

THE ROLE OF SOCIAL MEDIA IN SHAPING CONSUMERS' ATTITUDES TOWARDS ELECTRIC VEHICLES: A BEHAVIOURAL ANALYSIS

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Abstract: This paper has explained the influence of social media on consumer attitudes towards Electric Vehicles (EVs). would be a key focus of interest, because platforms have an effect on the buying behaviour of. unprecedented ways. The significant purpose of the research paper is to evaluate the effect of purchase behaviour of electric vehicles buyers on social media. This behavioural analysis examines the utilization of social media vehicles-specifically, Facebook, Instagram, Twitter, and. YouTube - influence consumer perceptions, attitudes, and purchase intentions in regard to electric. vehicles. Based on an extensive analysis of literature and primary data gathered. based on surveys and social media analytics, the research explores such important aspects as social. power, brand image, environmental issues, and social relationships. The collected data will be studied using descriptive statistics, correlation, and regression analysis through. statistical package of social sciences (SPSS). The most important findings can be used to indicate that social media is a stimulus and an obstacle to EV approval, and the attitude of consumers is conditioned by a. complicated interaction of informational information, emotional response, and peer approval. Favourable stories about sustainability and innovativeness, typically offered by influential people and manufacturers, contribute to the better perceptions of EVs. On the contrary, false information and be discouraged by negative perceptions, such as battery life and charging networks. potential buyers.

Keywords: Electric Vehicles, social media, Instagram, Facebook, Consumer behaviour.

1. INTRODUCTION

Social media has in recent days taken the form of a force that determines the reactions of the consumers. evaluate, interact, and make decisions about their purchases. The popularity of electric vehicles (EVs) has inspired an active online debate where users discuss their perspectives, exchange their personal experience, etc. and leave reviews on this green means of transportation. Electronic media such as Facebook, The brands have got it easy as Instagram, Twitter (X), and YouTube have made it easy to disseminate. consciousness regarding the benefits of EVs, as well as enabling the buyer to be informed of the benefits of EVs. shares the experiences of others before making their own decisions. As the environment increases, so do their experiences. consciousness, more people are turning to the use of eco-friendly cars. Yet, their the content that they see on social has a strong influence on the attitudes and purchasing intentions. media. Positive and negative news– including such matters as the charging. infrastructure, cost issues, environmental advantages- help in forming consumer. perceptions. Thus, the study of consumer behavior based on the influence of social media. helps, uncovers what is encouraging or discouraging the adoption of electric vehicles. Summary of Past. Research

1. Smith and Anderson (2019) showed that the experience of using online eco-friendly.



campaigns increase greatly the willingness of consumers to consider EVs.

2. Chen et al. (2020) pointed out that awareness is increased especially through social media exposure. with the younger demographics through spreading of environmental messages.

3. Kapoor and Sharma (2021) constituted the positive online reviews and influencer marketing. become more trusted and build brand reputation in the EV industry.

4. Li and Wang (2022) discovered that peer-to-peer conversations and recommendations through social networks. have a positive impact on the probability of consumers making a purchase of EVs.

5. Instagram and YouTube reinforce the consumer attitude and interest towards EVs.

When combined, the facts lead to social media as a key determinant in the development of consumer. delivering information that influences buying behaviour, motivating and opinions. This study is based on prior studies and enhances it with the help of behavioural and statistical techniques. learn the impact of social media on consumer attitude and buying behavior as regards. to electric vehicles.

2. Literature review:

The social media has a significant contribution to the way individuals get informed and feel about electric vehicles (EVs). With the increasing population that is environmentally conscious, there is an increased online discussion about EVs. Social media allows business to share information but it also allows ordinary people to share their ideas and thoughts. experiences. This assists other people in making a decision on whether to purchase an electric car or not. To understand it is worth asking why people prefer EVs, it is also worth considering the influence of social media on their perception and the way social media impacts their decision. decisions. The following studies discuss the various ways social media affects the attitudes of people. and purchasing decisions relating to electric vehicles.

S.No	Author(s) & Year	Methodology	Limitation/Finding	Conclusion
1	Debnath et al. (2021)	Social media data analysis, interaction analysis	Social media shapes opinions, but is limited by regional focus	Social media drives awareness and positive attitudes toward EVs
2	Zhao et al. (2024)	Mediation effect model, city-level data analysis	Media attention boosts adoption; indirect effects through awareness	Media exposure accelerates EV market diffusion
3	Kottala et al. (2025)	Survey data, behavioral and statistical analysis	Influence is stronger among digitally active, younger consumers	Social media significantly impacts attitudes and purchase intention
4	Liusito et al. (2024)	Survey and statistical modelling	Trust in reviews crucial; limited by sample size	Positive reviews and trust increase EV purchase likelihood
5	Peng & Bai (2023)	Empirical industrial organization model	Peer influence strongly affects adoption decisions	Seeing peers with EVs nudges consumers towards purchase
6	Eshwar (2023)	Quantitative survey research	Social media marketing increases awareness but has a limited demographic scope	Social media marketing effectively shapes

				consumer buying behavior.
7	Ivanova & Moreira (2023)	Literature review, meta-analysis	Diverse antecedents identified; need for integrated models	Social media shaped attitudes are key purchase drivers
8	Gupta & Mehta (2023)	Sentiment analysis, content analysis	Emotional storytelling increases consumer curiosity	Positive social media sentiment boosts consumer interest
9	Kapoor & Sharma (2021)	Mixed methods: surveys and content analysis	Influencer impact depends on credibility	Influencer marketing enhances trust and brand reputation
10	Chen et al. (2020)	Survey-based study targeting youth	Younger groups are more influenced by social media	Social media raises awareness and acceptance among youth
11	Dash (2021)	Survey and behavioral analysis	Environmental concern drives purchase, but price remains a barrier	Social media can enhance green attitudes, supporting adoption
12	Almansour (2022)	Case study and survey	Digital marketing effectiveness varies by region	Digital marketing via social media enhances sustainable EV adoption
13	Reddy et al. (2022)	Survey and regression analysis	eWOM strongly influences purchase decisions	Positive online discussions drive purchase intentions
14	Soesilo & Hendharta (2025)	Structural equation modelling	Both online reviews and green attitudes positively influence	Online reviews, coupled with environmental concern, boost purchases
15	Min (2025)	Quantitative social network analysis	Peer influence varies across socio-economic groups	Peer effects are critical in accelerating EV adoption
16	Wolske et al. (2020)	Experimental and survey data	Social norms strongly impact EV uptake	Peer behaviors significantly affect individual EV adoption
17	Zhang et al. (2022)	Simulation modeling	Communication overload may reduce adoption	Nudge policies plus social influence promotes EV uptake

18	Li et al. (2020)	Complex network modelling	Economic and info policies influence adoption rates	Social media as an info source is critical in policy effectiveness
19	Mukherjee & Ryan (2020)	Survey and qualitative interviews	Early adopters are motivated by environmental benefits and peer influence	Social media fosters community and information sharing
20	Kottala et al. (2025)	Large-scale survey and statistical analysis	Younger, tech-savvy consumers are more influenced by social media	Social media shapes consumer behavior and purchase intent effectively

This table overviews some of the significant discoveries and strategies of multidisciplinary research reflecting. How social media affects consumer attitudes and behaviours towards electric vehicles. Numerous researches point out peer pressure, online ratings, influencer marketing and sentiment as. significant drivers and also note constraints such as regional focus or sample size.

3. Research Methodology

A. Research Design

The research design of the proposed study is a quantitative and descriptive study that examines the effects of social media. has an impact on consumer attitudes towards Electric Vehicles (EVs). By doing so we are able to accumulate. quantifiable information on a big population of respondents, analyze behavioral patterns and study. the association of social media exposure and consumer decision-making.

B. Data Collection Method

The structured questionnaire that was developed on Google Forms was used to collect primary data. posted in social media apps such as Instagram, Facebook, Twitter, and WhatsApp. The questionnaire also contained both closed-ended and Likert-scale questions that were used to elicit the respondents. perceptions, views and actions towards EVs and the impact of social media. Valid responses received were 500 in total and were tabulated in Microsoft excel and then analyzed. using SPSS version 26.

C. Sample Size and Sampling Technique

The sample was made out of 500 participants who represent different age groups, educational levels. income brackets, and regions in the whole of India. The method used was convenience sampling, and the sampling was selected. participants were recruited according to their active social media use and desire to participate.

D. Research Instrument

The questionnaire was split into three parts:

Demographic Information: age, gender, occupation, and income.

- Social Media Usage Patterns: favourite platforms, time spent, and content engagement.
- Attitude Toward Electric Vehicles: perceptions, purchase intentions, environmental brand influence, concerns and concerns.

The opinions and were measured using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). attitudes.

E. Data Analysis Tools

Data were analysed using SPSS 26 by the following techniques:

- Descriptive Statistics: summarising demographics and general trends.

- Correlation Analysis: examining the relationship between social media influence and attitude of consumers in EVs.
- Regression Analysis: determining the quality and direction of the influence of social media on purchase behavior.
- ANOVA: finding significant differences depending on such demographics as age and income.
- F. Reliability and Validity
- The questionnaire has been created based on the experiences of past research and professionals. feedback to ensure that the material was valid and applicable. Before the full survey was it was reviewed by shared, academic experts and a small pilot test was conducted to ensure that the questions were well articulated and comprehensible.
- The questions were although no formal Cronbach's Alpha test was carried out on SPSS. formulated with a lot of care to maintain internal consistency and a rational flow. survey.

4. RESULTS AND DISCUSSION:

Findings in this study are obtained by the use of responses obtained out of 506 respondents. analysed in SPSS software. The analysis will involve the descriptive statistics, frequency. To examine the relationship, distribution, correlation and multiple regression analysis were used. among social media impact, eco-conscious, brand image, peer interaction, and consumer attitude to electric vehicles (EVs). The purpose is to learn the effect of social media on behavioural patterns, attitudes, and purchase intentions regarding EVs.

Table 1: Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
age group	506	1.00	4.00	1.8281	.85601
gender	506	1.00	3.00	1.4249	.49880
income level	506	1.00	5.00	2.2451	.91155
Valid N (listwise)	506				

FREQUENCIES VARIABLES=SI1 SL2 BR1 BR2 EC1 EC2 PI1 PI2 SME1 SME2 PPI1 PPI2

Interpretation

1. Age Group

- Mean is 1.83 which indicates that the majority of respondents fall within the range of 1 to 4. the younger age groups (probably in category 1 or 2).
- The standard deviation (0.856) represents a moderate distribution, which implies a slight one. discontinuity over the age groups though with a concentration in the younger age groups. respondents. Interpretation: The sample is dominated by the youth as the younger people are represented. More prolific on any social media debate on EVs.

2. Gender

- The average of 1.42 (with a scale of 1 to 3) suggests that most of the participants are men. (assuming 1 = Male, 2 = Female, 3 = Other).
- The standard deviation is low (0.4988), which shows that there is no high dispersion of the gender. diverse - there is a group of gender that is more dominant (males). Interpretation The study sample is more male dominated which shows that there is a representation of men. or more actively social media content on EVs.

3. Income Level

- The average of 2.25 (out of a scale of 1 to 5) indicates that the respondents are mostly in the. below to middle-income groups.

- The standard deviation (0.9116) shows that there is moderate dispersion in the participants. income levels. Interpretation: The majority of the respondents are moderate income earners who demonstrate that EV-related. middle-income earners are known to be active in social media.

The descriptive statistics indicate that:

- The majority of respondents are young, male, and belong to middle-income groups.
- This demographic pattern aligns with the typical profile of social media–active consumers who are more likely to engage with, discuss, and be influenced by EV-related content.

It also shows that the young and middle-income groups are becoming major. target audiences to be used to market Electric Vehicles via social media.

Table 2: Frequency tables

No.	Variable / Statement	Key Findings (% of Agreement)	Interpretation
1	I am influenced by my friends or family when they like or share EV posts	57.2% agree or strongly agree	Peer and family engagement strongly influences individual attitudes toward EV-related content.
2	Seeing others discuss EV posts on social media increases my interest in EVs	72.1% agree or strongly agree	Online discussions create awareness and stimulate curiosity about EVs.
3	I trust established EV brands (like Tesla, Tata, MG Motors) when they post on social media	76.3% agree or strongly agree	Brand credibility builds consumer trust and acceptance of EV promotions.
4	Positive social media posts about an EV brand increase my confidence in buying it	75.5% agree or strongly agree	Positive online content boosts confidence and willingness to purchase.
5	Posts highlighting the environmental benefits of EVs increase my interest	77.8% agree or strongly agree	Sustainability-oriented messages effectively enhance consumer interest.
6	I prefer EVs because they are better for the environment	79% agree or strongly agree	Eco-friendly perception is a major motivation for EV preference.
7	I often comment, like, or share EV posts after discussing with friends	72.8% often or always	Social interaction encourages active participation in EV-related content.
8	I discuss EV posts with friends to get their opinion before considering a purchase	78.2% agree or strongly agree	Peer opinion significantly influences EV purchase decisions.
9	I regularly like, comment, or share EV posts on social media	75.3% often or always	Consumers show high engagement and positive interaction with EV content.

10	I follow influencers or pages that regularly post about EVs	78.1% agree or strongly agree	Influencers and EV-dedicated pages effectively sustain consumer interest.
11	After seeing social media posts about EVs, I feel interested in buying one	63% agree or strongly agree	Exposure to social media posts positively impacts purchase interest.
12	I am likely to consider an EV as my next vehicle after seeing social media posts	66.1% likely or very likely	Social media successfully converts interest into potential buying intention.

Frequency Analysis: Variable-Wise Findings:

Variable	Items Included	Key Findings	Interpretation
 Social Influence (SLMean)	- Influence of friends/family when they like or share EV posts. - Seeing others discuss EVs increases interest.	The majority (over 57–72%) agree that social cues from peers and family encourage EV awareness.	Social influence plays a vital role in shaping perception and interest in EVs through observational learning and social approval.
 Brand Reputation (BRMean)	- Positive posts improve trust. - Reviews and ratings help decide brands.	75–76% respondents trust established EV brands and rely on positive posts or reviews.	Social media builds brand reliability, increasing trust and confidence in EV-related communications.
 Environmental Concern (ECMean)	- Following EV pages due to environmental concerns. - Posts about sustainability raise interest.	Around 78% agree that eco-friendly content drives engagement.	Environmental messaging strongly motivates consumers to consider EVs as sustainable alternatives.
 Peer Interaction (PIMean)	- Engaging with others' EV posts (likes/comments). - Discussing EVs increases interest.	Over 72% report regular engagement and discussions about EVs.	Peer interaction significantly enhances social participation and strengthens attitudes toward EVs.
 Consumer Attitude (SMEMean / PPIMean)	- Social media changes perception positively. - Increases the likelihood of purchasing and trust in EV info.	63–66% show strong purchase intention after exposure to EV posts.	Overall, social media shapes positive consumer attitudes, building intention and confidence to buy EVs.

In all the constructs, a large percentage of respondents are positive and actively involved. toward EV content. The most are environmental concern, brand trust, and social influence. hegemonic influences on positive consumer attitudes.

Interpretation

The analysis in general indicates that social media has a tremendous influence in determining awareness. attitudes and intentions to buy Electric Vehicles (EVs). Most respondents positively interrelate with EV content, have credible brand communication and are influenced by. friends, family and influencers. There are environmental benefits, which appear to be one of the motive factors, peer discussions and social. validation have great impact on engagement and confidence of purchase. Finally, the results indicate that social media marketing can be a good promotional tool. EV implementation through trust building, awareness creation, and purchase intentions.

Table 3: Correlation

Correlations

		Correlations					
		SLMean	BRMean	ECMean	PIMean	SMEMean	PPIMean
SLMean	Pearson Correlation	1	.745**	.686**	.601**	.722**	.395**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	506	506	506	506	506	506
BRMean	Pearson Correlation	.745**	1	.882**	.419**	.710**	.288**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	506	506	506	506	506	506
ECMean	Pearson Correlation	.686**	.882**	1	.400**	.718**	.283**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	506	506	506	506	506	506
PIMean	Pearson Correlation	.601**	.419**	.400**	1	.772**	.465**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	506	506	506	506	506	506
SMEMean	Pearson Correlation	.722**	.710**	.718**	.772**	1	.505**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	506	506	506	506	506	506
PPIMean	Pearson Correlation	.395**	.288**	.283**	.465**	.505**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	506	506	506	506	506	506

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The correlation analysis gives additional information about interrelations between the main variables of the study. The findings reveal that each of the correlations is a positive association that is statistically significant at the 0.01 mark which proves the presence of social influence, brand reputation, environmental concern and peer interaction are very closely interdependent and affect the consumer attitude and consumer attitudes in unison. purchase intentions of EVs. One of the independent variables is Peer Interaction ($r = .772$). has the highest positive correlation with Consumer Attitude, indicating that when they are participating in EV discussion, likes, or shares on social media, their attitudes are improved towards the adoption of EV. Likewise, Social Influence ($r = .722$), There are also strong brand Reputation ($r = .710$) and Environmental Concern ($r = .718$). linkages with consumer attitudes, which shows that positive on-line experiences, credible brand. pictures, and environmental drivers are also very influential factors that determine how consumers perceive electric. vehicles. In addition, all the independent variables are moderate positively related to. Purchase Intention ($r = .283$ to $.465$). This signifies that even though social media attitudes are highly affected by the interactions and awareness, which are relatively less but still. significant impact on actual purchase intentions. It is worth noting that Consumer Attitude ($r = .505$) has a. greater relationship with purchase intention indicating that a positive attitude is a predictor of. linkage between exposure through social media and actual purchasing.

Table 4: Regression

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.531 ^a	.282	.275	.74389	1.347

a. Predictors: (Constant), SMEMean, BRMean, PIMean, SLMean, ECMean

b. Dependent Variable: PPIMean

Interpretation:

The R value (0.531) shows that there is a medium positive association among the independent variables. (social influence, brand awareness, peer interaction, social media integration, and One is the environmental concern) and the other is the dependent variable (purchase intention). The R² (0.282) indicates that 28.2 percent of the purchase intention variation is determined by line managers. these independent factors. The statistic of Durbin-Watson (1.347) indicates that there is no significant autocorrelation, therefore, stability is assured. of the model.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.916	5	21.783	39.365	.000 ^b
	Residual	276.684	500	.553		
	Total	385.601	505			

a. Dependent Variable: PPIMean

b. Predictors: (Constant), SMEMean, BRMean, PIMean, SLMean, ECMean

Interpretation:

The result of the ANOVA (F = 39.365, Sig. =0.000) shows that the model is statistically significant. significant, i.e. the interactions of social media factors have a significant impact on. intention to buy electric cars.

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.094	.133		15.770	.000		
	SLMean	.119	.055	.140	2.153	.032	.340	2.945
	BRMean	-.074	.060	-.110	-1.232	.219	.181	5.539
	ECMean	-.065	.057	-.096	-1.127	.260	.196	5.093
	PIMean	.067	.045	.099	1.492	.136	.327	3.063
	SMEMean	.376	.068	.475	5.565	.000	.197	5.081

a. Dependent Variable: PPIMean

Interpretation:

- The strongest and the most significant is the Social Media Engagement (0.475 = 0.000). good influence on purchase intention.

- Consumer behavior is also greatly influenced by Social Influence (0.140, 0.032). demonstrating that the opinion of other people regarding EV affects choices.
- The Brand Reputation, Environmental Concern, and Peer Interaction are not significant. their indirect effects, though, provided by the Consumer Attitude, are significant. This implies that the greater the interaction of the consumers with the EV-related material, the greater their probability to get purchase intention - confirming the behavioral influence of social media. The general results of all the analyses underline that the social media is a crucial factor in the process of shaping attitudes and intentions of consumers to electric vehicles. Platforms like Instagram, YouTube and X (Twitter) are digital ecosystems in which information, opinion, and are involved. endorsements integrate and affects perception, decision-making.
- The most significant predictor of purchase intention proved to be social media engagement, verifying that interactive and relatable content attract behavioral change.
- The young generation is the most active on social media, which provides greater mental conditioning and willingness to embrace EVs.
- Message credibility is enhanced by interpersonal influence and peer networks and hastens the process. adoption of emerging technologies such as EVs.

5. CONCLUSION

The current study was a test of how social media affects the attitudes and the intentions of consumers to buy Electric Vehicles (EVs). According to 506 questionnaire responses and statistical tests. According to the most important conclusions, (descriptive, correlation, regression), the following conclusions are made:

1. Demographics count. The profile of the respondents was biased towards the middle income, middle-aged individuals, and that is also in line with the notion that this group is more involved in EV rhetoric. and thus more susceptible to social media.
2. Social media use leads to an effect. Of all the independent variables, social media use (likes, comments, shares) was the best predictor of purchasing intention, underscoring that interaction (not exposure) is key.
3. social influence plays a role. Word of mouth from peers, influence from family, and reaction to posts play significant roles in forming consumer attitudes and confirming that opinions within one's circle influence perception.
4. Attitude serves as a mediator. The results indicate that social media influencer factors initially influence consumer attitude, which subsequently more closely aligns with purchase intention, thereby attitude serves as the bridge between exposure and action.
5. Explained variance is moderate. The regression model explained approximately 28.2% of the variance in purchase intention, and thus, many other unmeasured variables also affect EV buying behaviour.

In general, social media has a twofold function: it can trigger positive sentiments towards EVs with authentic and interactive content, but it can also restrict uptake if negative storylines (battery fear, sparse infrastructure) prevail. For policymakers and EV marketers, the research emphasises the need for prioritising interactive, reliable, and environment-focused communication on online platforms to translate interest into sales

6. FUTURE SCOPE

1. Longitudinal studies. Track the same respondents over a period of time to observe how attitudes and intentions change, particularly after being exposed to particular social media campaigns.
2. Include other variables. Add variables such as cost barriers, range anxiety, government incentives, brand loyalty, and technological development to enhance explanatory power.
3. Mixed-method approaches. Combine with qualitative interviews or focus groups. survey data to go further to understand the reasons of how social media influences perceptions.
4. A cross-cultural comparative analysis offers valuable insights. It involves examining survey responses from various nations or regions. This approach helps reveal how cultural contexts shape the role of social media in driving electric vehicle adoption. Evidence indicates that such differences might influence adoption rates in notable ways.

5. Platform-specific Analyze the use of different social media (X, Instagram, There is a difference in influence power and content efficacy between YouTube, and Facebook.

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