

**PROJECT REPORT ON**  
**A COMPARATIVE STUDY ON CUSTOMER'S PERCEPTION**  
**TOWARDS THE USE OF GASOLINE VEHICLES AND EV VEHICLES**  
**WITH REFERENCE TO MANGALORE RURAL REGION**

**Submitted by**

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**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In partial fulfillment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

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**Department of MBA**

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**MIJAR, MOODBIDRI,**

**MAY 2023**



# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)  
Affiliated to Visvesvaraya Technological University, Belagavi  
Approved by AICTE, New Delhi & Recognised by Government of Karnataka  
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

## CERTIFICATE

This is to certify that **ROSHAN** bearing USN **4AL21BA064** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "**A COMPARATIVE STUDY ON CUSTOMER PERCEPTION TOWARDS THE USE OF GASOLINE VEHICLES AND EV VEHICLES WITH REFERENCE TO MANGALORE RURAL REGION**" is prepared by him under the guidance of **Mr. Neeraj S Rai, Senior Assistant Professor**, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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## **DECLARATION**

I **ROSHAN**, hereby declare that the Project report entitled “**A Comparative Study on Customer’s Perception Towards the Use of Gasoline Vehicles and EV Vehicles with Reference to Mangalore Rural Region**” prepared by me under the guidance of **Mr. Neeraj S Rai**, Senior Assistant Professor, PG Department of Business Administration, Alva’s Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place: Mijar**

**Date: 04/09/2023**



**Signature of the Student**

## **ACKNOWLEDGEMENT**

I wish to convey my gratitude to my internal guide Mr. Neeraj S Rai, Senior Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

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I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

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## **EXECUTIVE SUMMARY**

The Project work on A comparative study of customer's perception towards the use of gasoline vehicle and EV vehicle with reference to Mangalore rural region, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

As the automotive industry rapidly shifts towards sustainable alternatives, understanding customer preferences and concerns is crucial for informed decision-making. The research gathered data through surveys with residents of the Mangalore rural region.

Key findings indicated that customer perception and attitudes towards Gasoline vehicles and EVs are influenced by several factors, including environmental awareness, cost considerations, infrastructure availability, and technological understanding. While Gasoline vehicles were favoured for their established infrastructure, perceived affordability, and familiarity, EVs garnered interest due to their lower environmental impact and potential long-term cost savings.

However, concerns related to EVs, such as limited charging infrastructure, range anxiety, and upfront costs, were also highlighted. Notably, environmental awareness emerged as a significant influencer of attitudes. Respondents concerned about climate change and air quality were more inclined towards EV adoption. Additionally, governmental incentives and awareness campaigns played a pivotal role in shaping perceptions.

This study suggests that for successful EV adoption in the Mangalore rural region, a comprehensive approach is required. This includes enhancing charging infrastructure, providing transparent information about EV benefits and costs, and fostering partnerships between governmental bodies, automotive manufacturers, and local communities.