

Consumer behaviour perspective analysis of the automotive industry

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As the topic of my thesis, I chose a topic that is really interesting and close to me, and the research was successful.

In my thesis, I delved into the factors influencing Jordanians in their decision to purchase electric vehicles (EVs) while also exploring the concerns and dislikes associated with owning such vehicles. The central research question focused on determining the efficiency and cost-effectiveness of electric cars compared to traditional vehicles. Given the rising significance of the electric car industry in Jordan, I conducted a comprehensive study using a bilingual questionnaire in English and Arabic to ensure a targeted analysis of the local market.

Employing a mix of closed and open-ended questions, I gathered valuable data that underwent thorough analysis, including correlation studies and crosstabulation. The results highlighted discernible consumer behavior factors that act as deterrents to the adoption of electric vehicles. Despite the growing presence of electric vehicles on Jordanian streets, my findings underscore the need for professionals to closely monitor the evolving landscape of consumer preferences.

Throughout the research, I emphasized the critical importance of understanding both the advantages and disadvantages associated with electric vehicle ownership from the perspective of the Jordanian consumer. The thesis contributes valuable insights to the ongoing discourse on the transition to electric mobility, shedding light on the factors influencing consumer decisions in this emerging market.