background among respondents.
- Electric Vehicle Ownership:** The data shows a strong preference for two-wheeled EVs, with 59.3% of respondents owning a two-wheeler and 34.7% owning both two- and four-wheelers. Only 6% own just a four-wheeler. This suggests that two-wheelers are more accessible or preferable in this population, possibly due to cost, practicality, or infrastructure considerations.
- Duration of EV Usage:** The majority of respondents 64% have been using an EV for less than a year, indicating that many are recent adopters. This reflects a growing interest in EVs but also suggests that the market is still in the early stages of adoption, with only a small percentage 2.7% having more than four years of experience with EVs. This trend might influence satisfaction levels, as newer users are still familiarizing themselves with EVs.

*B. Kano Model attributes to assess the customer satisfaction towards EV's*

**Table 2 - Kano Model Attributes to Assess the Customer Satisfaction Towards EV's**

Attributes	SS -5	S-4	N-3	D-2	SD-1
<b>Basic Needs</b>					
EV reliability meets my expectations.	33	83	30	4	0
	22%	55%	20%	3%	0%
Safety features of EV are satisfactory.	26	74	44	3	3
	17%	49%	29%	2%	2%
The battery life of EV meets my daily driving needs.	36	80	23	8	3
	24%	53%	15%	5%	2%
Availability of charging stations in my area meets my needs.	32	59	46	8	5
	21%	39%	31%	5%	3%
Maintenance cost of EV is reasonable.	39	71	36	1	3
	26%	47%	24%	1%	2%
<b>Performance Needs</b>					

The performance of EV is excellent.	37	85	25	2	1
	25%	57%	17%	1%	1%
For my daily needs of travel the EV range is sufficient	45	66	37	2	0
	30%	44%	25%	1%	0%
The acceleration and handling of EV are satisfactory.	42	81	25	2	0
	28%	54%	17%	1%	0%
The cost savings on fuel with EV are significant.	37	78	28	7	0
	25%	52%	19%	5%	0%
The overall quality of EV justifies its price.	34	79	27	7	3
	23%	53%	18%	5%	2%
<b>Excitement Needs</b>					
The advanced technology features in EV are impressive.	39	80	29	2	0
	26%	53%	19%	1%	0%
The design and aesthetics of EV are appealing.	36	71	36	7	0
	24%	47%	24%	5%	0%
The quietness and smoothness of EV make it enjoyable to drive.	30	85	27	8	0
	20%	57%	18%	5%	0%
The smartphone integration and connectivity features in EV are very useful.	40	77	25	6	2
	27%	51%	17%	4%	1%
The customer service and support for EV are excellent.	25	88	23	12	2
	17%	59%	15%	8%	1%
<i>(Strongly Satisfied-5, Satisfied-4, Neutral-3, Dissatisfied-2 and Strongly Dissatisfied-1)</i>					
<b>Attributes</b>	<b>SA-5</b>	<b>A-4</b>	<b>N-3</b>	<b>D-2</b>	<b>SD-1</b>
<b>Indifferent Needs</b>					
Color options available for EV were not important to my purchase decision.	40	79	24	7	0
	27%	53%	16%	5%	0%
The brand of EV does not matter much to me.	36	71	22	6	11
	24%	47%	15%	4%	7%
The availability of promotional offers or discounts did not influence my decision to buy an EV.	34	78	28	5	5
	23%	52%	19%	3%	3%
The availability of specific interior features (e.g., seat material) was not a crucial factor in my purchase decision.	32	71	35	7	5
	21%	47%	23%	5%	3%
The availability of exclusive membership benefits such as access to priority charging stations and maintenance services has an impact on level of satisfaction.	42	74	27	3	4
	28%	49%	18%	2%	3%
<b>Reverse Needs</b>					
I would not purchase another EV in the future.	33	68	29	12	8
	22%	45%	19%	8%	5%
I regret purchasing an electric vehicle EV.	18	60	38	23	11
	12%	40%	25%	15%	7%
The battery performance of EV is below my expectations.	24	69	30	21	6
	16%	46%	20%	14%	4%
The maintenance and repair costs of EV are too high.	22	71	33	15	9
	15%	47%	22%	10%	6%
I find it inconvenient to charge EV.	26	77	27	15	5
	17%	51%	18%	10%	3%
<i>(Strongly Agree-5, Agree-4, Neutral-3, Disagree-2 and Strongly disagree-1)</i>					

- **Basic Needs:** It shows mixed levels of satisfaction regarding the basic needs. A majority of respondents 77% feel that the reliability of their EV meets their expectations, while 20% are neutral, and only 3% express

dissatisfaction. Safety features are satisfactory for 66% of respondents, where 29% are neutral and 4% express dissatisfaction. Regarding battery life, 77% believe it meets their daily driving needs, while 15% are neutral and

7% are less satisfied. The availability of charging stations appears to be a concern, with only 60% of respondents finding it adequate and 31% expressing neutrality, whereas 8% express dissatisfaction. Finally, 73% consider the maintenance cost reasonable, yet a significant 24% are neutral and 3% are dissatisfied. Overall, while a majority of respondents are satisfied with basic needs attributes of their EVs, concerns remain particularly around charging infrastructure and safety features.

- **Performance Needs:** The data shows a positive opinion of electric vehicle (EV) performance among respondents, with the majority expressing satisfaction across various attributes of performance needs. Specifically, 82% of respondents find the overall performance of their EV to be excellent, while 17% remain neutral and only 2% express dissatisfaction. Similarly, for their daily needs of travel 74% believe the range of their EV is sufficient, though 25% are neutral and 1% are dissatisfied. Satisfaction with acceleration and handling is also high, with 82% satisfied, 17% are neutral and just 1% dissatisfied. The cost savings on fuel are appreciated by 77%, though 19% are neutral and 5% are dissatisfied. Lastly, 76% of respondents feel that the overall quality of their EV justifies its price, but 18% are neutral and 7% are dissatisfied. While satisfaction levels are strong, a notable portion of respondents remains neutral, particularly regarding range, cost savings, and price justification, suggesting areas for potential improvement.
- **Excitement Needs:** The data tells a strong overall satisfaction with the excitement needs related attributes of electric vehicles (EVs), particularly with advanced technology features 79% express satisfaction, 19% are neutral and 1% are dissatisfied. Design and aesthetics receive a slightly more mixed response, with 71% satisfied but 24% remaining neutral and 5% dissatisfied. The quietness and smoothness of EVs, which contribute to driving enjoyment, are appreciated by 77%, 18% are neutral and 5% are dissatisfied. Smartphone integration and connectivity feature 78% of respondents express satisfaction, whereas 17% are neutral and 5% are dissatisfied. Customer service and support for EVs express 76% satisfaction, but 15% of respondents are neutral and 9% of respondents express dissatisfaction, indicating room for improvement in this area. Overall, while most respondents are pleased with these attributes, there are areas, particularly in design appeal and customer service, where satisfaction could be enhanced.
- **Indifferent Needs:** The data indicates that most of the respondents are relatively indifferent to certain factors when purchasing an electric vehicle (EV). Specifically, 80% of respondents agree that color options were not a significant factor in their decision, while 16% are neutral with only 5% disagreeing. Similarly, 71% are indifferent to the brand of the EV, though 15% are neutral and 11% strongly disagree, indicating some brand loyalty. Promotional offers or discounts did not heavily influence 75% of respondents, while 19% are neutral and 6%

disagreed. Regarding interior features, 68% of respondents did not consider them crucial, whereas 23% were neutral and but 8% felt they were important. However, the availability of exclusive membership benefits, such as priority charging stations, does impact satisfaction, with 77% agreeing it enhances their experience, though 18% are neutral and 5% disagree. Overall, while certain attribute like color, brand, and specific features are less critical in the purchase decision, exclusive benefits do play a role in customer satisfaction.

- **Reverse Needs:** The data reveals that a notable portion of respondents disagree with their electric vehicle (EV) experience. Specifically, 22% and 45% of respondents respectively strongly agree and agree, where 19% are neutral and 13% disagree that they might not purchase another EV in the future, suggesting important reservations about continuing with EV ownership. Additionally, 52% express regret over their EV purchase, while 25% remain neutral, and 22% disagree, indicating mixed feelings. Battery performance falls below expectations for 62% of respondents, while 20% remain neutral with 18% disagreeing, pointing to a key area of concern. Furthermore, 62% feel that the maintenance and repair costs are too high, whereas 22% remain neutral while 16% disagree. Charging inconvenience is also an issue for 68% of respondents, where 18% remain neutral with only 13% disagreeing. Overall, the data highlights several challenges, particularly regarding battery performance, maintenance costs, and charging convenience, which may be influencing some respondents' reluctance to purchase another EV in the future.

## VIII. CONCLUSIONS

The analysis of the socio-demographic variables and Kano model attributes reveals a growing but complex electric vehicle (EV) market. The demographic data indicates a predominantly young, well-educated, and male-oriented audience, with a strong preference for two-wheeled EVs, reflecting accessibility and practical considerations in the early stages of market adoption. While basic needs such as reliability, safety, and battery life are generally met, concerns about charging infrastructure and maintenance costs persist. Performance-related attributes, including overall performance, range, and cost savings, are well-received, though neutral responses suggest areas for improvement. Excitement-related features like advanced technology and design are appreciated, yet there is room to enhance customer service and design appeal. Indifferent needs, such as color and brand, have minimal impact on purchase decisions, though exclusive benefits like priority charging stations do influence satisfaction. However, reverse needs highlight significant dissatisfaction, particularly with battery performance, maintenance costs, and charging convenience, which may deter future purchases.

➤ *Suggestions to Stakeholders:*

- **Address Gender Disparity:** Initiatives should be taken to increase female engagement in the EV market, possibly through targeted marketing and addressing barriers that may be preventing higher adoption among women.
- **Enhance Charging Infrastructure:** Given the concerns about charging station availability, investing in more widespread and accessible charging points is crucial to improve overall customer satisfaction.
- **Improve Battery Technology:** As battery performance is a key area of dissatisfaction, continued research and development into improving battery life and efficiency will be vital in retaining and expanding the customer base.
- **Focus on Customer Service:** Enhancing customer service and support will address the dissatisfaction seen in this area, contributing to a more positive overall experience and potentially reducing buyer's regret.
- **Consider Cost Concerns:** Offering more affordable purchase pricing, could alleviate concerns about the high costs associated with EV ownership.
- **Leverage Exclusive Benefits:** Promoting and expanding exclusive membership benefits, such as access to priority charging and maintenance services, could enhance customer satisfaction and loyalty.

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