

# Case Study and Report

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**Case Study : Explore how awareness, adoption drivers/barriers, and behavior are shaping EV growth using online research.**

# Objective

- To evaluate EV adoption trends, barriers, and brand perceptions across diverse consumer groups.
- To identify opportunities for manufacturers in pricing, charging infrastructure, and after-sales service



4,000 respondents across major markets (mix of EV owners, intenders, ICE owners considering EVs, and fleet managers).

- Online survey for quantitative insights on awareness, purchase intent, and usage.
- 60 in-depth interviews (EV owners & fleet operators) for qualitative context.
- Competitive benchmarking of top 10 EV brands across key performance indicators (range, cost, charging convenience)

# Approach

- Verified recruitment via EV owner groups, auto panels & dealer networks.
- Screening ensured actual EV owners (proof of registration for 10%) and genuine buyers (purchase intent validation).
- Duplicate checks through IP/email.
- Random back-checks on 15% of respondents.
- Open-ended responses double-coded to avoid bias.

# Quality Control

EVs are moving mainstream. Cost savings and home charging fuel adoption, while apartment charging gaps and resale doubts slow it down. High-mileage fleets are scaling fastest, and future growth will depend on reliable fast charging, bundled home solutions, transparent cost messaging, and smart software to ease range anxiety.

# Outcome

# Get in Touch

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