ISSN NO: 2583-7842 (Online)

Gateway International Journal of Innovative Research
Volume 4, Issue 3, September, 2025, pp 89-109

Global Research Trends and Influencing Factors in Electric Vehicle Adoption: A Bibliometric Analysis

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Abstract

India is facing growing environmental challenges, particularly air pollution caused by the transport sector. This makes the transition towards electric vehicles increasingly important. The present study focuses on identifying the key factors that influence EV adoption in India and examining global research trends in this area. A bibliometric analysis was conducted using 288 publications extracted from the Scopus database, covering the period from 2006 to 2025. VOSviewer and Biblioshiny were used to map keywords, research clusters, and collaboration patterns. The result shows a steady rise in both publications and citations over the years, reflecting the expanding global interest in electric mobility. China dominated the research with the highest number of publications and total citations on the topic. This demonstrates that China is a global leader in electric vehicles market, and that researchers and policymakers prioritize the electric vehicle sector for innovation and sustainable development. Authors such as Wang and Zhenpo, contributed significantly to the literature publishing a total of six research papers. In keyword co-occurrence analysis, the most dominant keywords are "electric vehicles", "charging batteries", "China" and "battery management system", which reflects the central theme of the research.

Keywords: Electric vehicles, Influencing factors, Bibliometric analysis, Purchase intention

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ISSN NO: 2583-7842 (Online)

Gateway International Journal of Innovative Research
Volume 4, Issue 3, September, 2025, pp 89-109

Introduction

Environmental degradation has emerged as one of the most pressing global challenges in recent decades, primarily driven by uncontrolled emissions of hazardous pollutants from diverse human activities (Asadi et al., 2020) Climate change, a direct consequence of this emission, has gained significant political and social attention worldwide due to its far-reaching impacts, such as reduced water availability, rising coastal flooding and growing malnutrition (K V et al., 2022). Among the major contributors, carbon dioxide emissions from fossil fuel combustion stand out as a critical driver of global warming. The recent surge in fossil fuel prices, coupled with environmental costs of their use, has intensified the need for a shift in transportation habits (Khurana et al., 2020). The transportation sector, being one of the largest sources of greenhouse gas emission, is at the centre of this transition (Senyapar & Akil 2023). In this context, electric vehicles (EVs) emerged as a promising innovation, offering an effective solution to mitigate road traffic related emissions. Battery electric vehicles, in particular, which operate without petroleum fuel, present significant advantages over conventional internal combustion engine (ICE) vehicles (Mersky et al., 2016). Recognizing the potential of green and clean technologies, governments across the globe are actively promoting research development and adoption of EVs, especially within the transportation sector, which plays a pivotal role in ensuring

access to resources and facilitating trade (Goel et al., 2021).

India, as one of the fastest-growing economics, has aligned itself with global sustainability goals by fostering an EV ecosystem through comprehensive policy measures. (Tiwari et al., 2023) The Government of India has set ambitious targets, aiming for EVs to account for 30% of private cars, 70% of commercial vehicles and 80% of two-wheelers and three wheelers by 2030 (Dixit & Singh, 2022). These initiatives reflect the country's commitment to reducing carbon emissions and transitioning towards sustainable mobility. However, the success of such initiatives ultimately hinges on consumers. Technological advancement alone cannot sustain EV adoption without a favourable consumer response. Consumer perceptions, behavioural patterns, and demographics characteristics significantly shape demand for EVs (Kannan et al., 2022). Factors such as vehicle attributes, government incentives, environmental awareness, and availability of charging infrastructure influence consumer preferences (Buhmann & Criado, 2023). Despite growing academic research, the average consumer continues to exhibit limited awareness and understanding of EV technology, making consumer behaviour a crucial determinant in the sustainable expansion of the EV market.

The research paper is systematically organised into six sections. Section 1 presents the introduction part, followed by the literature review in section 2. The research objectives are

outlined in section 3, while section 4 details the research methodology. Section 5 presents the results and discussion and finally section 6 concludes the study with key findings.

Review of Literature

2.1 Bibliometric analysis

In recent years, bibliometric analysis has become highly popular in business researches (Donthu *et al.,* 2021). The initial conversation about bibliometrics began in the 1950s (Wallin, 2005), indicating that the bibliometric approach is not recent development. However, the widespread use of bibliometric has only emerged recently, as demonstrated by its increasing presence in the areas of business, management and accounting. Ozturk *et al.* (2024), in their study, provided practical guidance to researchers by explaining how and under which headings the steps of bibliometric research should be reported in an article. Bibliometric analysis offers researchers with a deep insight into the literature of any subject. This method enables researchers to efficiently classify and organize literary information. Bibliometric analysis is a tool to analyse aspects such as documents type, source of publication, language used, subject area, geographical profile, authorship and citations of all documents (Ahmi & Mohamad, 2019).

2.2 Factors influencing consumer's purchase intention towards electric vehicles

A review of previous studies examining the factors influencing consumers' purchase intentions towards electric vehicles is presented in table 1. This presentation enables to understanding of existing research contribution in this field. Table 1 summarizes the significant studies, their research objectives and key findings.

Table:1 Review of Literature

S. No	Author's Name	Objective of the study	Key Findings
1	**Samarasinghe *et. al* (2024)**	To identify factors influencing purchase intention of electric vehicles in a developing country and barriers to	Performance expectancy, social influence and facilitating conditions have a significant impact on purchase intention of consumers towards electric vehicles.

		adoption of electric vehicles.	No significant relationship between the consumers' environmental concern and their purchase intention was found.
2	**Jamali *et al.* (2024)**	To analyse the factors influencing consumers' willingness to adopt electric vehicles.	Gender has a significant impact on the decision to purchase an electric vehicle and individuals with higher income showed greater interest in electric vehicles.
3	**Mukesh and Narwal (2023)**	To examine the factors influencing purchase intention of consumers towards electric cars and to assess the mediating role of attitude between independent and dependent variables	Consumer attitude towards electric car is positively and significantly influenced by price perception, government support and environmental concern. Relative product advantage and range anxiety did not have a significant impact on consumer attitude. The mediating role of attitude between independent variables (environmental concern and price perception) and purchase intention was found to be significant.
4	**Buhmann and Criado (2023)**	To explore the factors influencing consumers' preferences for adopting electric vehicles.	Consumers' preferences for adopting EVs. is significantly and positively influenced by higher education qualification, higher income level, number of children, urban residential status and ownership of a vehicle.
5	**Ivanova *et al.* (2023)**	Reviewing the antecedents of electric vehicle purchase intention from	Attitude, perceived behavioural control, trust, perception, willingness to pay, previous driving experience, monetary benefits, marketing and distribution,

		consumers' perspective.	after-sales services showed a significantly positive relation with purchase intention of EVs. However, demographic factors like gender, income etc. depict contradictory results with regard to purchase intention of EVs.
6	**Chawla *et al.* (2023)**	To identify the factors influencing consumer satisfaction with EVs, the impact of ecological awareness on EV acceptance, usage in light of the ecosystem advantages and its changing focus from traditionally perceived usefulness to green perceived usefulness.	Six factors were identified: charging time, innovation, perceived quality, affordability, awareness, and comfort. Factors such as consumer loyalty, power efficiency, charging system, and consumer acceptance have a moderate effect and significant influence on consumer behaviour towards adopting EVs.
7	**Ali & Naushad (2022)**	To ascertain the primary factors that influence the adoption of EVs.	Pricing has a significant impact on the adoption of electric vehicles.
8	**Digalwar *et al*. (2021)**	To classify and analyse the key factors that influence electric vehicles adoption.	Seven factors were identified: technology, social, cultural, economic, political, geographical, environmental. Technology factor are the most important factors influencing EV adoption decision.

9	**Krishnan & Koshy (2021)**	To evaluate household purchase intentions towards EVs.	The factors were divided into two categories: Attitudinal factors and Impeditive factors. Attitudinal factors (benefits, social influence, price acceptance, performance, technological consciousness, marketing and distribution, after-sales services) have a positive impact on the decision to adopt EV while Impeditive factors (barriers, policy attributes, usefulness, ease of use) have a negative impact on the decision to adopt EV.
10	**Goel *et al.* (2021)**	To identify and analyse the barriers to adoption of EVs in India from the existing literature.	The study highlighted technical, financial, operational, infrastructural, and psychological barriers which impedes the growth of EV adoption. Family influence and unclear government policies emerged as major challenges.
11	**Khurana *et al.* (2020)**	To investigate the various factors that influence a consumer's adoption of an EV.	Perceived economic benefit have strong positive effect on attitude but not related to behavioural intention (BI). Environmental concern and social influence are partial predicators of BI and have a strong positive effect on attitude.
12	**Dash (2020)**	To explore and analyse the factors influencing the adoption and acceptance of	Environmental concern, subjective norms and product knowledge have a strong and positive impact on consumer's attitudes toward EVs.

		eco-friendly EVs in India	
13	**Tu and Yang (2019)**	To investigate key factors influencing consumer to purchase electric vehicles.	Facilitating conditions (ease of use and the availability of charging infrastructure) significantly influence the decision to purchase an electric vehicle. Social norms (family and friends) do not directly impact the purchase intention of consumer.
14	**Kim *et al.* (2019)**	To identify the factors affecting electric vehicles purchase decisions.	Prior driving experience of battery electric vehicle, number of household vehicles, educational level, govt. incentives and public parking benefits are the key factors influencing the adoption of EV.
15	**W. Li *et al.* (2017)**	To conduct a systematic review of peer-reviewed journal articles to identify the factors for and against consumers' intention to adopt electric vehicles.	Grouping determinants into Demographic, Situational and psychological factors. Range anxiety, charging access and high upfront cost emerging as major barriers. Attitude, emotion and social influence have a more significant impact on consumer's purchase intention to adopt EVs than income and demographics factors.

3. RESEARCH OBJECTIVES

1. To evaluate the growth pattern and publication trends of previous literature related to factors influencing consumer's purchase intention towards electric vehicles.
2. To conduct a comprehensive bibliometric analysis by examining keywords co-occurrence, co-authorship patterns, citation relationship among authors and countries, and identifying the most relevant sources in this field.
3. To analyse global collaboration and knowledge-sharing patterns among researchers and countries.

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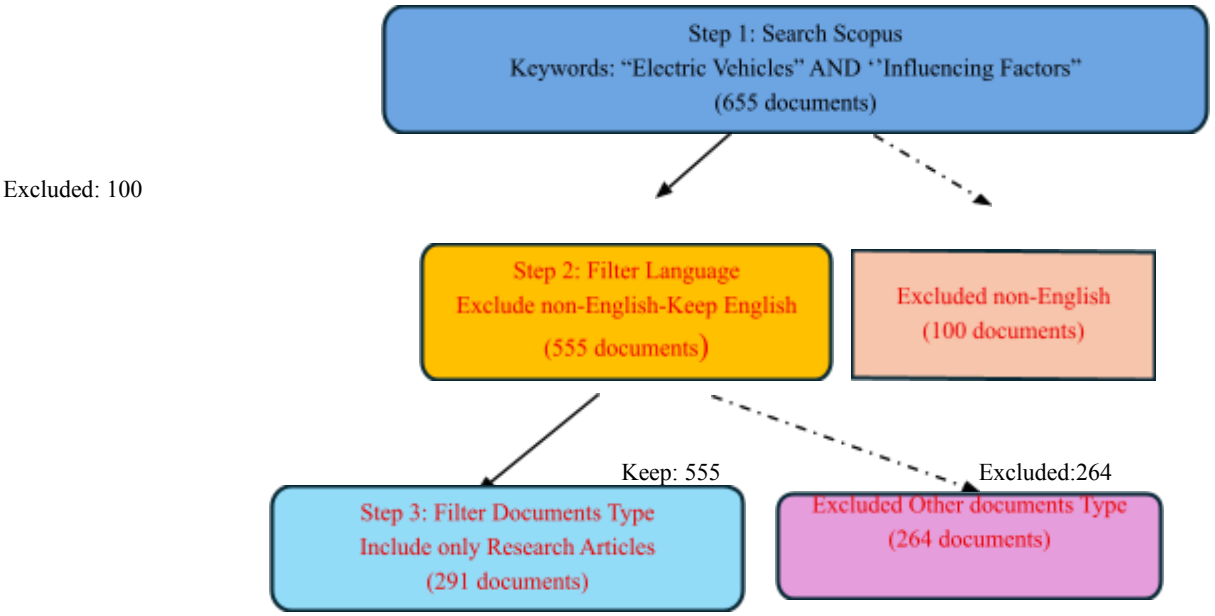
Research Methodology

4.1 Research Design: The study adopts a quantitative and exploratory design, using bibliometric analysis to examine the existing body of literature related to factors influencing consumer's purchase intention towards electric vehicles.

4.2 Data Collection: The intention to purchase an electric vehicle is influenced by numerous factors. The study used the SCOPUS database to identify trends, influences, and outcomes of research on factors influencing electric vehicle purchase intention. Scopus is widely considered to be the largest database as it records more than 19 million authors and 2.4 billion citations (X. Zhu & H. Lamsali, 2024). Secondly, Scopus can also be considered a reliable source because it covers a wide range of subjects such as social sciences, engineering and business.

4.3 Data Searching Strategy: The topic covered in this study was factors influencing EV purchase intention. In step 1, the search query for data searching was used with TITLE-ABS-KEYWORDS "Electric Vehicle" and "Influencing Factor", and a total of 655 documents were retrieved from the Scopus database. In step 2, the English language was restricted and 100 non-English documents were excluded from the data. After that, the document type filter was used to include only research articles, and a total of 291 articles were retrieved. After limiting the source type to only journal papers in step four, a total of 288 documents were obtained. Finally, a total of 288 articles were selected for the study. The final results of the study were reached by analysing the selected articles using VOSviewer and Biblioshiny software.

Figure 1. Flow Chart for Documents Selection



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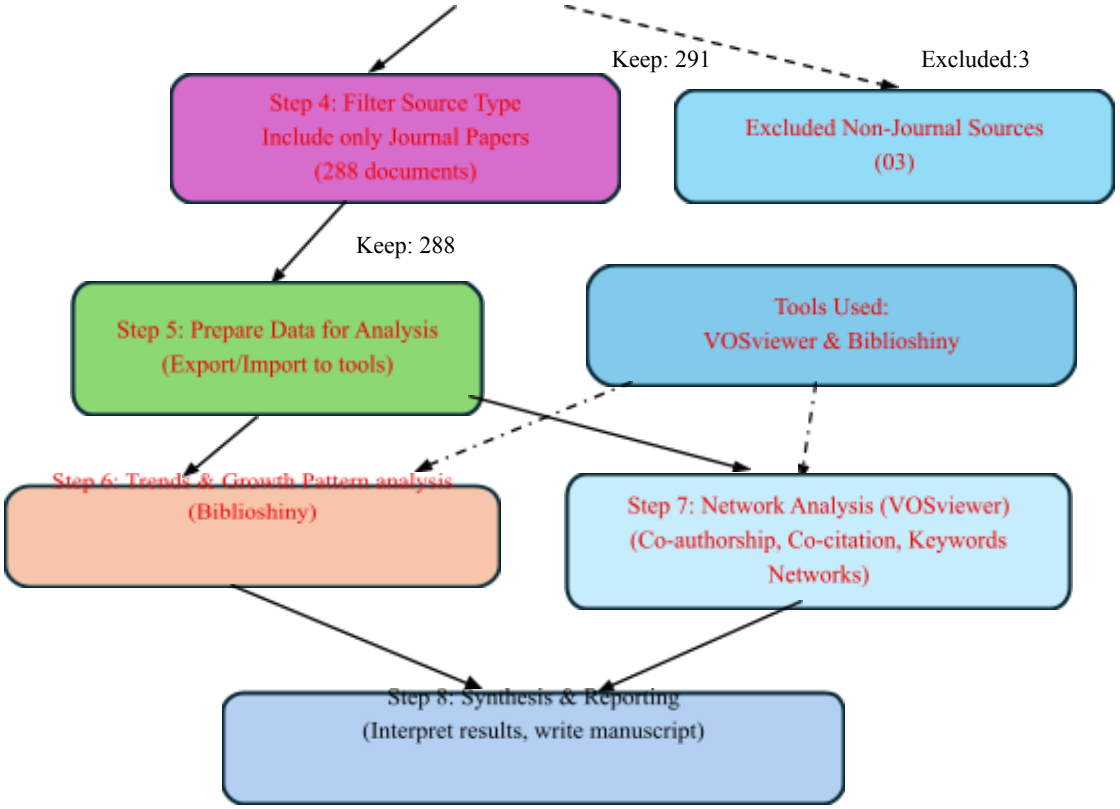

Results and findings

5.1 Most Relevant Information of Analysis

Regarding bibliometric analysis of the topic some of the relevant information regarding timespan, authors, citations, co-authors etc. is given in the figure no. 2.

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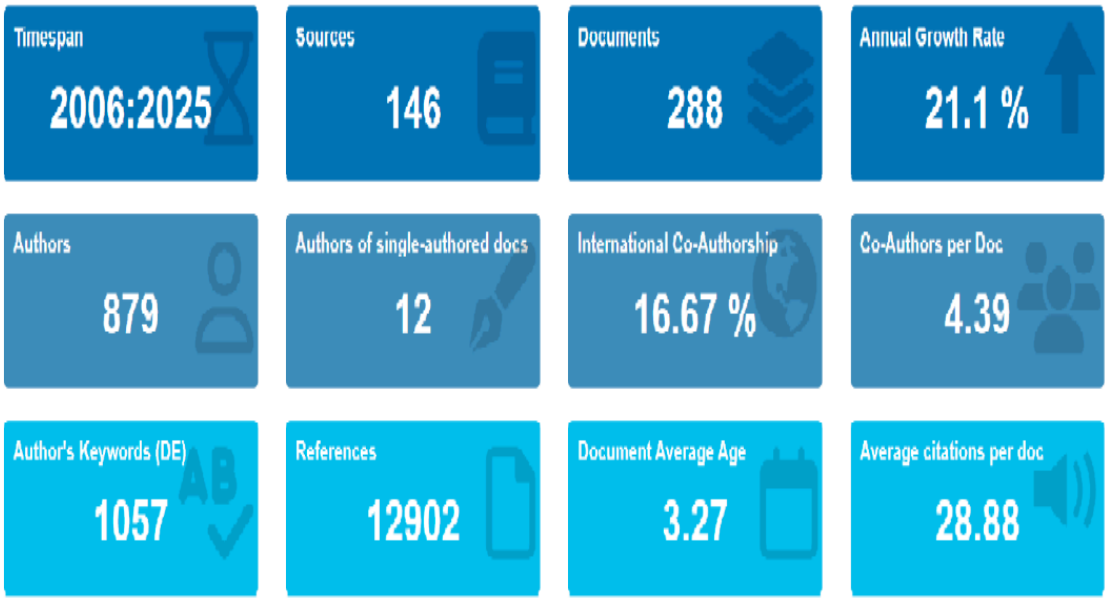

Source: Author's own analysis using Biblioshiny

Figure 2: Relevant Information of Analysis

5.2 Publication by the year and Growth trends

Over the past 20 years, 288 research studies related to the topic "factors influencing the intention to purchase electric vehicles" have been published and in table 2 the data retrieved from each year is depicted. There is clear indication of gradual increase in scholarly contributions over the period 2006 to 2025. In 2006 only one publication (0.34%) was recorded, while there are no contributions in 2007 and 2008. However, from 2013 onwards, a steady growth can be observed. For instance, 2014 and 2016 witnessed three and five publications respectively, indicating the emerging academic interest in this field. A significant rise appears from 2017 onwards, where the number of publications increased to 10 (3.47%) highlighting the growing relevance of EV adoption studies. The upward trajectory continued up to 2022 (18.05%) and 2024 (19.79%) with fifty-two and fifty-six publications, marking the peak in research contributions. In 2025 only 38 publications were recorded. This decline in number of publications should not be treated as lower publication as we have taken data only up to august 2025. Considering the upward trends in previous years, it is expected that final publication for 2025 will definitely be more ones the full year data is available.

Table 2: Annual Publications

Year	Articles	Percentage

2006	1	0.34
2007	0	0.00
2008	0	0.00
2009	2	0.69
2010	0	0.00
2011	0	0.00
2012	0	0.00
2013	2	0.69
2014	3	1.04
2015	2	0.69
2016	5	1.73
2017	10	3.47
2018	11	3.81
2019	12	4.16
2020	26	9.02
2021	31	10.76
2022	52	18.05
2023	36	12.50
2024	57	19.79
2025	38	13.19

Source: Author's own analysis using Biblioshiny

Figure 3 visually confirms this trend, showing a relatively flat pattern in the early years and a significant upwards trajectory from 2017 onwards. The rapid growth in recent years reflects the rising importance of EV adoption research, likely driven by global policy initiatives, environmental concerns, and the urgency of transitioning towards sustainable modes of transport.

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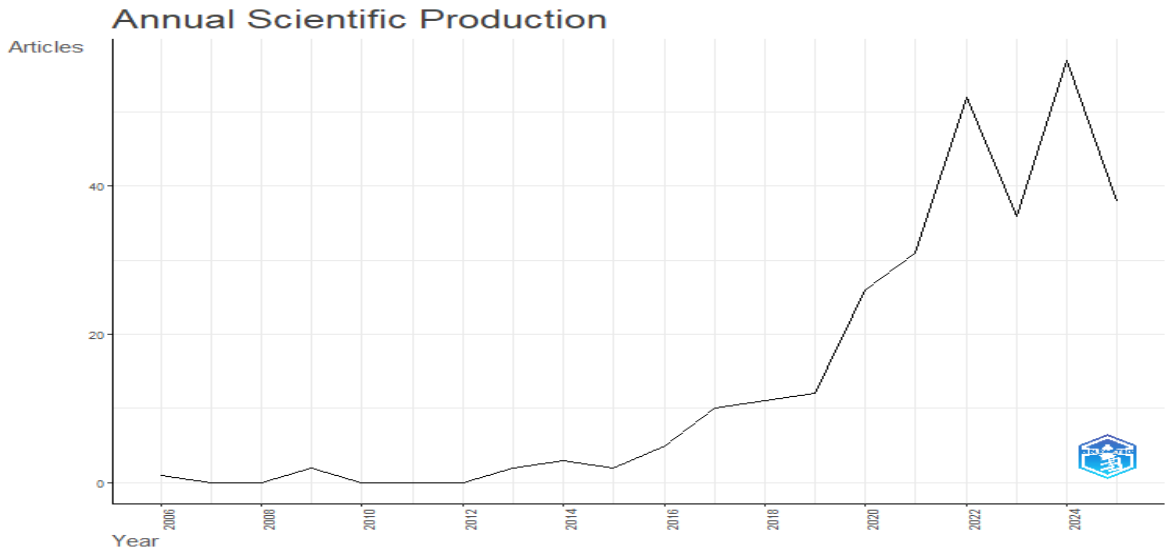

Source: Author's own analysis using Biblioshiny

Figure 3: Annual Publication Trend

5.3 Language of Documents

Table 3 shows the language distribution of the reviewed documents. All 288 publications were written in English. This suggests that English remains the dominant medium of scholarly communication in this field, facilitating the global exchange of research findings and collaborations across regions.

Table 3: Language of Documents

Language	Total Publication	Percentage
English	288	100

5.4 Co-authorship & Authorship Patterns

In this part of the study, co-authorship and author relationships were analysed. During the analysis, the minimum number of documents and citations per author was set to one each. Out of a total of 1183 authors, 1029 authors met this criterion. For each of these 1029 authors, the total strength of co-author relationships with other authors was calculated. After applying all the filters, 1000 authors with the highest total strength were selected. However, some of these authors were not connected to one another. Finally, the 22 authors with the strongest connections were chosen for analysis. Figure 4 illustrates the co-authorship network among these 22 authors. This relationship also highlights the collaborative patterns and intellectual connections in the research area related to factors influencing consumer's electric vehicle purchase decision. The

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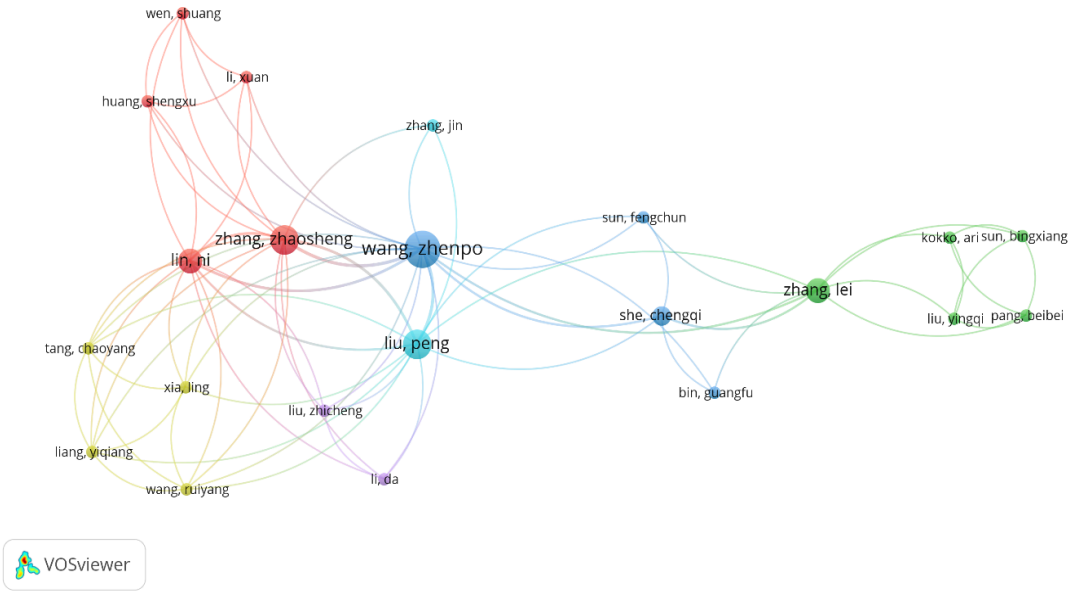
visualization shows that wang and zhenpo (6 documents, 17 links, 27 total link strength, 6 cluster) emerges as the most central figure, positioned at the core of the network and linked with multiple collaborators. Authors such as Zhang, Zhaosheng, Liu and Peng also demonstrate strong connectivity, signifying their active engagement in joint scholarly output.



Source: Author's own analysis using VOSviewer

Figure 4: Co-authorship & Authorship network

5.5 Co-authorship analysis of Countries

The country co-authorship analysis further emphasized the international dimension of research. The co-authorship and country relationship analysis revealed a total of 28 items grouped into 11 clusters, with an overall link strength of 71. China was the most prolific contributor, followed by Germany and USA, indicating that Asian and European researchers have significantly contributed to the research of the influencing factors to purchase EVs. China emerged as a leading contributor (cluster 3) with 18 links and a total link strength of 42. The high number of documents (205) and strong collaborative ties highlighted its central role in advancing research within this domain. Germany ranked second, showing strong international linkages and notable publication output. United States occupied the third position, highlighting its growing research visibility and expanding cooperation with others countries.

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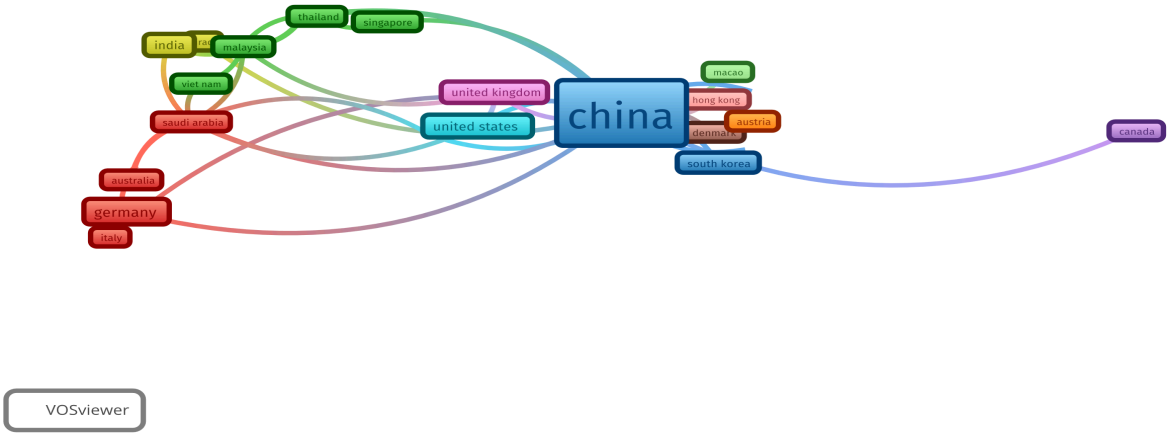
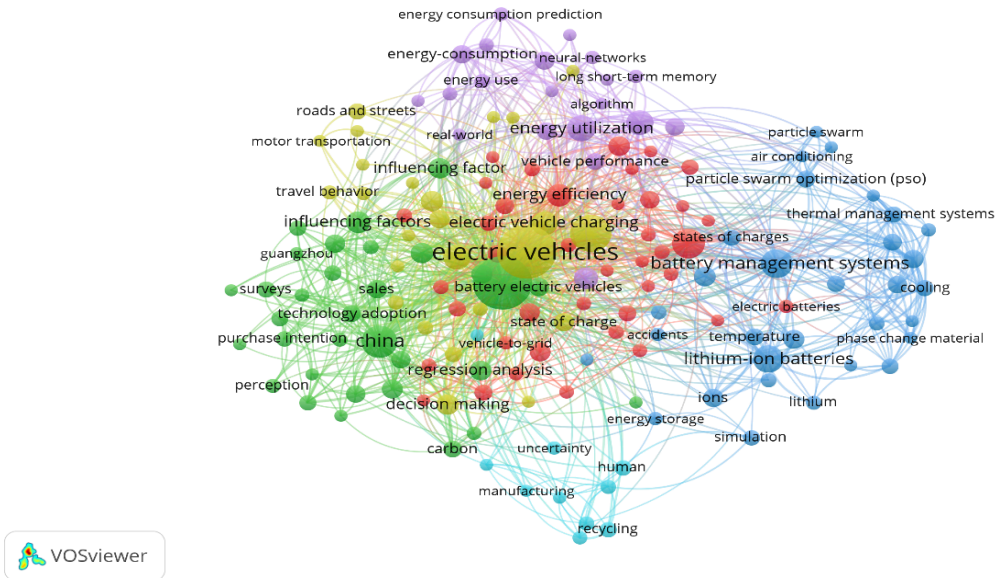


Source: Author's own analysis using VOSviewer

Figure 5: Co-authorship & Countries

5.5 Keywords Co-occurrence analysis

The co-occurrence analysis of all keywords (minimum limit 5) generated a total of 3045 keywords, out of which only 158 met the threshold, indicating that a relatively small proportion of terms are consistently used across the selected articles.



Source: Author's own analysis using VOSviewer

Figure 6: Cooccurrence with all Keywords

Figure 6 shows that the most dominant keywords in the network are “Electric Vehicles” (120 occurrence, 673 link strength) and “Electric Vehicle” (119 occurrence, 760 link strength). This reflects the centrality of the theme in the research domain, as these terms form the backbone of researcher’s discussion. Other keywords which are prominently used are “Charging batteries”, “China”, “Secondary batteries” and “Battery management system”. Surprisingly, “adoption intention” appears only five times (co-occurrence 5 and total link strength 24), its presence highlights the growing academic attention towards behavioural and psychological factors influencing consumer purchase decisions. Overall, the analysis reveals that the literature is strongly clustered around the core theme of electric vehicles, with peripheral but important concepts such as influencing factors of adoption, intention and sustainability have begun to emerge.

5.6 Citation analysis of Authors

The citation-author network illustrates the interconnections among highly cited authors, demonstrating their influence within the research domain. During the analysis, the minimum number of documents and citations per author was set to one each. Total 1029 authors met this criterion. For each of these 1029 authors, the total strength of citation links with other authors were calculated. After applying all the filters, 1000 authors with the highest total link strength were selected. However, some of these items were not connected to one another. Finally, the 86 items with the strongest connections were chosen for analysis. Figure 7 illustrates the citation-authors network among these 86 items, highlighting the collaborative patterns and intellectual connections in the research area. The analysis reveals that Lin, Boqiang emerged as the most cited researchers, receiving 415 citations. Other influential contributors, such as Zhang, Bin, Sheng, Ni, Kumar and Saurabh also exhibits strong connections, highlighting their significant contribution to advancing the field.

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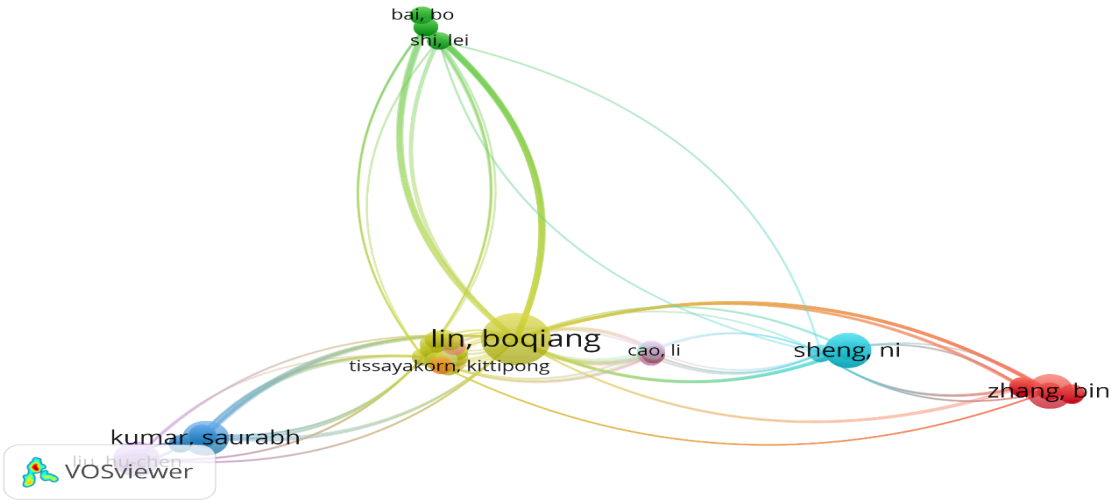

Source: Author's own analysis using VOSviewer

Figure 7: Citation-Authors

5.7 Citation analysis of Countries

Citation-country analysis shows the extent to which research work from different countries is cited in a research area. During the analysis in this part, the maximum number of countries per document was set to 25 (by default). The minimum number of documents and citations was set to one each. Out of 40 countries, 39 met this criterion. After applying all the filters, 39 countries with the highest total link strength were selected. However, some of these countries were not connected. Finally, 18 countries with the strongest connections were selected for the analysis. Figure 8 shows the citation-country network among these 18 countries. The 18 countries are connected to each other through 9 clusters with 29 links and a total link strength of 57. This visualization shows that China is the leading country in terms of research output with the maximum citations (5851) with 2 clusters, 13 links and a total link strength of 39.

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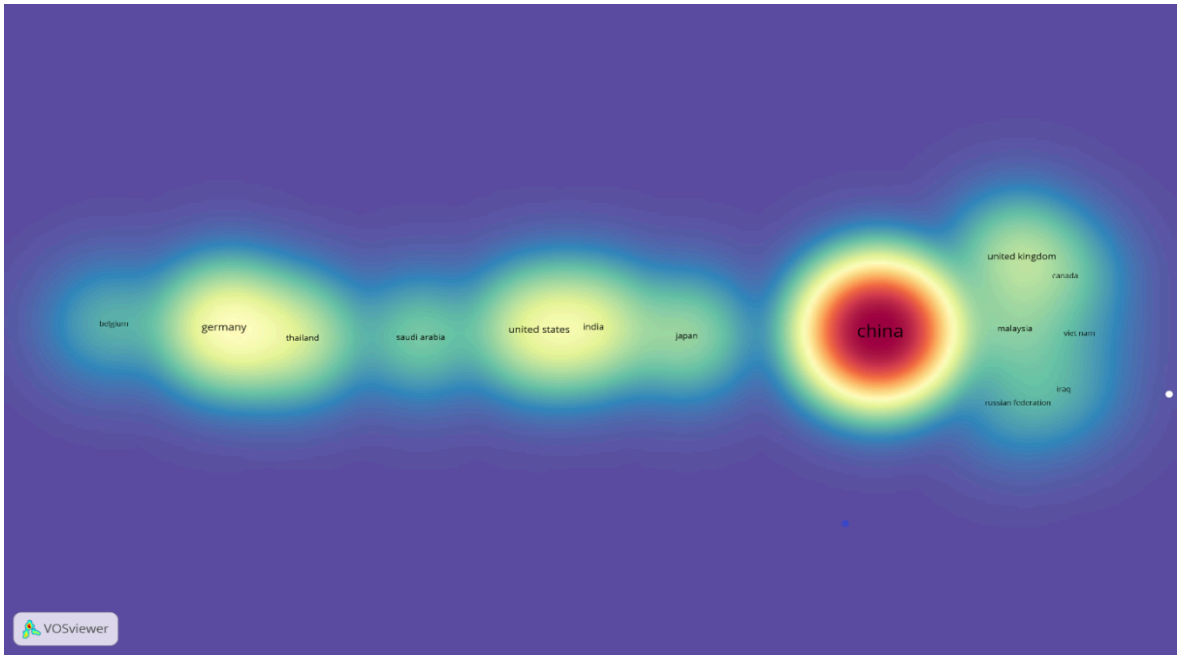

Source: Author's own analysis using VOSviewer

Figure 8: Citation & Countries

5.8 Most Relevant Sources

In this section, the most relevant sources were identified. The top 10 sources are listed in the Table 4. The analysis of most relevant sources' highlights Sustainability (21 documents & 302 citations) as the most prominent source in this field, followed by Energy (19) and World Electric Vehicles Journal (15). The dominance of Sustainability indicates that the topic of factors influencing consumer's purchase intention to electric vehicles is largely studied within the broader framework of sustainable development, environmental protection, and consumer behaviour towards eco-friendly technologies. The prominence of Energy highlights the importance of charging infrastructure, renewable integration, and efficiency. Meanwhile, the World Electric Vehicle Journal provides a specialized focus on EV technology and market trends, reinforcing how technical advancements and industry insights influence purchase intention of electric vehicle.

Table 4: Top Ten Most Relevant Sources

Sources	Total Publication	Total Citation
SUSTAINABILITY (SWITZERLAND)	21	302
ENERGY	19	620

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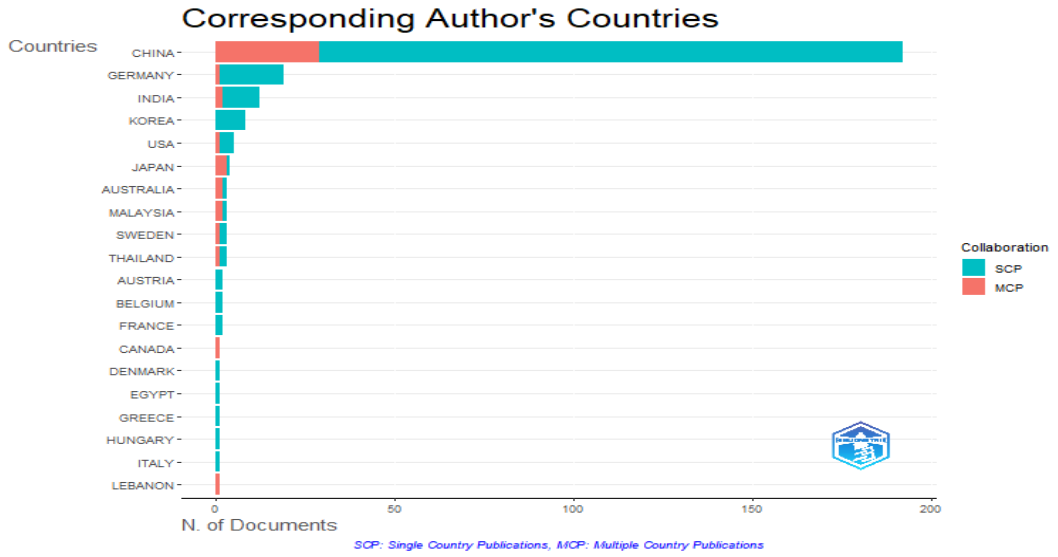
WORLD ELECTRIC VEHICLE JOURNAL	15	148
JOURNAL OF CLEANER PRODUCTION	9	442
APPLIED ENERGY	8	861
ENERGIES	8	124
ENERGY REPORTS	8	163
APPLIED THERMAL ENGINEERING	5	191
ENERGY POLICY	5	497
IEEE ACCESS	5	50

Source: Author's own analysis using Biblioshiny

5.9 Corresponding Author's Countries

The analysis of corresponding author's countries shows that China leads with the highest research output, indicating strong domestic research as well as notable international collaboration. Germany and India rank 2nd and 3rd respectively, showing a moderate balance between national and international publications. Korea and the USA primarily focus on single-country studies, whereases Japan demonstrates a higher share of international collaborations despite fewer publications. Other countries like Australia, Malaysia and Sweden contribute marginally. Overall, the data highlights China's dominance and varying collaboration strategies across nations as shown in figure 9.



Source: Author's own analysis using Biblioshiny

Figure 9: Corresponding Author's Countries

Conclusion

The current study conducted a bibliometric analysis of literature available related to factors influencing consumer's purchase intentions towards electric vehicles. Selecting a total of 288 articles published between 2006 to 2025, key information, publication growth and trends, keyword co-occurrences, citations, and most relevant sources were analysed. This study concluded that the literature on factors influencing consumer purchase intentions while purchasing electric vehicles began to grow after 2017, and major researches on the topic were published in the last five years. Authors such as Wang and Zhenpo, contributed significantly to the literature publishing a total of six research papers. The study also found that Lin and Boqiang's publications were cited the most (415 citations), reflecting their credibility in the field. China dominated the research with the highest number of publications and total citations on the topic. This demonstrates that China is a global leader in electric vehicles market, and that researchers and policymakers prioritize the electric vehicle sector for innovation and sustainable development. China has contributed not only to single country publications but also to publications on the topic with authors of multiple countries. The dominance of Sustainability (Switzerland) indicates that the topic is largely studied within the broader framework of sustainable development, environmental protection, and consumer behaviour towards eco-friendly technologies. In keyword co-occurrence analysis, the most dominant keywords are "electric vehicles", "charging batteries", "China" and "battery management system", which reflects the central theme of the research. It is interesting to note that the focus of these researches is not on "adoption intention" which is relatively an important concept for studying the factors influencing purchase intention.

This study used a single database, SCOPUS, for the purpose of bibliographic analysis, however, other reliable databases, such as Web of Science and Google Scholar, could also have been used in the study. Only two keywords, "electric vehicle" and "influencing factor", were included in the search query. English-language articles were prioritized in the bibliographic analysis, although articles in other languages may also have contributed to the field. The results of this study can significantly contribute to the existing knowledge base and be of great help to the government and policy makers to formulate strategies related to electric vehicles which can attract more consumers by focusing on factors which influence the purchase intention.

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