

PROJECT REPORT

on

“MARKET RESEARCH OF TESLA, Inc IN INDIA”

Affiliated to

**Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur**

In partial fulfillment for the award of the degree of

Master of Business Administration

Submitted by -

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Under the Guidance of

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NAAC Re-Accredited “A” Grade Autonomous Institution



Academic Year 2020-21

G.S. College Of Commerce & Economics,
Nagpur

CERTIFICATE

This is to certify that "**Abhishek Sharma**" has submitted the project report titled "**MARKET RESEARCH OF TESLA, Inc IN INDIA**", towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he has ingeniously completed his project as prescribed by G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Archana Dadhe
(Project Guide)

Dr. Geeta Naidu
(Co-ordinator)

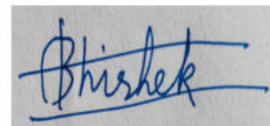
Place: Nagpur

Date: 15th July 21

G.S. College Of Commerce & Economics,
Nagpur

DECLARATION

I here-by declare that the project with title "**MARKET RESEARCH OF TESLA, Inc IN INDIA**" has been completed by me in partial fulfillment of **MASTERS OF BUSINESS ADMINISTRATION** degree examination as prescribed by G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.



Abhishek Sharma

Place: Nagpur

Date: 15th July 21

G.S. College Of Commerce & Economics,
Nagpur

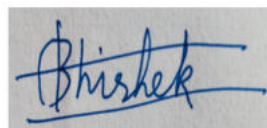
ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Dr. Archana Dadhe for her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Geeta Naidu for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.



Abhishek Sharma

Place: Nagpur
Date: 15th July 21

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INTRODUCTION

Marketing

Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers.

Marketing refers to the activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people.

Marketing entails product development, market research, product distribution, sales strategy, public relations, and customer support.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

According to the **American Marketing Association (AMA) Board of Directors,**

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Dr. Philip Kotler defines marketing as

“The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

Management

Management includes the activities of setting the strategy of an organization and coordinating the efforts of its employees (or of volunteers) to accomplish its objectives through the application of available resources, such as financial, natural, technological, and human resources.

Management consists of the interlocking functions of creating corporate policy and organizing, planning, controlling, and directing an organization's resources in order to achieve the objectives of that policy.

Management is a set of principles relating to the functions of planning, organizing, directing and controlling, and the application of these principles in harnessing physical, financial, human and informational resources efficiently and effectively to achieve organizational goals.

According to **Lawrence A Appley**;
“Management is the development of people and not the direction of things”.

According to **Joseph Massie**;
“Management is defined as the process by which a cooperative group directs action towards common goals”.

In the words of **George R Terry**;
“Management is a distinct process consisting of planning, organizing, actuating and controlling performed to determine and accomplish the objectives by the use of people and resources

Marketing Management

Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment.

Marketing management is 'the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value'

Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segments.

It employs tools from economics and competitive strategy to analyze the industry context in which the firm operates.

It often conducts market research and marketing research to perform marketing analysis. Marketers employ a variety of techniques to conduct market research.



Marketing Management

Marketing Mix -

The 7 Ps of Services Marketing



The marketing mix definition is simple. It is about putting the right product or a combination thereof in the place, at the right time, and at the right price. The difficult part is doing this well, as you need to know every aspect of your business plan.

4Ps

A marketing expert named E. Jerome McCarthy created the marketing 4Ps in 1960s.

This classification is used throughout the world.

Product

A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods.

You must ensure to have the right type of product that is in demand for your market. So during the product development phase, the marketer must do an extensive research on the life cycle of the product that they are creating.

Price

The price of the product is basically the amount that a customer pays for to enjoy it. Price is a very important component of the marketing mix definition.

It is also a very important component of a marketing plan as it determines your firm's profit and survival. Adjusting the price of the product has a big impact on the entire marketing strategy as well as greatly affecting the sales and demand of the product.

Promotion

Promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements like:

| | |
|-----------------|--------------|
| Sales | Organization |
| Public | Relations |
| Advertising | |
| Sales Promotion | |

Place

Placement or distribution is a very important part of the product mix definition. You have to position and distribute the product in a place that is accessible to potential buyers.

This comes with a deep understanding of your target market. Understand them inside out and you will discover the most efficient positioning and distribution channels that directly speak with your market.

7Ps**Physical****Evidence**

Marketing Mix Physical Evidence In the service industries, there should be physical evidence that the service was delivered. Additionally, physical evidence pertains also to how a business and its products are perceived in the marketplace.

People

Thorough research is important to discover whether there are enough people in your target market that is in demand for certain types of products and services.

The company's employees are important in marketing because they are the ones who deliver the service. It is important to hire and train the right people to deliver superior service to the clients, whether they run a support desk, customer service, copywriters, programmers...etc.

Process

The systems and processes of the organization affect the execution of the service.

So, you have to make sure that you have a well-tailored process in place to minimize costs.

It could be your entire sales funnel, a pay system, distribution system and other systematic procedures and steps to ensure a working business that is running effectively.

Market Research

Market research is the process of determining the viability of a new service or product through research conducted directly with potential customers. Market research allows a company to discover the target market and get opinions and other feedback from consumers about their interest in the product or service.

Companies use market research to test the viability of a new product or service by communicating directly with a potential customer.

With market research, companies can figure out their target market and get opinions and feedback from consumers in real time.

This type of research can be conducted in-house, by the company itself, or by an outside company that specializes in market research.

The research includes surveys, product testing, and focus groups.

The purpose of market research is to look at the market associated with a particular good or service to ascertain how the audience will receive it. This can include information gathering for the purpose of market segmentation and product differentiation, which can be used to tailor advertising efforts or determine which features are seen as a priority to the consumer.

COMPANY PROFILE

Tesla, Inc

About Tesla

Tesla's mission is to accelerate the global transition to a sustainable energy scheme.

Tesla was founded in 2003 by a group of engineers who wanted to prove that it was possible to drive an electric vehicle without compromising - that electric vehicles could be more efficient, faster and more fun to drive. than conventional combustion vehicles. Today, Tesla builds 100% electric vehicles, but also scalable next-generation energy production and storage solutions. For Tesla, the sooner humanity frees itself from fossil fuels in favor of renewable energies, the better off the world will be.



Launched in 2008, the Tesla Roadster carried a completely revolutionary battery and electric powertrain. Tesla then completely developed, from a blank sheet of paper, the very first 100% electric high-end sedan: the Model S. It has since become the best in its class, all classes combined.

Combining performance, safety and efficiency, Model S has revolutionized the perception of the vehicle of the 21st century, offering the longest range available on an electric vehicle, with remote updates continuously improving the capabilities of the vehicle throughout its cycle. of life, as well as a record 0-60 mph acceleration in 2.28 seconds, measured by Motor Trend magazine.

In 2015, Tesla extended its range with the Model X , the safest, fastest and most versatile SUV in history. It is the first SUV to achieve a 5-star rating in all categories of the National Highway Traffic Safety Administration (NHTSA) crash test.

To complete the “Secret Master Plan” written by Elon Musk, Tesla unveiled the Model 3 in 2016. An affordable, mass-production electric vehicle that began production in 2017. Soon after, Tesla presented the safest and most reliable truck. comfortable of history, the Tesla Semi . The latter was designed to save its owners at least \$ 200,000 on more than a million miles traveled, in fuel costs alone.

In 2019, Tesla unveils Model Y, a mid-size SUV that can accommodate up to seven passengers, and the Cybertruck , more versatile than a traditional pickup and more efficient than a sports car.

Tesla vehicles are produced in the factory in Fremont, California, and the Gigafactory Shanghai. In order to achieve our goal of having the safest factories in the world, Tesla takes a proactive approach to safety and requires production workers to participate in a multi-day training program before entering the factory. . From there, Tesla continues to offer task-based training and tracks performance every day so improvements can be made quickly. Thus, Tesla's safety rate continues to improve as production accelerates.

To build a sustainable energy ecosystem, Tesla also produces a unique set of energy solutions. The Powerwall , the Powerpack and the Solar Roof allow individuals and professionals to control their production, storage and consumption of renewable energy. It was in order to support Tesla's automotive and energy lines that Gigafactory 1 was created , a factory created to significantly reduce the cost of cells. By internalizing cell production, Tesla manufactures batteries in quantities needed to meet production targets, at the same time creating thousands of jobs.

Formerly

Tesla Motors, Inc. (2003–February 2017)

Type

Public

Traded as

Nasdaq: TSLA

Nasdaq-100 component

S&P 100 component

S&P 500 component

Industry

Automotive

Battery energy storage

Solar energy generation

Founded

July 1, 2003; 18 years ago

Headquarters

Palo Alto, California, United States

Number of locations

Increase 35 (2021)

Number of employees

Increase 70,757 (2020)

Products

Tesla Model S,
Tesla Model 3,
Tesla Model X,
Tesla Model Y,
Powerwall,
Powerpack,
Megapack Solar panels and
Solar Roof

Production output

Increase 509,737 vehicles (2020)
Increase 3,022 MWh batteries (2020)
Increase 205 MW solar (2020)

Services

Vehicle servicing Charging Insurance Software updates and upgrades
Premium Connectivity

Revenue

Increase US\$31.536 billion (2020)

Operating income

Increase US\$1,994 million (2020)

Net income

Increase US\$721 million (2020)

Total assets

Increase US\$52.148 billion (2020)

Total equity

Increase US\$22.225 billion (2020)

Area served

North America

Europe

Australia

New Zealand

East Asia

Key people

Robyn Denholm (Chair)

Elon Musk (CEO)

Zach Kirkhorn (CFO)

Drew Baglino (CTO)

Owner

Elon Musk (21%)

The Vanguard Group (6.08%)

BlackRock (5.22%)

Subsidiaries

Tesla Energy

Tesla Grohmann Automation

Maxwell Technologies

Hibar Systems

SilLion

Website

tesla.com

Model S

Plaid



628 km

Autonomy
(est.)

2.1s

0 to 100 km / h

*

322 km / h

Maximum speed

†

Model 3



 **3,3 s**

0 to 100 km / h

*

614 km

Autonomy
(WLTP)

AWD

Dual Motor

Model X

Plaid



547 km

Autonomy
(est.)

2.6 s

0 to 100 km / h

*

9.9 s

1/4 mile

Model Y



1.9 m³

Cargo volume

505 km

Autonomy
(est.)

AWD

Dual Motor

Tesla India Motors And Energy Private Limited

Type

Subsidiary

Industry

Automotive

Founded

8 January 2021; 6 months ago

Headquarters

Mumbai, Maharashtra, India

Key people

David Jon Feinstein (Director)

Vaibhav Taneja (Director)

Venkatrangam Sreeram (Director)

Products

Automobiles

Parent

Tesla Inc.

Website

www.tesla.com/



TESLA

LITERATURE REVIEW

Tesla Motors, Inc. is a unique and innovation based automotive company founded by Elon Musk. Tesla is responsible for changing the world's perception of electric vehicles. Through innovation, Tesla has proven that one can create a vehicle that encompasses speed, luxury, and eco-friendly attributes, while still maintaining an affordable price.

Tesla's Model S and X are the answer to how the world will drive sustainable energy and innovation into the future. The purpose of this study was to understand the emergence of TESLA and its products, the organization's current orientation, its competitive advantages, marketing mix practices currently used by the company, the impact of these practices within the organization using different analysis methods and Marketing strategy of Tesla for the model S and X.

Tesla's vehicles are a fully electric high performance luxury sedan. What sets it apart from its predecessor is a base price of less than half. At an affordable \$68,400 to \$135,500 in luxury car segment for the Model S and X which can be marketed to a larger target market than ever before. The target market was identified to be primarily males ages 25-60 living in urban areas with an annual household income of over \$100,000. Additionally they are tech savvy and environmentally conscious. It was chosen to target this segment through use Tesla's first paid advertising campaign as well as a variety of promotional techniques.

RELEVANCE

RELEVANCE OF STUDY

To understand the people's perception towards vehicle using renewable energy.

To understand how heavy and right promotion techniques can help to make a mark in any sector.

To understand what may be the reasons for not opting electric vehicle.

OBJECTIVES

Objectives

To study reactions of consumers towards new Brand.

To gain new insights about Electric Vehicle market.

To understand the consumer awareness and acceptance of new technology.

SCOPE

Scope

Area of interest.

To understand customer behaviour towards Electric vehicle.

To understand how a new company can establish its place in certain Market.

To understand the popularity of Tesla Inc in India.

HYPOTHESIS

Hypothesis

H1-

Indian car buyers will accept the entry of Tesla, Inc with open hands.

Tesla, Inc is well known and admired car company in India, much awaited for its entry from a long time.

People are aware of other brands of Elon Musk too.

H0-

It will be difficult to entry market due to rigid market.

People might not accept electric vehicle currently.

RESEARCH
METHODOLOGY

Research Methodology

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analyzed?

The most important methodological choice researchers make is based on the distinction between qualitative and quantitative. Qualitative data takes the form of descriptions based on language or images, while quantitative data takes the form of numbers.

These data can be classified as Primary or Secondary data as per their generation or the source of collection.

Research Methodology

Qualitative data is richer and is generally grounded in a subjective and interpretivist perspective. However, while this is generally the case, it is not always so.

Qualitative research supports an in-depth understanding of the situation investigated and, due to time constraints, it generally involves a small sample of participants.

For this reason the findings are limited to the sample studied and cannot be generalised to other contexts or to the wider population.

Qualitative analysis is generally more time-consuming than quantitative analysis.

Quantitative data, on the other hand, might be easier to collect and analyse and it is based on a large sample of participants.

Quantitative methods are based on data that can be 'objectively' measured with numbers.

The data is analysed through numerical comparisons and statistical analysis.

For this reason it appears more 'scientific' and may appeal to people who seek clear answers to specific causal questions.

Popular methods based on quantitative data include questionnaires and organisational statistical records among others.

Research Methodology

Primary data is the information collected from sources such as personal interviews, questionnaires or surveys with a specific intention and on a specific subject, and observation and discussion by the researcher him or herself, which information is then assessed by that person.

It is a direct approach and, as it is tailored to a researcher's particular needs, reveals apparently, much-needed information to that researcher who started the research; that is, the results are used for the purpose for which he originally intended.

It can be a lengthy process but does provide first-hand information.

Secondary data is information that is already available somewhere, whether it be in journals, on the internet, in a company's records or, on a larger scale, in corporate or governmental archives.

Secondary data allows for comparison of, say, several years worth of statistical information relating to, for example, a sector of the economy, where the information may be used to measure the effects of change or whatever it is that is being researched.

Sources

Primary data

1. Observation
 - Structurrd and Unstructured
 - Participant and Non Participant
 - Controlled and Uncontrolled
2. Interview
 - Personal
 - Telephonic
3. Questionnaire

Secondary data

1. Internal
 - Balance Sheets
 - Profit and Loss Statement
 - Inventory Records
 - Previous Researches
2. External
 - Government sources
 - Professional associations
 - Media
 - Commercial Data Services

Research Methodology

My research is mainly based on the quantitative data. With using both primary and secondary sources as data collection.

Primary Data

Online survey
Twitter poll

Secondary Data

Official site
Marketing Management - Kotler & Keller
Newspaper

Sample size - 303 respondents

DATA
INTERPRETATION
AND
ANALYSIS

SECONDARY
DATA

Recent Reports

Union Minister for Road Transport and Highways and the Minister of Micro, Small and Medium Enterprises Nitin Gadkari on Monday told The Indian Express Idea Exchange programme that US clean energy and electric vehicle company Tesla will “start operations” in India in early 2021.

During the conversation with Indian Express editors, the minister underlined the push for electrical cars in the country and said a lot of Indian companies were also working on electrical vehicles that might be more affordable, but technically as advanced as the Tesla. He said Tesla will start operations first with sales and then maybe look at assembly and manufacturing based on the response to the cars. “India is going to become a number 1 manufacturing hub for auto in five years,” Gadkari added.

Tesla, the world's most valued carmaker, has incorporated a fully owned subsidiary ahead as a first step to set up an R&D unit and a manufacturing plant in the country. The company's global senior director David Jon Feinstein, chief accounting officer Vaibhav Taneja and Bengaluru-based entrepreneur Venkatram Sreeram are on the board of Tesla India Motors and Energy Pvt. Ltd., according to disclosures with the Ministry of Corporate Affairs. ET has reviewed the documents that were filed last week.

Palo Alto-based electric vehicle manufacturer Tesla Inc has registered its Indian entity in the name of Tesla India Motors And Energy Private Limited in Bengaluru Karnataka, according to documents filed in the Ministry of Corporate Affairs (MCA).

Tesla is all set to roll out its first electric car in India this year and the American EV manufacturing company has started establishing its base in our market. It had registered itself in Bengaluru earlier this year and according to a report in ET, it is now setting up its office in Lower Parel-Worli area in Mumbai. The company will be establishing its production base in Karnataka and is evaluating a few ready commercial projects in Lower-Parel for a 40,000 sq ft office.

Vaibhav Taneja, Venkatrangam Sreeram, and David Jon Feinstein are directors of the incorporated entity. Taneja is Chief Accounts Officer at Tesla Inc, while Feinstein is Global Senior Director, Trade Market Access at Tesla. According to reports, the company has been registered with an authorized capital of Rs 1.5 crore and a paid-up capital of Rs 100,000.

Tesla has started hiring for top positions from IIM Bengaluru alumni. Manuj Khurana has been appointed as Head - Policy and Business Development for India operations. The company has also hired Nishant Prasad as Charging Manager who will head Tesla's supercharging, destination charging and home charging business. He was earlier head of Charging Infrastructure and Energy Storage at Ather Energy. And finally, Tesla India has Chithra Thomas as its country HR Leader, who was earlier working at Walmart and Reliance Retail.

Recent Reports

LG, Samsung look to court Tesla love, pamper with sample 4680 battery cell

Tesla is spearheading its way into a world where batteries used inside electric vehicles (EVs) could be more affordable than these are today and may award a mammoth contract for its 4,680 battery cell to manufacturers like LG Energy Solutions and Samsung SDI. Reports suggest that both LG Energy Solutions and Samsung SDI have now submitted samples of the cell with an eye out on winning the contract from Tesla.

Much of the attention in the EV world is on these 4,680 battery cells that could potentially bring down overall costs of EVs while being more efficient, and so, promising enhanced per-charge range. As per a report in The Korea Herald, both LG and Samsung have completed the first samples of these cells.

STP

Target:

Tesla's current customer is purchasing the Model S vehicle. Most of the customers are successful business executives and entrepreneurs, they are tech savvy and green friendly. These are wealthy and early adopters whose income levels put them in the upper-middle class segment.

Segment:

Tesla is targeting individuals who are upper middle class baby boomers with typical incomes of over \$100,000 which is based on 77% of our buyers falling into this particular segment. The majority of the segment is predominantly male.

Positioning:

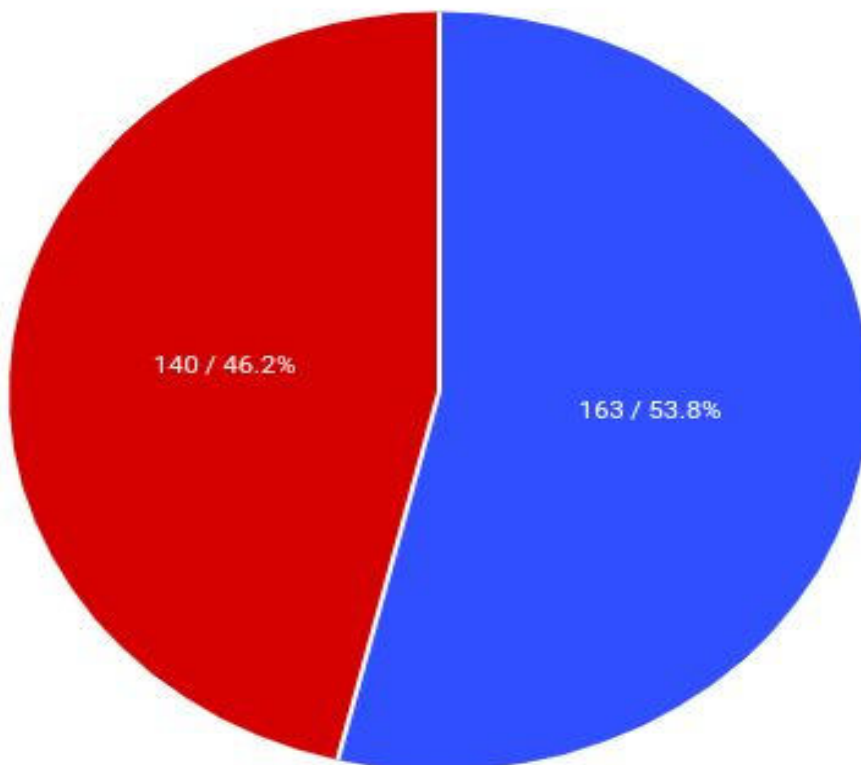
The Model S will be positioned as the image, product, and service leader in the industry

PRIMARY
DATA

Gender

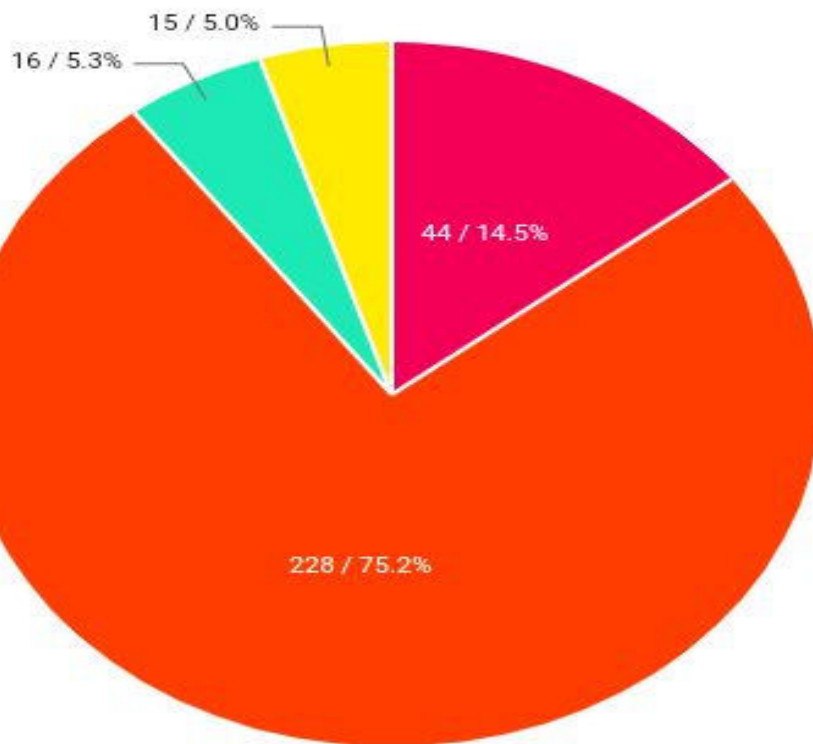
| Gender | Respondents | Percentage |
|---------------|--------------------|-------------------|
| Male | 163 | 53.8 % |
| Female | 140 | 46.2 % |
| total | 303 | 100 % |

● Male ● Female

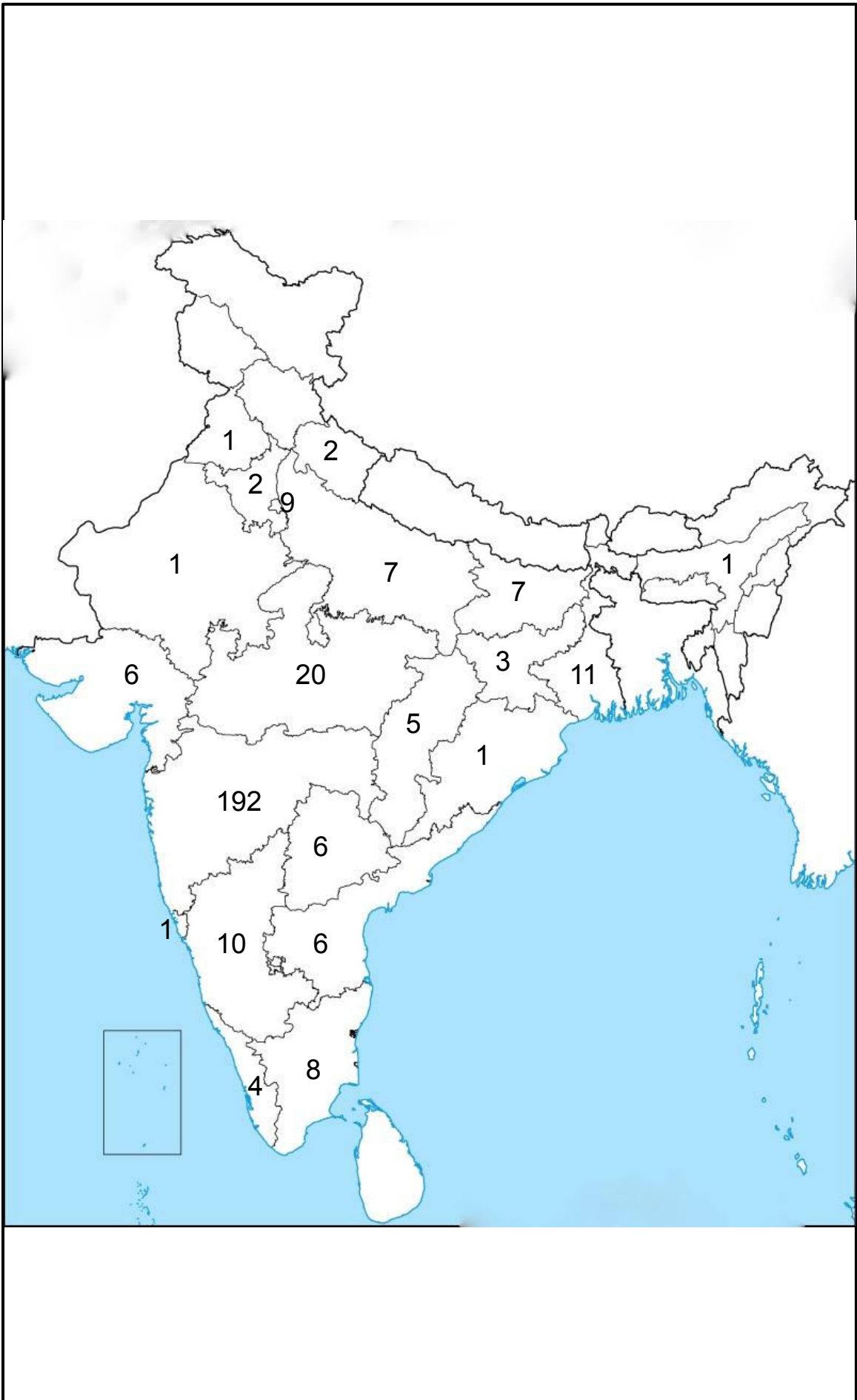


Age

| Age | Respondents | Percentage |
|------------|--------------------|-------------------|
| <20 | 44 | 14.5 % |
| 21-30 | 228 | 75.2 % |
| 31-40 | 16 | 5.3 % |
| 40+ | 15 | 5.0 % |



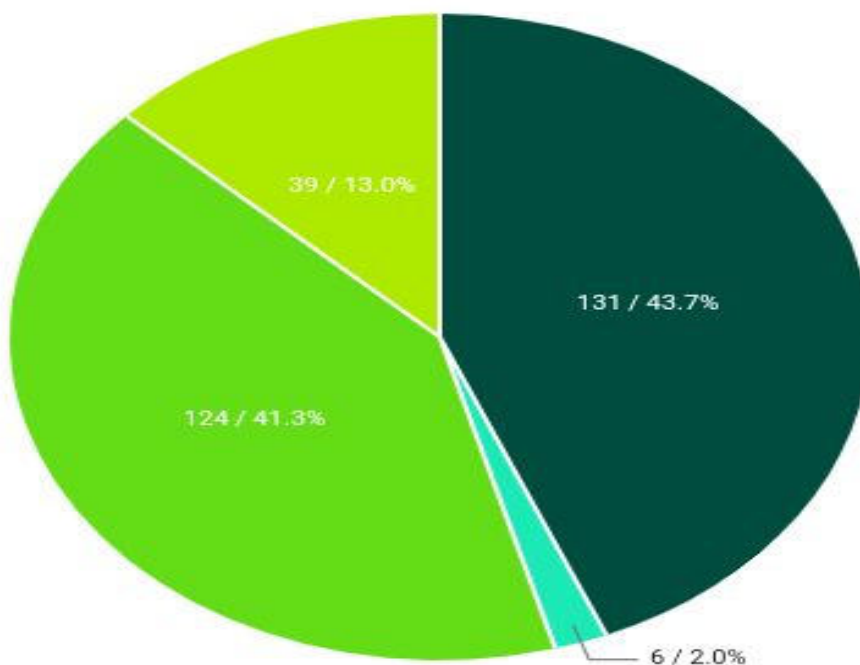
| <u>State</u> | Respondents | Percentage |
|---------------------|--------------------|-------------------|
| Andhra Pradesh | 6 | 2.00% |
| Assam | 1 | 0.33% |
| Bihar | 7 | 2.31% |
| Chhattisgarh | 5 | 1.65% |
| Delhi | 9 | 3.00% |
| Goa | 1 | 0.33% |
| Gujarat | 6 | 2.00% |
| Haryana | 2 | 0.67% |
| Jharkhand | 3 | 1.00% |
| Karnataka | 10 | 3.30% |
| Kerala | 4 | 1.33% |
| Madhya Pradesh | 20 | 6.60% |
| Maharashtra | 192 | 63.37% |
| Odisha | 1 | 0.33% |
| Punjab | 1 | 0.33% |
| Rajasthan | 1 | 0.33% |
| Tamil Nadu | 8 | 2.64% |
| Telangana | 6 | 2.00% |
| Uttar Pradesh | 7 | 2.31% |
| Uttrakhand | 2 | 0.67% |
| West Bengal | 11 | 3.63% |
| Total | 303 | 100 % |



Current Car Ownership

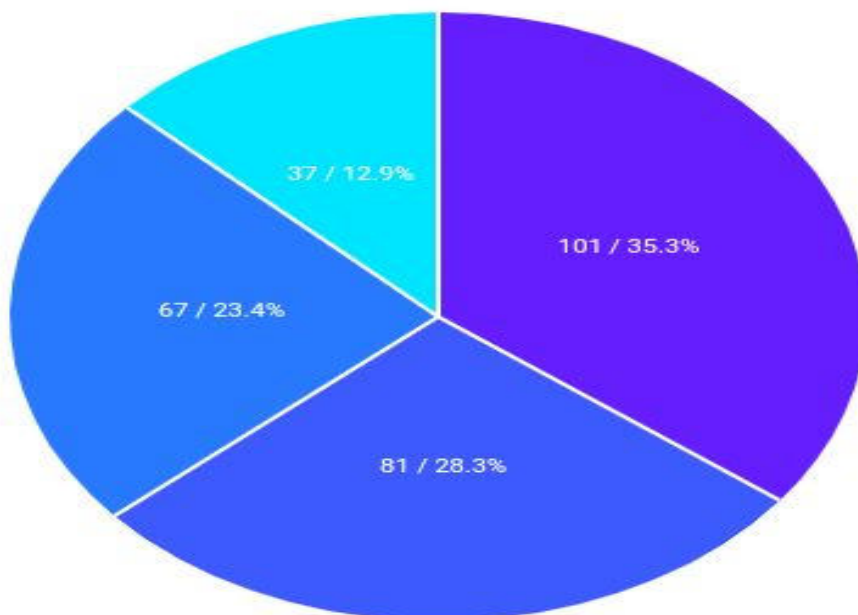
| | Respondents | Percentage |
|---------------------|--------------------|-------------------|
| Do not own a car | 134 | 44.22 |
| Electric Car/Hybrid | 6 | 02.00 |
| Petrol/Diesel | 124 | 41.00 |
| Planning to buy | 39 | 12.78 |
| Total | 303 | 100% |

● Do not own a car
 ● Electric Car/Hybrid
 ● Petrol/Dies
● planning to buy



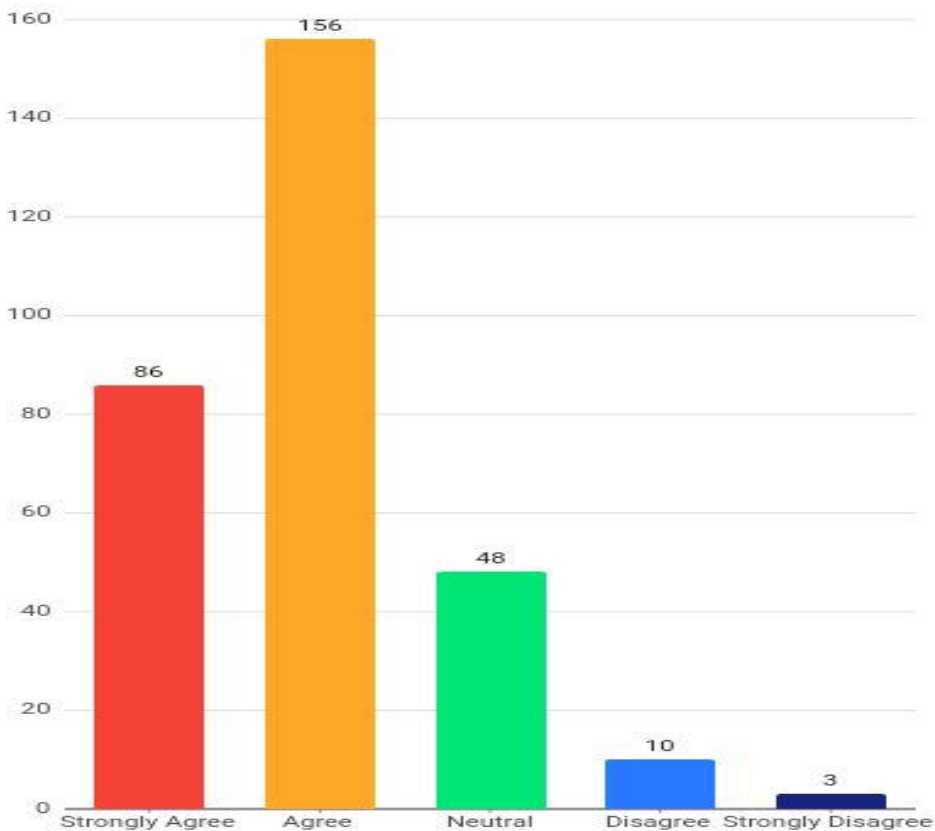
Annual Household Income

| in ₹ | Respondents | Percentage |
|-------------------------|-------------|--------------|
| <3,00,000 | 101 | 30.00 % |
| 3,00,001 - 5,00,000 | 81 | 22.38% |
| 5,00,001 - 10,00,000 | 67 | 34.76 % |
| >10,00,000 | 37 | 12.86 % |
| Skipped | 17 | |
| Total | 150 | 100 % |



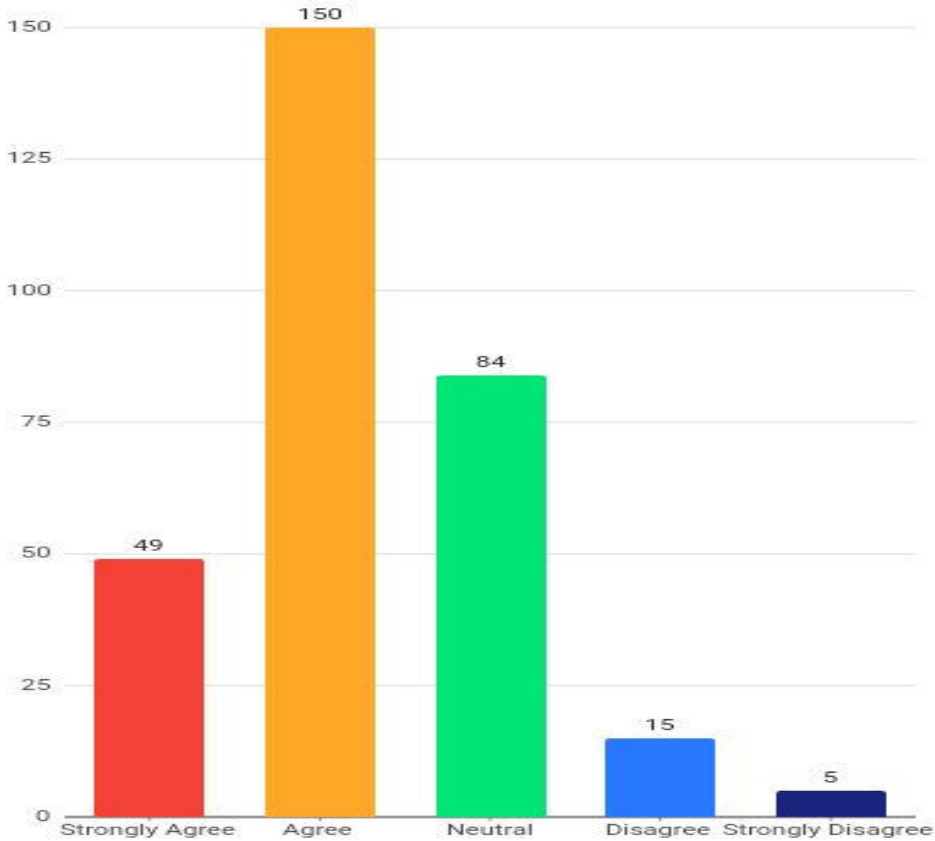
EV are Environment Friendly

| | Respondents | Percentage |
|-------------------|--------------------|-------------------|
| Strongly Agree | 86 | 28.38 % |
| Agree | 156 | 51.50 % |
| Neutral | 48 | 15.84 % |
| Disagree | 10 | 03.30 % |
| Strongly Disagree | 3 | 00.98 % |
| Total | 303 | 100% |



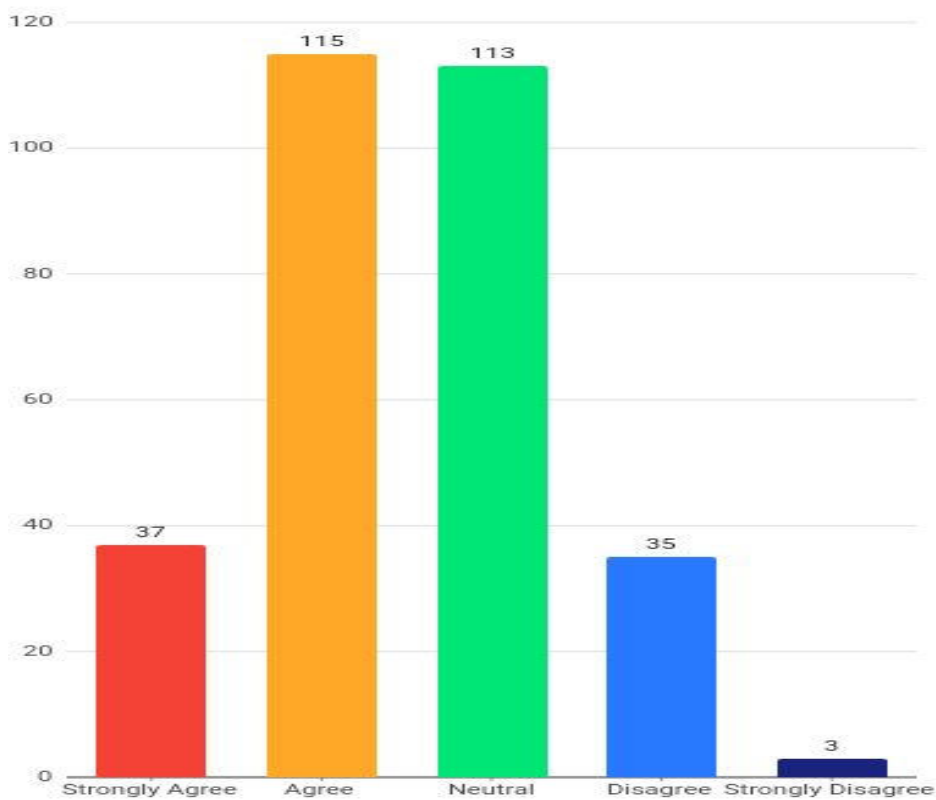
EV have Low Running Cost

| | Respondents | Percentage |
|--------------------------|--------------------|-------------------|
| Strongly Agree | 49 | 16.17 |
| Agree | 150 | 49.50 |
| Neutral | 84 | 27.72 |
| Disagree | 15 | 04.95 |
| Strongly Disagree | 5 | 01.66 |
| Total | 303 | 100% |



EV have Low Maintenance

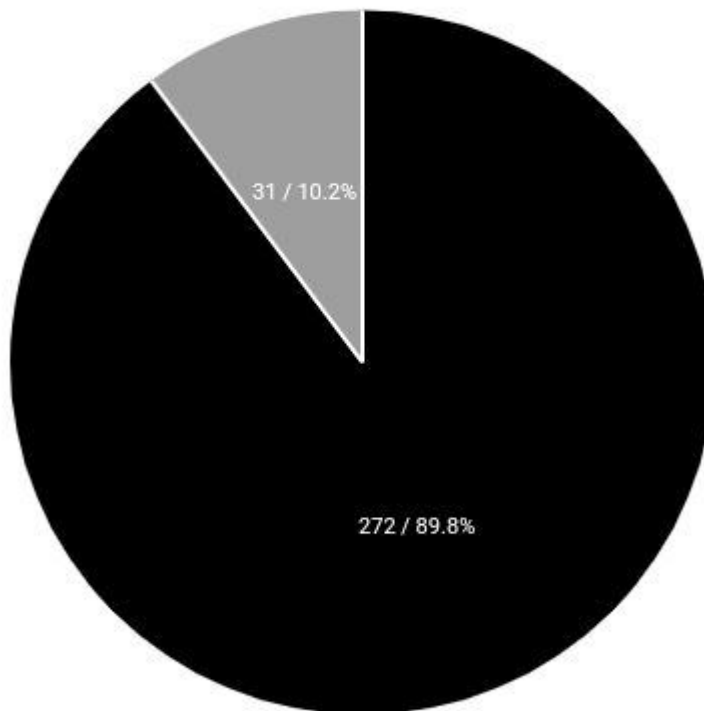
| | Respondents | Percentage |
|--------------------------|--------------------|-------------------|
| Strongly Agree | 37 | 12.21 |
| Agree | 115 | 37.95 |
| Neutral | 113 | 37.29 |
| Disagree | 35 | 11.55 |
| Strongly Disagree | 3 | 01.00 |
| Total | 303 | 100% |



Are you aware of Tesla, Inc ?

| | Respondents | Percentage |
|-------|--------------------|-------------------|
| Yes | 272 | 89.77 |
| No | 31 | 10.23 |
| total | 303 | 100 % |

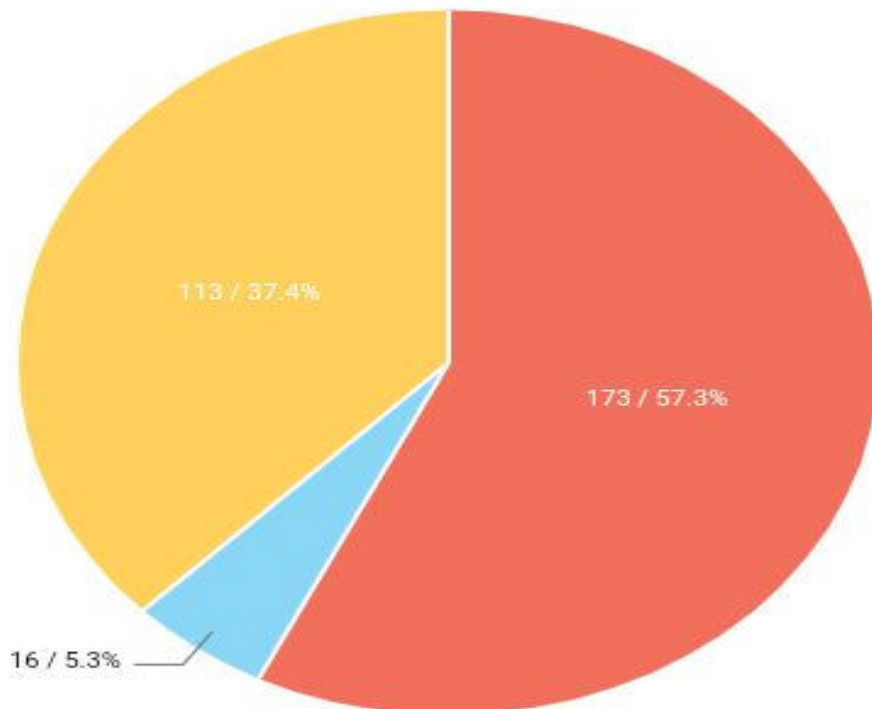
● Yes ● No



Would you prefer Electric Vehicle over the traditional i.e. Petrol n Diesel car ?

| | Respondents | Percentage |
|-------|-------------|------------|
| Yes | 173 | 57.10 |
| No | 16 | 05.28 |
| Maybe | 113 | 37.62 |
| total | 303 | 100 % |

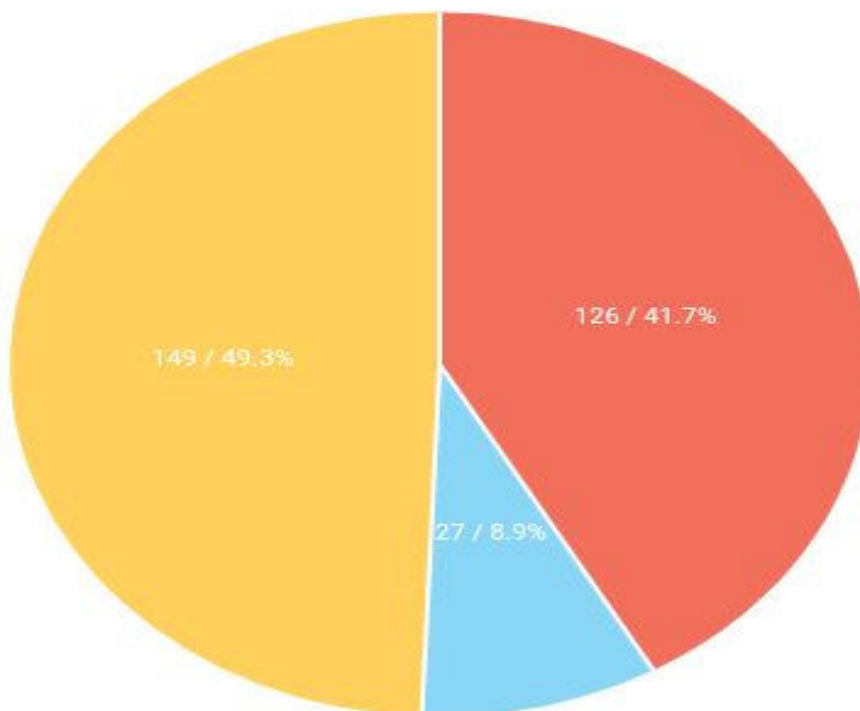
● Yes ● No ● Maybe



If yes, would you purchase a Tesla ?

| | Respondents | Percentage |
|-------|--------------------|-------------------|
| Yes | 126 | 41.58 |
| No | 27 | 8.91 |
| Maybe | 149 | 49.51 |
| total | 303 | 100 % |

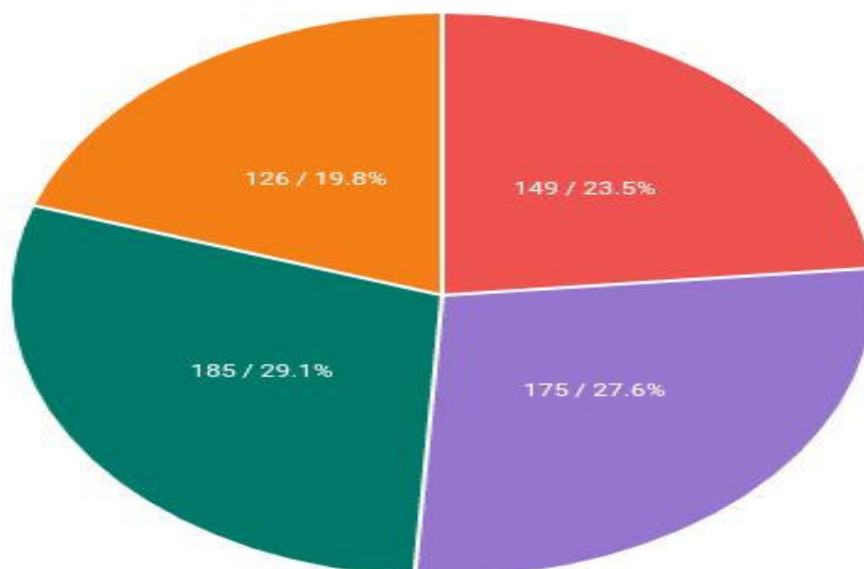
● Yes ● No ● Maybe



What will be your major decision making factor in buying Tesla Cars ? (can select multiple options)

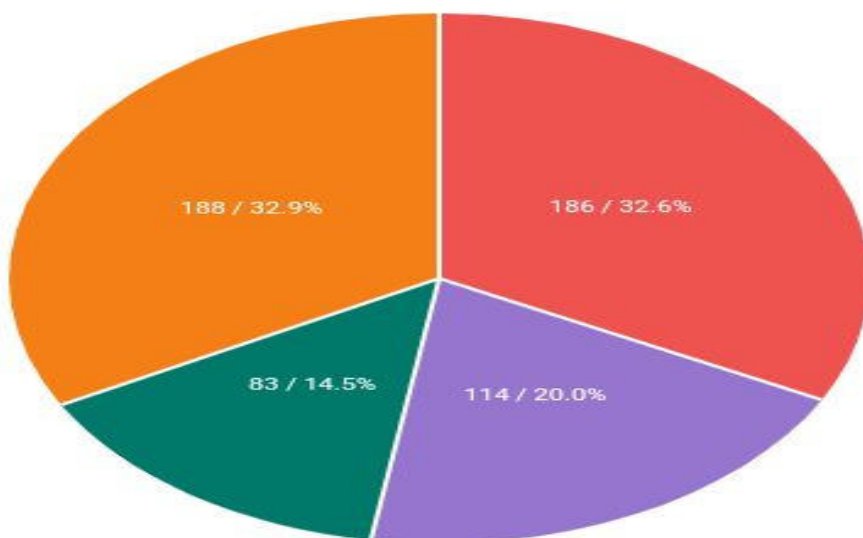
| | Respondents | Percentage |
|----------------------|-------------|------------|
| Appearance | 149 | 23.46 |
| Brand Reputation | 175 | 27.56 |
| Range on Full Charge | 185 | 29.13 |
| Speed | 126 | 19.82 |
| Total | 635 | 100% |

● Appearance
 ● Brand Reputator
 ● Range on Full Char
● Speed



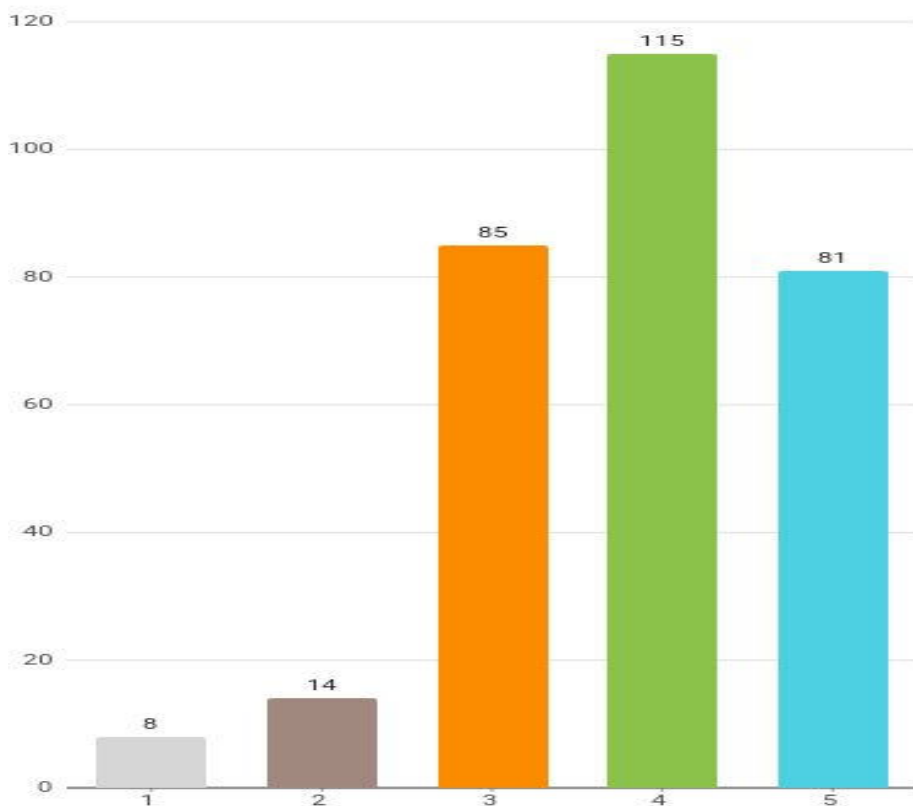
What will be your major decision making factor in not buying Tesla Cars ? (can select multiple options)

| | Respondents | Percentage |
|--------------------------|-------------|------------|
| Cost | 186 | 32.47 |
| Maintenance | 114 | 19.96 |
| Charging Time | 83 | 14.54 |
| Lack of Charging Station | 188 | 33.03 |
| Total | 571 | 100% |



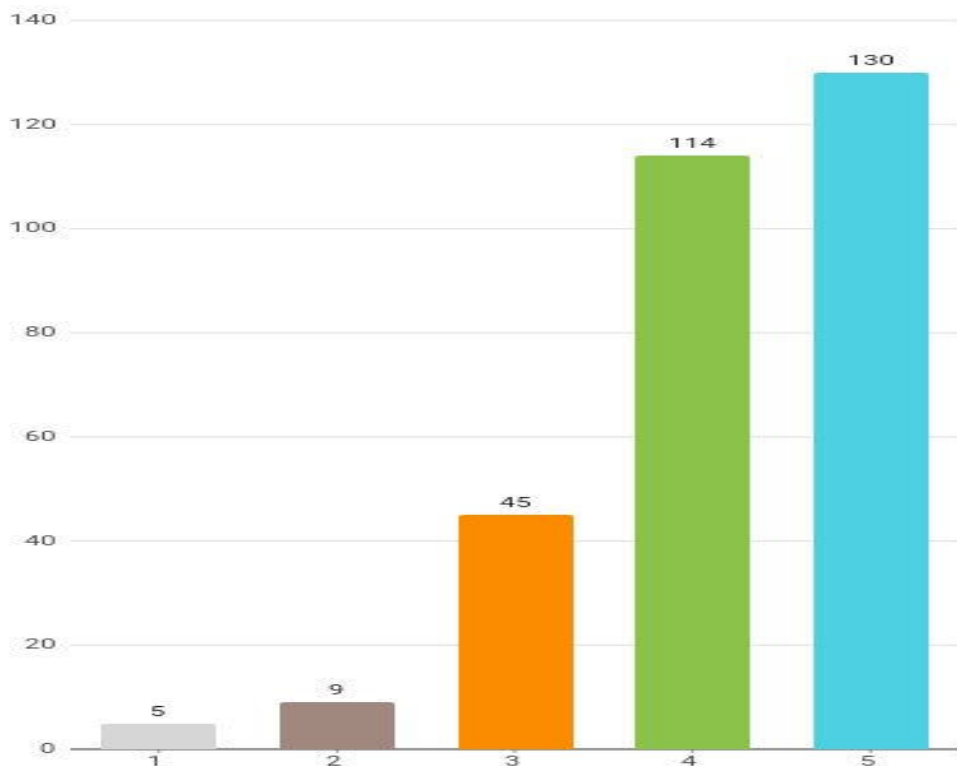
Appearance

| | Respondents | Percentage |
|-------|-------------|------------|
| 5 | 81 | 26.73 |
| 4 | 115 | 37.95 |
| 3 | 85 | 28.05 |
| 2 | 14 | 4.62 |
| 1 | 8 | 2.65 |
| Total | 303 | 100% |



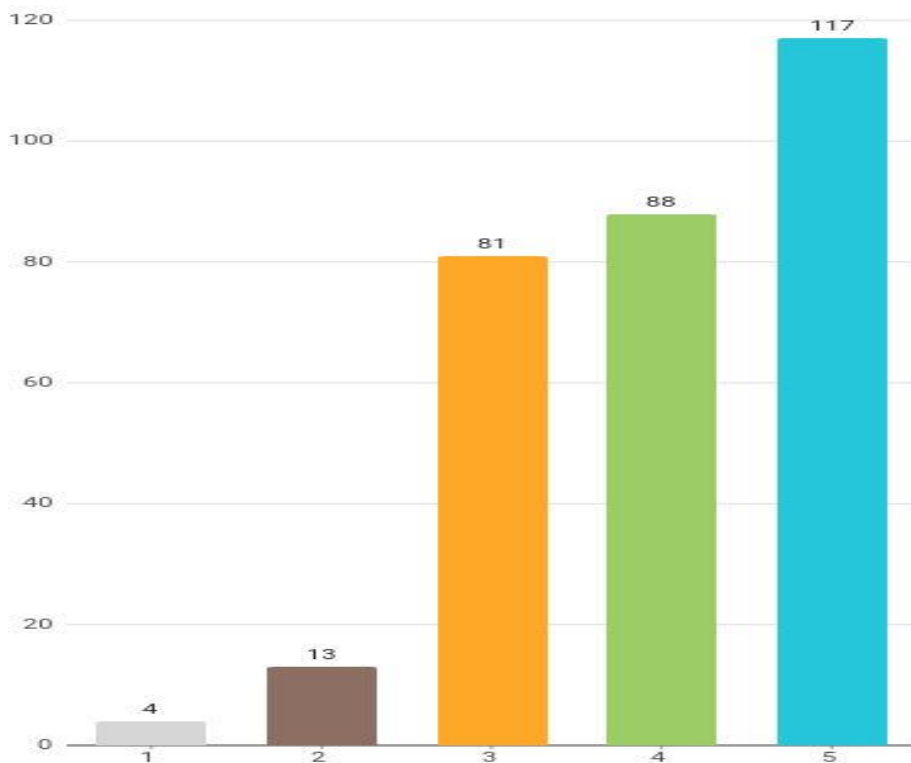
Brand Reputation

| | Respondents | Percentage |
|--------------|--------------------|-------------------|
| 5 | 130 | 42.90 |
| 4 | 114 | 37.62 |
| 3 | 45 | 14.85 |
| 2 | 9 | 2.97 |
| 1 | 5 | 1.66 |
| Total | 303 | 100% |



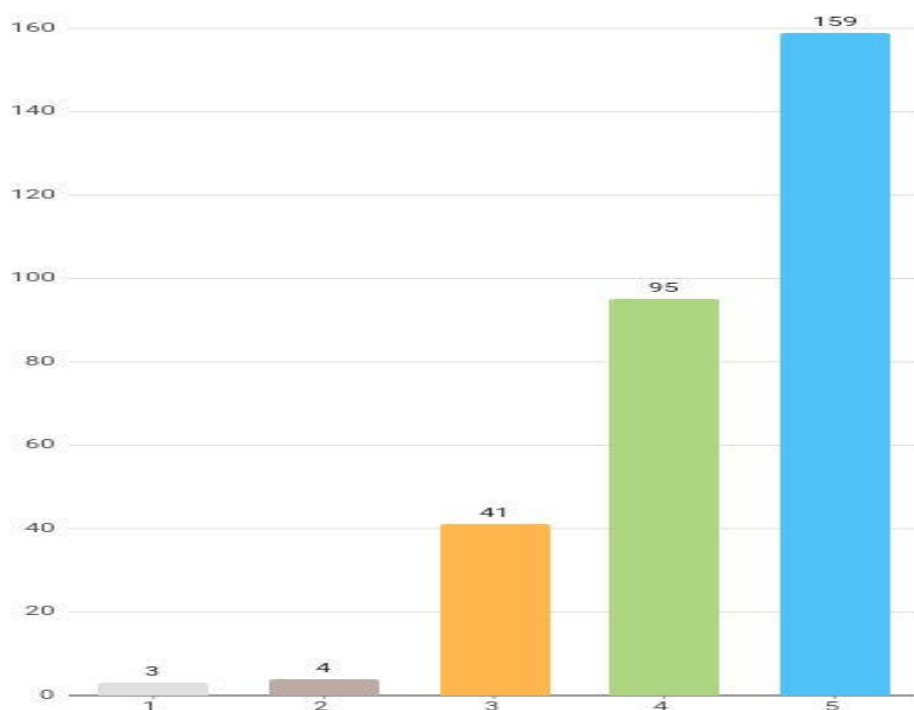
Charging Time

| | Respondents | Percentage |
|-------|-------------|------------|
| 5 | 117 | 38.61 |
| 4 | 88 | 29.04 |
| 3 | 81 | 26.73 |
| 2 | 13 | 4.30 |
| 1 | 4 | 1.32 |
| Total | 303 | 100% |



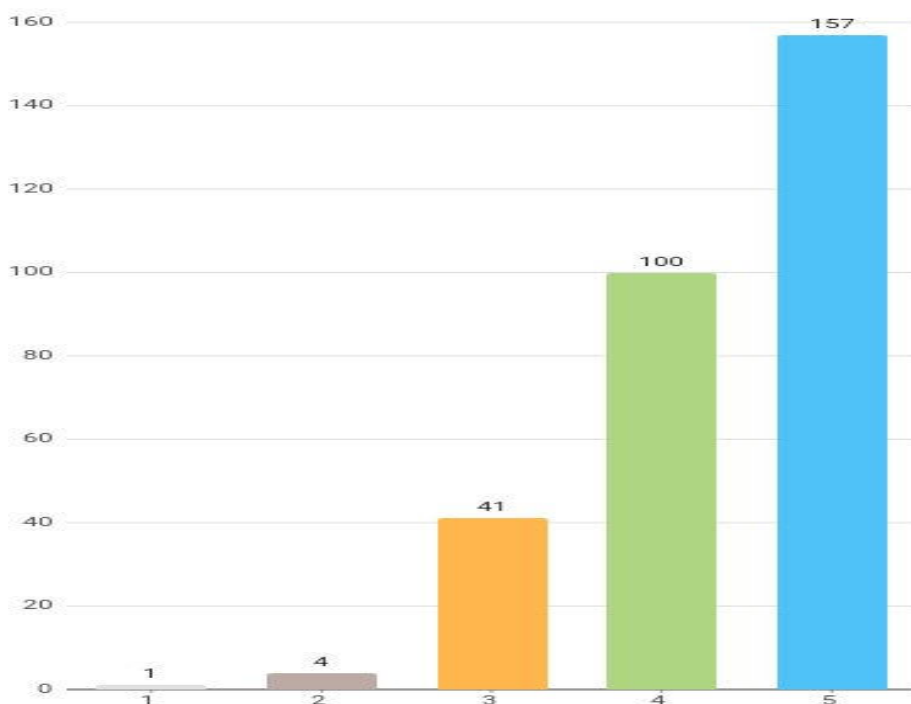
Performance

| | Respondents | Percentage |
|-------|-------------|------------|
| 5 | 159 | 52.48 |
| 4 | 95 | 31.35 |
| 3 | 41 | 13.53 |
| 2 | 4 | 1.32 |
| 1 | 3 | 1.14 |
| Total | 303 | 100% |



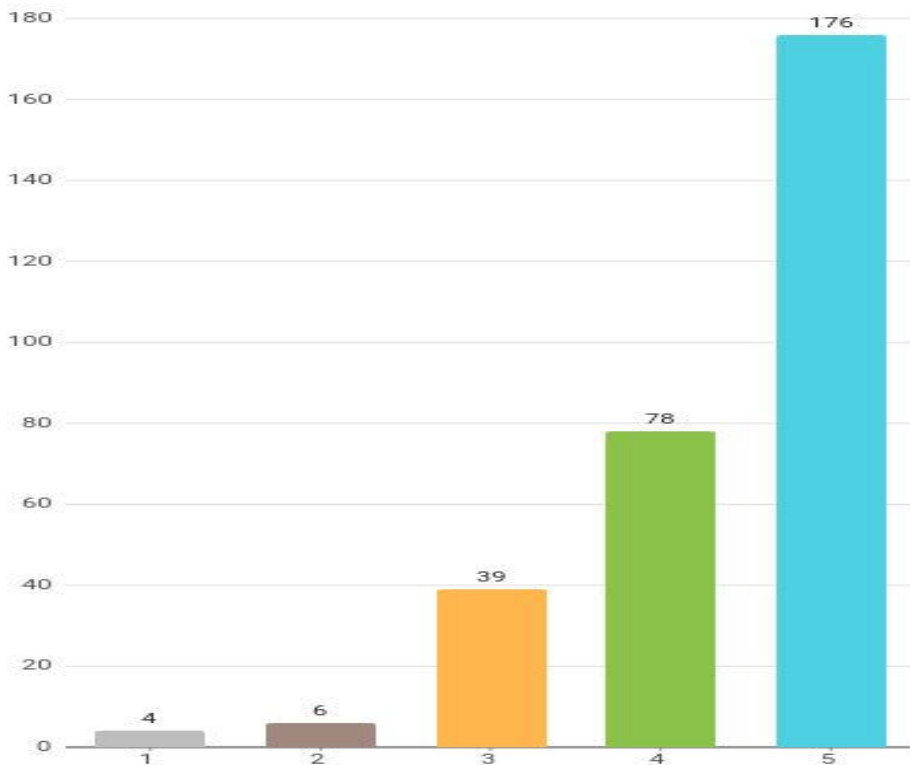
Range on Full Charge

| | Respondents | Percentage |
|-------|-------------|------------|
| 5 | 157 | 51.82 |
| 4 | 100 | 33.00 |
| 3 | 41 | 13.53 |
| 2 | 4 | 1.32 |
| 1 | 1 | 0.33 |
| Total | 303 | 100% |



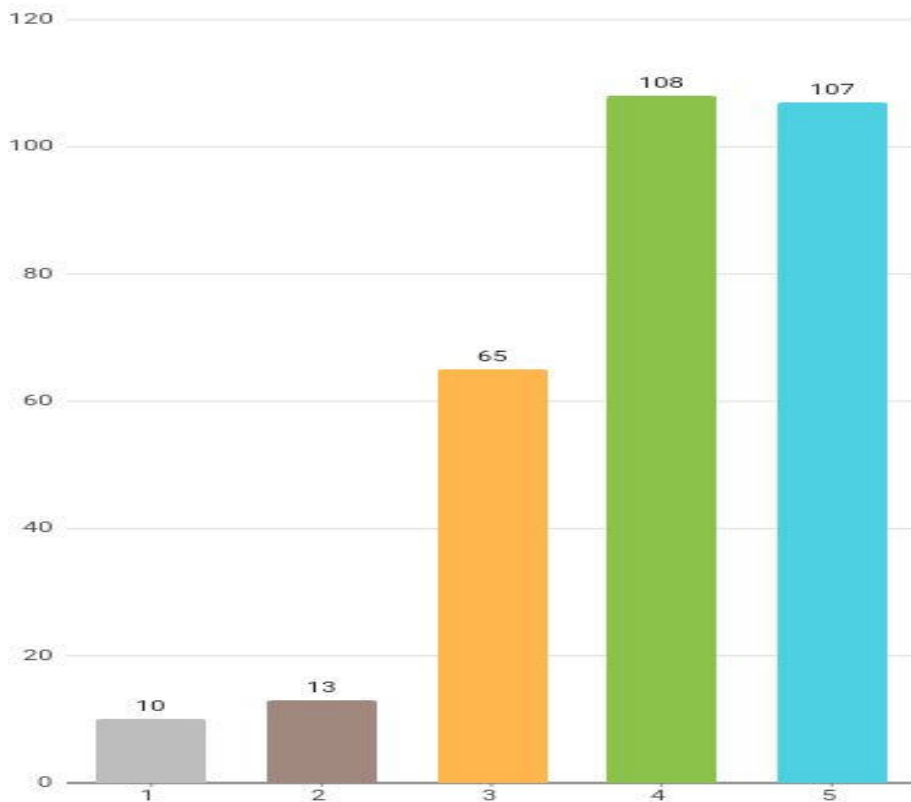
Safety

| | Respondents | Percentage |
|-------|-------------|------------|
| 5 | 176 | 58.09 |
| 4 | 78 | 25.74 |
| 3 | 39 | 12.87 |
| 2 | 6 | 1.98 |
| 1 | 4 | 1.32 |
| Total | 303 | 100% |



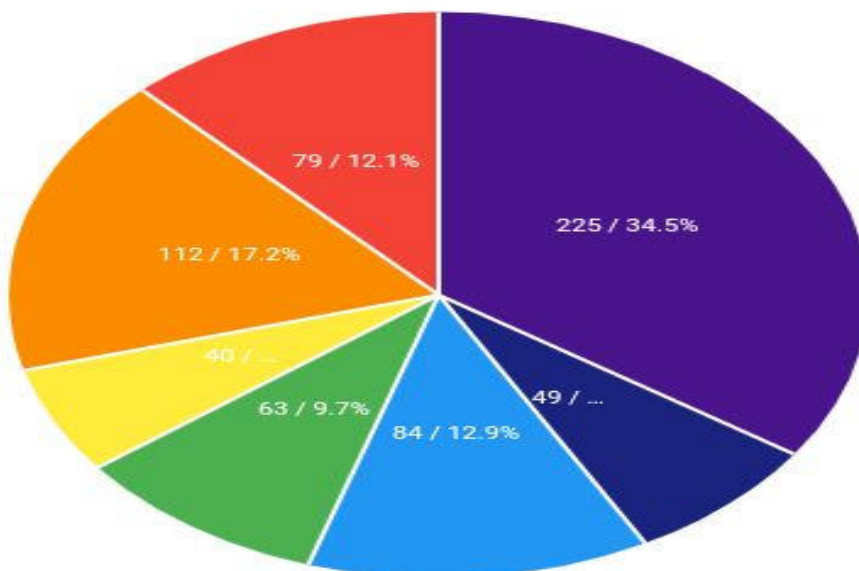
Maintenance

| | Respondents | Percentage |
|--------------|--------------------|-------------------|
| 5 | 107 | 35.31 |
| 4 | 108 | 35.64 |
| 3 | 65 | 21.45 |
| 2 | 13 | 4.29 |
| 1 | 10 | 3.31 |
| Total | 303 | 100% |



Are you aware of Other brands of Elon Musk ?

| | | |
|----------------|-----|-------|
| SpaceX | 225 | 34.51 |
| X.com | 49 | 07.52 |
| Neuralink | 84 | 12.88 |
| OpenAI | 63 | 09.66 |
| Zip2 | 40 | 06.13 |
| Solar City | 112 | 17.18 |
| Boring Company | 79 | 12.12 |



Twitter Polls

Are you Aware of Tesla, Inc ?



124 votes · Final results

Would you prefer Electric Vehicle over Traditional i.e. Petrol/Diesel Car ?



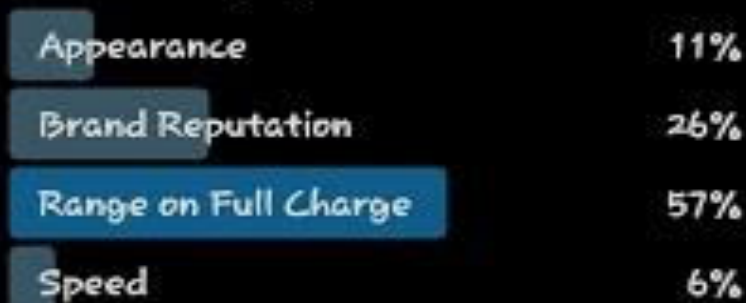
74 votes · Final results

If Yes, Would you purchase Tesla ?



68 votes · Final results

What will be your major Decision Making factors in buying Tesla ?



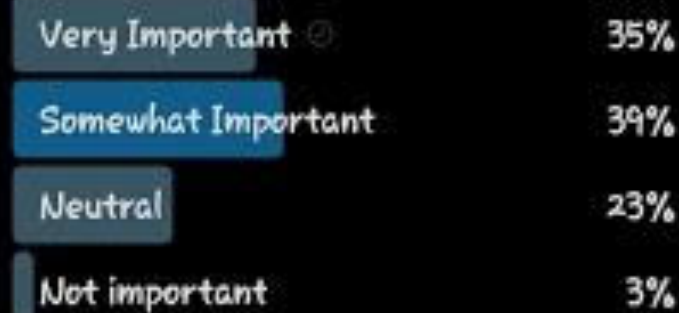
65 votes · Final results

What will be your major Decision Making factors in not buying Tesla ?



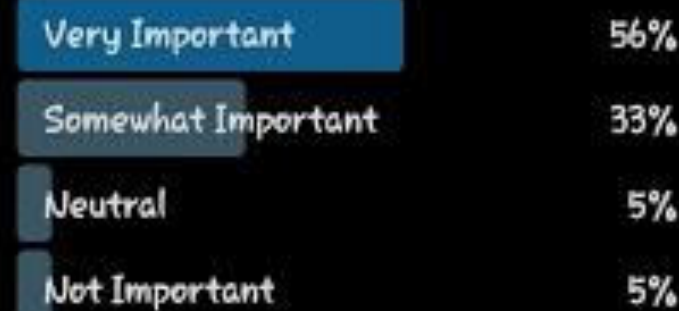
57 votes · Final results

How Important is Appearance ?



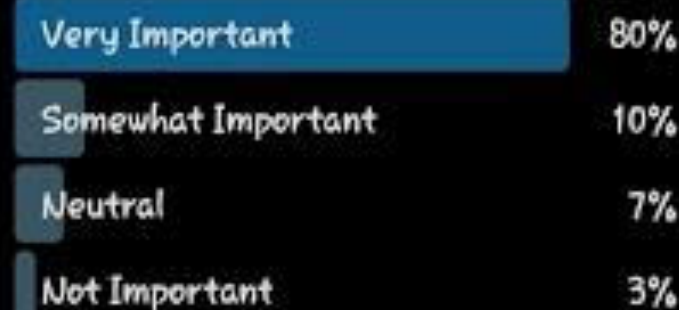
62 votes · Final results

How Important is Brand Reputation ?



57 votes · Final results

How Important is Charging Time ?



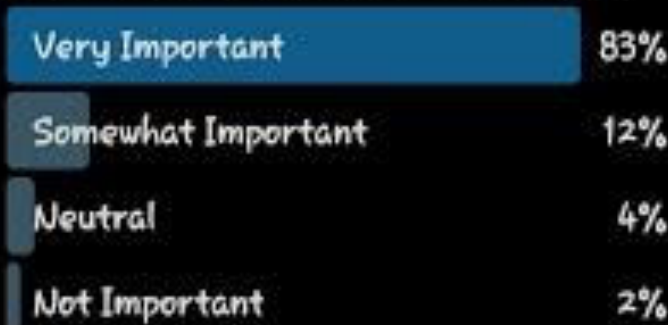
59 votes · Final results

How Important is Performance



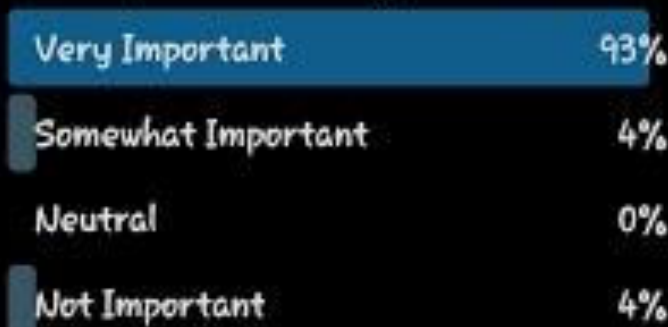
50 votes · Final results

How important is Range on Full Charge ?



52 votes · Final results

How Important is Safety ?



54 votes · Final results

How Important is Maintenance ?



58 votes · Final results

Electric Vehicles are Environment Friendly

| | |
|----------------|-----|
| Strongly Agree | 26% |
| Agree | 41% |
| Neutral | 15% |
| Disagree | 19% |

27 votes · Final results

Electric Vehicles have Low Running Cost

| | |
|----------------|-----|
| Strongly Agree | 13% |
| Agree | 25% |
| Neutral | 25% |
| Disagree | 38% |

8 votes · Final results

Electric Vehicles have Low Maintenance

| | |
|----------------|-----|
| Strongly Agree | 27% |
| Agree | 27% |
| Neutral | 18% |
| Disagree | 27% |

11 votes · Final results

Current Car Ownership

| | |
|-------------------------|-----|
| Electric/Hybrid Vehicle | 0% |
| Petrol/Diesel | 56% |
| Do not own a car | 38% |
| Planning to buy | 6% |

16 votes · Final results

HYPOTHESIS TESTING

41.7 % of the respondents are willing to buy Tesla Car, which means Indian car buyers will accept the entry of Tesla, Inc with open hands.

Tesla has a positive image in the minds of the customers in India
Tesla, Inc is well known and admired car company in India, much awaited for its entry from a long time.

Most famous brand other is Tesla is SpaceX, 34.5% of the respondents being aware of the same
Which signifies
People are aware of other brands of Elon Musk too.

Therefore, H1 i.e. Alternate hypothesis is proved to be the correct hypothesis.

CONCLUSIONS

- Females are more concerned about the Appearance of the car as compared to Males.
(52.14% females - 46.62% males)
- Females were observed to be more concerned with the Brand Reputation as compared to Males. (67.14% females to 49.70% males)
- Females were more concerned about the maintenance as compared to Males.
(47.85% females to 29.45% males)
- Females were found to be more concerned with charging time than males.
(32.15% females to 23.31% males)
- Males were found to be more concerned only regarding the cost of the vehicle.
(71.78% males to 50% females)
- 25% of the respondents were not concerned with the price, whereas 25% had money as their primary concern.
Respondent preferred low price car with high maintenance requirements.

- Majority of people who went for appearance also care about the brand reputation.
- Those indifferent to looks are equally likely to care or not care about cost.
But ones wanting appearance don't want to spend much.
- Brand Conscious are willing to pay extra and vice versa.
- Although in minority, when people care about charging time they are highly likely to expect higher range.
- People who expect high range are also concerned about number of charging stations.
People can't seem to make up their minds when choosing any of these in the question.
- Most of the respondents weren't concerned about charging time, but majority of them desired presence of more charging stations.

The desire for more charging stations was even stronger when respondents cared about speed of charging.

LIMITATIONS

LIMITATIONS

- Limited number of respondents
- Limited data
- Small sample size
- Respondents were all from urban area, rural area was not covered
- Most of the sample were youths.
- Most of the respondents were from Maharashtra.

SUGGESTIONS FOR
FURTHER STUDIES

SUGGESTIONS

- A small sample size of 300 was used in the survey
- All age groups were not able to be included in the study in significant number
- The study was conducted mostly online due to pandemic.
- A proper literature survey must be done before conducting a research.

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APPENDIX

Tesla, Inc

MBA final year project

* Required

Name *

Your answer

Gender *

Female

Male

Age *

<20

21-30

31-40

40+

State *

Your answer

Tesla, Inc

* Required

Electric Vehicle [EV]

Current Car Ownership *

- Electric Car/Hybrid
- Petrol/Diesel
- Do not own a car
- Planning to buy

Annual Household Income

- <3,00,000
- 3,00,001 - 5,00,000
- 5,00,001 - 10,00,000
- >10,00,001

Awareness towards Electric Vehicle

EV are Environment Friendly *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

EV have Low Running Cost *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

EV have Low Maintenance *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Indicate on a Scale from 1 to 5, how important are following features when buying Tesla [EV].

Appearance *

1 2 3 4 5
Low High

Brand Reputation *

1 2 3 4 5
Low High

Charging Time *

1 2 3 4 5
Low High

Performance *

1 2 3 4 5
Low High

Range on Full Charge *

1 2 3 4 5
Low High

Safety *

1 2 3 4 5
Low High

Maintenance *

1 2 3 4 5
Low High

Are you aware of Other brands of Elon Musk ?

- SpaceX
- X.com
- Neuralink
- OpenAI
- Zip2
- Solar City
- Boring Company

To access the survey data, tap the link

<https://tiny.one/teslaresponses>