

REVIEWER'S REPORT

Manuscript No.: IJAR-54104

Title: Customer Satisfaction towards Electric Vehicles in Kollam district

Recommendation:

Accept as it is

Accept after minor revision **YES**

Accept after major revision

Do not accept (*Reasons below*).....

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

Reviewer Name: Dr. Himanshu Gaur

Date: 29/09/2025

Detailed Reviewer's Report

The paper *Customer Satisfaction towards Electric Vehicles in Kollam District* provides a timely and contextually relevant exploration of how consumers perceive and experience electric vehicles (EVs) in a region where sustainable mobility is actively promoted. Using a descriptive research design and survey data from 75 EV users, the study identifies economic benefits—particularly low running and maintenance costs—as the strongest motivators for adoption, while environmental concerns play only a minor role. Findings reveal high satisfaction levels in areas such as comfort, convenience, and affordability, but significant dissatisfaction with long charging times and inadequate charging infrastructure. The demographic profile of respondents—mostly well-educated, financially stable, and in the 25–40 age group—underscores that early EV adoption is still concentrated among relatively affluent segments of society. Methodologically, the study employs percentage analysis and chi-square tests, with results confirming that satisfaction levels are not significantly influenced by gender. While the paper contributes valuable localized insights, its scope is limited by a small sample size, reliance on judgment sampling, and lack of qualitative depth to capture nuanced experiences.

Recommendations:

Future studies should expand the sample size and adopt random or stratified sampling to enhance representativeness. Qualitative approaches such as interviews or focus groups could provide richer insights into user expectations and frustrations. Stakeholders, including policymakers and industry players, should prioritize addressing infrastructure gaps by expanding the number and accessibility of charging stations and promoting fast-charging technology to reduce wait times. Given that high initial costs and limited model availability remain barriers, government incentives such as subsidies, tax relief, or financing schemes could make EVs more accessible to middle- and lower-income groups. Additionally, manufacturers and service providers should focus on improving after-sales support and consumer education to build trust and reduce concerns like battery degradation or range anxiety. Overall,

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the study offers a useful foundation for understanding consumer satisfaction with EVs in Kollam but would be significantly strengthened by broader data, comparative regional analysis, and actionable policy linkages.