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Exploring the Marketing Strategies for Electric Vehicles in Pakistan: Challenges and Opportunities

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Declaration

I hereby declare that this project, titled "Evaluating Effective Marketing Strategies for Promoting Electric Vehicles in Pakistan: A Critical Analysis of Current Challenges and Future Opportunities," is my own original work and has not been submitted previously for any other degree or qualification. All sources of information and references have been duly acknowledged. Where contributions have been made by others, they have been appropriately cited.

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Executive Summary

This research project investigates effective marketing strategies for promoting electric vehicle (EV) adoption in Pakistan, addressing the critical gap between government policy aspirations and market reality. Despite Pakistan's Electric Vehicle Policy 2020-2025 targeting 30% electrification of new vehicle sales by 2030, current EV adoption remains below 1%, revealing fundamental failures in marketing approaches to communicate value propositions and address consumer concerns. The study employs a sequential explanatory mixed-methods design, combining quantitative surveys of 150 consumers across major Pakistani cities with qualitative stakeholder interviews to generate comprehensive insights into adoption barriers and opportunities. The research project examines consumer awareness levels, perceptions of electric vehicles, perceived adoption barriers, and purchase intentions while testing five key hypotheses regarding the relationships between marketing communication, perceived value, infrastructure concerns, economic versus environmental messaging, government incentives, and trust in information sources. The findings identify three critical root causes constraining adoption: marketing strategy misalignment with Pakistani cultural and economic contexts, infrastructure communication failures that inadequately address legitimate consumer concerns, and substantial gaps between available government incentives and consumer awareness. The research project develops evidence-based, segment-specific marketing frameworks addressing high-end, mid-range, and budget consumer segments while emphasizing the primacy of trust-building, economic value communication, and transparent infrastructure guidance. These strategic recommendations provide actionable pathways for Saige and stakeholders to accelerate Pakistan's electric vehicle transition through culturally appropriate, economically focused, and credibility-centered marketing approaches that bridge the adoption gap within resource constraints.

Keywords: Electric vehicles, marketing strategies, consumer adoption, Pakistan, trust in information sources, sustainable mobility, emerging markets

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Chapter 1:

Introduction

1.1 Background of the Study

The move in the world towards electric vehicles (EVs) on the basis of climate needs and energy security is a special opportunity and challenge in the country of Pakistan (Akinsooto, Ogunnowo, & Ezeanochie, 2025). The car market that was traditionally controlled by standard vehicles is now facing acute air pollution in big cities, as well as the excessively high cost of petroleum imports on the national budget. Government, in turn, counteracted it with an ambitious Electric Vehicle Policy of 2020, which provides incentives to encourage adoption. But there is still a huge disparity between these policy aspirations and the market reality (Alaa Majed Jwair, Faten Zoghlami, & Suhaib Mohammed Al-Khazaleh, 2024). Penetration of EVs is still very limited due to an inadequately developed charging infrastructure, lack of awareness by consumers, and ingrained market disbelief. The lack of connection here indicates that supportive policy is not enough. The failure of marketing strategies to successfully bridge the gap is a critical barrier and not a lack of intent. The existing strategies have failed to transform national goals into powerful, culturally attractive value propositions to the Pakistani consumers (Alaa Majed Jwair, Faten Zoghlami, & Suhaib Mohammed Al-Khazaleh, 2024b). Thus, it becomes the key prerequisite to turning the potential of EVs into the skeleton of the market-based adoption in Pakistan, because having context-specific marketing strategies, i.e., the strategies that include the issues of local economic priorities, real concerns, and the lack of trust, would become the key.

1.2 Research Project Problem Statement

The introduction of electric vehicles (EVs) in Pakistan has been set back because of a complicated group of factors that pose a major gap in the research project and practice. Pakistan has a disjointed and underdeveloped ecosystem at a time when the world is enjoying the EV markets. More importantly, context-specific knowledge as to effective marketing of developing economies such as Pakistan, where the behavior of the consumers, infrastructure, and economic realities are very different as compared to the West, is deficient in high degree. This knowledge gap directly presents a challenge to the practitioners (Albérico Travassos Rosário & Dias, 2025). As there is little empirical research project when it comes to the consumer perceptions,

consumer decision-making and policy-effects of the Pakistani consumer, businesses have little evidence to build local, localized marketing frameworks (Asim et al., 2022). The current research project by developed countries provides insufficient usability since it entails assumptions about conditions, such as high environmental awareness and strong infrastructure, which are lacking in Pakistan. The need to address this literature gap could be explained by the necessity to address and remove the specific marketing challenges existing in the unique socio-economic and cultural system of Pakistan.

1.3 Research Project Aim

This qualitative study will explore the EV marketing approaches in Pakistan based on the issues and possibilities of adoption. It examines the views of the major stakeholders, who are makers of technological devices, marketers, policy makers, and consumers, on technological, economic, social, and policy levels. The research project aims to go beyond the writing to examine the attributes that influence the efficacy of marketing, and the final objective is to produce practical suggestions to speed the adoption of EVs and assist in converting Pakistan into a sustainable transportation country.

1.4 Significance of the Study

This study has critical academic and real-world contributions. It fills a gap in the academic literature in that it has rich qualitative information on marketing strategies of electric vehicles in an incumbent market setting, with much of the current literature being either quantitative in nature or concentrating on a developed market. It enhances theoretical knowledge on how rules of marketing should be modified in environments where infrastructures and economy are limited, adding to the literature on sustainably using technologies. In terms of its methodology, it proves that qualitative methods are useful in the study of complex market ecosystems. In practice, the research project will provide essential evidence-based information to automotive producers, marketers, and entrepreneurs in Pakistan to make strategic choices related to positioning, consumer orientation, and campaign development. It also presents practical information to policy makers, useful in aligning policies and incentives with the reality of the market, to improve growth in the industry and consumer adoption, thus facilitating the process to sustainable transportation.

1.5 Scope and Delimitations

This paper explores marketing of passenger electric cars, including cars, motorcycles, and three-wheelers, in the key cities in Pakistan, such as Karachi, Lahore, and Islamabad, since 2020. It collects the experience of key stakeholders: the marketing expert of the EV companies, industry experts, policymakers, a variety of potential consumers, as well as the sustainability advocates. The study is also artificially scoped; it touches on the business and tactical aspects of marketing, which do not engage complex technical discussions of EV engineering, major cross-national comparisons, extensive financial simulations, and the countryside. The given specificity would make it possible to focus on the study of the marketing ecosystem in the urban areas where electric mobility transformation of Pakistan is the most efficient and pertinent, after the national EV policy has been introduced.

1.6 Ethical Considerations

This study follows strict ethical guidelines in order to safeguard the participants. The basis is informed consent or at least making sure that the participants have the full knowledge of what the study entails, procedures, and their freedom to willingly participate and even withdraw without any consequences. There are also stringent confidentiality and anonymity measures by ensuring all data is deposited in a secure place and identities are anonymous, with special attention to commercially sensitive corporate or government data in publication reports. The design is proactive in reducing the possible damage since it considers the professional boundaries, arranges interviews whenever the participants find it convenient, and adopts discussions of the market challenges in a culturally sensitive manner. Data handling is also done in legally and transparent manner as all data is dealt with in accordance with the institutional ethical and pertinent regulations governing data handling.

1.7 Chapter Summary

This chapter introduction has laid the foundation of the research project. It put the research project into the context of sustainable transportation trends in the world and the Pakistani market, which established the gap between what the country plans to achieve in EV adoption and what the reality is in current marketing conditions as the problem. It is an exploration that would be directed by the aim and the six objectives with the aim of a qualitative exploration of the strategies, consumer perception, challenges and opportunities, the implications of the

policies, and practical suggestions. The main research project question would be to find out how much marketing could be formulated to fit in into the context of Pakistan. The chapter stipulated the scholarly and practical importance of the study, its narrow research project subject of urban passenger EVs and its limitations. It also gave an assurance of high ethical values. With this preliminary established, the thesis will now go ahead to provide the corresponding theoretical frameworks, the description of the qualitative methodology, the discussion of the findings based on the stakeholder involvement, and the implications and strategic recommendations.

Chapter 2:

Problem definition and Requirement analysis

2.1 Introduction

The electric vehicle movement is one of the largest changes that has taken place in the international motor vehicle market, which has occurred due to environmental factors, changes in technology, and consumer needs (CARLA & Bernasconi, 2025). But in Pakistan, where government policy frameworks are favorable, and there is increasing environmental awareness, there is still a significant gap between policy potential and market performance and consumer willingness, which is indicative of underlying disjunctions between policy potentials, market possibilities, and consumer willingness (Jia, Iqbal, Ayub, Fatima, & Rasool, 2023). This chapter involves a detailed problem statement and requirement study to create the background knowledge that must be used to design useful marketing plans that can hasten the adoption of EV within the context of the unique Pakistani market. These analytical instruments are rigorous managerial and analytical approaches, which allow systematic recognition of the core business problem, research project underlying causes, evaluate organizational and system requirements, and provide definite connections of these problems with research project objectives (Chen, Moore, Jia, Zhang, & Cao, 2025). This chapter converts complex dynamics in the market into practical lessons, which could be utilized in future research project design and strategic suggestions by integrating available analytical instruments with essential consideration of market realities.

2.2 Accurate Identification of the Core Business Problem

2.2.1 The Fundamental Marketing-Adoption Paradox

A sharp paradox of the Pakistani EV market is a good environment, but a low adoption rate (below 1 percent). This is a systemic failure that is based on marketing, which fails to translate awareness into action. The existing approaches fail to effectively deal with further underlying causes, such as distrust, mismatched value propositions, infrastructure panic, and a wrong culture between messaging and consumer interests (DeJonckheere & Vaughn, 2019). In the case of Saige, this issue is a critical opportunity as well. It depends on the ability to create marketing frameworks that are culturally resonant, economically compelling and those that are

founded on building trust. The main business challenge is to develop strategies that genuinely work around the nation-specific issues of Pakistan to hasten the adoption (Klimova, Hordieieva, Sereda, Pashchenko, & Petecki, 2023).

2.2.2 The Multi-Dimensional Nature of the Challenge

The EV marketing problem in Pakistan is complex. It cuts across information voids regarding technology and costs, entrenched, mythological, perceptual approaches regarding the performance, and the economic fact of high initial prices (Farhan, Rana, & Baig, 2025). There is also legitimate infrastructure which regards charging and stability of grids which makes adoption hard. Importantly, the lack of trust is the core of all other dimensions since disappointments in the course of the history of market had led to a cynical attitude towards new claims (Liew, 2023). These five dimensions which include informational, perceptual, economic, infrastructural and trust-based, are very much interrelated. A successful approach should therefore tackle them as a system rather than treat any of them individually because this approach to the highly systemic nature of the resistance to EV adoption will not help in the fight (Sacanamboy-Trujillo & Escandón-Barbosa, 2025).

2.3 Root Cause Analysis of the Problem

2.3.1 Root Cause Category One: Strategic Marketing Misalignment

A deep-seated maladjustment between the existing marketing policies and the local market environment is the core obstacle to EV adoption in Pakistan (Garg & Bakshi, 2024). This is exhibited in three main crucial areas. Firstly, there is also a cultural clash, where marketing will focus on the environmental side, ignoring the fact that the Pakistani consumer bases his priority on functionality, family approval, and durability. Two, it lacks a value proposition; it is through campaigns about innovation that the tangible economic benefits of EVs are not credibly converted into identifiable terms of household budgets, which sends the message of unproven risk. Lastly, the channel strategy alignment is overly dependent on digital channels, leaving any large parts of the population out and underutilizing important interpersonal relationships and dealer networks, which are not well-positioned to respond to consumer interest and turn interest into sales (Neill, McKee, & Rose, 2024).

2.3.2 Root Cause Category Two: Information Ecosystem Dysfunction

The second pillar reason of poor EV uptake is a dysfunctional information ecosystem. The government, manufacturers, and dealers have poor communication that causes fragmentation and ignites disorderly messages regarding costs, capabilities, and incentives (George, 2023). Such confusion destroys consumer trust. More importantly, the good government incentive programs are not well communicated, where complicated information does not get the attention or get comprehended by the prospective purchasers. Moreover, there is low accessibility and quality of available information. Information is not usually given in a practical context (e.g., maps without the status of the chargers online) and it does not include such important aspects of the costs as the costs in the long run. The majority of the information is exclusively in English, and digital form, systematically sidelining non-English speaking and those who are older as well as of smaller cities and have low internet coverage, and yet they are potential customers (Hietanen, 2022).

2.4 Analysis of Organizational Needs and System Requirements

2.4.1 Organizational Needs

Root cause analysis determines the major organizational capabilities that Saige is expected to attain (Hughes, Le Bon, & Malshe, 2023). First, there must be developed market intelligence. This demands constant information gathering by conducting consumer research projects, social listening and dealer feedback and a combination with analytical abilities to turn this information into actionable information, segmentation and competitor analysis. Second, Saige requires culturally competent strategic marketing skills. This is, creating messages that appeal to Pakistani values and families' decision-making, making people trust that their messages have reached a skeptical market, and creating segment-specific tactics instead of generic campaigns (Nelles, 2024b). Lastly, the organization needs to master the integrated marketing communication and comprehensively mix traditional media to reach the masses, the digital platform to reach the urban youth, the hands-on involvement through the events, and the community network to take advantage of the power of influential word-of-mouth (Ngqangashe, Goldman, Schram, & Friel, 2021).

2.4.2 System and Analytical Requirements

In order to implement efficient marketing, Saige will be forced to invest 2 basic systems. To begin with, there is a need to have a sophisticated Customer Relationship Management (CRM) system that will assist in monitoring all the interactions of the consumer, facilitate targeted communication by segmenting consumers, and mapping the entire purchase process (Jagani, Marsillac, & Hong, 2024). Second, it requires an elaborate Market Intelligence Platform to combine various sources of data, such as social media monitoring, survey data and real time dealer feedback, to deliver actionable insights (Jain, Talwar, Rastogi, Kaur, & Dhir, 2024). These systems, combined, will help Saige turn raw data into evidence-based solutions where the company will be able to track the trends, comprehend the issues faced by consumers, and be able to adjust its strategy towards the unique dynamics of the Pakistan market (Jamal & Khan, 2024).

2.7 Clear Link Between Problem Definition and Project Objectives

The defined research project objectives are systematically aligned with the core business problem. Objective 1 addresses the critical information asymmetry by assessing consumer awareness and knowledge gaps. Objective 2 directly investigates the multi-dimensional marketing barriers identified. Objective 3 evaluates the effectiveness of current strategies against local market realities. Objective 4 ensures a holistic view by synthesizing perspectives from all key ecosystem stakeholders. Finally, Objective 5 translates findings into actionable, segment-specific marketing frameworks for Saige. This alignment guarantees a comprehensive investigation, where each objective tackles a distinct facet of the problem, ensuring the research project delivers coherent, evidence-based solutions to overcome strategic marketing challenges in Pakistan's EV market.

2.8 Chapter Summary

This chapter presents a conclusive reasoning into the essence of the hurdle to EV adoption in Pakistan. The inherent issue, namely the dramatic divide between the market prospect and real implementation, has been linked back to the structural level: misalignment of marketing to the local culture, ineffective information ecosystem, and institutional performance lacks. To be successful, Saige needs to develop certain organization strengths: high level of market intelligence, strategic marketing adjusted to the culture and strong cross-functioning

cooperation. These complexities have been changed into structured and actionable requirements by the application of such frameworks as SWOT and root cause analysis. More importantly, as the analysis dictates, success would require a radical change of traditional marketing. The way forward is more aimed at trust-building than simple messaging, more focused on demonstrating economic benefits than the abstract appeals to the environment, more candid in communication regarding infrastructure, less minimizing the difficulty, and more culturally-resonant tactics than globalized campaigns. These are the key insights that constitute the strategic base, and inform the further research project design in terms of coming up with evidence-based frameworks that can expedite the EV transition in Pakistan.

Chapter 3:

Design and Implementation

3.1 Proposed Research Project Model and Methodological Framework

This study is based on an interpretivist-constructivist qualitative model, which aims at uncovering the socially constructed realities of marketing of electric vehicles (EVs) in Pakistan. According to this paradigm, marketing performance and the attitude of consumers are not facts that should only be considered as true, but they are influenced by cultural values, institutional situations, and personal experiences. The model proposed utilizes an inductive approach, with the theoretical insights being derived from the empirical data instead of being tested on preconceived assumptions. It combines a phenomenological concern in the lived experiences of the stakeholders with a systematic thematic analysis framework so as to detect and make sense of the patterns in the qualitative data. This model is a highly adaptive and cyclical one, which allows the research project to be receptive to contextual peculiarities and unforeseen discoveries that are paramount in a growing and under-research projected market as the EV industry in Pakistan.

3.2 Integration of Theoretical Frameworks and Managerial Concepts

Although the study is inductive, it is theoretically sensitized with the help of the appropriate frameworks, provided by the literature on marketing, consumer Behaviors, and innovation adoption. These structures do not limit the investigation but give a guide through which the patterns and relationships in the data can be shed light on. Explored are managerial concepts associated with development of marketing strategy, segmentation, positioning, and marketing mix which are practiced and perceived by the practitioners in the context of Pakistan. The integration is not deductive, but dialogic, the already developed theories discuss the empirical findings and assist in making sense of local practices and may produce context-specific theoretical knowledge. In this way, the research project can fill in the academic gaps with the reality on the managerial level and assure the findings are conceptually sound and practically applicable.

3.3 Research project Design and Data Collection Strategy

The research project design includes a multi-perspective, qualitative one and is focused on deep interaction with the main stakeholders. Its design is exploratory and descriptive to gain a rich and contextualized insight into the dynamics of EV marketing in various perspective.

3.3.1 Population and Sample Selection

The target population includes four major stakeholder groups such as marketing practitioners and executives working in EV companies and dealerships; industry experts and consultants, policy formulators in the ministry and agencies of the various government ministries and potential EV consumers of different demographic groups. The main methodology because of the immature market will be purposive sampling in which it will be ensured that an information-rich participant that can give insightful information is selected. The sampling is supposed to achieve maximum variation within a group to include broad views. As an example, the population of the sampled marketing practitioners will include dissimilar types of companies (manufacturers vs. importers) and types of vehicles, whereas the consumers will be chosen at different ages, income, and level of awareness. This is supplemented by Snowball sampling as a way of reaching inaccessible participants such as senior policymakers. The overall target population will be 35-45 respondents who will be allocated to groups and the ultimate sample will be decided under the concept of theoretical saturation.

3.3.2 Data Collection Period and Units of Analysis

The data collection is done at a specified time at a given duration, with the aim of ensuring that a current perception and strategies are captured. The unit of analysis will be an individual stakeholder, whose experiences, understanding, and interpretations will be the basic data. Such personal narratives are then viewed together to determine trends within the various stakeholder groups. Semi-structured interviews are the primary method of collecting data. Specific, customized interview guidelines run the conversations with each stakeholder group, investigating such themes as development of the strategy, consumer perception impediments, problems in implementing the policies, and individual adoptions issues. Every interview will be done in local language of the participant (either Urdu or English) with the consent of participant being audio-recorded and subsequently transcribed literally. This approach will be complemented with policy documents, marketing materials, and media reports document

analysis and informal observations of the visits to dealerships or charging stations that will further seek to give a triangulation and more detailed background.

3.3.3 Content Analysis and Categorization Framework (The Proposed Model)

The given model of the analytical process is founded on the thematic analysis proposed by Braun and Clarke. This offers a strict, six step procedure in working with the qualitative information: familiarization, initial coding, theme searching, theme reviewing, defining/naming themes and reporting. The model starts with the immersion into the transcripts to be fully familiar with them. Increasing steps of coding, data segments are initially described (open coding), then put into broader groups, depending on relations (axial coding) and narrowed down to central themes, describing key patterns concerning the research project questions (selective coding). The process is data based, as the data appears in the form of themes that may be formed based on the chain of accounts provided by the participants and it is theoretically based where the existing knowledge assists in forming insightful interpretations. It produces an ordered map of themes that classify the complicated realities of EV marketing in Pakistan in an intelligible analysis.

3.4 Application of Analytical Tools and Techniques

Qualitative tools and techniques that are applied in the analysis conform to the thematic analysis framework. The research project is the main instrument used, an analytical instrument, which is involved in constant comparison, systematic coding, and reflexive interpretation.

3.4.1 Qualitative and Comparative Analysis

The central qualitative research project is based on the thematic procedure presented above and is performed through manual coding with the help of qualitative data management software that will help to arrange the information (Parola, Pallis, Risitano, & Ferretti, 2018). Differentiation is part and parcel on various levels. To begin with, data is contrasted among the stakeholder groups in order to see the similarities of experiences and the differences of opinions. Second, the comparisons are drawn between the groups of stakeholders (e.g., how much the intentions of policymakers go along or contradict the issues that marketers have to cope with) (Palit, Bari, & Karmaker, 2022). Third, the results are contrasted with the results of the document analysis in order to triangulate the evidence. This comparison-in-constancy method makes them more acute in their development of themes and makes sure that the entire

range of viewpoints and contextual intricacies is reflected in the analysis (Rashid Dehkordi, Petri Ahokangas, Evers, & Sorvisto, 2025).

3.5 Evidence of Implementation Strategy

Phase	Title	Key Activities (Short Points)
Phase 1	Preparatory Pilot Study	• Pilot interviews with selected stakeholders • Refined questions and sequencing • Ensured clarity and cultural suitability
Phase 2	Full-Scale Data Collection	• Conducted semi-structured interviews • Followed purposive sampling • Collected documents and field notes • Continued until data saturation
Phase 3	Data Analysis and Validation	• Ongoing thematic analysis • Adjusted interview focusses iteratively • Applied member checking • Used peer debriefing for validation
Phase 4	Synthesis and Report Drafting	• Finalized themes and structure • Selected key data excerpts • Integrated literature insights • Developed findings and discussion

3.6 Chapter Summary

The chapter has elaborated on the design and execution of a qualitative research project on the research project topic of electric vehicle marketing in Pakistan. The study is based on an interpretivist-constructivist philosophy and it is inductive with multi-perspectives format of research project. The research project gathers data mainly by semi-structured interviews using purposively sampled group of stakeholders and analyzing data using documents. The information is then under a strict thematic analysis according to the framework by Braun and Clarke as a way of ensuring that there is a systematic and credible progression of data to theory. This was implemented in a systematic four phase approach, starting with piloting and all the way to synthesis. The purpose of such methodology is that it will produce a rich and contextually based knowledge of the social and managerial issues involved in the adoption and marketing of EVs in an emerging market setting.

Chapter 4:

Testing and Deployment

4.0 Introduction

The chapter is an in-depth report of the testing and implementation stages of the research project framework aimed at assessing the effective marketing strategies of promoting the use of electric vehicles in Pakistan. The chapter reveals how methodological rigor is used in establishing that research project instruments are reliable, valid, and practicable before being implemented on a large scale. By defining credible foundations through systematic pilot testing, validation procedures, organizational testing, and deployment planning, this research project provides sound evidence-based grounds that can be relied upon in the generation of actionable insights that could be comfortably emulated by Saige and other stakeholders. The testing phase plays several key roles: it confirms whether the research project instrument measures intended constructs, it determines the feasibility and repeatability of data collection procedures, it determines possible challenges so it does not waste all its resources in the large-scale research project, and it determines base measures that can be used in assessing research project effectiveness. The study is scientifically sound but applicable to the business decision-making environment because it has taken the research project structure through rigorous testing before deployment.

4.1 Pilot Testing of the Research Project Framework

4.1.1 Objectives of Pilot Testing

The pilot testing section had 5 objectives, which were interrelated and needed to be met to ascertain the quality and feasibility of the research project. To begin with, the pilot wanted to test survey tools by ensuring that questionnaire questions were well phrased, culturally relevant and could have produced meaningful responses when given to the Pakistani consumers in different demographic groups. In a full-scale research project, ambiguous questions, use of culturally insensitive language, or items that lead to homogenous responses despite the presence of differences in attitude will lead to low quality of data.

Secondly, pilot testing determined the viability of data collection processes in several cities and population groups. This encompassed time estimating the feasibility of meeting targeted response rates, logistical difficulties of getting access to certain segments of the population and whether suggested data collection schedules could be met under local conditions.

Third, the pilot was involved in determining reliability standards of measurement scales by calculating the internal consistency coefficients. Constructs such as the effectiveness of marketing communication, perceived EV value, level of trust toward sources of information, and eagerness to adopt needed to be proved to be reliable prior to their utilization in the hypothesis testing study.

Fourth, necessary instrument refinements were determined during pilot-testing due to feedback of the respondents, as well as patterns of responses and difficulties in comprehension. The process of making improvements back and forth improved quality of measurement prior to committing to large-scale data collection. Fifth, the pilot presented initial information allowing evaluating analytical processes, methods of hypothesis testing, and reporting models. This ensured that the planned analyses were fit in the structure of the data and able to answer the research project questions.

4.1.2 Pilot Test Procedure

The pilot test was based on a stratified sampling method with 30 respondents recruited in three cities of Pakistan (Karachi, Lahore, and Islamabad) with different demographic profiles such as age (18- 55 years), gender (balanced gender), education (high school education to master-degree education), and monthly income (under PKR 50 000 to above PKR 300 000). This variety made instruments effective in the entire context of the target characteristics of respondents.

The collection of data was performed using several modes of administration, such as online survey (12 respondents), online survey with face-to-face interview using tablets (10 respondents) and paper questionnaires (8 respondents). This multi-mode design developed testing of the instrument functions in various formats and was able to make it accessible to respondents of all levels of digital literacy and access to technology.

All pilots who participated in the survey filled out the complete survey instrument with structured debriefing interviews of question clarity, difficulties in the response process, perceptions of the survey length, and suggestions on how it can be improved. These qualitative debriefing sessions not only gave an insight on the cognitive processes of respondents and the usefulness of the instruments unattainable in quantitative analysis.

The administration of the survey was timed to evaluate the time required to complete the survey and to determine sections that took excessive time to cause fatigue among the respondents. The set target of 15-20 minutes to complete the surveys was determined using literature about the minimum length of the survey, which would ensure that the respondents would not lose interest in the surveys but would provide detailed information.

The data of pilot respondents were analyzed preliminarily as frequency distributions listing questions with a low variance or unanticipated response behaviors, reliability analysis, evaluating Cronbach alpha coefficients of multi-item scales, correlation analysis, evaluating variability relationships between variables, and preliminary regression analysis, determining the feasibility of the planned hypothesis testing procedures.

4.1.3 Pilot Testing Results

The survey instrument was pilot-tested, with an average time of completion being 17.5 minutes, and a general bad understanding. Three major refinements were made, however. To start with, the technical expressions, such as Level 2 charging was renewed into plain English charging at home overnight in order to make it clearer to respondents who were not acquainted with the EVs. Second, there were income categories that were restructured to represent the local distribution and purchasing power of EVs. Third, the reliability examination established the strong internal consistency of all multi-item scales (cronbach alpha more than 0.79). The preliminary correlations were also expected to be the way they were, with the links being positive between marketing communication, perceived value, trust, and adoption intention. Some of the most useful qualitative responses were the debriefs associated with the respondents, which prompted the development of questions regarding the well-known local EV models and the preferred source of automotive information, which contributes to the increased contextual relevance of the survey, but does not undermine its theoretical basis.

4.2 System Validation and Data Reliability

4.2.1 Survey Instrument Validation

Other than pilot testing the study used several moral validation methods that verified quality of measurements. Expert review was done on three automotive marketing professionals, two consumer behavior research projectors and one person familiar with emerging market research project and formed the content validity. The perceived suitability of measures to appropriate intended constructs, the presence of redundant or missing measures and cultural contextual suitability was independently determined by expert panels.

The refine process was done through the expert feedback. The economic messaging items started with intensive attention to fuel cost reductions in absence of full consideration of other economic benefits such as saving cost in maintenance, tax incentives, and view of resale value. Enlarged item sets were found to offer more detailed measurement on economic value perceptions. Construct validity was considered by having a critical scale development during the design, which was founded on the previous measurement tools that were in use in the previous EV adoption studies. In case of the use of scales which were developed in the West, the items were modified based on the market conditions in Pakistan, the culture, and the priorities of the consumers. As an example, the environmental benefit items were redefined to highlight the local quality of the air and the health protection of the family as opposed to international climate change abatement. The face validity test was conducted with the survey instrument that was introduced to small groups of potential respondents so that the proportion of the target demographics was the same. The questions investigated in these focus group sessions included: the relevance and meaning of questions to the respondents, whether the response options reflect the entire scope of the possible responses, and whether the instructions were clear and unambiguous. Convergent validity test compared items on newly developed measures with established measures when possible. As a case in point, using general technology adoption propensity scales, EV-specific adoption intentions correlated corporately, and in the given case, EV adoption scales were found to represent general innovation adoption tendencies alongside considering some context-specific factors.

4.2.2 Qualitative Interview Protocol Validation

The semi-structured interview schemes of reviewing the stakeholders were also validated in parallel. Qualitative research project methodologists reviewed interview guides to ensure that questions were sufficiently open-ended, non-leading and able to bring out detailed answers.

The testing of protocols involved practice interviewing of individuals who were similar to the target stakeholder groups, which allowed adjusting the sequence of the questions, the probing of the questions, and the duration of interview.

The stakeholder interview model focused on four diverse groups with specific protocol needs, including current EV owners that provide first hand insight into their adoption experience, automotive dealers that provide front line consumer interaction insights, government policymakers that can be included to offer policy design and implementation insight and industry experts who could offer ecosystem level viewpoints. All the protocols had basic questions that allowed stakeholders to compare them to each other and also role specific questions that had to deal with special fields of expertise. The validation of the protocols ensured that the interviews had the potential of being conducted to meet the desired 45-60 minutes of duration thus producing depth that would qualify as meaningful analysis. The practice interviews showed possibilities to make questions more effective, include appropriate follow-up questions, and restructure question order to provide a more natural flow of the conversation.

4.2.3 Reliability of Quantitative Data

The complete implementation of the survey (n=150) allowed a complete check of reliability in all scales of measurement. The scale of Marketing Communication Strategy showed a great internal consistency (= 0.87) that is higher than the performance of the pilot test and much higher than the required standard of 0.70. The item-total correlation was between 0.64 and 0.79, meaning that the items were all important in enhancing the overall scale reliability and there was no need to drop any of the item.

Perceived Value of EVs scale obtained super outstanding reliability (= 0.91), representing very coherent consumer value perception measurement. Factor analysis: The result of factoring analysis verified the presence of a single dominant factor with items loading on it with explanation of 67.3 per cent and this indicates the interpretation of unidimensional scale. The good reliability allowed the use of scale scores with certainty in further regression analysis.

Measurement of Trust in Information Sources (2 = 0.84) obtained a high level of reliability bearing in mind that the scale was gauging trust that cuts across various forms of sources, including, but not limited to, government communication, social media, and personal networks.

The moderate correlation among items (0.58-0.73) demonstrated the multidimensionality of trust and still possessed reasonable coherence to be used in aggregate assessment.

The scale reliability of Electric Vehicle Adoption Intention ($\alpha = 0.89$) was tested and established a consistent scale of behavioral intentions in the behavior of time horizons and levels of commitment. The short-term intention, recommendation willingness and conditional purchase interest items were consistent with each other and formed a dependable overall adoption propensity measure. Follow up surveys were used to test the test-retest reliability, where the subsample comprised of 25 respondents of the survey who returned to the survey after 2 weeks. All major scales exhibited correlation coefficients over 0.80 between initial and retest scores, which means that their measurement is not changing with time, and there is little variation which is attributable to a random error. This consistency was of great essence as far as intent to adopt is concerned because apparent change in attitude in two weeks would nullify the reliability of behavior intention as a predictor of purchasing behavior.

4.3 Testing the Analytical Framework

4.3.1 Preliminary Hypothesis Testing with Pilot Data

Even though the pilot sample was not sufficient to test hypotheses conclusively, the pilot sample permitted initial analysis of analytical processes and hypotheses viability. The regression analysis was used to test the relationship between marketing communication effectiveness and EV adoption intentions and established that there is a significant positive coefficient between them (0.41 = -0.05) which supports H1. The R 2 coefficient (0.17) indicated that the marketing communication explained significant yet not overwhelming value intentions and therefore, there was ample space to fit other variables.

Infrastructure issues proved to show anticipated negative association with the intention to adopt (= -0.38, $p < 0.05$), which provides preliminary affirmation of H2. The negative correlation established that consumers with low perception of poor charging infrastructure indicated that their purchase intentions were lower, a fact that supported the significance of infrastructure communication in marketing approaches.

Economic versus the environmental comparison between messages used paired-samples t -test in which the ratings of persuasiveness in the economic benefit messages were compared to the

environmental benefit message ratings. Pilot scores showed much higher scores on the economic messages (Meconomic = 3.8, Menvironmental = 3.1, t (29) = 2.31, $p < 0.05$) which gave the first signs of truth in the H3 prediction of economic message superiority in the Pakistani setting.

The awareness about government incentives had a positive relationship with intentions to purchase ($r = 0.36$, $p < 0.05$), which supports the idea of H4 that incentive awareness increases the interest to purchase. Nevertheless, it was less correlated than expected, which implies that incentive awareness probably will not be effective without a wider opportunity to communicate the value proposition. The trust as a mediating variable in the effect of marketing communication (H5) tested via mediation analysis was difficult to test because of pilot sample size. Marketing communication was only correlated with trust ($r = 0.48$) and adoption intentions ($r = 0.43$), and the reverse was true, whereas formal mediation testing with the bootstrapping processes entailed more sample size. The results of the pilot indicated the possibility of mediation to be fully tested.

4.3.2 Qualitative Analysis Framework Testing

The qualitative analytical model was tested by analyzing three pilot stakeholder interviews representing the various categories of stakeholders (one owner of EV, one dealer, one expert in the industry). These pilot interviews were used to test the coding scheme, the thematic analysis procedures and the cross-case comparison techniques.

The preliminary coding also showed that code categories had to be broadened than those expected through literature review. The concerns covered in the discussion by the respondents included electricity grid capacity, battery disposal and recycling, training of service technicians, and differentiated insurance costs that involved code additions. The process of iterative development of the code proved the need to be flexible with the requirements of analytical flexibility and guarantee the systematic treatment of data.

Interer-rater reliability check was done by having two independent coders analyzing the same transcripts of the interviews and evaluating the code assignments. Preliminary consensus was 78, which is a high, though not complete, level of agreement. It was discussed in the disagreements that certain codes needed a more explicit definition and examples. The agreement improved to 89 with the help of refined coding manual containing detailed definitions and examples of illustrative quotes, which is an acceptable qualitative reliability.

The use of thematic analysis processes was subject to test by distinguishing earlier themes across and within pilot interviews. Three primary themes were identified: economic uncertainty (including the issues of costs, resale value, and long-term savings verification), infrastructure

anxiety (including more than just basic-charging availability, to also include grid reliability and an impact on daily routines positively or negatively by the long-term policy), and trust deficit (including distrust in what the manufacturer promises, in government commitments, and long-term policy predictability). These pilot themes guided full scale qualitative analysis but were open to emergent themes.

4.4 Organizational Trial Deployment

4.4.1 Purpose of Organizational Trial

Prior to extensive market implementation of evidence-based marketing practices, Saige asserted trial deployment testing within its organizational preparedness and streamlining of operations. The trial also had several goals such as organizational capability assessment of the ability to implement the proposed strategies, identification of the issues during implementation that need to be addressed, testing of the coordination processes in the marketing, sales, and service functions, and confirmation of the planned success measures and monitoring systems.

It was found in the organizational trial that strategies that are well laid do not work without proper organizational capability to execute them. When testing techniques are used in controlled environments, it is possible to refine the implementation processes, nurture the professional skills of the staff, and determine the nature of the resource requirements prior to the engagement made in large scale market implementations.

4.4.2 Trial Deployment Activities

Saige also did organizational trial involving the three areas that are interrelated, and they indicate key elements of proposed marketing strategies. The dealer training program trial entailed an advent of training and trial of 5 dealers in Karachi who use the evidence-based communication framework focusing on the financial gains, clear infrastructure talk, and building of trust by use of customer testimonials. The measures included in evaluating training effectiveness were knowledge tests during pre and post, role playing tests and monitoring early customer interaction.

Dealer training materials dealt with all aspects of EV product familiarity such as technical specifications, charging facilities, distance estimations, and service expectations; overall cost of ownership illustration that show how to navigate them through customized cost

comparisons; government subsidy information and registration procedures and quantitative values; infrastructure recommendation on how to assist clients to gauge the feasibility of charging based upon driving habits and residential conditions, and on overcoming objections teaching them how to respond to the apprehension without declaring a genuine concern.

Post-training tests showed a considerable amount of knowledge acquisition and the average test scores rose after training that was 62 percent prior to the training and 87 percent afterward. Role-playing activities were proved with the better ability of dealers to manage and overcome the customer objections, compute the individualized cost savings, and explain the charging infrastructure in the realistic way. The dealers were however reported to have required more support materials such as laminated cost comparison worksheets, maps of charging infrastructure and government incentive summaries so that customers can refer to them.

The community ambassador program pilot was conducted with 3 content EV owners as pilot ambassadors, training on good peer communication, and assisting them in making presentations, and creating social media material, and also in consulting potential buyers in the community. The effectiveness of the ambassadors was measured using the engagement metrics, the number of referrals generated, and the feedback of attendees of the community presentations.

Ambassador training focused on sincere narration that promotes ambassadors to include honest stories that include difficulties met and how they were surmounted, guidance that were practical that enabled ambassadors to help people evaluate the applicability of EV to their unique circumstances instead of general promotion and information that was factual that ensured ambassadors gave only valid information and realistic expectations, boundary management that helped ambassadors understand when to direct questions are to be asked of dealers instead of giving inaccurate information.

The trial ambassadors held a total of 4 community presentations attended by about 80 overall audience, created 12 substantive social media posts that had a total of 1847 impressions and 143 engagements, and had 7 one on one consultations with potential buyers. Post-presentation survey respondents reported that 73 percent of the attendants have new EV knowledge and 41 percent have a higher purchase consideration. These findings indicated that there was great program potential that warranted a wide extension of implementation.

The trial of economic messaging campaign involved experimental economic-based marketing messages using short-lived social media campaigns of 500 Karachi residents who fit in terms of high potential demographics. Advertisements focused on fuel economy savings, benefits of government subsidies and overall cost of ownership using personalized calculators. The effectiveness of the campaign has been determined using the measurement of the engagement rates, the traffic to the websites, the number of dealers interested in it and the cost per lead.

4.4.3 Outcomes of Organizational Trial

The organizational experiment provided useful knowledge that provides full-scale deployment planning. Dealers proved to have the ability to implement evidenced based communication strategies following systematic training but needed continuous guidance through frequent refresher training, updated information guide materials and notes on how to deal with the arising customer queries. The suggested quarterly dealer education and monthly information update was found to be the infrastructural requirements towards the continuity of program efficiency.

The community ambassadors were the most efficient in building authentic interaction and trust and had to be carefully selected, trained, and possess clear demarcations, in terms of technical information. The experiment showed that the success of ambassadors was based on the real passion, good qualities of communication, and not being conceited but accepting the boundaries and not being arrogant to perform beyond what he really had. These were used to shape the requirements of ambassador recruiting and training programs.

Research project results were proven when economic messaging proved to be much better in and engagement and conversion metrics than generic EV marketing. Nevertheless, the trial demonstrated in the necessity to provide interactive cost calculation tools in contrast to the fixed savings claims. Potential clients desired tailor-made analysis based on their driving pattern, power cost, and vehicle applications such as business, highway, commuting etc. in contrast to general averages. This observation required a spending spurt in advanced cost calculator.

Organizational coordination requirements were also found during the trial. Sound implementation of the marketing strategy involved the necessity of a clear flow of information among marketing (generation of leads and expectations), sales (transformation of interest into

purchase in the course of meeting the marketing promises), and service (deliver the after-sale experience as the complete mirror of the pre-sale correspondence). The importance of cross-functional alignment became of critical essence as a result of trial experiences where marketing communications generated expectations that dealers were unable to fulfill.

4.5 Challenges Encountered During Testing and Solutions Implemented

4.5.1 Challenge 1: Sample Recruitment Difficulty

Inappropriate initial recruitment faced some setbacks in attaining desired demographic diversity especially recruitment of low-income respondents and smaller cities (Rezvani, Jansson, & Bengtsson, 2018). Use of online recruitment systems systematically excluded those whose internet access could be low and snowballing via professional networks had sampling bias among those who were educated and better-off in income.

Solution Adopted: The study took into consideration multi-channel recruitment approach that would use online sources recruiting tech savvy urban population, face to face recruitment that would include shopping malls and community gatherings due to the larger sample size and partnerships with community agencies to access the low-income segment of the population, and small compensation (PKR 500 survey incentive) to minimize cost to participation among economic restricted respondents. This diversified strategy produced better demographic balance where final sample was much representative of target population characteristics.

4.5.2 Challenge 2: Question Misinterpretation

Although pilot tested, full-scale implementation showed that a number of respondents wrongly interpreted the questions related to charging infrastructure and thus confused home charging capability on the one hand with the availability of public charging stations on the other hand. Such confusion had created inconsistent reactions which made it hard to interpret data.

Solution Applied: It was found necessary to change survey instruments during data collection to include clarifying text between home charging questions (charging at your residence overnight using standard electrical outlet) and public infrastructure questions (availability of charging stations at shopping centers, parking facilities, or along highways). The responses gathered before had been reviewed and ambiguous responses were indicated that could be

excluded in infrastructure-specific analysis. Even more explicit specifying of questions on the basis of this learning will be beneficial in future research project.

4.5.3 Challenge 3: Interview Scheduling Difficulties

The interviews with the stakeholders, especially the government and executives of the industries were hard to arrange within the time limits of research project. Very hectic schedules, administrative meddling and little perceived value of partaking research project created delays that posed a threat in keeping the timeline.

Recommended Solution: The research project group formulated more plausible participation value proposal that highlighted how the outcome of the interview would auger the real market strategies and recommendation of policies. The willingness to share research project findings with the participants of the interview and to consider their contributions in the research project outputs enhanced the willingness of participation. Another way this was enhanced was through the flexibility of time of interview whereby early in the morning and evening time slots were made available to cater to the busy schedules. The video conference options where face-to-face interviews were not possible ensured the same quality of the interviews and lessened the time commitment.

4.5.4 Challenge 4: Data Quality Concerns with Online Responses

Patterns such as straight-lining (selecting the same response choice to multiple questions) and inconsistent responses indicating lack of concentration were worrying to the online survey responses. About 15 percent of the online responses were quality concerns that needed to be potentially avoided.

Solution Installed: Various data quality control techniques were applied such as attention check questions that are randomly placed to detect careless responding, response time assessment to assess abnormally fast responding, consistency tests that identified logically incongruent response pattern and manual review of the flagged responses that would either infer genuine responding behavior or data quality problems. These processes led to the elimination of 12 responses (8 percentage of online sample) that were of questionable quality and retention of 88 percentage that were of quality.

4.5.5 Challenge 5: Translation and Language Issues

Although questionnaires were prepared in the English language, there are those who needed Urdu translation. The very first translation was clumsy and certain questions did not convey the meaning intended when direct translation was employed without culture adjustment.

Solution Applied: The professional translation services with the use of back-translation approach were recruited. Questionnaires were translated to Urdu and the same to English by other translators who translated independently. Divergence between original and back-translated English versions revealed some issues in translation that had to be solved. The Urdu Final versions were subject to cognitive testing of limited groups of respondents to ascertain and verify understanding and cultural relevance. This highly strict procedure guaranteed comparability of measurements in different language versions.

4.6 Deployment Plan for Full-Scale Implementation

4.6.1 Deployment Objectives

The deployment plan will change the research project results into the implementation of operational marketing strategic activities aiming to achieve a variety of specific goals. The main goal is to raise consumer awareness about EVs to a new level of 65-70 percent overall awareness among consumers in selected urban markets instead of present level of 35-40 percent. This level of awareness is not merely a simple knowledge of EV but having proper knowledge of charging infrastructure, government incentives, all-inclusive cost of ownership, and realistic performance expectation.

Secondary goals will involve changing consumer attitudes on current misperceptions to correct, previously measured capabilities and constraints, towards correct assessments; surging purchase consideration rates of current 12% to target 28% of high potential segments; creating qualified dealer leads increasing monthly targets of current 15-20 to long-term goals of 40-50 in 12 months; building credibility on EV information providers through credible credibility-building programs; and establishing Saige as the reliable EV information provider in the Pakistani markets.

These goals present realistic yet demanding goals on the basis of research project conclusions about the situations in the market, recognized obstacles, and proven efficacy of the evidence-

based interventions in organizational experiments. The goals are able to balance short and long-term activation objectives with lengthy market development necessities.

4.6.2 Deployment Phases

Phase	Timeline	Focus	Key Activities
Phase 1	Months 1–3	Foundation Building	• Dealer training across partner dealerships • Recruit & train 15–20 ambassadors • Develop marketing tools (cost calculator, content, CRM) • Establish baseline KPI metrics
Phase 2	Months 4–6	Targeted Launch	• Economic messaging campaigns • Community engagement via ambassadors • Educational content development • Dealer lead generation & nurturing
Phase 3	Months 7–12	Market Expansion	• Mid-range consumer segment campaigns • Expansion to secondary cities • Charging infrastructure partnership messaging • Influencer & media partnerships
Phase 4	Months 13–18	Optimization & Sustainment	• Continuous KPI monitoring & reviews • A/B testing of messages and channels • Ambassador program maturation • Best practice documentation

4.6.3 Resource Allocation and Responsibility Assignment

Effective implementation needs to have a definition of responsibility and allocation of resources. The marketing budgets allocation between the stages are based on 20-30-30-20 with 20% in building the foundation, 30% in target launch, 30% in expansion, and 20% in optimization, where there is large investment during the years of active market involvement.

The functional roles Victoria Secret has had strategy under the aegis of a Marketing Director, dealer program under Sales Director, community ambassador under Community Engagement Manager, content development under Marketing Communications Manager, and under Market Research project Manager; this gives it strategy, dealer program, community ambassador program, content development and analytics and reporting. The cross-functional coordination is also done by the weekly deployment team meetings at the time of active phases and monthly review of the same at sustainment.

External relations need to be cultivated such as cooperation with governmental bodies to facilitate incentive communication, cooperating with charging infrastructure operators to align the consumer education process, maintaining relations with the financing bodies to provide

easy payments, and relation to the media and influencers to receive a third-party confirmation of the services.

4.7 Success Metrics and KPIs for Deployment

4.7.1 Awareness and Knowledge Metrics

To monitor the awareness evolution, it is necessary to measure the awareness regularly (i.e., quarterly tracking surveys), i.e. measure unaided awareness (spontaneous EV mention), aided awareness (recognition when prompted) and depth of knowledge in regard to selected topics (charging, costs, incentives). The target progression is based on the identifying the starting point as 38 percent comprehensive awareness in the 1st quarter, moving to 48 percent in the 2nd, 58 percent in the 3rd, and 68 percent in the 6th quarter which depicts gradual incremental knowledge acquisition. Specific KPIs will be the comprehension of charging opportunities (target: 70 percent correctly articulate home and public charging), government incentive awareness (target: 60 percent are properly aware of specific benefits available), total cost of ownership awareness (target: 55 percent understand long-term economic proposition), and infrastructure reality (target: 65 percent have realistic concerns rather than exaggerated ones).

4.7.2 Perception and Attitude Metrics

Perception tracking measures changes in important beliefs such as perceived economic viability (target: increase in mean rating of 2.6 to 3.8 in 5-point scale), infrastructure adequacy perceived (target: concern decrease of 4.2 to 3.1), technology reliability perceived (target: confidence increase of 2.8 to 3.9), environment benefit perceived (target: recognition increase of 3.1 to 3.7). These goals are realistic in terms of perception development over a length of time through communication as opposed to instant change.

The credibility of sources would have to be monitored by assessing credibility rating on a quarterly basis by the type of source (government, manufacturers, dealers, owners, media, social network). Target results will be an improved trust in the owner testimonials, improved dealer credibility due to training and increased trust in the manufacturer due to authentic communication. The level of total trust is realistic as opposed to assuming the general credibility attainment.

4.7.3 Behavioral Intention and Action Metrics

Purchase consideration displays important behavioral data which is tracked by monthly survey of consideration set inclusion (target: 12 to 28 with addition of EV to the set), timing of purchase intentions (target: 15% purchase within a year), and conditional interest (target: 40 to express interest with specific price/offer mixes).

The metrics of dealer engagement include lead generation (monthly qualified leads), test-drive requests (goal 25 per cent), information requests (visits to the website, brochure downloads, alternate cost calculator) and conversion (lead to test drive to purchase). These funnel measures allow identifying the effectiveness of the strategies at different levels of the consumer journey.

The measures of community engagement will include attendance at an ambassador presentation (aiming 30 presentations to 600 or more people every quarter), social media analysis (avidity to content, shares, comments), generation of referral (contacts with a dealer made through ambassador communication), and net promoter scores among people having exposure to ambassador communications.

4.7.4 Marketing Efficiency Metrics

Cost effectiveness analysis monitors the cost per point of awareness attained, costs per point of consideration gained, cost per qualified lead and cost per conversion. Such efficiency measures allow to optimize resources distribution between channels and strategies. Organizational trial (PKR 2,400 per qualified lead) benchmarks can be used as the basis of continuous performance evaluation.

Calculation of return on marketing, investment compares cumulative marketing spending to cumulative revenue attributed to conversion that necessitates attribution modelling of attribution across several touchpoints in consumer path. Although the methodological issues with the exact ROMI calculation of complex purchases are still only challenges, there is directional evaluation to make investment decisions.

The channel effectiveness comparison denotes comparisons of relative performance of digital advertising, traditional media, community events, dealer interactions, and ambassador communications on the measure of awareness, consideration, and conversion. The above comparative analysis will be informative with regard to dynamic reallocation of the budget

towards channels that perform well in addition to areas that do not perform and therefore need to be adjusted strategically.

4.7.5 Organizational Capability Metrics

Knowledge retention is monitored with the help of dealer competency evaluation, where quarterly tests are being conducted, customer satisfaction with dealer relationship, and conversions attributed by dealers. These dealer performance measures are the manifestations of training program effectiveness. Some of the ambassador program measurements are the satisfaction and retention of ambassadors, rating of the quality of presentations, the rating of audience feedback, and the number of referrals per ambassador. Program health indicators would assist in recruitment, training, and support optimization. The effectiveness of internal coordination evaluated based on attending cross-functional team meetings, sharing of information among various departments, consistency between what is being promised in the marketing and what is actually being delivered in operations, and the timeliness to respond to changes in the market. These process metrics show that the organization is preparing to have a long-term strategy implementation.

4.8 Readiness for Institutional Adoption

4.8.1 Organizational Readiness Assessment

The preparation of Saige to be fully deployed was considered in various dimensions. The strategic alignment check ensured that the executive leadership was committed to base EV marketing strategy supported by sufficient budgetary allocation, resources allocation, and performance responsibilities. Strategy understanding of reasoning, implementation needs and anticipated results offer a basis of long-term provision. Operational ability analysis revealed satisfactory system, procedure, and manpower regarding strategy implementation after organization experiment. The dealer’s infrastructure, ambassador programs structures, content development, and analytics were operationalized at an acceptable level that deployed the infrastructure with confidence. Cultural readiness test looked at how organizational were receptive towards making data-driven decisions, the readiness to adopt new methods of marketing, and the readiness to learn the market. One of the cultural signs that show a positive activity in the most democratic manner is the eagerness of the dealer to receive training programs, the emergence of early adopters among the sales teams who are enthusiastic about

promoting the new working methods, and the interest of the leader in the integrity of the regular performance assessment and the revision of the strategies.

4.8.2 Market Readiness Considerations

Outside of organizational preparedness, market factors influence the probability of success in deployments. The course of infrastructure development monitoring has shown consistent growth towards a number of charging stations indicating an improved and not worsening realistic situation to adopt EV. Although the infrastructure is low, positive direction helps in marketing credibility of future improvement.

Policy environment stability measurement means that the government is committed to its goals and programs of EV adoption over time despite the economic pressures. Although changes in policy can still be made, it seems impossible to make a radical turn as long as one has a reasonable degree of certainty that marketing messages can be used that refer to the government support. Competitive landscape analysis indicates that there is not much aggressive EV promotion on the market by rival firms that establish an open opportunity window on leadership in the Saige market by means of better strategy implementation. This is the competitive environment where it is better to attack early before other competitors can think of the same strategy. Trends in consumer sentiment based on the initial research project and social listening show that consideration of EV may open the target groups to greater understanding of EV products, which will provide the positive conditions of applying evidence-based marketing strategies to mitigate concerns and knowledge gaps.

4.9 Chapter Summary

The chapter has revealed the elaborate research project testing and validation measures, which guarantee the reliability of research project instruments, validity of analytical frameworks, and organizational preparedness to implement evidence-based EV marketing practices in Pakistan. The research project provided valid grounds to create workable insights because of rational pilot testing, the refinement of instruments, organizational experiments, and the resolution of challenges.

The testing stage provided valuable lessons such as the key role of demographically and culturally significant question wording; the role of multi-mode data collection in a situation

with demographic diversity; explicitly the importance of keeping the dealers supported in the end beyond in-service training; the importance of economic messaging and communal messenger strategy was proven by organizational experimentation. The deployment plan gives a well-defined roadmap on how the research project results can be translated into market performance through progressive implementation to allow learning accommodation and risk management. The breadth of success measures in terms of awareness, perception, behavioral intention and organizational capability parameters allows monitoring performance rigorously and optimize the strategy. The evidenced organizational preparedness, bias-free analytical models, and clear implementation sign-posts can enable Saige to act confidently and execute the evidence-based marketing processes that can overcome the identified barriers and harness discovered opportunities and accelerate the adoption of electric vehicles in Pakistan via the ad-hoc, economically-oriented, and trustful methods. The next chapter will introduce the overall results that would be generated by the actual implementation of research project using these methods that are indeed valid.

Chapter 5:

Future Enhancements and Action Plan for SAIGE EV Pakistan

5.0 Introduction

The chapter involves broad future improvements about the qualitative research project model and provides a strategic action plan of SAIGE that aims at enhancing effectiveness of marketing strategies in promoting the electric vehicles in Pakistan. Based on the thematic conclusions of the earlier analytical chapters, the section discusses the complexity of issues that are limiting the provision of the EV market in Pakistan today, such as consumer perception barriers, infrastructural barriers, economic barriers, and informational asymmetries. At the same time, it also defines new opportunities in the changing environment of the EVs that can be exploited by SAIGE to become a market leader and promote the rapid uptake of sustainable transportation.

The chapter is well organized such that it offers theoretical progress as well as implementation guidelines. It starts with suggesting six essential improvements of the qualitative research project model which will empower the future Algorithms of the market intelligence and allow to develop the ability of the accurate perception of the consumer behavior and market dynamics. This is then followed by a staged action plan that defines actions that would be taken by SAIGE within the short-term, medium-term and long-term to create competitive advantage using the research project knowledge. The institutionalization of the continuous market research project in the organizational structure of SAIGE is also addressed in the chapter so that organizational structure can make consumer insights systematically guide strategic decision-making and not a one-sided scholarly activity. Lastly, strategic considerations and possible areas of research project enhancement offer avenues of long-term market growth and academic addition to the current body of literature on the adoption of EV in the market.

5.1 Future Enhancements to the Qualitative Research project Model

The qualitative research project model employed in this investigation, while comprehensive in its current form, can be substantially enhanced to provide deeper insights and more actionable intelligence for strategic marketing decision-making. The following six enhancements

represent systematic improvements that address identified limitations while capitalizing on technological advances and methodological innovations in qualitative market research project.

5.1.1 Enhancement 1: Structured Automation of Qualitative Data Collection

The first proposed enhancement involves integrating semi-automated tools into the qualitative data collection process to improve consistency, scalability, and real-time responsiveness while preserving the interpretive depth that characterizes qualitative inquiry. Current manual data collection methods, though rich in contextual understanding, face limitations in processing large volumes of unstructured data from diverse sources including customer interviews, social media discussions, dealer feedback sessions, and policy document analysis.

Future research project iterations should adopt natural language processing technologies capable of systematically monitoring and organizing qualitative data streams from multiple touchpoints. This would involve implementing social media listening platforms that continuously track consumer conversations about electric vehicles across Pakistani online communities, automated transcription services that convert interview audio into searchable text with minimal research project intervention, and document management systems that categorize and tag policy announcements, media coverage, and industry reports according to predefined thematic frameworks.

The critical consideration in this enhancement is maintaining the interpretive rigor that distinguishes qualitative research projects from purely quantitative approaches. Automation should facilitate data organization and initial pattern identification rather than replacing human judgment in interpretation. Research project must remain central to the analytical process, using automated tools to manage data logistics while applying their contextual understanding and theoretical sensitivity to derive meaningful insights. This hybrid approach combines computational efficiency with interpretive depth, enabling SAIGE to maintain continuous market intelligence without sacrificing the nuanced understanding essential for culturally appropriate strategy development.

5.1.2 Enhancement 2: Advanced Qualitative Sentiment and Perception Analysis

The second enhancement focuses on developing more sophisticated analytical frameworks for interpreting consumer emotions, trust dynamics, cost perceptions, and environmental attitudes

toward electric vehicles. While the current research project model identifies these dimensions as important, deeper analytical approaches can reveal the complex interrelationships between emotional responses, rational calculations, and behavioral intentions that ultimately determine adoption decisions.

Future research project should employ advanced sentiment analysis techniques that move beyond simple positive-negative classifications to identify nuanced emotional states including skepticism, curiosity, anxiety, excitement, and ambivalence. These techniques would analyze linguistic patterns in consumer discourse to detect underlying psychological barriers such as technology anxiety, financial risk aversion, or social conformity pressures that may not be explicitly articulated in direct questioning.

Perception analysis can be enhanced through cognitive mapping techniques that visually represent how consumers mentally organize information about electric vehicles relative to conventional vehicles and competing alternatives. Understanding these cognitive structures reveals which EV attributes are most salient in consumer decision-making, how different attributes are perceived as interconnected, and where misconceptions create barriers to accurate evaluation. For instance, if consumers mentally link "electric vehicle" with "expensive" and "unreliable" while failing to connect it with "lower operating costs," marketing strategies must specifically address these perceptual linkages.

Trust analysis represents another critical dimension requiring enhanced analytical approaches. Trust operates at multiple levels including trust in EV technology, trust in manufacturers, trust in government incentive programs, and trust in infrastructure reliability. Future research project should employ trust network analysis to map which actors within Pakistan's EV ecosystem consumers find most credible and how trust transfers between different entities. This would inform partnership strategies and endorsement approaches that leverage existing trust relationships to build credibility for EV adoption messaging.

5.1.3 Enhancement 3: Multi-Channel Qualitative Expansion

The third enhancement involves expanding qualitative data collection across multiple consumer touchpoints to capture the full spectrum of EV awareness formation and adoption consideration processes. Current research project relies primarily on formal interviews and focus group discussions, which, while valuable, represent artificial research project settings

that may not fully reflect organic consumer information gathering and decision-making behaviors.

Future research project iterations should incorporate participant observation at EV dealerships to understand actual sales interactions, the questions consumers ask, the concerns they express, and how sales personnel respond. Observational research project at EV expos and test drive events would capture consumer reactions to direct vehicle experience, revealing which features generate excitement versus skepticism and how hands-on interaction influences perceptions. Analysis of online forums and community discussions where potential buyers seek advice from current EV owners provides unfiltered insights into the information consumers value most and the peer-to-peer recommendation dynamics that influence adoption decisions.

This multi-channel approach recognizes that consumer perceptions are formed through accumulated exposure across diverse information sources rather than single interactions. By capturing qualitative data from each touchpoint, research project can map consumer journeys from initial awareness through consideration to purchase decision, identifying critical moments where perceptions shift and interventions could prove most effective. This comprehensive understanding enables SAIGE to develop integrated marketing strategies that coordinate messaging across channels rather than deploying disconnected communications that may create confusion or mixed messages.

5.1.4 Enhancement 4: Longitudinal Qualitative Trend Analysis

The fourth enhancement addresses the temporal dimension by incorporating longitudinal tracking of consumer perceptions, attitudes, and adoption barriers over extended periods. Current cross-sectional research project provides valuable snapshots of market conditions at specific moments but cannot capture how perceptions evolve in response to policy changes, infrastructure development, market maturation, or accumulated consumer experience with electric vehicles.

Future research project should establish systematic longitudinal tracking mechanisms that re-engage research project participants at regular intervals to assess perception changes over time. This would involve panel studies where the same consumers are interviewed periodically to document how their awareness, attitudes, and intentions shift as Pakistan's EV ecosystem develops. Longitudinal analysis can identify inflection points where perceptions change

dramatically, such as following major policy announcements, infrastructure milestones, or high-profile EV launches, enabling SAIGE to capitalize on favorable momentum or address emerging concerns proactively.

Trend analysis should also track cohort effects, examining whether consumers who first considered EVs during different market development phases exhibit distinct perception patterns. Early awareness cohorts may harbor different concerns than later cohorts who encounter more mature infrastructure and accumulating evidence of EV viability. Understanding these cohort differences enables targeted messaging that addresses the specific concerns most relevant to different consumer segments based on their position in the awareness-to-adoption journey.

5.1.5 Enhancement 5: Development of an EV Market Readiness Index (EV-MRI)

The fifth enhancement involves developing a comprehensive qualitative index that synthesizes multiple dimensions of market readiness into an integrated assessment tool. The proposed EV Market Readiness Index (EV-MRI) would evaluate Pakistan's EV adoption environment across critical dimensions including consumer affordability perceptions, infrastructure confidence levels, environmental awareness intensity, brand trust strength, and policy credibility assessments.

This index would be constructed through systematic coding of qualitative data against established criteria for each dimension, generating numeric scores that enable tracking market readiness evolution over time and comparison across geographic markets or consumer segments. For instance, the affordability dimension would assess not just absolute price perceptions but understanding of total cost of ownership, awareness of financing options, and knowledge of government incentives. The infrastructure confidence dimension would evaluate both objective infrastructure availability and subjective consumer confidence in charging network reliability and accessibility.

The EV-MRI provides SAIGE with a diagnostic tool for identifying which market readiness dimensions present the greatest barriers to adoption in specific contexts, enabling strategic prioritization of marketing interventions. If the index reveals that infrastructure confidence represents the primary constraint while environmental awareness is relatively high, marketing resources should concentrate on demonstrating charging viability rather than emphasizing

environmental benefits. Regular EV-MRI assessment creates accountability for strategy effectiveness by measuring whether marketing interventions successfully improve market readiness scores over time.

5.1.6 Enhancement 6: Integration with Consumer Decision-Making Stages

The sixth enhancement aligns the qualitative research project model with established consumer decision-making stage frameworks, enabling more precise understanding of barriers and opportunities at each phase of the adoption journey. Current research project captures overall consumer perceptions but does not systematically differentiate how informational needs, concerns, and influential factors vary across awareness, consideration, evaluation, trial, and adoption stages.

Future research project should employ stage-specific inquiry protocols that probe the unique dynamics operating at each decision phase. Awareness stage research project would focus on information source exposure, initial impression formation, and factors triggering active consideration. Consideration stage analysis would examine which EV attributes become salient in comparative evaluation, what information consumers seek actively, and which concerns emerge as potential deal-breakers. Evaluation stage research project would investigate decision criteria weighting, trade-off assessments between EV and conventional vehicle attributes, and the role of social influence in shaping preferences.

This stage-aligned approach enables SAIGE to develop marketing strategies tailored to moving consumers through sequential decision phases rather than generic approaches that may be effective at one stage but irrelevant at others. For instance, awareness stage marketing might emphasize EV existence and basic capability demonstrations through mass media channels, while consideration stage marketing would provide detailed comparative information through digital channels enabling active information seeking, and evaluation stage marketing would offer test drive opportunities and personalized financial analysis demonstrating economic viability for specific household circumstances.

5.2 Action Plan for Strategic Implementation at SAIGE

Translating research project insights into market impact requires systematic implementation planning that sequences interventions strategically, allocates resources efficiently, and

establishes clear accountability for results. The following phased action plan provides SAIGE with a structured roadmap for executing evidence-based EV marketing strategies across short-term, medium-term, and long-term horizons.

5.2.1 Short-Term Action Plan (0–3 Months)

The immediate priority for SAIGE involves launching awareness-focused marketing campaigns specifically designed to address prevalent myths and misconceptions that research project has identified as primary adoption barriers. These campaigns should employ myth-busting messaging formats that explicitly state common misconceptions followed by factual corrections supported by credible evidence. For instance, addressing the misconception that EVs are unsuitable for Pakistan's climate requires presenting technical data on battery thermal management systems alongside testimonials from current Pakistani EV owners documenting reliable hot-weather performance.

Storytelling and testimonial-based marketing represents the second short-term priority, leveraging the power of social proof and peer influence that research project consistently identifies as highly credible information sources in Pakistani consumer culture. SAIGE should develop narrative-driven content featuring early EV adopters from diverse demographic backgrounds sharing their authentic experiences, challenges encountered, solutions discovered, and satisfaction with their adoption decisions. These stories must avoid promotional tone in favor of genuine authenticity that builds trust through transparency about both benefits and limitations.

The third immediate action involves comprehensive training for sales and marketing teams to ensure frontline personnel possess deep understanding of EV technology, charging infrastructure, government incentives, and total cost of ownership calculations. Research project reveals that dealer interactions represent critical moments where purchase consideration either advances or dissolves based on staff competence and credibility. Training must extend beyond product specifications to encompass consultative selling techniques that address consumer concerns empathetically, communication strategies adapted to different customer segments, and ethical practices that prioritize customer education over aggressive sales pressure.

5.2.2 Medium-Term Action Plan (4–12 Months)

The medium-term horizon focuses on developing educational content infrastructure that provides consumers with comprehensive resources for informed decision-making. This involves creating detailed total cost of ownership calculators that enable consumers to input their specific driving patterns, electricity costs, and vehicle usage scenarios to generate personalized financial comparisons between EVs and conventional vehicles. Educational content should explain lifecycle costs including purchase price, fuel/electricity expenses, maintenance requirements, insurance costs, and projected resale values in accessible formats avoiding technical jargon.

Strengthening partnerships with charging infrastructure providers represents the second medium-term priority, recognizing that infrastructure anxiety remains a primary adoption barrier despite expanding charging networks. SAIGE should establish formal collaborations enabling joint marketing communications that demonstrate charging availability, coordinate infrastructure expansion planning with market development strategies, and potentially co-invest in charging facilities at strategic locations. Partnership messaging should provide realistic infrastructure assessments acknowledging current limitations while demonstrating expansion trajectories that will address coverage gaps.

The third medium-term action involves systematic engagement with policymakers and sustainability advocates to enhance SAIGE's credibility through association with trusted institutional actors. This includes participating in policy consultations to ensure government incentive programs align with market realities, collaborating with environmental organizations on public awareness campaigns linking EV adoption to air quality improvement, and engaging academic institutions to generate independent research project validating EV benefits. These partnerships position SAIGE as a responsible corporate citizen committed to Pakistan's sustainable development rather than merely a commercial actor pursuing sales objectives.

5.2.3 Long-Term Action Plan (1–3 Years)

Long-term strategic positioning focuses on establishing SAIGE as the thought leader in Pakistan's electric mobility transition, creating sustained competitive advantage through reputation and expertise recognition. This involves developing proprietary research project capabilities that generate original insights on EV adoption dynamics, publishing white papers

and industry reports that shape policy discourse, hosting conferences and workshops that convene stakeholders across Pakistan's EV ecosystem, and contributing expert commentary to media coverage of transportation and sustainability issues.

Investment in brand communities and experiential marketing initiatives represents the second long-term priority, building emotional connections and social belonging among EV adopters that reinforce satisfaction and generate organic advocacy. SAIGE should establish EV owner communities facilitating peer-to-peer knowledge sharing, organize experiential events including EV rallies and sustainability festivals that celebrate electric mobility, and create digital platforms enabling owners to share experiences and provide mutual support. These community-building efforts transform customers into brand ambassadors whose authentic enthusiasm proves more persuasive than corporate marketing communications.

The third long-term action involves supporting research project-driven policy advocacy that strengthens Pakistan's EV ecosystem in ways benefiting all market participants while demonstrating SAIGE's commitment to sector development beyond narrow commercial interests. This includes commissioning economic impact studies quantifying EV adoption benefits for Pakistan's economy, developing policy recommendations for infrastructure investment and incentive optimization, and engaging international development organizations to mobilize resources for sustainable transportation initiatives. This policy engagement establishes SAIGE as a strategic partner in Pakistan's sustainability agenda rather than simply a vehicle manufacturer seeking market share.

5.3 Institutionalization of the Qualitative Research project Model at SAIGE

Sustainable competitive advantage from market research project requires embedding continuous consumer insight generation into organizational structures, processes, and culture rather than treating research project as episodic consulting exercises. The following framework outlines how SAIGE can institutionalize qualitative market intelligence as a core organizational capability.

5.3.1 Structural Integration

Organizational structure must provide dedicated resources and formal authority for market intelligence functions. SAIGE should establish a specialized Market Insights and Consumer

Intelligence unit positioned strategically within the marketing organization with direct reporting relationships to senior leadership ensuring research project findings influence strategic decision-making. This unit should employ dedicated research project professionals with expertise in qualitative methodologies, consumer behavior analysis, and Pakistan's socio-cultural context, supported by adequate budget allocation for continuous research project activities rather than project-by-project funding creating resource uncertainty.

5.3.2 Human Resource Integration

Beyond specialized research project staff, market intelligence must become a competency distributed across the organization. SAIGE should implement ongoing training programs that develop qualitative research project literacy among marketing managers, enabling them to formulate research project questions, interpret findings critically, and apply insights to strategy development. Sales personnel require training in systematic customer feedback collection, transforming every customer interaction into a potential source of market intelligence. Cross-functional collaboration mechanisms should ensure that insights flow effectively between research project, marketing, product development, and operations functions.

5.3.3 Workflow Integration

Market intelligence must integrate into regular organizational workflows rather than existing as parallel activity disconnected from operational decision-making. SAIGE should establish formal processes requiring qualitative feedback review in strategy planning sessions, mandate consumer insight consideration in marketing campaign development, and implement performance metrics evaluating how effectively marketing initiatives address identified consumer concerns and barriers. Regular research project synthesis reports should circulate to relevant stakeholders with clear implications for their functional responsibilities, ensuring findings translate into action rather than remaining archival documents.

5.4 Strategic Recommendations for SAIGE

5.4.1 Recommendation 1: Shift Toward Education-Led Marketing

SAIGE must fundamentally reorient marketing strategy from promotional persuasion toward educational enablement, recognizing that adoption barriers stem primarily from knowledge deficits rather than resistance to appeals.

5.4.2 Recommendation 2: Address Affordability and Value Perceptions

Economic concerns require marketing that demonstrates concrete financial benefits through transparent total cost analysis, accessible financing arrangements, and clear communication of government incentives.

5.4.3 Recommendation 3: Strengthen Trust Through Transparency

Credibility demands honest acknowledgment of current limitations, including infrastructure gaps and resale value uncertainty, while demonstrating viable pathways for managing these constraints.

5.4.4 Recommendation 4: Build Strategic Partnerships

Collaborative relationships with energy providers, government agencies, and environmental organizations amplify marketing effectiveness while demonstrating ecosystem commitment beyond narrow commercial objectives.

5.4.5 Recommendation 5: Invest in Green Brand Positioning

SAIGE should position itself as a responsible corporate citizen contributing to Pakistan's environmental sustainability and energy security rather than merely a vehicle manufacturer.

5.5 Potential Extensions for Future Research Projects

5.5.1 Extension 1: Consumer Adoption Behavior of EVs in Pakistan

Future qualitative investigations should explore deeper psychological and cultural determinants of EV adoption, including social identity considerations and family decision-making dynamics.

5.5.2 Extension 2: Comparative Study of EV Marketing Strategies Across Cities

Multi-city comparative analysis could reveal how urban infrastructure variation, income levels, and environmental awareness influence optimal marketing approaches.

5.5.3 Extension 3: Policy and Regulatory Influence on EV Marketing

Systematic examination of how policy instruments shape marketing effectiveness and consumer trust would inform evidence-based policy advocacy.

5.5.4 Extension 4: Role of Artificial Intelligence in EV Marketing

Investigation of AI-driven personalization potential could identify opportunities for enhancing awareness and engagement through technological innovation.

5.6 Chapter Summary

This chapter has presented comprehensive enhancements to the qualitative research project model and strategic action plans, enabling SAIGE to translate research project insights into competitive market advantage. The six proposed enhancements address automation, sentiment analysis, multi-channel expansion, longitudinal tracking, index development, and decision-stage integration, collectively strengthening future research project capabilities. The phased action plan sequences interventions across immediate awareness campaigns, medium-term partnership development, and long-term thought leadership positioning. Institutionalization frameworks ensure continuous market intelligence becomes embedded organizational capability rather than episodic activity. Strategic recommendations emphasizing education, transparency, and partnership provide clear guidance for effective EV marketing in Pakistan's unique context.

Chapter 6:

Conclusion

6.0 Introduction

This concluding chapter synthesizes the comprehensive investigation into effective marketing strategies for promoting electric vehicles in Pakistan, bringing together insights from the theoretical framework, empirical findings, and strategic recommendations developed throughout this research project. The chapter provides a holistic summary of the research project, highlighting the journey from problem identification through methodological execution to actionable strategic insights. It articulates the key findings that emerged from the qualitative analysis of stakeholder perspectives, documenting the principal barriers and opportunities that characterize Pakistan's evolving EV ecosystem. The chapter then examines the theoretical and practical contributions this research project makes to academic knowledge and managerial practice, positioning the study within broader scholarly discourse while demonstrating its direct relevance to SAIGE's strategic decision-making. Managerial and strategic implications are explored across multiple organizational levels, translating research project findings into concrete guidance for marketing strategy development, operational execution, and organizational capability building. Finally, the chapter acknowledges research project limitations that contextualize findings appropriately, proposes directions for future scholarly inquiry, and offers reflective observations on the significance of this work for Pakistan's sustainable transportation transition.

6.1 Summary of the Research Project

This research project was conceived in response to a critical gap between Pakistan's ambitious electric vehicle policy objectives and the persistently low market adoption rates that characterize the current automotive landscape. Despite favorable government policies introduced through the 2020 Electric Vehicle Policy, substantial financial incentives for manufacturers and consumers, rising petroleum costs that enhance EV economic competitiveness, and deteriorating urban air quality that strengthens environmental arguments for electric mobility, Pakistan's EV market remains underdeveloped with penetration below one percent of total vehicle sales. This paradox suggested fundamental disconnects between

policy aspirations, marketing strategies, and consumer readiness that warranted systematic investigation.

The research project employed a qualitative, interpretivist methodology designed to capture the complex, socially-constructed realities that shape EV marketing effectiveness in Pakistan's unique context. Through in-depth semi-structured interviews with multiple stakeholder groups including marketing practitioners, industry experts, policymakers, and potential consumers, supplemented by document analysis and observational data, the study generated rich insights into the barriers constraining adoption and opportunities that strategic marketing could leverage. The thematic analysis framework enabled systematic identification of patterns across diverse stakeholder perspectives, revealing convergent and divergent understandings of challenges, priorities, and pathways toward accelerated EV adoption.

The investigation was guided by six complementary research project objectives that examined current marketing strategies, consumer perceptions and attitudes, primary adoption challenges, available market opportunities, policy influences on marketing effectiveness, and development of practical recommendations for Pakistan-specific strategy design. These objectives ensured comprehensive exploration of the multidimensional factors influencing EV marketing success while maintaining focus on generating actionable insights for SAIGE's strategic planning. The research project contributes both to academic understanding of technology adoption in emerging markets and to practical knowledge enabling more effective marketing strategy development for sustainable transportation innovations.

6.2 Key Findings of the Study

6.2.1 Limited and Superficial Consumer Awareness

The research project confirms that basic awareness of EVs exists, particularly among urban and educated demographics, but this familiarity is superficial. Consumers display significant knowledge deficits regarding essential practicalities: the true nature and availability of charging infrastructure, battery lifespan and replacement costs, comparative maintenance requirements, and methodologies for calculating total cost of ownership (TCO). Crucially, awareness of substantial government financial incentives remains strikingly low. This creates a landscape of uncertainty where interest cannot mature into informed purchase consideration. The finding indicts current marketing communications for failing to provide the comprehensive education

needed to bridge this critical gap, highlighting that awareness-building must evolve into detailed, credible consumer enlightenment.

1.2.2 The Dominance of Cost and Affordability Perceptions

Economic factors are the paramount driver of consumer decision-making. The higher upfront purchase price of an EV constitutes a significant psychological and financial barrier in a price-sensitive market. However, the research project reveals a critical mismatch: while consumers fixate on the sticker price, they systematically underestimate the substantial long-term savings from reduced fuel and maintenance expenses. This indicates that marketing has utterly failed to make the compelling TCO argument tangible and credible. When combined with the aforementioned lack of awareness about government incentives, the economic case for EVs remains obscured. Effective marketing must, therefore, pivot to transparent, personalized cost comparisons that demonstrate concrete, calculable impacts on household finances, moving beyond abstract technological or environmental appeals.

1.2.3 Infrastructure Concerns as a Confidence Crisis

Concerns about charging infrastructure—its availability, reliability, and convenience—represent a major psychological barrier, often termed "range anxiety." This persists even for consumers whose daily driving patterns are well within the range of modern EVs. The concern operates on two levels: practical uncertainty about locating functional chargers and grid stability, and a deeper perceptual fear of being stranded. These anxieties are exacerbated by a lack of firsthand experience, allowing myths to flourish. Marketing cannot dismiss these concerns; instead, it must address them with honesty while demonstrating viable adaptation strategies. This includes educating consumers on home-charging solutions and providing clear, reliable information on the growing public network, thereby reframing the EV as a practical, rather than precarious, choice.

1.2.4 The Fundamental Imperative of Trust and Credibility

In a market historically dominated by Japanese brands renowned for decades of proven reliability, trust is the non-negotiable currency for any new entrant like SAIGE. The research project uncovered deep-seated skepticism encompassing multiple dimensions: trust in the new EV technology itself, in manufacturers' commitments to after-sales service, in the continuity of

government policies, and in the accuracy of marketing claims. Consumers demand evidence from credible, independent sources and peer testimonials over corporate messaging. This makes establishing trust a strategic cornerstone that transcends conventional advertising. Success requires transparent communication—acknowledging current limitations alongside benefits—partnering with respected institutions, and demonstrating an unwavering commitment to post-purchase customer support.

1.2.5 Latent Opportunities Amidst Present Challenges

Despite the barriers, the research project identifies powerful emerging opportunities. Supportive government policy, despite implementation flaws, provides a foundational framework for growth. Environmental consciousness is rising, especially among younger urbanites affected by severe air pollution, creating a receptive segment for sustainability messaging. Soaring fuel prices continuously improve the EV's economic argument, while national energy security concerns bolster policy support. Furthermore, untapped segments exist, including cost-conscious commuters with predictable short-range needs and corporate fleets seeking to reduce operational costs and enhance their green credentials. These factors coalesce to indicate that Pakistan's EV market, though nascent, holds significant potential for brands that can deploy culturally-intelligent, trust-based, and economically-persuasive marketing strategies.

6.3 Contributions of the Research project

6.3.1 Theoretical Contributions

This research project makes several significant contributions to academic knowledge. It addresses a substantial gap in qualitative research project exploring marketing strategies for technology adoption in developing economy contexts, where existing literature disproportionately focuses on developed markets with established infrastructure and higher consumer purchasing power. The study advances theoretical understanding of how conventional marketing frameworks must be adapted when applied to markets characterized by infrastructural constraints, economic limitations, and distinct cultural decision-making patterns. By generating rich, contextual insights into Pakistan's EV ecosystem, the research project contributes to scholarly understanding of sustainable consumption patterns, technology adoption processes, and the role of trust in facilitating transitions toward environmentally

beneficial innovations in resource-constrained settings. Methodologically, the research project demonstrates how multi-stakeholder qualitative approaches can generate nuanced understanding of complex market phenomena involving interactions between policy frameworks, commercial strategies, and consumer behavior.

6.3.2 Practical Contributions for SAIGE

From a managerial perspective, this research project provides SAIGE with evidence-based insights that directly inform strategic decision-making regarding market positioning, consumer targeting, promotional strategy design, and resource allocation. The findings enable SAIGE to develop marketing approaches that resonate with Pakistani consumer values and priorities rather than relying on globally-standardized campaigns of uncertain local relevance. The study identifies specific barriers requiring mitigation strategies and opportunities for competitive differentiation, enabling focused deployment of limited marketing resources toward highest-impact interventions. The phased action plan provides structured implementation guidance translating research project insights into concrete organizational initiatives across immediate, medium-term, and long-term horizons. Additionally, the research project establishes frameworks for continuous market intelligence that enable SAIGE to maintain strategic responsiveness as Pakistan's EV market evolves.

6.4 Managerial and Strategic Implications for SAIGE

The comprehensive research project findings demand a transformative, multi-level response from SAIGE, moving beyond tactical adjustments to a fundamental strategic reorientation. At the strategic level, this means pivoting from promotional persuasion to educational enablement. SAIGE must reposition itself as a trusted advisor and facilitator of informed decision-making, not just a seller of vehicles. This necessitates crafting a value proposition centered squarely on economic rationality and practical utility—emphasizing tangible total cost of ownership savings and reliable performance—rather than leading with environmental or technological appeals that misalign with primary Pakistani consumer priorities. Concurrently, a targeted market development approach is crucial, focusing initial efforts on high-potential early adopter segments whose needs and driving patterns align with current EV capabilities, thereby building a foundation of success before pursuing broader mainstream penetration.

Operationally, this strategy translates into significant, concrete investments and process changes. Paramount among these is a comprehensive, ongoing dealer training program to transform sales personnel into credible product experts and consultative advisors equipped to address deep-seated consumer concerns about costs, charging, and reliability. Marketing workflows must become agile feedback loops, systematically integrating consumer insights to allow for rapid strategy refinement. Furthermore, SAIGE cannot market in a vacuum; it must establish formal coordination mechanisms with charging infrastructure providers, financing institutions, and government bodies to ensure aligned messaging and a seamless customer journey. Technologically, this requires deploying sophisticated Customer Relationship Management (CRM) and market intelligence systems to track interactions, personalize communication, and measure success beyond mere sales conversions to include metrics for awareness quality, perception accuracy, and trust development.

Ultimately, these shifts have profound organizational implications. SAIGE must cultivate specialized internal capabilities in emerging market marketing, cultural communication, and trust-building—expertise that cannot be imported from standard global playbooks. This involves recruiting talent with deep local market insight, investing in continuous, in-house market research project, and breaking down internal silos through cross-functional collaboration to ensure marketing promises are fully supported by operational and service realities. Most critically, the entire organizational culture must evolve to champion transparency, authentic customer-centricity, and long-term relationship building over short-term sales targets. This transformation requires unwavering leadership commitment to evidence-based decision-making, demonstrated through patient resource allocation that values sustainable market development built on genuine consumer satisfaction and organic word-of-mouth advocacy over immediate volume.

6.5 Limitations of the Study

This research project, while comprehensive within its scope, acknowledges several limitations. The qualitative methodology, while generating rich contextual insights, limits statistical generalizability of findings to broader populations. The geographic focus on major urban centers excludes rural markets where dynamics may differ substantially. The cross-sectional design captures perceptions at a specific moment rather than tracking evolution over time as market conditions change. Reliance on self-reported perceptions and intentions rather than observed behavior introduces potential discrepancies between stated and actual adoption

decisions. Resource constraints limited sample size and prevented longitudinal tracking of participant perception changes. These limitations suggest findings should be interpreted as directional insights requiring validation through ongoing market monitoring rather than definitive prescriptions guaranteeing success.

6.6 Recommendations for Future Research project

Future research project should employ mixed-methods designs combining qualitative depth with quantitative breadth, enabling both nuanced understanding and statistical generalization. Longitudinal studies tracking perception evolution as infrastructure develops and early adopters accumulate would provide valuable insights into dynamic market development processes. Comparative research project across Pakistani cities with varying infrastructure, income levels, and environmental conditions would illuminate context-specific strategy requirements. Investigation of actual purchase behavior among those expressing intentions would reveal gaps between stated preferences and enacted decisions, informing more realistic adoption forecasting. Research project examining policy implementation effectiveness and coordination between government initiatives and private sector marketing would support evidence-based policy advocacy.

6.7 Final Reflections

This research project demonstrates that Pakistan's electric vehicle market, while currently underdeveloped, possesses substantial growth potential for companies capable of executing culturally-adapted, trust-centered, and economically-focused marketing strategies. Success requires patient market development built on genuine consumer understanding, transparent communication, and demonstrated commitment to customer satisfaction beyond transactional relationships. For SAIGE, the opportunity exists not merely to capture market share but to contribute meaningfully to Pakistan's sustainable transportation transition while establishing competitive advantage through superior consumer insight and strategic execution. The journey toward widespread EV adoption will be gradual, requiring sustained effort, strategic adaptation, and collaborative ecosystem development. However, the foundation for market transformation exists, awaiting marketing approaches that authentically address consumer needs while advancing environmental and economic sustainability objectives that benefit all stakeholders.

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1st Half Semester Progress Report

Name of Student(s)	SYED MUHAMMAD MUSA , OBAIDULLAH AAMIR
Enrollment No.	01-221242-014 , 01-221242-017
Thesis/Project Title	Exploring the Marketing Strategies for Electric Vehicles in Pakistan: Challenges And Opportunities.

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	10 Sep 2025	Supervisor Office	Data Collection	S.M. Musa.
2	25th Sep 2025	"	Reviewed Questionnaire	S.M. Musa.
3	8 Oct 2025	"	Process of Data, Action Plan Collection	S.M. Musa.
4	20 Oct 2025	"	Testing And Deployment	S.M. Musa.

Progress Satisfactory [✓] Progress Unsatisfactory [ ]

Remarks: _____

Signature of Supervisor: _____ Date: 18/12/25

Name: Dr. Qazi Suhail Akhter.

Students attach 1st & 2nd half progress report at the end of spiral copy.

Page 1 of 2

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RC-04

MBA

2nd Half Semester Progress Report & Thesis Approval Statement

Name of Student(s)	SYED MUHAMMAD MUSA , OBAID ULLAH AAMIR
Enrollment No.	01-221242-014 , 01-221242-017
Thesis/Project Title	Exploring the Marketing Strategies For Electric Vehicles in Pakistan: Challenges And Opportunities

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	6 Nov 2025	Supervisor office	Design And Implementation	S.M.Musa
6	25 Nov 2025	"	Future Recommendations	S.M.Musa
7	16 Dec 2025	"	Final Review and Plagiarism Report	S.M.Musa

APPROVAL FOR EXAMINATION

Candidates' Name: SYED M. MUSA Enrollment No: 01-221242-014
OBAID ULLAH AAMIR 01-221242-017

Project/Thesis Title: Exploring the Marketing Strategies for Electric Vehicles in Pakistan Challenges and opportunities

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