Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O) Impact Factor: 5.650 (I2OR), 4.111 (COSMOS), 2.5 (JIF), 2.77 (NAAS)
Volume XVI, Issue 63, October - December 2025
Formally UGC Approved Journal (46622), © Author

FACTORS INFLUENCING CONSUMERS' ADOPTION OF ELECTRIC VEHICLES

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ABSTRACT

Electric vehicles (EVs) are increasingly recognized as a sustainable alternative to conventional internal combustion engine vehicles. However, consumer adoption of EVs varies significantly across regions and market segments. This research article examines the major factors influencing consumers' intention and willingness to adopt electric vehicles. Drawing from conceptual literature and global EV diffusion patterns, the analysis categorizes influencing factors into economic, technological, environmental, infrastructural, psychological, and policy-related dimensions. The findings indicate that purchase cost, charging availability, environmental concern, performance perception, social influence, and supportive government policies are the major determinants shaping adoption behavior. The study provides an integrated understanding of how these factors collectively influence consumer decision-making and highlights the importance of coordinated policy and industry strategies to accelerate EV uptake.

KEYWORDS: Electric Vehicles, Consumer Adoption, Influencing Factors, EV Perception,

INTRODUCTION

The transition from conventional fossil-fuel vehicles to electric vehicles (EVs) is essential to reduce greenhouse gas emissions, dependence on oil imports, and air pollution. As nations move toward sustainable mobility, understanding consumer adoption behaviour becomes increasingly important. Although EV technologies have advanced rapidly, consumer adoption still faces multiple barriers and is shaped by various psychological, economic, infrastructural, and policy-related influences.

Consumer adoption of EVs is not simply a matter of technological availability; it depends on how individuals perceive value, cost, environmental impact, convenience, and social norms. This research paper explores the factors affecting consumers' adoption of electric vehicles and provides a structured understanding of the drivers and barriers influencing purchase decisions.

LITERATURE REVIEW

Studies on EV adoption generally classify influencing factors into economic, environmental, psychological, and infrastructural domains. Many researchers suggest that high upfront cost remains one of the greatest obstacles. Others highlight that technological improvements, such as increased driving range and reduced charging time, significantly improve consumer confidence.

Environmental awareness is also found to be a powerful motivator, especially among younger and urban consumers. Psychological factors, such as perceived risk, knowledge, and attitudes toward new technologies, additionally shape adoption behavior. Meanwhile, government policies—such as subsidies, tax reductions, and charging infrastructure support—have been shown to accelerate EV adoption across many countries.

In summary, existing literature identifies a complex interplay of factors that jointly

influence consumer behavior toward electric vehicles.

METHODOLOGICAL ORIENTATION

This research article is conceptual in nature and follows a qualitative review method. Rather than collecting primary data, the study synthesizes existing theoretical perspectives and secondary research findings to identify and categorize the key factors influencing consumer adoption of EVs. The objective is to provide a structured conceptual understanding rather than empirical measurement.

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ECONOMIC FACTORS

Upfront Purchase Cost

The high initial cost of EVs remains one of the strongest barriers. Batteries represent a significant portion of the total vehicle price. For many consumers, affordability is the first criterion when evaluating new technologies.

Operating Cost Savings

EVs generally provide lower operating costs due to:

- Reduced fuel expenses
- Fewer mechanical parts
- Lower maintenance requirements

Consumers who place importance on long-term financial savings may find EVs more attractive.

Government Incentives

Subsidies, tax exemptions, and rebates reduce the effective purchase cost. Many consumers consider EVs only after accounting for such incentives, making government financial support a critical factor.

TECHNOLOGICAL FACTORS

Driving Range (Range Anxiety)

Consumers often fear that EVs cannot travel long distances before needing a recharge. This "range anxiety" is one of the strongest psychological and technological barriers.

Battery Life and Reliability

Long battery life and warranties influence consumer confidence. Any uncertainty about battery degradation reduces willingness to adopt EVs.

Charging Speed and Vehicle Performance

Faster charging times and improved vehicle performance—such as acceleration, comfort, and safety—positively influence perception.

INFRASTRUCTURAL FACTORS

Charging Availability

Public and private charging infrastructure is essential. Consumers need convenient access to:

- Home charging
- Workplace charging
- Public fast-charging stations

Lack of charging points discourages adoption.

Grid Reliability

Stable and affordable electricity supply plays an important role in developing countries. Concerns about power cuts or inconsistent service can reduce EV acceptance.

ENVIRONMENTAL AND SOCIAL FACTORS

Environmental Concern

Consumers who value environmental protection are more likely to choose EVs. EVs are associated with:

- Lower emissions
- Reduced air pollution
- Improved sustainability

Such values strongly influence environmentally conscious buyers.

Social Influence

People may adopt EVs based on:

- Peer recommendations
- Social norms
- The desire to project a modern, eco-friendly lifestyle

Positive social influence strengthens adoption likelihood.

PSYCHOLOGICAL AND BEHAVIORAL FACTORS

Risk Perception

Consumers may fear:

- New technology risks
- Battery fire hazards
- Uncertainty about long-term performance

Higher perceived risk lowers adoption intention.

Knowledge and Awareness

Consumers who understand EV technology and benefits are more confident in adopting it. Lack of knowledge creates misconceptions, which hinder adoption.

Attitude Toward Innovation

Consumers who are open to new technology are more likely to adopt EVs earlier. Traditional or risk-averse consumers may delay purchase.

POLICY AND REGULATORY FACTORS

National and State Policies

Government policies influence the growth of EV adoption through:

- Tax subsidies
- Registration fee exemptions
- Reduced road taxes
- Priority parking or road access

Supportive policies create a positive environment for adoption.

Emission Regulations

Strict emission norms for fossil-fuel vehicles indirectly push consumers toward EVs. Awareness of pollution and regulatory pressure encourages shift.

Public Awareness Campaigns

Government-led awareness programs help educate consumers about EV benefits and reduce misconceptions.

DISCUSSION

EV adoption is shaped by a multi-dimensional set of factors. Economic affordability remains the most influential factor, especially in price-sensitive markets. Technological confidence—such as range, battery durability, and charging speed—is equally critical, as these elements determine convenience and reliability.

Infrastructural availability acts as the backbone of EV adoption. Without adequate charging stations, even highly motivated consumers may hesitate. Environmental beliefs and social norms further influence consumer decisions, particularly among younger and urban populations.

Government policy provides foundational support for adoption. Incentives bridge the price gap, while regulations and awareness programs encourage long-term market transformation. Therefore, consumer adoption is not driven by one factor alone but by the combined influence of economic, psychological, technological, environmental, infrastructural, and policy-related drivers.

CONCLUSION

The adoption of electric vehicles is influenced by a wide range of interrelated factors. This research identifies economic considerations, technological features, charging infrastructure, environmental concern, psychological factors, and policy support as the most significant drivers. A comprehensive understanding of these factors can help policymakers, manufacturers, and researchers design more effective strategies to accelerate EV adoption. By aligning consumer needs with supportive policies and improved infrastructure, nations can successfully advance toward sustainable mobility.

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