

Abstract:

The thesis is focused on consumer behavior in relation to electric vehicles. In the beginning, the issue of alternatively fuelled vehicle is briefly introduced, including the explanation how this product is supported by the European Union. The next part is devoted to the theoretical background applied in the work. After the theoretical part, there is the literature review followed by both, the qualitative and the quantitative investigation. The results obtained were compared with the results stemming from international research projects.

In accordance with the Theory of Diffusion of Innovations, the participants of qualitative survey were labelled as innovators or early adopters, for whom technical knowledge is more important. But on the other hand, for later adopters, the interpersonal relationship is more important, as they can compensate the lack of technical knowledge this way. As follows from the results of qualitative survey, decision-making connected with the acquisition of electric vehicles is influenced by the overall awareness (or knowledge, experience), then by technical characteristics of the purchase together with economic factors and by the perceived expectations of other people.

Most of participants have some knowledge about electric vehicles. They often mention barriers preventing them from accepting an electric vehicle, mostly low assortment of electric vehicles, insufficient network of charging stations and service stations. Electric vehicles are not preferred to conventional vehicles with internal combustion engine. Most participants of the international research project have no experience concerning electric vehicles.

Keywords:

electric vehicles; consumer behaviour; theory of diffusion of innovations; theories explaining behavior; qualitative sociological survey; quantitative sociological survey