

# Consumer Preference on E-Vehicles of Toyota

V.Hari Krishnan<sup>1</sup>, B.Tejaaswini<sup>2</sup>

<sup>1,2</sup>Dept of Commerce

<sup>1,2</sup> Krishna Adithya College of Arts and Science, Coimbatore

**Abstract-** This project aims to analyse that electric vehicles of Toyota is much appreciated in this generation through responses given by the respondents. It is also assumed through several questions that Toyota e vehicles are eco friendly in nature or not. We came to know much about the consumer preferences towards such e vehicles.

## I. INTRODUCTION

Electric vehicles are vehicles that are either partially or fully powered on electric power. Electric cars are growing in popularity every day. It can be powered by a collector system that uses electricity from outside the vehicle, or it can be self-powered by a battery (sometimes charged by solar panels, or by converting fuel to electricity using fuel cells are generator). Electric vehicles have minimal operating expenses since they have fewer moving parts to maintain, and they are also very eco-friendly because they consume little or no fossil fuels (petrol or diesel).

This vehicle is envisioned as a replacement for today's automobiles. It can be used to address concerns such as pollution, global warming, natural resource depletion, and so on. The electric car concept offers a clear cut solution to the environmental problems of gasoline-powered automobiles.

### Objective of Study:

- To analyse overall forces and barriers that act as a hurdle in the path of the consumer for adopting the EV
- To study the impact of demographic features on consumer perception towards EV

### State of Problem:

- Consumer preference is a rigid marketing tool to control.
- Due to the change in technology, product and services are evolving and adapting to the electric vehicles sphere.

### Research Methodology:

#### Data collection:

#### Primary data:

The primary data has been collected through random sampling, from the sample respondents through the schedule with the help of the questionnaire which was distributed online.

#### Secondary data:

Secondary data has been collected from standard reference book and various websites.

#### Tools used for analysis:

The data collection tools refer to the devices or instruments used to collect the data. The success of any research depends solely on the data which drives it. In this study data is collected through well structured questionnaire.

## II. REVIEW LITERATURE

### LingzhiJin, Peter Slowik, (2017),

The early market for electric vehicles is still growing, but a number of obstacles are preventing mainstream adoption. These challenges include the new technology's higher cost, its greater inconvenience in terms of range and charge periods, and customer awareness of the technology's availability and feasibility. This final criterion, often known as "customer awareness," is critical. (2017, LingzhiJin)

### Sajan acharya (2019),

Consumers perception towards electric vehicle industry- a study on the role of electrical vehicles in environmental sustainability: The researchers observed to focus on omitting greenhouse gases and upgrading the old and regular vehicles with new electric vehicles to maintain low levels of pollution.

### Company Profile:

Toyota Motor Corporation is a Japanese worldwide car maker headquartered in Toyota, Aichi, Japan. In 2020, Toyota's corporate structure comprised of 370870 workers worldwide and, as of January 2020, was the tenth-biggest organization on the planet by income. Toyota is the second

biggest car maker on the planet, behind Volkswagen, in view of 2018 unit sales.

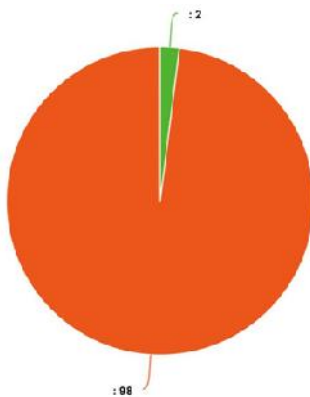
**III. DATA ANALYSIS AND INTERPRETATION**

**1.Awareness of Electric Vehicles Of Toyota:**

Particulars	No.of.respondents	% of respondents
Yes	127	98
No	3	2
Total	130	100

**Interpretation:**

The primary data is collected from 130 respondents.48% of respondents have heard about electric vehicles.2% of respondents have not heard about electric vehicle.98% people have awareness about e vehicle of Toyota.

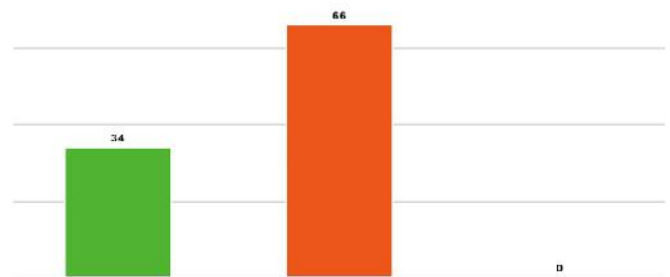


**Attitude of respondents towards electric vehicle:**

Particulars	No.of.respondents	% of respondents
Positive	78	66
Negative	8	0
Neutral	44	34
Total	130	100

**Interpretation:**

The primary data is collected from 130 respondents.66% of respondents have positive attitude.0% of respondents have negative attitude.34% of respondents have neutral attitude. Major people have good and positive response towards e vehicles.



**IV. FINDINGS**

- Most of the respondents use petrol as fuel for their vehicles.
- Social media had a significant role in spreading information about electric automobiles.
- Electric vehicles are seen positively by respondents.
- Majority of respondents have heard about electric vehicles.
- **Suggestions:**
- By increasing the number of charging stations, more people will be interested in purchasing electric vehicles.
- People should place a greater emphasis on electric vehicles in order to reduce pollution and greenhouse gas emissions.
- Companies should concentrate on informing the public about new car electric modes.

**V. CONCLUSION**

In India, there is a need for energy transition in automobiles due to the depletion of fossil resources and the steady rise in fuel prices. The government has taken steps to reduce pollution levels by promoting electric vehicles and providing purchasing subsidies. The government has relaxed FDI rules in order to promote output's. Ev's are being introduced in India by a number of new brands. Governments and manufacturers should work together to construct the infrastructure and create a favorable climate for electric vehicles. The respondents are aware of global climate conditions and are ready to change their cost is an important factor while considering the purchase of EV.

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