



The Road to Sustainability: An Examination of Consumer Attitudes Towards Electric, Hybrid, Hydrogen, and Gasoline-Powered Vehicles.

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Abstract: In an era of accelerated environmental issues and shifting transportation solutions, this research focuses on “Consumer Attitudes Towards Sustainable Vehicles”, covering all EV (electric), Hybrid (gasoline & electric), Hydrogen and Gasoline powered. By examining a vast corpus of academic journal articles, industry reports, and Government publications this study explores the complexities of decision drivers at play including environmental awareness, cost considerations, technology perceptions, and beyond. The research seeks to shed light on emerging consumer needs, the effects of policy measures and long term tendencies in adoption of sustainable mobility solutions. Finally, this research will provide recommendations for industrial actors, policy makers, as well as the general public on how to support sustainable mobility alternatives.

I. Introduction

The car industry today is at a significant turning point in its history, during a period of increasing environmental worries and an understanding of the depleting nature of fossil Fuels at large. The pressing need to cut down on greenhouse gas emissions, improve air quality, and preserve resources has brought about a seismic change in the mindset of consumers to move towards greener modes of transportation. As such, electric, hybrid, hydrogen, and internal combustion engine (ICE) cars take center stage in the everchanging personal transportation playbook. This research embarks on a comprehensive exploration of this transformative journey, titled "The Road to Sustainability: “An Analysis of Consumers’ Opinions towards Electric, Hybrid, Hydrogen and Traditional Fuel Cars.”.

On the other hand, hybrid vehicles which are propelled partially by conventional IC engines as well as electric motors too are also gaining popularity as bridge solutions. Hydrogen-fuelled cars, riding on the promise of clean, renewably-sourced energy. These challengers will likely transform personal transportation as internal combustion engines get increasingly criticized for environmental reasons.

The attitudes of consumers play a critical role in the uptake/success of these sustainability options. Knowing what shapes people’s preferences in terms of which types of vehicles to purchase is crucial for automakers, policy-makers and greeners. This paper seeks to unravel different facets of consumer attitudes, purchase intentions, and motivations for electric, hybrid, hydrogen and gasoline cars in India. By analyzing the various aspects, including sustainability, cost-effectiveness, infrastructure, and technology awareness, our findings would help shape the future of the auto industry.

II. Keywords

Sustainability, Consumer attitudes, Electric vehicles, Hybrid vehicles, Hydrogen vehicles, Gasoline-powered vehicles, Environmental consciousness, Sustainable transportation.

III. Research objectives

- 3.1 To measure and benchmark consumer sentiment about Electric, Hybrid, Hydrogen, and internal combustion engine powered cars.
- 3.2 To determine which of these variables most strongly influence consumers' choice of vehicle type (including factors such as environmental considerations, cost factors, and technological perceptions).
- 3.3 A study on consumer behavior concerning adoption and attitude toward green-vehicle options taking into account governments' policies, incentive schemes, and the development of charging infrastructures.
- 3.4 To examine the evolution of consumer sentiment over a period, taking into consideration how technology has progressed and the changing awareness levels.
- 3.5 To generate policy-relevant recommendations for automakers, policymakers and stakeholders within the auto sector using insights into consumer perceptions, to support transitioning towards sustainable transport options.

IV. Literature Review

4.1 *"Comparative lifecycle assessment of hydrogen fuel cell, electric, CNG, and gasoline-powered vehicles under real driving conditions - Aidin Teimouri, Kaveh Zayer Kabeh, Sina Changizian, Pouria Ahmadi, Mehdi Mortazavi."* - Under NYC driving conditions, this paper evaluates the environmental impact from various types of vehicles: Gasoline, CNG, Electric, Hydrogen Fuel Cell vehicles. The simulation reveals that hydrogen fuel cell vehicle is the one which has got the least emissions and has seen the emission of carbon dioxide at 75.87% as against gasoline cars, being a viable option in view of clean mobility.

4.2 *"The potential market for non-gasoline-powered automobiles - Kenneth Train."* - This paper offers market share projections of different non-petroleum vehicles in the year 2000 and 2025, assuming no significant alterations to fuel costs, taxation, consumers' perceptions, or legislative frameworks. This covers from hybrids to aluminium reactions cars). Forecasts forecast limited market share for NiZn batteries, greater shares in HT batteries and hybrids and only slight adoption of hydrogen-powered vehicles. The results of these comparisons are compared with other predictions, showing differences. It presents the pathways of further research towards sustainable vehicle uptake .

4.3 *"Comparison of the technical potential for hydrogen, battery electric, and conventional light-duty vehicles to reduce greenhouse gas emissions and petroleum consumption in the United States - David S. Reichmuth, Andrew E. Lutz, Dawn K. Manley, Jay O. Keller."* - Heavy Duty Vehicles — Heavy-duty vehicles (HDVs), which include trucks and buses, account for about 27% of total energy consumption and CO₂ emissions from transportation in the U.S.. The improvement of fuel economy for petrol vehicles does help to curb petroleum consumption but inching closer to deep GHG reduction objectives means pairing fuel and vehicle tech. This paper suggests that hydrogen fuel cell or battery electric vehicles powered by low-GHG sources, along with biofuel production and internal combustion engine improvement, could contribute significantly to GHG emission reduction without the needing fully electrifying all light duty vehicles. However, the LDV stream remains with longer vehicle lifetimes and thus lowering consumption in this sector is less difficult.

4.4 *"Comparison of well-to-wheels energy use and emissions of a hydrogen fuel cell electric vehicle relative to a conventional gasoline-powered internal combustion engine vehicle - Xinyu Liu, Krishna Reddi, Amgad Elgowainy, Henning Lohse-Busch, Michael Wang, Neha Rustagi."* - Fuel Cell electric cars (HFCEV) far outpace gasoline-powered ICEV in terms of energy efficiency, emitting no tailpipe pollutants. Yet hydrogen production, transport, and refuelling are more energy and emissions intensive than gasoline. Well-to-wheels (WTW) analysis comparing a hydrogen fuel cell electric vehicle (HFCEV) versus an internal combustion engine vehicle (ICEV) (Mazda 3) finds that hydrogen-fuelled HFCEVs are between Outcomes depend on hydrogen manufacturing processes, and power sources for compression or liquefaction (for natural gas).

4.5 “*An overview of energy sources for electric vehicles - K.T Chau, Y.S Wong, C.C Chan.*” - As worries grow over energy efficiency, decarbonization, and environmental protection, electric vehicles (EVs) stand to dominate the future of passenger road transportation worldwide. This paper assesses EV power resources, their potential, and prospects for commercialization. Chapter 5 defines an EV multisource model (EVMSM) and delves into short- to medium-term and longer-term scenarios.

4.6 “*Fuel options for the fuel cell vehicle: hydrogen, methanol or gasoline? - C.E Thomas, Brian D James, Frank D Lomax Jr, Ira F Kuhn Jr.*” - Hydrogen can be used by fuel cell vehicles as liquid hydrogen or any liquid fuels can be converted to hydrogen in the vehicle by an on-board reformer unit. Although hydrogen appears to be the easier option, worries have been raised about the cost of the infrastructure. However, hydrogen’s overall infrastructure cost (inclusive of on-board processing) could be significantly lesser than gasoline or even methanol. Moreover, the Hydrogen fuel cells also provide environmentally beneficial properties as they produce less local pollutants & reduce green house gases when compared to gasoline/methanol powered vehicles.

4.7 “*The Hydrogen Issue - Dr. Nicola Armaroli, Prof. Vincenzo Balzani.*” - Transition to the hydrogen-economy is accompanied with significant scientific and technological hurdles, which need to be solved over time. Though there are several ways in which hydrogen can be produced — none of the currently available techniques appear to provide a clear advantage over fossil fuels. Green technologies like electrolysis of water will depend on immense electricity production from nuclear or renewables in their own right and present complicated questions for solutions. Hydrogen/electric conversion is dependent upon solving storage and delivery issues of which both have to play their part in the substitution of fossils. In the end renewables hydrogen storage and smart electric grids hold the solution to ending our addiction to fossil fuel dependence.

4.8 “*Consumer perception of electric vehicles in India - Mr. Omkar Tupe, Prof. Shweta Kishore, Dr. Arloph Johnvieira.*” - With the world’s 3rd largest road network, India highly depends upon motor vehicles (both private & shared) which has led to pollution. Governments introduced fiscal instruments such as the Road Tax and the Green Tax to discourage the use of polluting vehicles and encourage eco-friendly alternatives. Government schemes such as 2015’s FAME India Scheme and the National Electric Mobility Mission Plan seek to motivate electric and hybrid vehicle manufacturing, charging infrastructure establishment, and green mobility in line with aims of energy safety.

4.9 “*Consumer perceptions of hybrid electric vehicle adoption and the green automotive market: the Malaysian evidence - Muhammad Iskandar Hamzah, Nurul Syafiqah Tanwir, Siti Norida Wahab & Muhammad Hafiz Abd Rashid.*” - HEV promotion is challenging for Malaysia. This paper, using text analysis, concludes that environmental concerns do not influence customers. Central themes are value proposition and avoidance of risks; Minor themes are competition and uncertain policies. Consumer interest in the buying of Hybrid Electric Vehicles (HEVs) is still low. The paper suggests a comprehensive strategy on how to adopt HEV in SEA nations as well as highlighting the need of Government involvement to level the playing field and remove uncertainties by providing incentives to create confidence in the market.

4.10 “*Predicting consumers’ intention to adopt hybrid electric vehicles: using an extended version of the theory of planned behavior model - Shanyong Wang, Jin Fan, Dingtao Zhao, Shu Yang & Yuanguang Fu*” - China, one of the world’s largest energy consumers is trying to increase its energy efficiency and decrease gas emissions. In this paper, we examine the diffusion of Hybrid Electric Vehicles (HEVs) in China. Findings show that consumers’ eco-concern is mediated by Attitude, Subjective Norm and Personal Moral Norm which validate this theory with respect to HEV adoption. The results give us insights for HEV development guidance and areas of further investigations.

V. Research Methodology

For the study about the customer attitude toward sustainable vehicles, this research approach is mainly conducted by means of systematic review and analyses of existed data and literatures in descriptive research methodology. The focus on this approach is to report and provide an overview of consumer knowledge, attitudes, and trends relating to electric, hybrid, hydrogen, and gasoline powered vehicles in different settings.

In this research design, comprehensive literature review is the main focus. Secondary data will include a broad universe of academic journals, industry reports, government publications, reliable websites, etc., which will be analyzed in a process to identify primary sources. Relevant, credible and up to date information will be sourced from both primary (survey) and secondary data (literature review) as relevant literature as well. This to guarantee an informed and updated representation of consumer attitudes towards sustainable vehicles.

Moreover, gathering and organising the data would include segregating and labeling the collective research and data under categories in thematic sections. This analysis will look at key areas including consumer behaviours, environmental trends, government policies and technology attitudes. It enables drawing out meaningful descriptions from the data which reveals patterns, similar topics and differences in customer preferences.

Lastly, the work will be based on content analysis of processed data. Thus, by going through and distilling the most salient results of the literature chosen, this process will offer a concise and narrative explanation of what factors affect consumer perceptions toward sustainable cars. The results will be presented as an organized picture helping readers to understand the present state of consumers' mindset and thus contributing to better grasp of the way toward sustainability in the car industries.

VI. EV Consideration

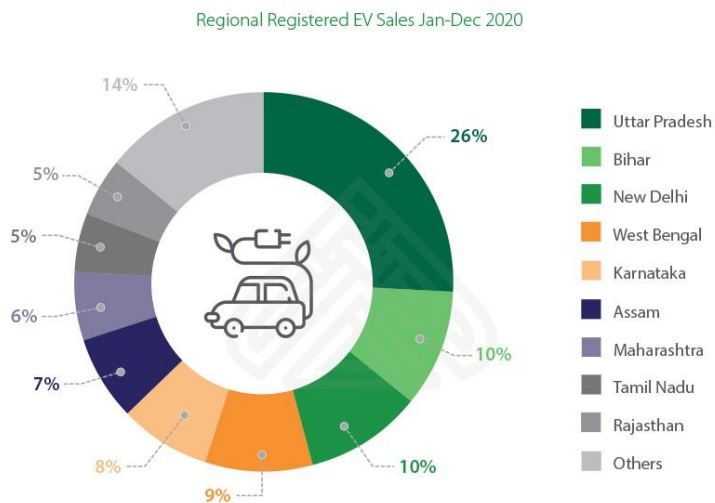
And in simply these past two years, you have observed immense growth in the EV market. The two-, three-, and four-wheeler segments alone witnessed an astronomical growth of ~668 percent in the last Q4 alone, revealed FIAMW & FADA Reports. Besides significant ones like costly import of crude oil, sustainability and climate change, there are several other factors propelling the growth of EV's which are mentioned down below.

Increasing vehicle range: Hence, this is the key reason driving Indian buyers to consider shifting towards purchasing an electric vehicle. Thanks to the advancement in tech, EV's aren't causing any more range anxiety for now. The average range per charge for Indian EVs in the 2W segment is around 100—170 KM and many daily commuters have shown their preference to switch as they have no charging infrastructure available within the radius of their daily commute.

Vehicles with futuristic designs and high-tech features: Features like Remote Lock Unlock, Voice Control, GeoFencing Alert, Reverse Assist, and Smartphone Assistance are increasingly appealing to the Indian audience. Even OEMs of novel technologies are making things which meet consumers' wants.

Proactive OEMs: Now automotive firms are getting into retailing, servicing and charging infrastructure itself. They are doing more than what's expected of them by getting into direct sales, offering financial packages, free services, and easy service exchange.

TCO reduction: Earlier, there used to be grievance of the Indian consumers on EV: It's Expensive! Even though the initial expense looks expensive, the overall expenditures remain lower than those of IC automobiles. Charging costs are about 70% to 80% less than buying gasoline. Plus, since there are fewer parts on an electric vehicle, maintenance costs drop by 30-to-40%. It was found in an EV vs IC vehicle life cycle TCO evaluation that it is actually 50% cheaper overall to own and maintain an EV.



There's a finite amount of fossil fuels on the earth, using them is killing it. For years toxic emissions from gasoline cars and diesel autos were harming public health. Zero tailpipe emission electric cars (EVs) & its eco-friendly methodology are environmentally conducive, which customers here in India know. Meanwhile, registration fees and vehicle excise duty is cheaper to pay for electric cars when compared with gas or diesel vehicle alternatives. Below are a few more advantages of E-car, which make buyers shift their taste to electric rides.

A quiet and easy driving experience: One significant difference between electric vehicles is that they don't contain any gear and are incredibly simple to operate. Also, these bikes cause less noise pollution because of their silence and thus make them more environmental friendly than conventional vehicles.

Convenient charging: Advances in technology today mean that an EV can be charged at home from anywhere between 4 to 5 hours before leaving on the road. On top of that they're also able to use fast chargers, as well as battery swap options should the need arise!

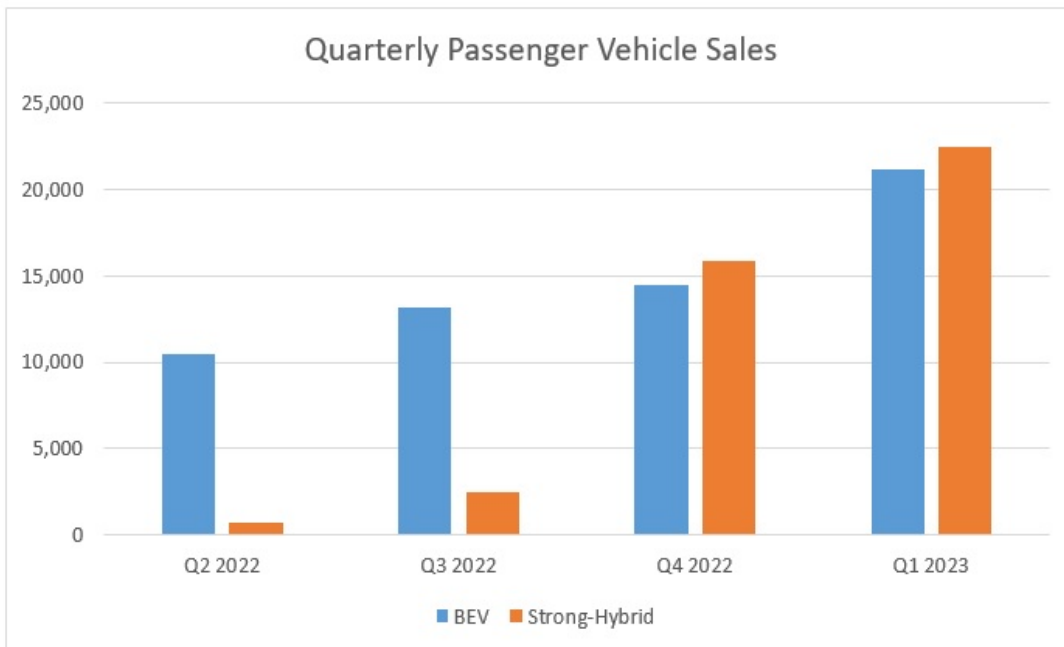
Low running and maintenance costs: They are far more efficient with electricity as energy — and if you factor in the cost of electricity, it's cheaper to recharge an electric vehicle than refuel with petrol or its equivalent. Electric vehicles need less maintenance than the others. Therefore, operating an EV for a year is much more affordable.

VII. HEV Consideration

Hybrid vehicles have also experienced sharp growth in popularity and adoption in India over recent years. What is interesting with these cars is that they bring together the advantages of classical internal combustion engines and of electrical power which enables both more efficient consumption (since all the energy comes from the electric motor) and a better respect for nature (less pollution).

With perks from the government, technological advancements, increased awareness on eco-friendly mobility, is India headed to embrace its hybrid future?

This era seems like an interesting time because people are flocking to another path — a combination of the two. Strong hybrid models have been witnessing great demand in Indonesia resulting in long waiting periods of over 2 years for MPV Toyota Hycross, Hybrid sedan Honda City and the Suzuki Grand Vitara. And for those new to the game, a strong hybrid consists of both a combustion engine and an electric motor, which work in tandem or on their own. To use the electric motor when you're OK at low speeds, such as in urban conditions. However, when the driver calls for speed, the ICE takes over.



Hybrids (also including strong hybrids) in two consecutive quarters surpassed Battery Electric Vehicles (BEV) in sales with the entry of new heavy-duty hybrids, especially the strong hybrid ones, from heavyweights like Toyota. In Q1 / 2023, combined sales of HEVs and BEVs stood for 4.3% of India's overall passenger vehicle market (each accounting for 2.2% and 2.1%, respect

According to figures released by Autopundit, EV registrations (including strong hybrids) were at 22,389 in H1 (Q1), while BEV registrations stood at 21,109 in the same period due to the launches.

The reason behind why 'hybrid' is taken by customers?

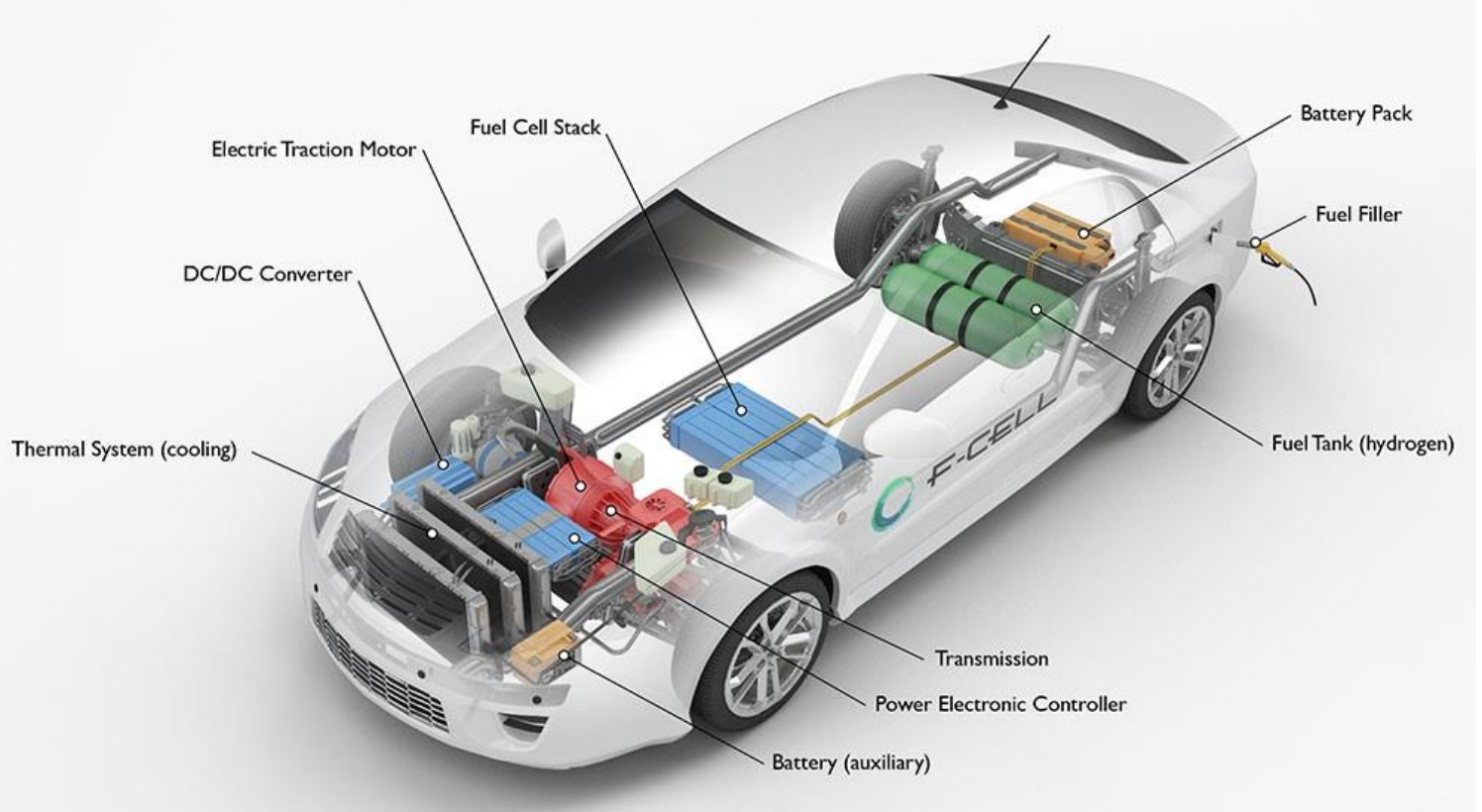
For years, India's road has been heavily dominated by the popularity of petrol vehicles. Interest was nonetheless awakened but only recently due to the rise of EVs which boast green, affordable travel. That said, it may be difficult for countries to shift away from gasoline cars to electric vehicles because they're more expensive and existing infrastructures cannot serve them sufficiently. ## Instruction: You are provided a sentence written by AI, rewrite so that it looks like a human wrote it Here are a few key factors contributing to the growing popularity of hybrid vehicles in the country: The aim of the hybrids is to optimize fuel economy by using an internal combustion engine together with an electric motor. A twin energy supply provides greater range, limiting dependence fuel petrochemicals, and cut back spending in gasoline. When compared with traditional petrol or diesel cars hybrid vehicles release lesser emission thus reducing the carbon footprint of our planet. Running costs for an EV or hybrid car are less expensive. Electricity is priced at around Rs 6 per unit and around 50 units (1 kWh) is used in average per month resulting to an operational cost of less than Rs 1/km for an EV in India. Conversely, a petrol-powered car giving 12 km/litre, running on petrol costs Rs 100/litre will have running cost of Rs 8.33/km. Because a hybrid operates off the mains (electricity), even when your engine is completely drained it functions like a petrol car, eradicating range anxiety. Hybrid models in 2019 come with advanced technologies that enable them to have longer-lasting batteries, innovative regenerative systems, and the smoothest possible switch between their internal combustion engines and electric mode.

The two segments will see growth together over the coming years. In an IRCA report, it has been forecasted that CNG, EV & Hybrids are expected to have circa 20–30% in the automotive market in India by 2030.”.

VIII. Hydrogen cell vehicles

Fuel cell electric vehicle (FCEVs) like other all-electric vehicles, run its electric motor with the help of electricity. Unlike most electric cars, in which electricity is generated from the battery, FCEVs generate electricity from a fuel cell fed by hydrogen. During the vehicle designing stage, an automaker decides on the power of a vehicle by designing the motor to accept the electrical energy generated in the right-size fuel cell coupled with battery system. Though automakers could engineer an FCEV allowing drivers to plug in and charge the battery, many FCEVs on the market are using the battery to capture energy through regenerative braking, provide an extra power boost during short bursts of acceleration, and even function as a kind of How much energy is stored in the hydrogen fuel tank determines how big that tank is. This is distinct from an entirely electric car, whereby both the power and energy accessible are intently attached to the battery's measure.

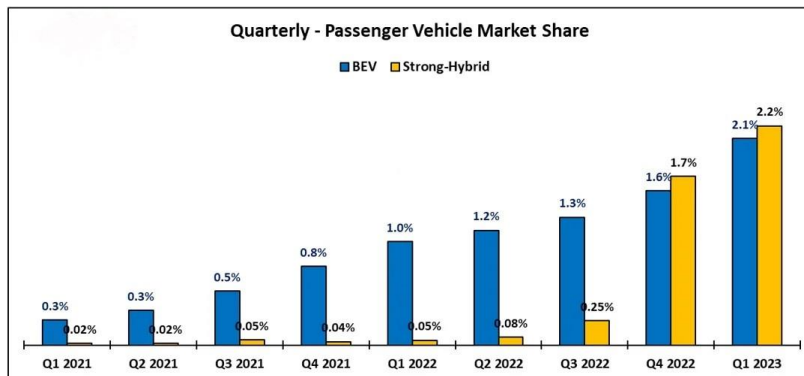
Hydrogen Fuel Cell Vehicle



Billion dollar companies like Reliance Industry Ltd have announced large capital infusions for the green energy chain. Hydrogen will be rolled-out next in India, most probably by world's leading car manufacturer, Toyota. The Japanese automotive giant supplied the fuel cell stack for the Ashok Leyland hydrogen truck. It could be a couple of years for the first batch of production-grade cars running on hydrogen reach its first delivery in India — in 2–3 years at max, 1–2 years at least. By 2030, Toyota (the world's biggest car manufacturer) expects to have sold 10 million cars a year. Mostly half of them will be a combination of full hybrid, plug-in hybrid, or hydrogen powered. If Toyota has introduced hybrid already within its lineup here then it surely can bring a couple of hydrogen automobiles to India also.

IX. COMPARED SALES OF EVs & HEVs

Strong hybrid-EV sales touched an all-time high level of 22,389 units and BEV touched an all-time high level of 21,109 units in Q1 2023 combined sales accounted for 4.3%. Tata and Toyota maintain leadership in BEV & strong hy-EV segments at 73% and 83%. As per the data published by FADA for Q1 2023, Tata Tiago EV leads as India's best seller of Battery Electric Vehicle (BEV), while Toyota Innova Hycross leads among Strong-hybrid vehicles sold In Q1 2023, India's light-duty passenger vehicle market accounted for combined



HEV and BEV sales of nearly 4.3%, of which HEVs were responsible for 2.2% of the share and 2.1 % respectively Even its total BEV sales have hit a fresh high, thanks to new product launches from Tata, Mahindra, Citroen, and BYD; and this trend may sustain itself given how Toyota (along, perhaps, with Nissan) has placed big For drivers, strong hybrids provide the advantages of fuel economy as well as low CO2 emissions, while minimizing, if not eliminating the range anxiety altogether. Moreover, low production cost of strong hybrids when compared with battery electric vehicle makes them available at affordable rates to a large section of society. However, one must also remember that BEV's too hold a potential edge in this case: zero emissions, lower operating life cycle costs, It seems as the markets continue to change, it's going to fascinating to watch as these two markets battle with each other and work together to meet consumer needs and solve eco-related issues.

X. OUTCOMES

Some eye-opening results came from the survey of consumer attitudes to sustainable vehicles. The study found notable positive growth in consumer sentiment towards e-electric, e-hybrid, e-hydrogen, and ICE vehicles driven (no pun intended), indicating a growing consciousness of environmental issues and the requirement for greener modes of transport. It's based on the changing preference of the customers in going towards eco-conscious choices where car buyers are leaning towards vehicles that reduce carbon emissions, improve energy economy. The study's findings were informative to industry actors and policy makers alike. This includes understanding the key drivers behind consumer attitudes and preferences towards sustainability, allowing automobile manufacturers to adapt their products and sales methods — matching consumption trends. For policymakers, however, these conclusions reveal how they may use this information in crafting policies that promote environmentally responsible travel patterns and hasten the transition towards an environmental conscience automotive industry. The eventual results feed into the bigger objective to increase sustainable practices in the auto Industry.

XI. Conclusion

Consequently, research examining public opinions regarding environmentally friendly vehicles proves beyond doubt a major evolution in driving habits — with greater concern for the planet being key to increasingly green transport options. With sustainability in focus, buyers are opting for electric, hybrid, hydrogen, and similar environmentally-conscious alternatives to minimize carbon emissions & decrease the consumption of gasoline. These preferences are influenced by factors such as the environment, economics, technological concerns and government regulation. These insights can help policymakers and industry players facilitate the uptake of zero-emission vehicles efficiently. These results shed light on an encouraging route to sustainability in the auto sector, that supports people as well as the earth, at a time when the planet is facing enormous environmental challenges.

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