

DRIVING TOWARDS SUSTAINABILITY: UNDERSTANDING THE DYNAMICS OF ELECTRIC AND PLUG-IN HYBRID VEHICLE ADOPTION IN ROMANIA

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Abstract: *This study investigates the motivations behind the adoption of electric vehicles (EVs) and plug-in hybrid electric vehicles (PHEVs) in Romania, aiming to understand how environmental concerns, government policies, and personal values influence consumer behavior. Utilizing a structured survey distributed among 545 participants through social media and automotive sales teams, the research captures demographic data, vehicle type and acquisition methods, and perceptions post-purchase. The findings reveal a significant demographic trend towards educated, middle-aged males as the primary adopters of EVs and PHEVs, driven by a strong sense of environmental responsibility and supported by economic benefits. The results highlight the effectiveness of governmental fiscal policies in shaping consumer preferences and suggest a growing societal appreciation for the environmental and personal value offered by EVs. The study's insights into consumer motivations provide valuable implications for policymakers, marketers, and the academic community, emphasizing the need for continued investment in EVs infrastructure and technology.*

Keywords: electric vehicles, sustainability, Romanian consumers, electric vehicles adoption

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