

# Research on the views of Indian Middle-Income Group regarding the Electric Passenger Vehicle that will be launched in India in this year 2020

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**Abstract:** This paper is about the mindset of Middle- Income Society regarding the Electric Vehicle that will be soon launched in India in this Year 2020.

The meaning of “Electricity” is “The Existence and Flow of Electrons from one place to the other place”. An “Electric Vehicle” functions / operates with the help of an Electric Motor and doesn’t make use of a Petrol and Diesel Engine by avoiding the burning of Fuel. i.e Eco-Friendly in nature.

The current power system could face a huge negative impact if there is no proper management and plan for the Electric Vehicle (EV), but, the EV would transform into a great success and contribution to India if there is proper implementation of Management and Technology. The Electric Vehicle will have positive impact on the Environment in future.

**Keywords:** Middle Income Group, Eco- Friendly, Technology, Positive Impact.

## 1. PURPOSE:

The purpose behind this study is to analyze the views, the buying expectations of the Middle -Income Society and the importance of the society towards the Electric Vehicles that will be soon launched in India in this year 2020.

## 2. INTRODUCTION:-

From past many years, the concept of Electric Vehicle is gaining a huge popularity and there are various reason for the same. Electric Vehicles are eco-friendly as it doesn’t make use of fossil fuels leading to decrease in the air pollution in the world. As India is facing a tremendous problem of air pollution, so the launch of the EV is great initiative in India to tackle the above problem. EV are simple to drive, operate and it doesn’t not have any fuel cost unlike the fossil fuel vehicles. It we be very cost effective in terms of efficiency in Urban areas where there is huge problem of traffic. The Price tag will be a bit high as compared to other vehicles but there will be a 5% GST relief on the MRP, also there will be a standard deduction upto INR 1.5 Lakhs allowed on the interest on loan paid by the consumer that will be provided by the Income Tax Department of India. It will leave a positive impact on the Middle-Income Group.

## 3. SOME FEATURES OF ELECTRIC VEHICLE :-

- No use of Fossil Fuel.
- No emission of gas, so it will be Eco- Friendly.
- It will have a Smooth Ride and also there will be less Maintenance cost.
- Timely charging of battery as an when required.
- The battery cost will be high depending on the quality.
- As the vehicle will be directly dependent on Battery, the life of the battery will be short.

## 4. RESEARCH METHODOLOGY:-

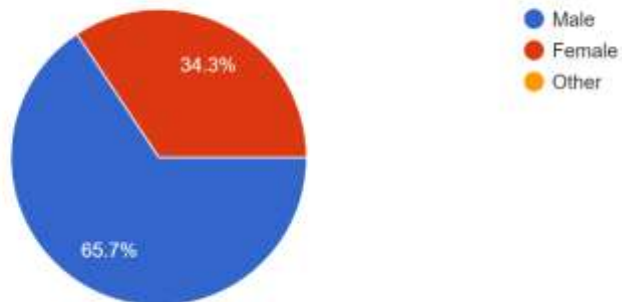
### 4.1) Data Collection

Sample Method - In this research methodology, we used descriptive research design. The sampling technique is convenient sampling where the sample size of the data is ---- with the age group of 18-70 years from the middle-income group.

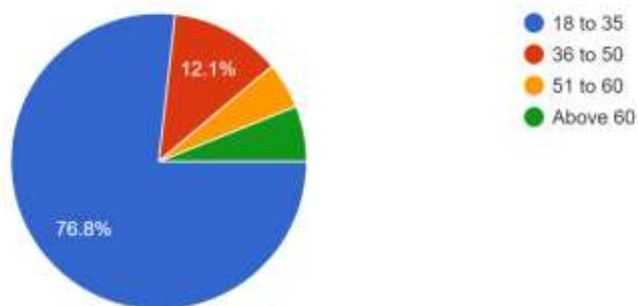
Primary Data was collected through questionnaires which contained questions about Electric cars, Budget, Price range, Impact on existing fuel prices, Electric station setup etc. Data was collected from randomly selected people from Mumbai and Pune.

**SURVEY ANALYSIS**

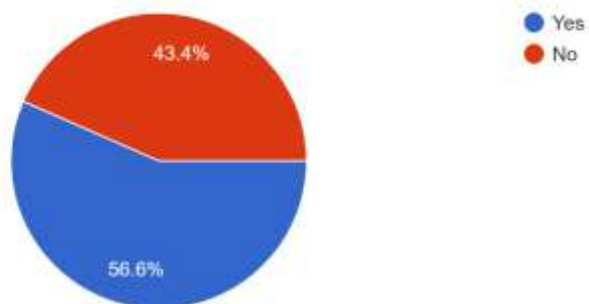
Your Gender  
99 responses



Your Age  
99 responses

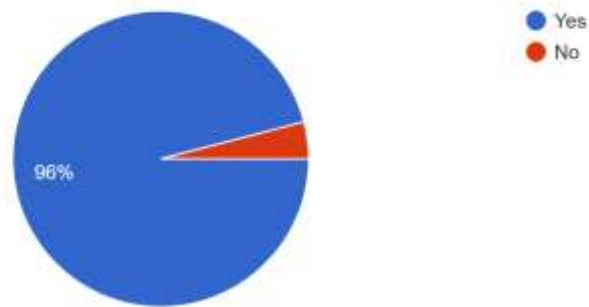


In 2013, an Electric Car was launched in India . Did you know?  
99 responses



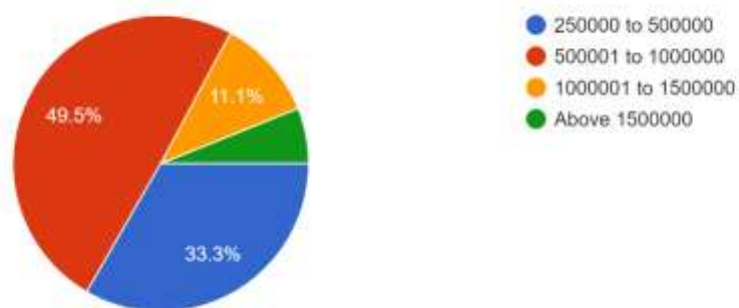
Do you know that Automobile Companies in India are soon to launch Electric Cars?

99 responses



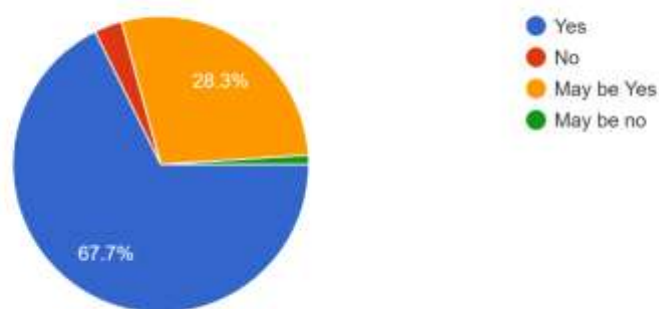
What are your expectations regarding the on road price of an electric car?

99 responses



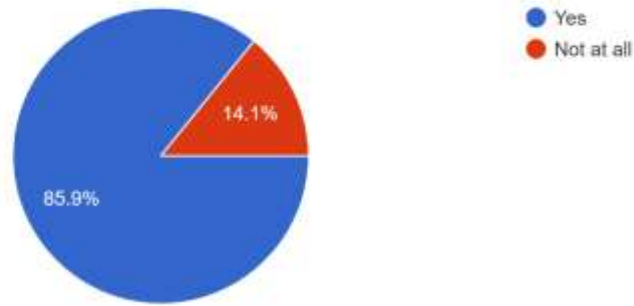
Will Electric Cars help to reduce Air Pollution in the country?

99 responses



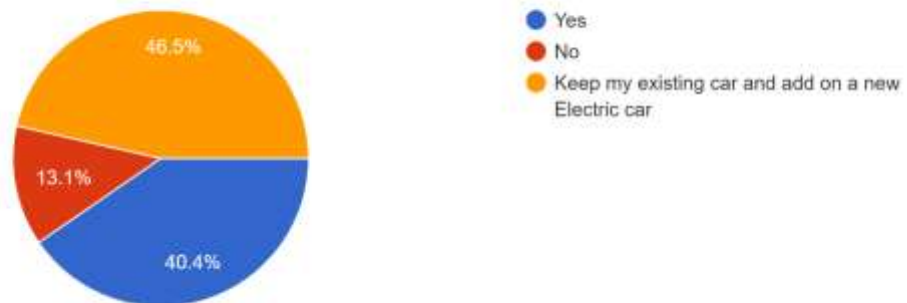
Will you prefer purchasing an Electric car over a Petrol Engine Car?

99 responses



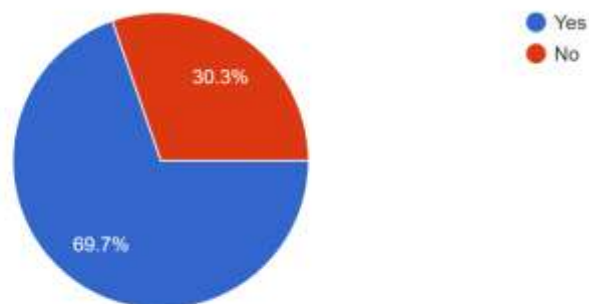
Will you sell your existing car ( if you have) and shift to an Electric Car?

99 responses



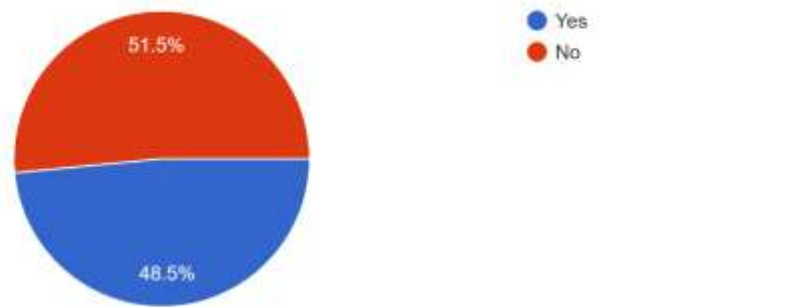
Will the sales of electric car or a Petrol Car get affected in Mumbai , once the entire Mumbai Metro rail gets started?

99 responses



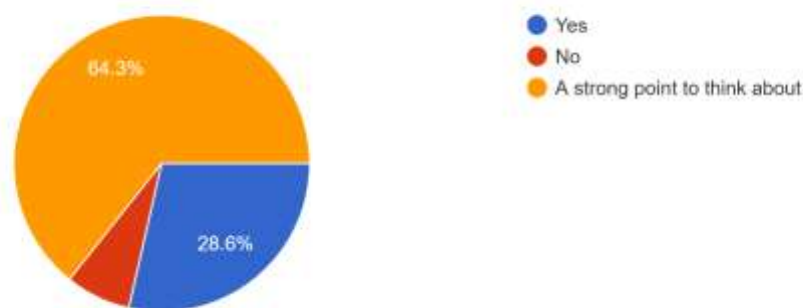
Will the existing fuel prices in the country, drastically fall down due to Electric cars?

99 responses



Have you ever thought where will be the charging station built and what will be the price ?

98 responses



## 5) FINDINGS:-

- 1) 65.7% responses are from Male and 34.3% responses are from Females.
- 2) Highest responses have been received from the age group of 18 to 35 (76.8%), 36 to 50 (12%).
- 3) About 43.4% population were not aware that an Electric car was launched in India in the year 2013.
- 4) Almost 96 % population were aware that Electric Vehicles will be soon launched in India in this year 2020.
- 5) Highest (49.5%) population were predicting the on-road price of the EV to be between INR 5 Lakhs to INR 10 Lakhs in India.
- 6) Almost 67.7% population think that EV will reduce and control Air Pollution in India.
- 7) About 85.9 % population will prefer purchasing an EV over Petrol Engine Vehicle.
- 8) About 46.5 % population shall retain their old car and purchase an additional EV, 40.6% will sell their existing car and purchase an EV and rest 13% will not sell their exiting car nor they will shift to EV.
- 9) About 69.7 % population predict that the sales of EV will be affected once the entire Mumbai Metro Rail will start their operations.
- 10) Almost half of the population (51.5%) feel that the existing fuel prices in India will drastically fall down due to EV.
- 11) About 64.3% feel that it's a very strong point to think regarding where will be the Electric stations set up and what will be the charges for charging the EV.

## 6. RESEARCH IMPLICATIONS:

The nature of the study is cross-sectional, which involves data collected from people of different age groups and then the conclusion is drawn about the study in respect to considering the differences. Only primary data is used in the paper. Studying these analysis will be helpful in designing marketing strategies to influence the society to shift from Fossil Fuel Engine to EV.

## 7. PRACTICAL IMPLICATIONS:

The findings in this research paper will deliver useful and important information to the automobile companies to develop and modify the EV as per perception and demand of the society. If the demands of the society are fulfilled, then only the EV will be successful in India.

**8. CONCLUSION:-**

Hence this entire research studies the perception and mindset of the middle-income society regarding the Electric Vehicle that is going to be soon launched in India. Almost 65 to 70% population are having a positive view regarding the EV and are willing to shift to EV from their existing Fossil fuel Vehicles.

**9. Paper Type**

-Research Paper

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