

# Electric Vehicle Owners – Personality and Emotions

## Summary

Customer Psychology Ltd. and London Metropolitan University recently collaborated on a pilot study to increase understanding of electric vehicle drivers.

Rather than focussing on traditional aspects of owning an electric car, this study examined the personalities and emotions of EV users.



## Key Findings

### Not all about being green

The two most common motivations behind the purchase of an EV were 'I'm passionate about new technology' and 'I wanted to be a pioneer', with money saving and environmental considerations coming behind.

### What a Feeling

When asked how it feels to drive their car, the top answer was 'excited', which shows that the comparisons with milk floats should be considered a thing of the past. This emotion was followed by feeling 'special', 'responsible' and 'free'.

### A sense of adventure

We examined the personality characteristics of EV users and found they could be best described as open to new ideas and willing to take risks, which would of course fit with their positions as early adopters. They also tended to be less likely to worry about things in their lives, believing that they will be able to cope with life's ups and downs.

## **Driven to drive**

Our research examined the fundamental drives that motivate us. Top for EV users was to Grow: to learn about the world around them and to have new and interesting experiences. The least important drive to EV users was to Acquire, which relates to the symbols of wealth and power.

## **EV users really value their cars**

We found that EV users would demand much more to sell their car than they paid for it: more than twice as much on average. This is an example of a psychological phenomenon known as the 'Endowment effect' whereby the act of owning something increases our perception of its worth. However the increase is rarely as dramatic as this, implying that EV ownership is something special.

## **Next steps**

The next stage of our project expands our pilot study to directly compare EV users with users of conventional cars. What are the differences in their personalities, fundamental drives and emotions? What impact does this have on how to help more people choose an electric car as their next vehicle?

This will allow us to provide the government and car manufacturers with tools and techniques to make electric cars more appealing.

## **Contact us**

Would you like to learn more about our work, or be involved in the next stage of our project? Contact us below.

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