Driving purchases of electric vehicles in Ireland

A Behavioural Economics Perspective

A step change in electric vehicle purchases is required to meet the Climate Action Plan target.

Electric vehicle customer journey

STAGE 1: CONTEMPLATION
Not actively looking for a new vehicle, but forming opinions

Price differential between electric cars and petrol/diesel cars
We tend to stick with traditional approaches
Range anxiety
We tend to do what those around us do

STAGE 2: INVESTIGATION
Gathering information and forming vehicle preferences

Range anxiety
We focus more on up-front costs rather than long term costs
We struggle to make decisions when faced with many options
We often make decisions without complete information

STAGE 3: DECISION
Finalising vehicle choice or deferring purchase

We stick to traditional approaches
Knowledge gaps and longer sales time for dealers
Lack of dealer incentive
Range anxiety

The potential solutions identified here will require further consideration prior to implementation.