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REVIEWER'S REPORT

Manuscript No.: IJAR-56716

Title: A Study on Customer Perception towards Electric Cars in India

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer's ID: JPR-130

Detailed Reviewer's Report

1. Overall Evaluation

This paper examines customer perception towards electric cars in India, focusing on factors like price, battery performance, charging infrastructure, and awareness. The topic is highly relevant and timely, especially with the growing importance of sustainable transportation. The study uses primary data (350 respondents) and applies statistical tools like Chi-square and regression, which adds value. The paper is well-structured and practical, but it is somewhat basic in analysis and needs improvement in clarity, depth, and presentation. Overall, the paper is good and useful, but requires minor to moderate revisions before publication.

2. Strengths of the Paper

- **Relevant Topic** - Electric vehicles are an important and current issue in India, making the study meaningful.
- **Clear Objectives** - The objectives are simple and easy to understand.
- **Use of Primary Data** - Data collected from 350 respondents gives practical insights.
- **Application of Statistical Tools** - Use of Chi-square and regression analysis improves the credibility of findings.
- **Practical Implications** - The study provides useful suggestions for manufacturers, policymakers, and marketers.

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- **Well-organized Sections** - The paper includes all required sections like introduction, literature review, methodology, results, and conclusion.

3. Areas for Improvement

- **Sampling Method Issue** - Convenience sampling is used, which reduces reliability and generalizability of results.
- **Limited Geographical Scope** - The study is restricted to a specific region (Kerala), so findings cannot be applied to all of India.
- **Basic Data Analysis** - The analysis is somewhat simple; more advanced tools or deeper interpretation could improve quality.
- **Clarity and Language Problems** - There are grammatical errors, repetition, and some unclear sentences. The paper needs language editing.
- **Hypothesis Framing** - The hypotheses are too general and not clearly linked to variables.
- **Interpretation Issues** - Some interpretations (e.g., R^2 explanation) are not fully accurate or clearly explained.
- **Literature Review Lengthy but Less Critical** - Many studies are listed, but critical comparison and synthesis are limited.
- **Formatting Issues** - Minor issues like spacing, spelling (e.g., "Keywords"), and inconsistent presentation should be corrected.