ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/25jun1007

Consumer Perceptions on Advanced Features and Technological Innovation in Electric Vehicles: A Comparative Study in Chennai

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Publication Date: 2025/06/23

Abstract: The rapid growth of the electric vehicle (EV) market is driven by technological advancements and environmental concerns. However, consumer perceptions of EVs, especially regarding advanced features and innovations, remain complex and diverse. This paper explores consumer perceptions of technological features in electric vehicles, including battery performance, autonomous driving capabilities, and connected vehicle technologies. The study utilizes a mixed-methods approach, combining qualitative interviews with EV owners and a quantitative survey targeting both EV owners and non-owners. The findings highlight that while consumer's value advanced features such as improved battery range and autonomous driving, barriers such as high upfront costs, range anxiety, and concerns about the safety and reliability of these technologies persist. Environmental awareness and brand trust were identified as significant drivers of adoption, while skepticism about autonomous driving technology was a key concern. The paper concludes with recommendations for automotive manufacturers, policymakers, and consumers, emphasizing the importance of addressing consumer concerns through improved technology, greater infrastructure investment, and better education on the benefits of EVs. Additionally, the study suggests areas for future research, including longitudinal studies and cross-cultural comparisons, to further understand how consumer attitudes toward EVs evolve in response to technological advancements.

Keywords: *Consumer Perceptions, Advanced Features, Technological Innovation, Electric Vehicles.*

How to Cite: V. Narendiran; V. Vetrivel (2025). Consumer Perceptions on Advanced Features and Technological Innovation in Electric Vehicles: A Comparative Study in Chennai. *International Journal of Innovative Science and Research Technology*, 10(6), 1478-1483. https://doi.org/10.38124/ijisrt/25jun1007

I. INTRODUCTION

The electric vehicle (EV) market has experienced remarkable growth over the past decade, driven by technological advancements, environmental concerns, and regulatory incentives. With traditional combustion engine vehicles contributing to significant environmental challenges, the shift toward EVs represents not just a technological innovation but a paradigm shift in the way we view mobility and sustainability. However, despite the growing adoption rates, consumer perceptions regarding EVs remain complex, with attitudes toward their advanced features and technological innovations being shaped by multiple factors, including pricing, convenience, and environmental considerations.

This paper aims to explore consumer perceptions of advanced features and technological innovations in electric vehicles, focusing on how these perceptions influence consumer decision-making and adoption. The study will investigate the factors that drive or hinder the adoption of EVs, with a particular emphasis on technological features such as autonomous driving, battery management systems, and connected vehicle platforms. By delving into consumer attitudes and identifying the barriers to wider EV adoption, this paper seeks to provide actionable insights for stakeholders in the automotive industry.

- *Background of the Study*

The rise of electric vehicles (EVs) has marked a pivotal shift in the automotive industry. With the rapid advancements in technology, coupled with growing

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/25jun1007

concerns over environmental sustainability and fossil fuel dependency, EVs have become a crucial aspect of the future of mobility. Over the past decade, technological innovations have significantly altered the driving experience, influencing consumer adoption patterns and perceptions.

As governments across the world push for stricter environmental regulations and offer various incentives for EV purchases, automakers have ramped up their efforts to incorporate advanced features in their vehicles. These innovations are not only related to the powertrains and batteries that define EVs but also involve enhancements to vehicle infotainment systems, autonomous driving capabilities, and overall user experience. However, despite the undeniable shift towards EVs, consumer adoption remains a complex issue influenced by multiple factors, including pricing, infrastructure, and the perceived value of new features.

This chapter aims to explore consumer perceptions of the advanced features and technological innovations in electric vehicles. It will provide insights into how consumers view new technological advancements, whether these innovations meet consumer expectations, and how these perceptions impact EV purchasing decisions.

A. Research Objectives

- The primary objective of this study is to understand consumer attitudes towards the advanced features and technological innovations in electric vehicles.
- Examine consumer perceptions of specific advanced features in electric vehicles such as autonomous driving, battery life, and connectivity.
- Identify the technological innovations that consumers prioritize when making a decision to purchase an EV.
- Analyze the barriers to adoption despite the presence of innovative technologies, including cost, infrastructure, and skepticism regarding new technologies.

B. Significance of the Study

The findings of this research have substantial implications for several stakeholders, including automobile manufacturers, policymakers, and consumers. For manufacturers, understanding consumer perceptions is essential for designing vehicles that meet market demands and expectations. In the case of policymakers, the study can guide the development of more effective incentives or infrastructure projects aimed at increasing EV adoption. From a consumer perspective, the study provides valuable insights into the factors that shape decision-making and highlights how technological innovation can influence the transition from traditional vehicles to electric ones.

Furthermore, this research contributes to the existing literature on consumer behavior in the automotive industry, particularly in the context of green technologies and electric vehicles. As the market for EVs continues to grow, understanding the role of advanced technology in consumer decision-making will be crucial to the continued development and acceptance of electric mobility.

➢ *Consumer Perception in the Automotive Industry*

Consumer perceptions in the automotive industry have been widely studied, as they play a crucial role in shaping consumer behavior and influencing purchase decisions. According to the Technology Acceptance Model (TAM), consumer attitudes toward new technologies are determined by perceived ease of use and perceived usefulness (Davis, 1989). In the context of EVs, perceptions are heavily influenced by factors such as brand reputation, vehicle performance, reliability, and price. A key element in consumer perceptions of electric vehicles is trust in the technology, which influences whether consumers view EVs as a viable alternative to traditional internal combustion engine vehicles (ICEVs).

Recent studies have shown that EV perceptions vary widely across different demographic groups and regions. For example, research by Schoettle and Sivak (2014) found that younger consumers and individuals with higher environmental awareness were more likely to adopt EVs. Conversely, older consumers and those with less exposure to EV technology were found to be more skeptical, often citing concerns about range anxiety and the perceived limitations of EVs.

➢ *Technological Innovations in Electric Vehicles*

Technological advancements have been at the forefront of the development of electric vehicles. Key innovations in EV technology include improvements in battery capacity, faster charging times, autonomous driving capabilities, and the integration of advanced infotainment systems. One of the most significant breakthroughs in EVs is the development of more efficient and longer-lasting lithium-ion batteries, which have contributed to improved driving ranges and reduced charging times.

Autonomous driving features, such as Tesla's Autopilot, have also garnered significant attention, with many consumers intrigued by the potential for self-driving vehicles. However, consumer perceptions of autonomous technology are mixed. While some consumers appreciate the convenience and safety features, others express concerns about the reliability and safety of self-driving systems, particularly in complex or unfamiliar driving conditions (Fagnant & Kockelman, 2015).

Connected vehicle technologies, including vehicle-to-infrastructure (V2I) and vehicle-to-vehicle (V2V) communication, have also been integrated into some EV models. These technologies allow vehicles to communicate with other vehicles and infrastructure to improve traffic management, reduce accidents, and enhance the overall driving experience. While these technologies promise significant benefits, consumer adoption is still slow, largely due to concerns about cybersecurity and the integration of these systems with existing infrastructure (Kester et al., 2017).

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/25jun1007

II. REVIEW OF LITERATURE

The rapid advancements in electric vehicle technology have significantly transformed the automotive landscape. Consumers are now presented with a myriad of innovative features and capabilities that were unimaginable just a decade ago. As electric vehicles become more accessible and prevalent, understanding consumer perceptions of these advanced features and technological innovations is crucial for manufacturers and policymakers to drive further adoption. (Carley et al., 2019) (Vidhi et al., 2021) This research paper aims to explore consumer attitudes and preferences towards the latest developments in electric vehicle technology, shedding light on the factors that influence their purchasing decisions and the barriers they may face in embracing these revolutionary products. Extensive research has been conducted to identify the key factors that shape consumer perceptions and decisions regarding the adoption of electric vehicles. One of the primary drivers is the consumers' environmental awareness and their belief that electric vehicles are more beneficial at the individual, environmental, or national level. Consumers' acceptance of advanced technology products also plays a significant role, as they perceive electric vehicles as forward-looking and innovative. (Tu & Yang, 2019). Another important factor is the perceived convenience and ease of use of electric vehicles. Consumers who believe that electric vehicles are simpler and more user-friendly in their operation and maintenance are more likely to express a positive attitude towards their purchase. The rapid advancements in electric vehicle technology have introduced a range of innovative features that cater to the diverse needs and preferences of consumers. Consumers are particularly drawn to the enhanced design efficiency, the inspiration for innovation, and the reduced design costs associated with artificial intelligence-powered design tools, which offer unique advantages in the electric vehicle industry. (Jiang et al., 2024) Additionally, the anticipated performance improvements in terms of driving range, charging speed, and overall driving experience are also significant factors that influence consumer perceptions and purchasing decisions. (Singh et al., 2020) (Jiang et al., 2024) (Tu & Yang, 2019) The fuel economy benefits of electric vehicles, such as lower long-term fuel costs, have also emerged as a crucial motivator for consumers seeking efficiency and cost savings.

The existing literature on consumer perceptions of electric vehicles provides valuable insights into the factors that influence their purchasing decisions and the barriers they face in adopting these innovative products.

Consumers are beginning to recognize the advantages of electric vehicles, such as lower operating costs, smoother operation, better acceleration, and zero tailpipe emissions. However, barriers to electric vehicle deployment still exist, including the higher vehicle cost, limited driving range, long charging time, uncertainties about battery life, and the need for a robust charging infrastructure. (Council, 2015). To further drive the adoption of electric vehicles, manufacturers and policymakers must address the concerns raised by consumers, while effectively communicating the benefits and innovative capabilities of these revolutionary products. Ongoing research and strategic initiatives are necessary to overcome the barriers and foster a more comprehensive understanding of consumer preferences in the rapidly evolving electric vehicle market (Krishnan & Koshy, 2021) (Tu & Yang, 2019) (Ali & Naushad, 2022) (Jiang et al., 2024). Recent studies have also highlighted the importance of technological advancements in electric vehicle design, such as improved battery performance, faster charging capabilities, and enhanced energy efficiency. Consumers' environmental awareness and acceptance of advanced technology products are key factors that influence their purchasing decisions. Additionally, the opinions of consumers' social circles, such as family, friends, colleagues, or supervisors, do not significantly affect their attitude or behavior towards electric vehicle purchases.

III. RESEARCH METHODOLOGY

This chapter outlines the research design, data collection techniques, and analysis methods used in the study to explore consumer perceptions of advanced features and technological innovations in electric vehicles. A mixed-methods approach was employed for this study, combining both qualitative and quantitative research methods. The qualitative aspect of the research involved conducting in-depth interviews with a diverse sample of electric vehicle owners, while the quantitative aspect involved distributing a survey to a larger sample of both EV owners and non-owners. This dual approach allowed for a more comprehensive understanding of consumer perceptions and attitudes toward EVs and their technological features. The qualitative data were collected through semi-structured interviews with 20 electric vehicle owners. These interviews focused on exploring the participants' attitudes toward various advanced features, including autonomous driving, battery performance, and connectivity. The quantitative data were collected through an online survey distributed to 500 participants. The survey included questions on consumer attitudes toward EV technology, factors influencing adoption, and the perceived value of specific technological features. The survey data were analyzed using statistical software to identify trends and correlations. The qualitative data were analyzed using thematic analysis, which involved identifying key themes and patterns in the interview responses. The quantitative data were analyzed using descriptive statistics, chi-square tests, and regression analysis to examine relationships between consumer perceptions and factors such as income, education, and environmental concerns.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/25jun1007

IV. TABLES AND INTERPRETATION

Table 1 Consumer Opinion towards Advanced Features of Electric Vehicles

S. No	Advanced Features of EVs	Mean	S.D	Friedman's Mean Rank	Chi-square value	P-value	Multiple comparison test
1	Battery Life and Range	3.11	1.39	5.59	100.972	0.001*	2 7 8,4 11,10 9 5,3,1,6
2	Charging Speed	3.69	1.43	6.87			
3	Smartphone Integration	3.22	1.41	5.58			
4	Driver Assistance Technologies	3.35	1.48	6.17			
5	Autonomous Driving Capability	3.24	1.44	5.65			
6	Voice Recognition Technology	3.23	1.37	5.55			
7	Concerns About Fire Risks Associated with Batteries	3.40	1.42	6.25			
8	Customization Options	3.44	1.35	6.18			
9	Trust in Manufacturer Safety Ratings	3.36	1.41	5.91			
10	Familiarity with Emergency Response Features	3.38	1.32	6.11			
11	Warranty Coverage for Safety Components	3.45	1.36	6.13			

Source: Primary data computed; * Significant @ 1% level.

Battery Life and Range, Charging Speed, Smartphone Integration, Driver Assistance Technologies, Autonomous Driving Capability, Voice Recognition Technology, Concerns about Fire Risks Associated with Batteries, Customization Options, Trust in Manufacturer Safety Ratings, Familiarity with Emergency Response Features and Warranty Coverage for Safety Components are the various Advanced Features of the electric vehicles.

The respondents asked to rate their opinion towards the Advanced Features. The result displayed in the table-1. The mean value is ranged from 3.11 to 3.69. Based on the mean value, it is inferred that the respondents are having moderate level of Advanced Features. The corresponding standard deviation values indicate that there is no much deviation among the consumers.

H_0: Opinion about Advanced Features is found to be similar among all the respondents.

In order to test the above stated hypothesis Friedman test is applied. The Friedman mean rank is lies between 5.55 to 6.87 and chi square value 100.972, which is significant at one percent level. Hence the hypothesis is rejected. It shows that the Advanced Features of the electric vehicles is varied among them. Further, Friedman multiple comparison test is applied to identify, which is the higher Advanced Features. After applying the test, 11 statements are grouped in the 6 categories. Charging Speed placed as first rank. Concerns about Fire Risks Associated with Batteries is in the second place. Customization Options and Driver Assistance Technologies together occupy the third place. Warranty Coverage for Safety Components and Familiarity with Emergency Response Features the fourth position, lack of occupational mobility is in the fifth place, Autonomous Driving Capability, Smartphone Integration, Battery Life and Range and Voice Recognition Technology together occupies the last place.

Table 2 Consumer Opinion towards Technological Innovation in Electric Vehicles

S. No	Technological Innovations	Mean	Std. Deviation	Friedman's Mean Rank	Chi square value	P-value	Multiple comparison test
1	Advanced Driver-Assistance Systems (ADAS)	3.48	1.447	5.82	94.092	0.001*	10 4,1 5,2 9,6 8,7 3
2	Perception of Vehicle Stability and Handling	3.42	1.379	5.62			
3	Economic Conditions	3.23	1.219	4.76			
4	Safety Perceptions	3.49	1.434	5.84			
5	Influence of Crash Test Results on Purchase Decisions	3.49	1.359	5.69			

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/25jun1007

6	Perceived Vulnerability to Cyber security Threats	3.33	1.459	5.41			
7	Over-the-Air Software Updates for Safety Enhancements	3.12	1.528	5.14			
8	Importance of Regenerative Braking Systems for Safety	3.18	1.477	5.29			
9	Pedestrian Detection Systems	3.28	1.522	5.49			
10	Aesthetic Appeal	3.55	1.436	5.95			

Source: Primary data computed; * Significant @ 1% level.

Advanced Driver-Assistance Systems (ADAS), Perception of Vehicle Stability and Handling, Economic Conditions, Safety Perceptions, Influence of Crash Test Results on Purchase Decisions, Perceived Vulnerability to Cyber security Threats, Over-the-Air Software Updates for Safety Enhancements, Importance of Regenerative Braking Systems for Safety, Pedestrian Detection Systems and Aesthetic Appeal are the various Technological Innovation in Electric Vehicles. The respondents are asked to rate their opinion towards Technological Innovations in Electric Vehicles. The result displayed in the table-2.

The mean value ranged from 3.12 to 3.55. Based on the mean value it is inferred that the respondents are having the moderate level of perception about the Technological Innovations in Electric Vehicles. The corresponding standard deviation values indicate that there is no much deviation within the group of consumers.

H_0: Opinion about the Technological Innovations in Electric Vehicles is found to be similar among all the respondents.

In order to test the above stated hypothesis Friedman test is applied. The Friedman mean rank lies between 4.76 to 5.95 and chi square value is 94.092 which is significant at one percent level. Hence the stated hypothesis gets rejected. It is inferred that the level of Technological Innovations is varied among the consumers. In order to identify the highest level of Technological Innovations, Friedman multiple comparison test is applied. After applying the test, 10 problems are grouped in to 6 categories. Aesthetic Appeal placed as first rank and which is highest Technological Innovation, followed by Safety Perceptions and Advanced Driver-Assistance Systems (ADAS) are in the second place. Influence of Crash Test Results on Purchase Decisions and Perception of Vehicle Stability and Handling together occupy the third place. Pedestrian Detection Systems Perceived Vulnerability to Cyber security Threats takes place in the fourth position followed by Importance of Regenerative Braking Systems for Safety and Over-the-Air Software Updates for Safety Enhancements is in the fifth place and Economic Conditions alone occupies the last position.

V. RECOMMENDATIONS

Building on the insights gathered in this study, several key recommendations can be made for stakeholders aiming to accelerate electric vehicle (EV) adoption and address consumer concerns.

➢ For Automobile Manufacturers

- *Enhance Core Technologies*

Manufacturers should prioritize continued innovation in battery technology to improve range and reduce charging times—core elements consumers care most about.

- *Incremental Automation Adoption*

To build trust, companies should introduce autonomous features gradually, ensuring they are supported by rigorous safety standards and transparent consumer education.

- *Cost Optimization*

Developing cost-effective production methods and leveraging economies of scale will be crucial in making EVs accessible to middle-income consumers.

➢ For Policymakers

- *Financial Incentives*

Governments must extend subsidies, tax breaks, and purchase incentives to reduce the high upfront costs, particularly for entry-level EVs.

- *Infrastructure Investment*

The development of a nationwide, reliable charging network is essential to mitigate range anxiety and support long-distance travel.

- *Public Engagement And Education*

Campaigns highlighting the environmental and economic benefits of EVs will help bridge the information gap and encourage more informed decision-making.

ISSN No:-2456-2165 https://doi.org/10.38124/ijisrt/25jun1007

➢ For Researchers And Academics

- *Longitudinal And Cultural Studies*

Future research should observe how perceptions evolve over time and vary by region, providing insights into region-specific strategies.

- *Autonomous Driving Focus*

In-depth studies focusing on consumer trust and the ethical implications of self-driving technology are needed to guide development.

- *Experience-Centric Design*

Evaluating user interaction with new features will help manufacturers align product development with consumer expectations.

➢ For Consumers

- *Educated Decision-Making*

Buyers should assess both short-term costs and long-term savings, including operational efficiency and environmental benefits.

- *Open-Mindedness Toward Innovation*

Embracing new technology, while remaining informed, will ensure consumers derive maximum value from their EV investments.

VI. CONCLUSION

This study has illuminated the complex landscape of consumer perceptions regarding electric vehicles (EVs), especially in relation to emerging technologies. The findings underscore that while technological innovation—particularly improvements in battery performance and the introduction of autonomous features—holds significant appeal, adoption is heavily moderated by practical concerns such as cost, infrastructure, and safety. One of the most compelling insights is that battery range remains the most influential factor in shaping consumer decisions, highlighting the centrality of energy efficiency in EV design. Conversely, autonomous driving technologies, though exciting, elicit mixed reactions due to persistent trust and safety concerns, suggesting that innovation must be paired with transparency and user education.

A recurring barrier to adoption is the high upfront cost, which continues to deter potential buyers despite long-term savings. This signals the need for multi-sector collaboration between manufacturers and governments to enhance affordability. Meanwhile, environmental awareness, especially among younger and affluent consumers, emerges as a potent motivator for EV adoption. This suggests a fertile ground for messaging and marketing that emphasizes sustainability. Trust in brands plays a significant role. Consumers show greater confidence in advanced features when offered by established brands like Tesla, indicating that brand reputation and historical performance can sway technology acceptance. Additionally, concerns about long-term reliability and integration of new features persist, pointing to the need for manufacturers to clearly communicate the benefits and risks of advanced systems.

Ultimately, this study presents a roadmap for stakeholders seeking to understand and influence EV adoption. It reveals that technology alone is insufficient—its success depends on consumer education, affordability, infrastructure, and trust. Addressing these interconnected factors will not only boost adoption but also facilitate a smoother, more inclusive transition toward a sustainable transportation future.

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