

## REVIEWER'S REPORT

Manuscript No.: IJAR-54104

Date: 01/10/2025

**Title: Customer Satisfaction towards Electric Vehicles in Kollam district.**

### Recommendation:

**Accept after minor revision.**

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity		✓		
Significance		✓		

Reviewer Name: Dr. Bishwajit Rout

Date: 01/10/2025

### Reviewer's Comment for Publication.

*(To be published with the manuscript in the journal)*

*The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.*

- Significance:** This study is significant because it provides localized insights into customer satisfaction with electric vehicles in Kollam, Kerala a region actively promoting sustainable mobility. By highlighting motivators such as low running costs and challenges like long charging times and inadequate infrastructure, it helps policymakers, manufacturers, and service providers address gaps, enhance user experience, and accelerate EV adoption in emerging Indian markets.
- Strength:** The paper's strength lies in its descriptive design using direct responses from 75 EV users, ensuring context-specific findings. It combines demographic profiling, satisfaction levels, and challenge identification with statistical tools like chi-square testing. This balanced approach provides both quantitative and interpretive clarity. Its focus on real consumer experiences makes the results practical, reliable, and valuable for infrastructure planning and policy development.
- Key Insight:** The key insight is that while customers value the economic and comfort benefits of electric vehicles, satisfaction is hindered by inadequate charging infrastructure and long charging times. Environmental concerns rank lower compared to cost savings and convenience. Thus, economic practicality currently outweighs ecological motivations, implying that addressing infrastructure challenges is critical to ensuring broader EV acceptance and long-term market sustainability.

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### *Reviewer's Comment / Report*

The paper titled “*Customer Satisfaction towards Electric Vehicles in Kollam district*” explores user satisfaction with EVs in Kerala, driven by environmental concerns and government support. It highlights low running and maintenance costs as positives, but notes challenges like charging time and infrastructure availability. Analyzing user experiences, the study aims to inform policy and infrastructure improvements. The review suggests stakeholders address these gaps to enhance EV adoption, emphasizing the role of supporting services in shaping long-term acceptance.

#### **Suggestions for Improvement:**

1. Clearly state the research gap: “No prior systematic study on Kollam district EV users’ satisfaction.”
2. Ensure consistent referencing style (APA/Harvard). Some citations (e.g., Kanujiya et al.) are listed but not fully integrated into discussion.
3. Rewrite to avoid redundancy (the same point is repeated across introduction, objectives, and scope).
4. Make the problem statement more precise (e.g., “Despite policy initiatives, Kollam lacks adequate data on user satisfaction, particularly regarding infrastructure and service challenges.”).
5. Explicitly mention limitations (e.g., sample size = 75, judgment sampling not generalizable).
6. Justify the choice of judgment sampling and discuss its bias risks.
7. Clarify how the questionnaire was validated (pilot testing, expert review, reliability measures).
8. Explain why 75 respondents were chosen was it based on population, feasibility, or resources?
9. Some results are descriptive; add comparative insights (e.g., compare Kollam with findings from similar studies).
10. Highlight patterns for example, “Economic factors dominate motivations, while environmental concerns are secondary.”
11. Test more relationships (e.g., income vs. satisfaction, age vs. satisfaction) to deepen analysis.
12. Suggest future research directions (e.g., larger sample size, comparative district-level studies, regression analysis).

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The paper provides useful insights into customer satisfaction with electric vehicles in Kollam district, highlighting economic benefits alongside major challenges like charging time and infrastructure gaps. Its clear objectives, structured analysis, and relevant findings strengthen its contribution. However, limitations in sampling, reliance on descriptive statistics, and uneven referencing reduce rigor. With improved methodology, deeper analysis, and refined references, the study merits acceptance with minor-to-moderate revisions. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.