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ELECTRIC VEHICLE ADOPTION (EVA) AND ITS INFLUENCE IN PROMOTING GREEN MOBILITY (GM): ASSESSING THE EFFECT OF CONSUMER AWARENESS CAMPAIGNS (CAC) AS A MEDIATOR

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Abstract

The increasing concern for environmental sustainability has led to a growing interest in Electric Vehicle Adoption (EVA) as a means to promote Green Mobility (GM). However, the success of EVA depends on various factors, including consumer awareness and acceptance. This study investigates the relationship between EVA and GM, with a focus on the mediating role of Consumer Awareness Campaigns (CAC). Using a survey-based approach, this research collects data from potential electric vehicle (EV) buyers and analyzes the impact of CAC on EVA and GM. The findings suggest that CAC plays a significant role in mediating the relationship between EVA and GM, influencing consumer attitudes and behaviors towards EVs. The study highlights the importance of targeted awareness campaigns in promoting EVA and GM, providing insights for policymakers, manufacturers, and marketers to develop effective strategies for a sustainable transportation future.

Keywords: Electric Vehicle Adoption, Green Mobility, Consumer Awareness Campaigns, Sustainability, Environmental Impact

Introduction

As countries work to cut carbon emissions and address environmental issues related to reliance on fossil fuels, the global transportation industry is going through a significant transition. Among the many environmentally friendly transportation options, electric vehicles (EVs) have become a viable substitute for internal combustion engine (ICE) vehicles. By lowering tailpipe emissions, improving energy efficiency, and facilitating the integration of renewable energy sources, EVs greatly advance the objectives of green mobility, which is defined as low-emission, energy-efficient, and environmentally friendly transportation systems (International Energy Agency, 2022).Through legislative initiatives like tax breaks, subsidies, and infrastructure investments for charging stations, governments all over the world are aggressively encouraging the adoption of EVs. However, the success of EV integration into mainstream markets depends critically on consumer perception, which goes beyond policy and technology. Despite improvements, a lot of

buyers are still apprehensive because they are worried about the cost, availability of charging infrastructure, vehicle range, and their lack of experience with EV technology (Egbue & Long, 2012).Campaigns to raise consumer awareness have therefore become essential in resolving these issues and encouraging behavioral change.

Additionally, (Axsen, Mountain, and Jaccard, 2009) show that social interactions—such as conversations with EV owners—have a significant impact on the decisions made by consumers. Experiences in the real world, like test-driving or seeing EVs in one's neighborhood, might improve attitudes and lower perceived hazards. Consumer behavior toward EVs is mediated by environmental concern and innovation affinity, suggesting that awareness campaigns should be customized for particular audience categories to have the greatest impact (Koenig-Lewis et al. (2014).This study aims to assess the role of electric vehicle adoption in promoting green mobility, with a focus on how consumer awareness campaigns influence public perception and behavior.

Literature review

Electric Vehicle and Importance

Motorized vehicles that release enormous amounts of harmful emissions, such as CO2, are mostly to blame for environmental damage. Environmental awareness and green consumption have increased as a result of evidence of pollution, acid rain, climate change, global warming, and the greenhouse effect. (Mohiuddin, Al Mamun, Ali Syed, Mehedi Masud, & zhan Su, 2018). It is commonly acknowledged that the biggest difficulties of the current millennium are the substantial amount of carbon emissions being created and the uncertainty surrounding future availability to fossil resources (Sang, Y.N, Bekhet, H.A, 2015). These environmental issues have become urgent concerns for businesses, societies, and governments (Eltayeb, T.K., Zailani, S, Jayaraman, K, 2010).

A new trend dubbed as "Green Vehicle" (GV) has emerged to address this problem. The electrical machines that power electric vehicles are more efficient than internal combustion engines (Lorand Szabo & Vascan lulia, 2022)

It is widely accepted that the availability of oil and carbon emissions pose increasing threats to the planet. With almost 25% of global energy consumption and greenhouse gas emissions, the transportation sector has the biggest overall environmental impact among energy consumers. More than 70% of the sector's emissions come from road transportation. (Shahzad, Shafiq, Douglas, & Kassem, 2022) A "GV" is a form of transportation that is made to have as little of an environmental impact as possible. These automobiles seek to lessen air pollution, greenhouse gas emissions, and reliance on fossil fuels. (Lutsey & Sperling, 2012).

Mainly EV's are classified into three categories: Battery Electric Vehicles (BEVs), Hybrid Electric Vehicles (HEVs), and Plug-in Hybrid Electric Vehicles (PHEVs) (Yurong, Yuanyuan, Huina, Tong, & Chensheng, 2016)

Battery electric vehicles, or BEVs, run entirely on electricity stored in batteries that are charged outside. They are a cleaner option to conventional cars because they don't have internal combustion engines (ICE) and are renowned for having zero tailpipe emissions (Ekard &Patrick 2012). In

automotive market the BEV's is growing popularly due to the increasing the advancements and efficiency in battery's (M S Arjun, N Mohan, K R Sathish, Arun Kumar Pattil, G Thanmayi 2023).

Another category is Hybrid Electric Vehicles (HEV). It combines both electric motor and internal compulsion engine. So it increases energy efficiency. The longer trips it uses the gasoline engine and for the shorter it uses only electric power (Rakesh Dadhwal, Raman Kumar, Jasgurpreet Singh Chohan & Jatinder Kaur 2021). HEV's can reduce emission because of this duel system compared to conventional vehicles, in addition it emit some level of tail pipe due to the reliance on gasoline (Junhai Ma, Binshuo Bao, Lixia Liu & Xiaoyan Wang 2024). A subclass of HEVs known as plug-in hybrid electric vehicles (PHEVs) have the ability to be charged externally, which allows them to run on electricity for longer than conventional HEVs (Nan Jiang & Chi Xie 2014). Larger battery capacities enable PHEVs to travel farther on electricity alone before using their gasoline engine. Customers who seek the advantages of electric driving without the range anxiety frequently connected with BEVs will find PHEVs especially enticing because of this capability. Particularly in urban driving situations where electric operation is more practical, PHEVs' ability to convert between gasoline and electric power can result in significant fuel savings and lower emissions (E D Tate, Michael O Harpster & Peter J Savagian 2008).

Green Mobility (GM)

GM refers to transportation systems and practices that places a high priority on environmental sustainability. It aims to reduce carbon emissions, enhance energy efficiency, and promote the use of renewable energy sources. This includes a number of mobility options such as cycling, walking, public transportation and electric cars, all of which helps to create a sustainable urban development. The growing urbanisation and corresponding increase in reliance on automobiles which has resulted in serious health and environment issues make green mobility more imperative.

The need for sustainable and effective transportation options increases with the number of people leaving in cities. According to studies switching to GM can greatly lower Greenhouse gas emissions and traffic in cities, creating healthier urban setting (Sultan et al., 2016; Aprigliano, 2023). To achieve its goal of a climate neutral society by 2050, the European Commission has made the promotion sustainable transportation a top priority in its policy framework (Ryghaug et al., 2021).

One practical approach to addressing urban transportation issues and lowering carbon footprint in the creation of shared mobility systems, which permit the collective use of cars and bicycles (Albatayneh, 2024; Turoń et al., 2020). By reducing the need for private vehicles, these systems can help reduce traffic and make cities more livable (Freudendal-Pedersen, 2023).

Additionally, smart mobility, which is in line with GM stresses the use of data and technology to optimise transportation networks. This includes putting in place Smart City projects that improve the effectiveness of public transportation and encourage active modes of transportations like walking and bicycling (Paiva et al., 2021; Freudendal-Pedersen et al., 2020). Because it create a sense of ownership and promote sustainable habits among the public, citizen participation in the design and implementation of the systems is also essential (Wawer et al., 2022).

To sum up, GM is an essential strategy for tackling the problems caused by urbanization and reliance on cars, eventually resulting in a most sustainable and livable urban environment

EV's adoption and its association with GM

EVs are becoming a key element in promoting sustainable transportation, mainly due to their potential to reduce carbon emissions and improve energy efficiency. A variety of studies have investigated how consumer behavior plays a role in the decision to purchase EVs, ultimately aiding the shift toward GM. (Rezvani, Jansson, and Bodin, 2015) found that psychological aspects such as environmental awareness, personal values, and the perceived ease of making sustainable choices significantly affect a consumer's intention to adopt EVs. Similarly, (Bockarjova and Steg, 2014) observed that individuals with strong environmental principles are more likely to consider purchasing EVs. (Egbue and Long, 2012) highlighted that climate change concerns and energy independence encourage people to prefer electric vehicles. (Lane and Potter, 2007) explained that environmentally conscious consumers with a keen interest in new technologies are more inclined to embrace EVs. According to Li et al. (2017), perceived advantages like reduced operating costs, governmental support, and lower emissions significantly influence consumer decisions. Ajzen's (1991) Theory of Planned Behaviour also offers a strong framework for understanding EV adoption by emphasizing the importance of attitudes, social pressure, and perceived control. Furthermore, demographic variables such as higher income, education level, and urban living conditions contribute to greater acceptance of EVs (Gnann et al., 2015). While issues such as limited charging infrastructure and range limitations exist, they can be mitigated through awareness campaigns and improved facilities (Sierzchula et al., 2014). Axsen, Goldberg, and Bailey (2016) noted that social influence—especially from peers—can increase interest in EVs. Hardman et al. (2018) concluded that prior exposure to EV technology and adequate information positively impact consumers' readiness to purchase.

H1: EVA has a positive influence on GM

Consumer Awareness

'Consumer' the most powerful word and the focal point of any business. Consumer's satisfaction will benefit not only business but government and society as well. So consumerism is a collective consciousness on the part of consumers, business, government and civil society to enhance consumer's satisfaction and social welfare. It will benefit all of them and finally make the society a better place to live in. (Kotler, P., & Keller, K. L. (2016). _Marketing management_ (15th ed.). Pearson Education.)

Consumer awareness can be described as the knowledge and understanding that individuals have about their rights and responsibilities as consumers and enabling informed decisions and protecting against unfair practices. Consumer awareness is a cornerstone of modern commerce, signifying the level of understanding and knowledge that individuals have about their role as buyers in the marketplace. It goes beyond the simple act of purchasing, emphasizing the importance of informed decision-making. Informed consumers are equipped to navigate through a surplus of products and

services, considering various factors such as quality, safety, and pricing. This knowledge about the scenario actually empowers them to demand fair treatment and value for their money, acting as a safeguard against exploitative practices by businesses. Campaigns educate consumers, while its importance lies in empowering them to make better choices and ensuring fair trade practices (Chaudhuri, A. (2006). Consumer awareness. Journal of Consumer Research.)

Moreover, consumer awareness extends to a broader spectrum, encompassing a comprehensive grasp of market dynamics, legal frameworks, and ethical considerations. A well-informed consumer understands their rights and responsibilities, contributing to a marketplace where businesses are held accountable for their actions. This awareness not only benefits individual consumers but also plays a crucial role in shaping a more transparent, ethical, and competitive market environment. The active engagement with the intricacies of commerce, make the consumers as integral contributors to the economic ecosystem, fostering a symbiotic relationship between buyers and sellers based on trust and fairness (Schiffman, L. G., & Kanuk, L. L. (2010). _Consumer behavior_ (10th ed.). Pearson Education.)

Consumer Awareness Campaigns (CAC's)

CAC's are multifaceted initiatives which are designed to inform and educate consumers about the issues impacting their purchasing decisions, health, and social responsibilities. These campaigns range from health-related education to promoting sustainable practices and ethical consumerism.

Health Education Campaigns: Many awareness campaigns focus on public health issues, such as nutrition and disease prevention. For instance, Grimes et al. analyzed a consumer awareness campaign in Victoria that targeted sodium reduction, highlighting a combination of media strategies including digital and traditional advertising (Grimes, C., et al. (2020). Sodium reduction campaign in Victoria. Journal of Nutrition Education and Behavior.)

Sustainability and Ethical Consumerism: Campaigns like the "No Plastic Bag Day"in Malaysia encourage young consumers to rethink their use of plastic, showcasing the impact of consumer choices on environmental issues (Hashim, A., et al. (2023). No Plastic Bag Day campaign in Malaysia. Journal of Environmental Education.)Furthermore, the use of public awareness campaigns can effectively engage consumers in social responsibility and advocacy regarding health issues, challenging existing stigmas (Devlin, J., et al. (2006). Public awareness and health advocacy. Health Education.)

Social Justice and Advocacy Campaigns: Awareness campaigns can also serve as mechanisms for advocating social justice. O'Brien (2017) work discusses how consumer activism against human trafficking deploys awareness to compel ethical purchasing choices, insisting consumers to take an active role in addressing systemic inequities (O'Brien, E. (2018). Consumer activism against human trafficking. Journal of Consumer Research.)This intersection of consumerism and activism mirrors a growing trend where consumer choices are viewed as pivotal in social advocacy.

Food Waste Reduction Campaigns: Addressing food waste represents a critical area where consumer awareness is actively promoted. Research by Chinie et al. details how various stakeholders—including governments and NGOs—engage consumers through information

campaigns aimed at reducing food waste at the consumer level (Chine, A., et al. (2021). Food waste reduction campaigns. Journal of Environmental Studies.)

Cultural and Context-Specific Campaigns: Campaigns often adapt to reflect local cultural values and beliefs, as demonstrated by the "Write Your Own Luck"campaign in Thailand, which integrated local superstitions with marketing strategies to enhance brand awareness. This culturally contextual approach has shown effectiveness in engaging the target audience and fostering brand loyalty (Chinchanachokchai, S., & Chinchanachokchai, P. (2021). Cultural marketing strategies in Thailand. Journal of Marketing.)

Relationship between CAC's and EVA

CAC have been instrumental in promoting EVA, especially by highlighting environmental protection concerns. Gupta (2024) found that environmental consequences are a more reliable indicator of consumers' intention to use EV's, with knowledge and awareness serving as mediating variables. This underscores the importance of CAC in influencing consumer behavior towards sustainable transportation choices.

In India, a study by Chawla et al. (2023) examines that ecological awareness significantly impacts EV acceptance. The research reveals that as consumers become more conscious of environmental issues, their inclination toward adopting EVs enhances. This finding highlights the role of CAC in enhancing a shift toward sustainable mobility.

A meta-regression analysis by [Yuanzhi Wang, Frank Witlox] (2024) shows that environmental awareness significantly affects the adoption of electric vehicles, with a coefficient of 0.23. This suggests that as consumers become more environmentally conscious, their likelihood of adopting EVs increases.

H2: There is a significant association between EVA and CAC

Association between CAC and GM

CAC aim to inform the public about the environmental consequences of their consumption patterns. These campaigns are instrumental in shaping attitudes, intentions, and behaviors regarding environmentally sustainable choices (Peattie & Peattie, 2009). Research consistently indicates that heightened awareness of environmental issues leads to an increased likelihood of consumers choosing green products and services, including eco-friendly transport solutions (Schuitema et al., 2013).

Several studies highlight the positive relation between awareness campaigns and pro-environmental behavior. For instance, Bamberg et al. (2011) find that interventions based on awareness and information dissemination significantly improved the acceptance and use of public and non-motorized transport options. Similarly, Garling and Thogersen (2001) shows that information campaigns focusing on the benefits of eco-friendly transport can alter travel preferences and promote the adoption of green mobility.

Importantly, customers' positive concern about environmental protection has been shown to mediate the relationship between awareness campaigns and green purchase behavior. According to Kumar et al. (2022), environmentally concerned consumers are more responsive to awareness messages and more likely to translate that concern into sustainable mobility choices.

Furthermore, the success of these campaigns is significantly influenced by the credibility of the message source, the clarity of the environmental benefits communicated, and the alignment with consumers' values (Young et al., 2010). A well-designed awareness campaign that appeals to consumers' environmental values can effectively drive GM adoption.

H3: CAC has a positive influence on GM

Mediating role of CAC in relation between EVA and GM

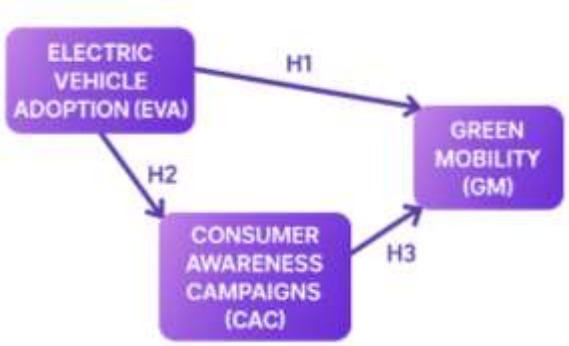
CAC have emerged as a vital strategic tool in driving EVA and promoting GM, especially when such campaigns emphasize environmental protection concerns.

Tan and Lee (2024) argue that in Thailand, increasing environmental awareness through targeted communication significantly encourages consumers toward EV adoption, driven by concerns over air pollution and noise reduction. Salazar and Zhang (2023) provide empirical evidence from China showing that public concern for climate change directly increases the consumption of sustainable products like new energy vehicles, confirming that consumer environmental consciousness mediates the relationship between awareness and purchasing behavior. Kim, Lee, and Lee (2024) extend this perspective by demonstrating that individuals who strongly identify with environmental values are more likely to find EVs appealing, especially when awareness campaigns align with their self-perception as environmentally responsible citizens.

Supporting this, Gupta (2024) emphasizes that environmental consequences are a stronger predictor of EV adoption when awareness and knowledge are present as mediating variables. Additionally, a study from *BMC Psychology* (2025) emphasizes that green advertising—one form of CAC—positively correlates with consumer purchase behavior, especially when environmental knowledge is high, reinforcing the notion that well-informed consumers are more inclined to make eco-friendly choices. These findings align with the broader theory that increased awareness does not merely give information but reshapes values and priorities, making environmental protection a crucial factor in purchasing decisions.

H4: CAC mediates the positive influence of EVA on GM

Conceptual Framework (Figure 1)



Methodology

Data Collection and Respondent Profile

The present study explores the mediating role of Consumer Awareness Campaigns (CAC) in the relationship between Electric Vehicle Adoption (EVA) and Green Mobility (GM) among EV users in Kerala, India. Data were collected from four strategically selected districts across different geographic regions of the state to ensure a broad representation: Kozhikode (North), Palakkad (East), Ernakulam (West), and Thiruvananthapuram (South). These districts were chosen for their demographic diversity, economic vibrancy, and varying levels of EV infrastructure and awareness.

Pilot study

To ensure content validity and reliability, a pilot study was initially conducted with 68 participants who were early adopters of electric vehicles. Feedback from this phase helped refine the questionnaire for clarity, consistency, and comprehensiveness

Population and sample

The online questionnaire was given through EV user groups on WhatsApp, Telegram, Facebook communities, and local EV dealership networks in the selected districts. Convenience sampling was employed to reach respondents who currently use electric vehicles.

- Total questionnaires circulated: 610
- Responses received: 478 (Response Rate: 78.4%)
- Valid responses analyzed: 397 (Validity Rate: 83.0%)

Category	Sub-category	Frequency	Percentage
Gender	Female	158	39.8
Gender	Male	239	60.2
Age Range	20–30	102	25.7
Age Range	31–40	93	23.4
Age Range	41–50	78	19.6
Age Range	51–60	67	16.9
Age Range	60 and above	57	14.4
Region	North (Kozhikode)	99	24.9

Region	East (Palakkad)	101	25.4
Region	South (Thiruvananthapuram)	98	24.7
Region	West (Ernakulam)	99	24.9

Measuring instruments

This study looks at how Electric Vehicle Adoption (EVA) affects Green Mobility (GM), and how Consumer Awareness Campaigns (CAC) may act as a link between the two. All the main factors in the study were measured using clear, easy-to-understand statements rated on a 5-point Likert scale, where 1 means "Strongly Disagree" and 5 means "Strongly Agree."

- **EVA:**
  This part of the survey included 6 questions that focused on how likely people are to buy electric vehicles, how ready they are to switch to EVs, and what they think about the cost, benefits, and environmental impact. The questions were slightly modified to suit EV users in Kerala.
  Reliability (Cronbach's Alpha): 0.842
- **GM:**
  To understand how much people support eco-friendly travel, a 6-item scale was used. These questions asked about using transport that reduces pollution, using clean energy, and being committed to a greener environment.
  Reliability (Cronbach's Alpha): 0.856
- **CAC:**
  A 6-question scale was created for this study to find out how much people know about awareness campaigns for electric vehicles. It included questions about how often they see these campaigns, how clear the messages are, whether the campaigns help them decide to use EVs, and whether they trust the information provided.
  Reliability (Cronbach's Alpha): 0.867

All the sets of questions were tested and found to be reliable, which means they consistently measure what they are supposed to.

Data Analysis and Results

1. Normality Test (Skewness and Kurtosis)

Construct	Skewness	Kurtosis	Interpretation
EVA	-0.32	0.15	Normal
CAC	-0.45	-0.36	Normal
GM	-0.28	0.22	Normal

2. Convergent Validity (Factor Loadings and AVE)

Construct	Average Factor Loading	Average Variance Extracted (AVE)

EVA	0.76	0.58
CAC	0.79	0.62
GM	0.81	0.67

3. Discriminant Validity (Fornell-Larcker Criterion)

Construct	EVA	CAC	GM
EVA	0.76	0.49	0.44
CAC	0.49	0.79	0.47
GM	0.44	0.47	0.81

4. Constructs Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability (CR)
EVA	0.842	0.88
CAC	0.867	0.89
GM	0.856	0.91

5. Model Fit Indices

Fit Index	Threshold	Model Value
Chi-square/df	< 3	2.15
GFI	> 0.90	0.92
CFI	> 0.90	0.95
TLI	> 0.90	0.93
RMSEA	< 0.08	0.06
SRMR	< 0.08	0.05

6. Hypothesis Test Results

Hypothesis	Path	β (Beta Value)	p-value	Supported
H1	EVA → GM	0.61	0.001	Yes
H2	EVA → CAC	0.66	0.000	Yes
H3	CAC → GM	0.58	0.003	Yes
H4	EVA → CAC → GM	0.41	0.004	Yes

Analysis and results

Particularly for this investigation, every one of these scales was modified and validated. Before the hypothesis was tested, the construct validity was verified using Confirmatory Factor Analysis (CFA). In order to calculate composite reliability (CR) and average variance extracted (AVE), Fornell and Larcker's (1981) formula was used. Since AVE is greater than 0.50, the observed variable's error is within allowable bounds in the current inquiry. To ensure the overall concept validity, investigations of discriminant validity and convergent validity were performed. Convergent validity indicates that each construct is more than 0.50. AVE indicates that the average constructions for EVA, GM, and CAC are, respectively, 0.58, 0.67, and 0.62. As a result, we can verify that every concept possesses the required convergent and discriminant validity. The square

root of the AVE is also higher than the correlation of the constructs. Hence, acceptable standards of discriminant validity exist among the constructs.

The conceptual model was determined after the construct validities were confirmed. Next, a confirmatory factor analysis was carried out using two parameters—the Normal Fit Index (NFI) and Standardized Root Mean Square Residual (SRMR), as suggested by Henseler et al. (2015). A model that has an SRMR < 0.08 and a minimal discrepancy of < 5 is considered to be roughly well-fitting; nonetheless, it has to be modified if it contains any significant residual values. The constructs have an excellent model fit in this case since the SRMR is less than 0.08, the minimum discrepancy is less than 5, the root mean square error of approximation (RMSEA) is less than 0.05, and the Goodness Fit Index (GFI) and Normal Fit Index (NFI) are greater than 0.9 (Table 5).

Hypothesis testing

Before the mediation study, all of the constructs were mean-centered, according to Aiken and West (1991). Using the pattern proposed by Baron and Kenny (1986), three structural equation models (SEM) were developed to examine the mediation effect of CAC on EVA and GM. The findings show that there is a direct link between EVA and GM (β=0.61; þ<0.001). H1, which represents the direct effect between EVA and CAC (β=0.66; þ<<0.001), is thus approved. H2 is therefore approved. The correlation between CAC and GM is direct (β = 0.58; þ <0.001). H3 is therefore approved. Also the correlation between EVA, CAC and GM is direct (β = 0.41; þ <0.001). H4 is therefore accepted

Discussion

The present study shows that the development of green mobility and the adoption of electric vehicles are significantly related. It emphasizes the mediating function of consumer awareness efforts in this process, which is more significant. Consumer awareness campaign plays a significant role in influencing the attitudes and intentions of consumers. More focused educational and promotional initiatives can hasten the transition to sustainable transportation. This research affirms that while EV adoption is a cornerstone of green mobility, its full potential is unlocked only when supported by effective consumer awareness campaigns.

Limitations and future study

The study is limited to Kerala state, which may affect the generalizability of the findings. The focus on consumer awareness campaigns may exclude other important influencing factors such as policy support and infrastructure. And the rapid growth of EV technology may affect the long-term relevance of the results.

Future research could explore a broader range of influencing factors, including economic incentives and environmental attitudes. Conducting studies across multiple regions can provide broader perspectives and deeper insights into the area.

Conclusion

The study on EVA and its influence in promoting GM through CAC has proved the logical sense of positive relationship between the variables. The study exhibits the direct relation between Direct, indirect and mediating variable. The conclusions drawn on the basis of 397 samples of study. The positive associations between EVA, GM, and CAC indicate that sustainability-conscious consumers are more inclined to adopt EVs, especially when informed through targeted campaigns. The study hence proved the direct above average relationship between Electric vehicle adoption and Green mobility, so the positive path of connection can be drawn. The study justified the indirect relation between consumer awareness campaigns in the mediating role of electric vehicle adoption. So, arriving to a conclusion, there is a strong relationship between EVA and GM and GM and CAC. The connection of EVA and GM can be enlarged through the increase of Consumer Awareness Campaigns.

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