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An Ethnographical Research On Gender-Based Buying Behavior In Traditional And Electric Vehicles (EVs)

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Abstract

This study seeks to understand gender differences in vehicle preferences, particularly income, electric vehicles (EVs), and traffic policies among Pakistani citizens. A sample of six Pakistani citizens aged twenty-five to fifty was surveyed through in-depth audio interviews. Data was subsequently analyzed using a thematic analysis approach. Both genders expressed concerns over vehicle prices, environmental pollution, and traffic policies. However, they differed in their opinions on vehicle size, design, features, and technical specifics. Concerns about fuel consumption and the high costs of EVs were consistent across both genders. Six individuals were interviewed that may not comprehensively represent the larger Pakistani population. Future studies may consider expanding the sample size and exploring additional demographic factors to enhance generalizability. Insights from this study can guide automobile manufacturers in catering to the nuanced needs of both genders, potentially leading to increased market capture and customer satisfaction. The prominence of concerns shared across genders also underscores areas the automobile industry should prioritize. While numerous studies have explored gender preferences in vehicle choices, this research bridges previously unidentified gaps, particularly the intertwining of gender preferences with factors such as income, EV considerations, and traffic regulations in the context of the Pakistani populace.

Keywords: Gender, Buying Behaviour, Electric Vehicles, Vehicle Preferences, Pakistani Citizens.

تلخیص

یہ مطالعہ پاکستانی شہریوں میں گاڑیوں کی ترجیحات، خاص طور پر آمدنی، الیکٹرک گاڑیاں (EVs) اور ٹریفک پالیسیوں میں صنفی فرق کو سمجھنے کی کوشش کرتا ہے۔ گہرائی سے آڈیو انٹرویوز کے ذریعے پچیس سے پچاس سال کی عمر کے چھ پاکستانی شہریوں کے نمونوں کا سروے

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کیا گیا۔ بعد میں تھیمیٹک تجزیہ کے طریقہ کار کا استعمال کرتے ہوئے ڈیٹا کا تجزیہ کیا گیا۔ دونوں جنسوں نے گاڑیوں کی قیمتوں، ماحولیاتی آلودگی اور ٹریفک پالیسیوں پر تشویش کا اظہار کیا۔ تاہم، وہ گاڑی کے سائز، ڈیزائن، خصوصیات اور تکنیکی تفصیلات پر اپنی رائے میں مختلف تھے۔ ایندھن کی کھپت اور ای وی کی زیادہ قیمتوں کے بارے میں خدشات دونوں جنسوں میں یکساں تھے۔ چھ افراد کا انٹرویو کیا گیا جو کہ شاید پاکستان کی بڑی آبادی کی جامع نمائندگی نہ کریں۔ مستقبل کے مطالعے نمونے کے سائز کو بڑھانے اور عمومی قابلیت کو بڑھانے کے لیے اضافی آبادیاتی عوامل کو تلاش کرنے پر غور کر سکتے ہیں۔ اس مطالعہ سے حاصل کردہ بصیرت آٹوموبائل مینوفیکچررز کو دونوں جنسوں کی اہم ضروریات کو پورا کرنے میں رہنمائی کر سکتی ہے، جو ممکنہ طور پر مارکیٹ کی گرفت اور صارفین کی اطمینان میں اضافہ کا باعث بنتی ہے۔ تمام جنسوں میں مشترکہ خدشات کی اہمیت آٹوموبائل انڈسٹری کو ترجیح دینے والے شعبوں کی بھی نشاندہی کرتی ہے۔ اگرچہ متعدد مطالعات نے گاڑیوں کے انتخاب میں صنفی ترجیحات کی کھوج کی ہے، لیکن یہ تحقیق ماضی میں نامعلوم خلا کو پُر کرتی ہے، خاص طور پر پاکستانی آبادی کے تناظر میں آمدنی، ای وی کے تحفظات، اور ٹریفک کے ضوابط جیسے عوامل کے ساتھ صنفی ترجیحات کا آپس میں جڑنا۔

کلیدی الفاظ: جنس، خریداری کا رویہ، الیکٹرک گاڑیاں، گاڑیوں کی ترجیحات، پاکستانی شہری۔

Introduction

A purchase decision is an activity people do in their daily routines on many things. People can make decision-making according to their roles. Sidin, Zawawi, Wong, Busu, & Hamzah (2004) stated that every family member has a role in decision-making. Therefore, the attitude toward purchasing a product differs regarding gender, and decision-makers can be classified by gender (Alam et al., 2023; Jiang et al., 2023). The difference in choice and preference of gender while selecting a vehicle is an example of purchase decision as men focus on the engine and capacity of the car; however, females are interested in the features and designs of the car (BusinessThai, 2004)

Women are emerging as major buyers of vehicles nowadays (Khan et al., 2023d). Women's behaviour in buying a vehicle differs from men's (Moutinho, 1996). It has become important for the automobile industry to study and understand women's preferences in vehicle choice (Khan et al., 2023b). The preferences of gender in transportability have a long history, even when we talk about electric vehicles (EVs) (Zaman and Kusi-Sarpong, 2023). There is various argument over who likes electric

vehicles (EVs) more, male or female (Sovacool, B. Kester, J. Noel, L., 2019). The market value of the electric vehicle (EV) is more likely to increase in the future, but there is a lack of awareness about the usage of electric vehicles (Jensen, A. Mabit, S., 2017). Since electric vehicles are easy to operate and clean, they are known as "women's vehicles," and men do not prefer them much. (Scharff, 2004).

Many studies have previously been done in this domain and have made huge contributions to understanding the preferences of males and females in vehicle choices (Batool & Rauf, 2021). Previous research has shown the difference in attitude, behaviour, and choice in gender classification considering brand loyalty and satisfaction features. Also, who is more likely to opt for electric vehicles, male and female? In our research, we focus on some previously not covered gaps.

The prevailing ideas in Pakistan, akin to those observed in several developing nations, posit that male members within a home exert a greater influence over significant expenditures such as the acquisition of automobiles. Contrary to prevailing assumptions, recent global and local developments emphasize women's significant role in consumerism and decision-making (World Bank, 2017; Silverstein & Sayre, 2009). The World Bank's "Pakistan Development Update" (2017) highlights the increasing participation of women in the economic sector in Pakistan. The correlation between women's economic autonomy and their influence in familial decision-making processes is directly proportional to their increasing presence and significance in the labour market. Women are commonly recognized as the primary consumers inside households on a global scale. According to a study published in the Harvard Business Review (Silverstein & Sayre, 2009), it has been found that women have a significant role in shaping or exerting influence over an impressive 70-80% of consumer decisions.

The research conducted by Ahmed and Mueen (2017) challenges prevailing ideas regarding traditional gender roles within Pakistani society, highlighting women's significant involvement in household decision-making processes. This statement extends beyond trivial domestic decisions. The analysis conducted by Gupta and Jain (2019) examines the phenomenon of women's increasing involvement in decision-making processes related to major household expenditures, such as homes and cars, within the Asian context. The automotive business, known for its male-dominated nature, may appear to deviate from the norm. Nevertheless, global statistics present contrasting findings. According to Wittenberg-Cox (2020), a significant majority of new car acquisitions in the United States are initiated by women, with their involvement extending to approximately 80% of all decisions related to car purchases. The global car industry, including the context of Pakistan, is transforming due to factors such as urbanization, increased female education, and the rising economic positions of women. The study conducted by Jamil and Ahmed (2021) and published in the Pakistan

Economic Review reveals a growing trend wherein women increasingly assume the responsibility of making or exerting significant influence over car-purchasing decisions within their homes.

The influence wielded by female consumers becomes more pronounced when seen through a global lens. According to Fisher (2013), the aggregate purchasing power of women globally surpasses the gross domestic product (GDP) of even the most populous nations. The cited sources provide compelling evidence that the conventional perception of women as subordinate decision-makers in Pakistani and global markets is transforming rapidly. The evolution of industry and commerce is imperative, as it necessitates the recognition and prioritization of the preferences and expectations of female consumers. This study is crucial to effectively adapt to the increasing importance of women in both the global economy and domestic decision-making processes.

Rationale of the Study

In the bustling metropolis of Karachi, the automotive sector is undergoing rapid transformation, reflecting evolving gender dynamics in consumer preferences (Farooq & Khan, 2019). While historically, the sector catered predominantly to male consumers, the rise in women's participation as customers is reshaping the market landscape. Detailed analysis reveals that men often prioritize performance specifications, fuel efficiency, and technical attributes of vehicles. In contrast, women present a more holistic view, balancing the importance of technical features with a vehicle's aesthetic design, size, and convenience features. The burgeoning interest in electric vehicles (EVs) further complicates this scenario (Batool & Rauf, 2021). Despite global enthusiasm for EVs, Karachi's inhabitants express both intrigue and reservations, influenced in part by Pakistan's status as a developing nation with its unique set of challenges, such as fluctuating inflation rates, escalating fuel costs, and inconsistent electricity supply (Farooq & Khan, 2019). Beyond economic constraints, individuals' choices are also significantly moulded by societal norms, local traffic conditions, and prevailing gender conventions (Usmani & Nawaz, 2018). As the automotive industry seeks to cater to this diverse consumer base, there's an urgent need for comprehensive research that delves deeper into the interplay between gender preferences, socio-economic challenges, and technological shifts in the automotive realm.

Research Problem

In the bustling metropolis of Karachi, the automotive sector is undergoing rapid transformation, reflecting evolving gender dynamics in consumer preferences (Farooq & Khan, 2019). While historically, the sector catered predominantly to male consumers, the rise in women's participation as customers is reshaping the market landscape. Detailed analysis reveals that men often prioritize performance specifications, fuel efficiency, and

technical attributes of vehicles. In contrast, women present a more holistic view, balancing the importance of technical features with a vehicle's aesthetic design, size, and convenience features. The burgeoning interest in electric vehicles (EVs) further complicates this scenario (Batool & Rauf, 2021). Despite global enthusiasm for EVs, Karachi's inhabitants express both intrigue and reservations, influenced in part by Pakistan's status as a developing nation with its unique set of challenges, such as fluctuating inflation rates, escalating fuel costs, and inconsistent electricity supply (Farooq & Khan, 2019). Beyond economic constraints, individuals' choices are also significantly moulded by societal norms, local traffic conditions, and prevailing gender conventions (Usmani & Nawaz, 2018). As the automotive industry seeks to cater to this diverse consumer base, there's an urgent need for comprehensive research that delves deeper into the interplay between gender preferences, socio-economic challenges, and technological shifts in the automotive realm.

Research Questions

RQ1: Within the Pakistani cultural context, how are gender-specific norms, values, and practices manifested in vehicle preferences regarding size, design, and technical details?
RQ2: How are economic considerations, such as inflation, fuel prices, and the cost of electric vehicles, interwoven with gendered cultural narratives in vehicle selection behaviours?
RQ3: How does the cultural portrayal of gender roles in Pakistan reflect the level of technical vehicle knowledge, and how does this cultural understanding influence vehicle selection?
RQ4: In what ways do societal norms, traffic policies, and the broader driving environment in Pakistan shape and reflect gendered narratives around vehicle preferences?
RQ5: Considering Pakistan's societal and cultural nuances, how do shared beliefs and perceptions around electric vehicles differ between genders?

Research Objectives

This study examines the relation of key vehicle features (including safety) with income, demographics and traffic policies that drivers consider when buying a car and its association with gender.

RO1: Contextualize Gendered Vehicle Preferences:

- Delve deep into the cultural intricacies and shared narratives that drive gender-based disparities in vehicle preferences, focusing on size, design, and technical features.

RO2: Unearth Cultural Narratives around Economic Influences:

- Explore how culturally informed gender norms intersect with economic concerns, such as inflation, fuel costs, and electric vehicle pricing, influencing vehicle selection across genders.

RO3: Decode Gendered Technical Knowledge and Its Cultural Significance:

- Investigate the cultural beliefs and practices determining varying levels of technical and mechanical knowledge about vehicles between genders and how these cultural scripts guide their choices.

RO4: Analyze the Interplay of External Factors with Gendered Vehicle Preferences:

- Interpret how broader societal norms, traffic policies, and driving environments interact with and mould the gendered cultural narratives around vehicle preferences.

RO5: Probe into the Cultural Narratives around Electric Vehicles:

- Dive deep into the shared stories, beliefs, and concerns surrounding electric vehicles within a gendered framework, considering Pakistan's cultural challenges and unique socio-economic aspects.

Review of Literature

Consumer Buying Behaviour

It is valuable for organizations to understand consumer behaviour to achieve commercial success. Understanding the connection between consumer buying behaviour and marketing is important for organizational success (Haque et al., 2023). A consumer's behaviour knowledge has a significant impact during the economic depression (Katler, P. Casoline, J., 2009). Marketing starts and ends with the study of consumer wants and needs. Consumer decision-making towards a product shows how great an organization designs and plans its marketing strategy (Jamil et al., 2023). Studies show that it is difficult for experts to understand consumer behaviour (Armstrong, JS. Scott, GC., 1991). it is all about identifying the patterns of consumer buying decisions, for example, whether a consumer opts for a product and service, and if it is, then which type of features we must make in the product (Hosaini, A. Chandrajhe, K. 2020).

Automobile Industry

The automobile industry is one of the biggest sectors towards the technological advancement done by humankind. It plays an important role in a country's economy and drives economic growth in many countries. Developing countries are trying to become players in the automobile industry (Khan et al., 2023a). Rapidly increasing competition has forced the giants of automobile industries such as General Motors, Toyota, Ford, and Honda to shift their production plants to developing countries. Fast growth in the automobile industry also brings much competition to the industry. Automobile companies

are concerned about consumer demands in features, designs, reliability, and safety (Nag, B. Banerjee, S. Chatterjee, R. 2007).

Gender Differences

According to Ozdemira, E. & Akcayb, G. (2019), The study of a model of gender identity has been a part of many pieces of research in psychology. However, it has been discovered that marketing and consumer behaviour also need to understand gender base preferences in recent years, and research has already been started in this field. Jansson (1989) stated that females have become a significant factor in transportability's future development and success as they become more independent and carrier-oriented. Their income rate is growing rapidly compared to men (Khan et al., 2023b). Studies show that women's purchasing of a vehicle is different from men's as women go for low-priced vehicles; hence, the satisfaction level of men and women is different from each other in purchasing a car or a vehicle (Qureshi & Siddiqui, 2019). Furthermore, many automobile companies believe other advertising should be done for women (Moutinho, L. Davies, F. Curry, B. (1996). While men are interested in technical details, women prefer friendly sizes and features (Tariq & Saad, 2020).

Electric Vehicles (EVs)

As the world knows, as studies have shown, the automobile industry has become a powerful and important global sector for a country's economy. It is important in technology, research, and development (Khan et al., 2023c). Thus, many new technologies are being introduced in vehicle advancement to better drivers, passengers, and pedestrians (Zaman et al., 2023b). However, fuel consumption and dramatic rise in vehicle use have also increased environmental and noise pollution, such as nitrogen oxide (NOX), carbon monoxide (CO) and sulfur dioxide (SO2) (Zaman et al., 2023a). Therefore, governments and people of many developed countries are encouraged to opt for electric vehicles (EVs) to make the world less polluted (Ishizaka et al., 2023). Electric vehicles have the potential to discourage the use of traditional vehicles. Electric vehicles neither discharge carbon dioxide (CO2) nor nitrogen dioxide (NO2). It is also environmentally friendly in the production process as well.(Sanguesa, JA. Sanz, VT. Garrido, P. Martinez, FJ. Marquez-Barja, JM., 2021).

Theoretical Framework

The study is based on the below theories.

Utility Theory

The Decision-making of consumers has been an interest for researchers for a long time. Early economists started to study consumer behaviour and decision-making 300 Years ago (Richarme, 2007). From the view of the economy, this early work has contributed to the topic. The most widely spread model in this area is "Utility Theory." Utility theory is based on the idea that every individual has different preferences. Utility theory is a positive theory that explains the differences in the behaviour and choices of an individual. In economics, it is supposed to define an individual's behaviour on the idea that every individual has their own choices, dependent upon their preferences.

Functionalism, Darwinism, and the Psychology of Women

According to Shield (1975), men and women evolve differently but complement different behaviours, which is important to endure. It focuses on the past (middle 19th to 20th century) and sex differences according to brain complexity and behaviour. "The women" was always a question for psychologists, and the nature of women was always a concern for them (Khan et al., 2023e). The concept of the female brain came into notice in the 19th century. Earlier inferiority of women was general, and it was related to the lack of qualities that would make her as competent as men (Raees et al., 2023).

Research Methodology

Types of Research

Research is a systematic and organized means of investigating a specific question or topic. High-quality research not only provides answers but also informs business strategies and decisions. The method and approach of the research depend largely on the nature of the question and the type of data required. Our study employs the qualitative research approach, given its suitability for exploring complex phenomena in their natural settings and its flexibility in understanding participants' subjective experiences. As Bailey (2014) suggests, qualitative research has its roots in understanding human behaviour, interpreting non-numerical data such as text, audio, and visual content, and deriving meaning from them.

Tradition of Research

Over the years, scholars have identified several distinct traditions within qualitative research, each with its methodology, approach, and application:

1. Narrative Research: Focuses on an individual's life as told through narratives or stories.
2. Phenomenological Research: Explores human experiences from the perspective of those who experience them.
3. Ethnographic Research: It studies culture through immersive observation and interaction.
4. Grounded Theory Research: Strives to derive theories from data itself.
5. Case Study Research: Using multiple data sources, it investigates a specific phenomenon within its real-life context.

For our study, we chose Grounded Theory Research as our guiding tradition. Developed by Barney Glaser and Anselm Strauss, this approach emphasizes the development of a theory that is 'grounded' or rooted in data (Charmaz, 2014). One of its main aims is to derive insights and theories based on the participants' lived experiences rather than beginning with a predefined theoretical framework. Given our interest in understanding the nuanced perspectives of our subjects, grounded theory offers the systematic yet flexible methodology we require.

Transcription Method

The accuracy of data transcription is paramount in qualitative research as it ensures the authenticity of the participant's responses. In this study, we employed the verbatim transcription method. This meticulous method involves translating audio-recorded interviews into text format, word for word, capturing not just the spoken content but also the participants' nuances, emotions, and emphases (Oliver, Serovich, & Mason, 2005).

Analysis Method

We adopted the thematic analysis approach to delve deep into our transcribed data. This method involves closely reading the text to identify patterns or themes within the data. The process entails initial coding of the data, searching and refining themes, and then interpreting the significance of these themes to the research questions (Braun & Clarke, 2006). Thematic analysis offers a structured approach to analyzing large amounts of textual information, making it easier to derive meaningful insights.

Data Collection

The primary means of data collection were in-depth interviews. Extensive conversations delve into the participant's perspectives, beliefs, experiences, and emotions regarding the topic of interest. We supplemented these interviews with document analysis, where relevant records, reports, and other textual materials were reviewed to provide a richer context to our primary data (Bowen, 2009). This combination ensures a comprehensive understanding of the subject, rooted in individual experiences and contextual evidence.

Sample Size

The sample size of the research is six individual interviews based on data saturation. The study employs a qualitative approach with a smaller sample size than quantitative investigations. The rationale for qualitative research is in its objective to acquire detailed insights into a phenomenon, as opposed to generating generalizations. A small sample size can provide significant outcomes if each participant contributes substantial data. The collected data was deemed sufficient after surveying with a sample size of six individuals.

Consequently, the data collected from the interviews did not yield any fresh patterns, ideas, or insights. Consequently, the outcomes of the study demonstrate a diverse array of perspectives and opinions despite the limited size of the sample. The measurement of data saturation is widely acknowledged as a valid indicator of sample size in qualitative research.

Moreover, a smaller sample size facilitates a comprehensive examination of context-specific elements, including cultural norms about gender and the unique obstacles encountered within the Pakistani automobile industry. It is conceivable that these insightful pieces of knowledge may not be as readily discernible or may be less concentrated in a more representative sample. One important consideration in qualitative research, specifically in the context of in-depth interviews, is the significant time and resource constraints associated with this methodology. Considering the constraints imposed by external factors, such as the ongoing COVID-19 epidemic, obtaining a more profound understanding from a reduced sample size may be more pragmatic and advantageous. While acknowledging the limited size of this sample, it is important to recognize its potential for generating valuable insights relevant to the research question, provided that the participants are carefully selected to encompass diverse demographics and socio-economic backgrounds. This study is a pioneering effort to examine gender-based disparities in vehicle preferences among individuals in Pakistan. This study's results can potentially guide future research endeavours of a broader magnitude and extent. Quantitative research methodologies tend to prioritize larger sample sizes to enhance the generalizability of findings. Conversely, qualitative research methodologies

prioritize in-depth analysis above extensive coverage. The study's objective supports the adequacy of the sample size, the comprehensiveness of the data gathered, and the attainment of saturation.

Ethnographic Focus of the Research

This study adopts an ethnographic approach by delving deep into the cultural nuances and intricacies of gender within the automobile industry. Ethnography seeks understanding and representing groups' beliefs, practices, and interactions within their natural settings. Our research taps into the 'gender culture' in Pakistan, a culture characterized by deeply rooted traditions, norms, and societal expectations. By focusing on how men and women perceive, select, and engage with vehicles, we're not merely examining surface-level preferences but are navigating the cultural underpinnings that shape these decisions. The introduction of electric vehicles, the societal constructs surrounding technical knowledge, and the broader cultural implications of vehicle size and design are all seen through an ethnographic lens. This investigation allows us to capture the intricate dance between gender roles and automobile preferences in Pakistan, highlighting how cultural norms, societal expectations, and traditional gender roles influence and intersect with the world of vehicles.

Analysis and Discussion

Table: 1
Significant Statements

Significant Statements
Yes, I feel that men & women have different preferences as males are more concerned about mileage, fuel consumption, and things like this, and women are more into having a vehicle or car that is friendly to them in terms of size or, I guess, colour. (Transcript 1, Q.1)
I drive a Toyota Prius, an automatic seven-seater car, and I am very happy because it is eco-friendly. Also, fuel consumption is economical as I use it for my children's school run and commute to work (Transcript 2, Q.2)
Before selecting a vehicle in Karachi, specific fuel consumption is the main concern as fuel prices fluctuate now and then and are mostly on the inflation side; therefore, if a car gets stuck in traffic for too long and much fuel is consumed, the car needs to be fuel efficient (Transcript 2, Q.6)
Therefore, in my opinion, women prefer to buy smaller cars for convenience and, transportation, logistics, and men prefer to buy bigger cars like Toyota, Audi, BMW (Transcript 4, Q.1)
Men look for practicality, pricing, and utility affordability of the vehicle before finalizing, while women look for designs, features and colours (Transcript 5, Q.1)
I think it is a combination of both because, as a woman, I spend that much money on something that will be a part of my daily life. It has to create that kind of balance. It has to give me that sort of comfort that I want, and at the same time, it has to be a colour that I like

(Transcript 3, Q.3)
The majority of women lack knowledge about machines as compared to men, and they are not very aware of technical and mechanical terms (Transcript 2, Q.1)
Men are presumed to have more technical knowledge about the vehicle. They are much more involved in the comparison process (Transcript 3, Q.1)
The general expense population has very low awareness and understanding of EVs. Since women generally are not involved in technical details. (Transcript 3, Q.5)
Mangoes for big cars they more likely to be image-conscious (Transcript 6, Q.1)
Somehow, men prefer to buy a car vehicle trunk, sedan car, big vehicle, or SUV, and they are more for a showy kind of a thing (Transcript 4, Q.1)
No, I do not think so; currently, inflation is rising to the peak in Pakistan, and things are a bit less affordable, so EVs mean more electricity. I guess Pakistan is already out of electricity, so the incomes are low. (Transcript 1, Q.5)
Switching to EVs is the best option as fuel prices increase daily. EVs are more economical and eco-friendly. (Transcript 2, Q.5)
I think as of now, petrol vehicle because EVs is very much expensive at this very moment, but they continue to decline their prices and make it easier for common people to buy the EV in the future (Transcript 3, Q.4)
Yes, that would be a better vehicle in the future than petrol vehicles because petrol prices are increasing daily. (Transcript 4, Q.4)
Considering the current income, the affordability of EVs is a question to me since they are priced very high due to import duty and cost. (Transcript 5, Q.5)
Yes, because the new era is all about technology. We are all trying to make our life easy and comfortable and save the environment from carbon emissions, and I think EVs is a better option. New generation vehicles are more advanced and hi-tech. (Transcript 2, Q.4)
EVs are much better than petrol vehicles because as technology progresses and we are heading, EVs will be the go-to vehicle. (Transcript 5, Q.5)
I think that like a 15 to 20 percent because in Pakistan, traffic policies are not very regulated, I would say (Transcript 3, Q.6)
Before selecting a vehicle, traffic policies and conditions should be kept in mind because Karachi's population is increasing daily, and the road conditions are not that good; rather, bikers and rickshaws are doing traffic violations. That creates chaos and difficulty driving, so smaller vehicles are more convenient than big vehicles. (Transcript 4, Q.6)

Table: 2
Formulated Meanings

Significant Statements	Formulated Meanings
Yes, I feel that men & women have different preferences as males are more concerned about mileage, fuel consumption, and things like this, and women are more into having a vehicle or car that is friendly to them regarding size and colour. (Transcript 1, Q.1)	Here, the female Respondent thinks that males look for more technical details while women prefer size and colours, which are outgoing.
I drive a Toyota Prius, an automatic seven-seater car, and I am very happy because it is eco-friendly. Also, fuel consumption is economical as I use it for my children's school run and commute to work (Transcript 2, Q.2)	Being a mother and single parent, her vehicle preference differs per family size. However, fuel consumption is also an important factor for her.
Before selecting a vehicle in Karachi, specific fuel consumption is the main concern as fuel prices fluctuate now and then and are mostly on the inflation side; therefore, if a car gets stuck in traffic for too long and much fuel is consumed, the car needs to be fuel efficient (Transcript 2, Q.6)	Female Respondent is concerned about Karachi, Pakistan's traffic conditions and fuel prices.
Therefore, in my opinion, women prefer to buy smaller cars for convenience and, transportation, logistics, and men prefer to buy bigger cars like Toyota,**35** Audi, BMW (Transcript 4, Q.1)	Male Respondent thinks women prefer smaller, more convenient cars, while men prefer big ones.
Men look for practicality, pricing, and utility affordability of the vehicle before finalizing, while women look for designs, features and colours (Transcript 5 Q.1)	According to male respondents, men look for technicality in the vehicle, while women look for designs and colours.
I think it is a combination of both because, as a woman, I am spending that much money on something that will be a part of my daily life. It has to create that kind of balance. It has to give me that sort of comfort that I want, and at the same time, it has to be a colour that I like (Transcript 3, Q.3)	The female Respondent shows a non-compromising attitude, and the vehicle should suit her personality as it represents her.
The majority of women lack knowledge about machines as compared to men, and they are not very aware of technical and mechanical terms (Transcript 2, Q.1)	Female Respondent thinks that women have less knowledge of machines than men.

A man is presumed to have more technical knowledge about the vehicle. They are much more involved in the comparison process (Transcript 3, Q.1)	In the opinion of female respondents, men are involved in more technical details before purchasing a vehicle.
The general expense population has very low awareness and understanding of EVs. Since women generally are not involved in technical details. (Transcript 3, Q.5)	According to female respondents, EV is a difficult option for women as women are not good at technical details.
Mangoes for big cars they more likely to be image-conscious (Transcript 6, Q.1)	It shows that the male Respondent is image-conscious
Somehow, men prefer to buy a car vehicle trunk, sedan car, big vehicle, or SUV, and they are more for a showy kind of a thing (Transcript 4, Q.1)	Male Respondent considers the showoff factor in a vehicle.
No, I do not think so; inflation is currently rising to the peak in Pakistan, and things are a bit less affordable, so EVs mean more electricity. And Pakistan is already out of electricity, I guess, so the incomes are not much... (Transcript 1, Q.5)	Female Respondent feels that electric vehicle (EVs) is affordable due to Pakistan's inflation rate and lack of energy.
Switching to EVs is the best option as fuel prices increase daily. EVs are more economical and eco-friendly. (Transcript 2, Q.5)	Female respondents think electric vehicles (EVs) are economical considering fuel prices.
I think as of now, petrol vehicle because EVs is very much expensive at this very moment, but they continue to decline their prices and make it easier for common people to buy the EV in the future (Transcript 3, Q.4)	Here, a female Respondent thinks EV is a good option. Its prices are high and not affordable.
Yes, that would be a better vehicle in the future than petrol vehicles because petrol prices are increasing daily. (Transcript 4, Q.4)	A male respondent worries about increasing fuel prices and considers EVs a better option.
Considering the current income, the affordability of EVs is a question to me since they are priced very high due to import duty and cost. (Transcript 5, Q.5)	Male Respondent seems confused about buying EVs because of higher prices.
Yes, because the new era is all about technology. We are all trying to make our life easy and comfortable and save the environment from carbon emissions, and I think EVs is a better option. New generation vehicles are more advanced and hi-tech. (Transcript 2, Q.4)	Adopting new technology for intelligent life and environment-friendly products is a preference.
EVs are much better than petrol vehicles	Male Respondent thinks that EVs are the

because as technology progresses and we are heading it, EVs will be the go-to vehicle. (Transcript 5, Q.5)	future vehicle as technology progresses.
I think that like a 15 to 20 percent because in Pakistan, traffic policies are not very regulated, I would say (Transcript 3, Q.6)	Female Respondent has no negative opinion about traffic policies, which is not a big factor to consider.
Before selecting a vehicle, traffic policies and conditions should be considered because Karachi's population is increasing daily, and the road conditions are not good. Rather, traffic violations are being done by bikers and rickshaws. That creates chaos and difficulty driving, so smaller vehicles are more convenient than big vehicles. (Transcript 4, Q.6)	Male respondents think traffic policies are always violated in Karachi, and a smaller car is better for Karachi.

Table: 3
Developing Initial Themes

Formulated Meaning	**Initial Themes**
Here, the female Respondent thinks that males look for more technical details while women prefer size and colours, which are outgoing. According to male respondents, men look for technicality in the vehicle, while women look for designs and colours. In the opinion of female respondents, men are involved in more technical details before purchasing a vehicle. Male Respondent thinks women prefer smaller, more convenient cars, while men prefer big ones.	Here, respondents think men focus on technical details while women prefer colour and small cars.
Being a mother and single parent, her vehicle preference differs from her family size. However, fuel consumption is also an important factor for her. Female respondents think electric vehicles (EVs) are economical considering fuel prices. A male respondent worries about increasing fuel prices and considers EVs a better option.	Respondents are worried about increasing fuel prices and consider EVs a better option.
Female Respondent thinks that women have less knowledge of machines than men. According to female respondents, EV is a difficult option for women as women are not good at technical details.	Irrespective of gender bias, female respondents think women have less knowledge of machines and technical details.

The female Respondent shows a non-compromising attitude, and the vehicle should suit her personality as it represents her. it shows that the male Respondent is image-conscious. Male Respondent considers the showoff factor in a vehicle.	Both genders seem image-conscious, but males like to show off their vehicles more.
Female Respondent feels that electric vehicles (EVs) are not affordable due to Pakistan's inflation rate and lack of energy. Here, a female Respondent thinks EV is not a good option. Its prices are high and not affordable. Male Respondent seems confused about buying EVs because of higher prices.	Respondents feel that electric vehicle (EVs) is not affordable as currently, their prices are very high.
Adopting new technology for intelligent life and environment-friendly products is a preference. Male Respondent thinks that EVs are the future vehicle as technology progresses.	Respondents are keen to adopt new technology and think EVs are the future.
Female Respondent has a negative opinion about traffic policies, which is not a big factor to consider. Male respondents think traffic policies are always violated in Karachi, and a smaller car is better for Karachi.	Respondents feel that traffic policies are not a big element to consider as the policies are not very much regulated in the city.

Table: 4
Cluster And Emergent Themes

Initial Themes	Theme Cluster	Emergent Theme
Here, respondents think men focus on technical details while women prefer colour and small cars. female respondents think that women have less technical knowledge of	Comparison of technical and mechanical details among gender	Self-image and economic conditions
Respondents are worried about high fuel prices and consider EVs a better option. Respondents feel that electric vehicle (EV) is not affordable. Respondents are keen to adopt new technology	EV is the preference, but higher prices and inflation are concerns.	
Both genders seem image-conscious, but males like to show off their vehicles more.	Self-representation	
Respondents feel that traffic policies are not a big element to consider as the policies are not very much regulated in the city.	Weak Traffic policies	

To analyze the data, in-depth interviews have been conducted. Some significant statements have been highlighted in Table 1 by transcribing and coding the audio

interview of respondents. It can be seen in Table 2 that the formulation of meaning is given to these significant statements from respondents. Further analyses and initial themes from these similar formulated meanings are in Table 3. These initial themes are further dug up into cluster themes in Table 4. An emergent theme s has been extracted, as shown in table 4.

Findings

An examination of the transcripts' notable quotations unveils intricate variations in gender preferences for means of transportation among residents of Karachi. Specifically, males prioritize objective factors while evaluating automobiles, such as the vehicle's mileage, fuel efficiency, and horsepower. The inclination towards enhancing efficiency and performance in autos is indicative. In contrast, women consider practicality and style important in their decision-making process. Against Karachi's well-known traffic issues and the broader economic difficulties confronting Pakistan, numerous women attach significance to their vehicles' dimensions, structure, aesthetics, and fuel efficiency. Moreover, electric vehicles (EVs) are beginning to attract considerable interest. Nevertheless, there is a combination of enthusiasm and doubt over their feasibility and financial implications within Pakistan's present economic and societal context.

Discussion

Upon analysis and summarization of the acquired data, it becomes evident that gender significantly influences consumers' automotive preferences. Men are more likely to display interest in autos' internal mechanisms and mechanics. Males are more inclined to prioritize factors such as vehicle lifespan, power, and general durability, aligning with the often-held stereotype that men possess more interest and knowledge in automobiles than women. In contrast, women often offer a more intricate perspective of their choices. This phenomenon may be attributed to the convergence of individuals' lifestyle needs and aesthetic inclinations with the automobiles' design, dimensions, and appearance. Notably, in Karachi, individuals of both genders express shared concerns over traffic congestion, fluctuations in petrol prices, and the accessibility of parking facilities. The concerns mentioned earlier hold significance for all individuals within the urban community, irrespective of gender. The increasing popularity of electric vehicles (EVs) reflects a global shift towards environmental awareness among customers. Although participants express enthusiasm over the potential of electric cars (EVs), they comprehensively understand the challenges that must be addressed for the widespread availability of EVs in Pakistan.

Conclusions

This study presents additional empirical support for the assertion that gender, socio-economic variables, and technological advancements all influence individuals' transportation preferences in the urban context of Karachi. While there is a noticeable shift in customer preferences towards electric vehicles (EVs), significant challenges still need to be addressed, particularly regarding economic and infrastructural limitations.

Managerial Implications

The findings of this study have significant utility for both the automotive industry and political stakeholders in Pakistan. The gender disparities observed in this study can contribute to developing more customized advertising efforts. In marketing, it is not uncommon for corporations to employ distinct strategies when targeting male and female customers. Specifically, when attempting to appeal to male consumers, companies often develop intricate advertisements that emphasize the technological capabilities of a car. Conversely, the marketing approach prioritizes the car's visual appeal and aesthetic qualities when targeting female customers. The growing interest in electric vehicles signifies an untapped business opportunity. Nevertheless, businesses and government authorities must collaborate to address the apparent concerns about cost and accessibility.

Theoretical Contributions

This research enhances our comprehension of the disparities observed in shopping behaviours between males and females. This study offers fresh insights into the potential transformations and adaptations of traditional gender roles in response to substantial technological and socio-economic shifts. Specifically, it examines the automobile industry within a rapidly expanding urban centre such as Karachi. The findings of this study bear significance for the advancement of the automotive sector in developing nations, as they highlight the pivotal intersection of environmental concerns, technology advancements, and individual inclinations.

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APPENDIX

Interview 1

Researcher (R): Let's begin with preferences. Do you think men and women have different preferences when choosing a vehicle? Moreover, why do you think so?

Respondent (Re): Yes, I feel that men & women have different preferences when it comes to vehicles. From my observation, males often prioritize aspects like mileage, fuel consumption, and performance metrics. They frequently discuss horsepower, torque, and other technical specifications. On the other hand, women, including myself, look for user-friendly, easily manoeuvrable, and aesthetically pleasing vehicles. Size and colour play a substantial role in our decisions. For instance, I would prefer a compact car with a feminine colour, while my brother would lean towards a larger vehicle with a robust and dominant shade.

R: Speaking of brands, are you satisfied with your current vehicle brand, or could you easily switch to another one?

Re: While I am somewhat content with my current brand, I always desire better features and advancements. The world of vehicles is rapidly evolving. I've noticed that some Japanese companies are now producing vehicles with excellent mileage and advanced safety features. I would consider switching if there's an automatic model with better mileage from a reliable brand.

R: Color is often a point of discussion among buyers. Would you compromise on comfort if you found a vehicle in your desired colour?

Re: Color does play a role in my decision-making, but not at the cost of comfort. Comfort for me encompasses seating, ease of driving, size, and the vehicle's automation level. I would likely pass on a vehicle in my favourite colour without essential comfort features. After all, I'll spend a lot of time in the car, and I want that experience to be pleasant.

R: The global trend is shifting towards sustainable transportation. Do you agree that electric vehicles (EVs) will be better?

Re: I believe EVs have a promising future, especially considering environmental factors. Petrol vehicles undoubtedly contribute more to pollution. EVs are the way forward if we're talking about a sustainable future. However, in Pakistan, there are additional challenges. Given the rising inflation, there's uncertainty around the affordability of electricity or EVs. But, if circumstances were ideal, I would lean towards an EV.

R: Building on that, considering your income bracket, do you find electric vehicles a feasible option?

Re: Currently, it's a bit challenging. Pakistan is grappling with high inflation rates, making many commodities less affordable for the middle class. On top of that, we have frequent electricity shortages. Investing in an EV would mean increased electricity consumption, which is a concern with the current power situation. Until there's more stability in electricity supply and costs, I find it hard to consider an EV as a viable option for someone in my income range.

R: Lastly, traffic can be a determining factor for many when choosing a vehicle. To what extent do you consider traffic conditions and policies before choosing a vehicle?
Re: Personally, traffic conditions don't hugely influence my choice because the conditions apply universally, irrespective of the vehicle type. However, I do think of the ease of navigating through traffic. For instance, compact cars can be more manageable in congested areas. As for traffic policies, as long as I'm abiding by them, the type of vehicle doesn't make much of a difference. The car's reliability, comfort, and efficiency are more important for me in the prevalent traffic conditions.
R: Thank you for your detailed responses. It provides a comprehensive insight into the vehicle selection process from a female perspective, especially within Pakistan.
Re: I'm glad to help. It's essential to understand different perspectives regarding such significant decisions.

Interview 2:
Researcher (R): Let's begin by discussing gendered perspectives. Do you think men and women have different preferences when choosing a vehicle? Moreover, why do you think so?
Respondent (Re): I believe women and men have varied preferences regarding vehicle selection. Generally speaking, many women, including some of my friends and colleagues, might not delve as deeply into a vehicle's technical and mechanical aspects as men. This is not to generalize, but it's a trend I've observed. Women might prioritize convenience, ease of use, safety features, and sometimes aesthetics more than the intricacies of engine performance.
R: Moving on to brand loyalty. Are you satisfied with your current vehicle brand, or could you be tempted to switch to another one?
Re: I currently drive a Toyota Prius. It's an automatic seven-seater, perfect for my family's needs. I'm environmentally conscious, so I appreciate that it's eco-friendly. It also offers good fuel economy, which is great for my routine, which involves my children's school runs and commuting to work. I've had a positive experience with this brand and model, so I don't have any immediate plans to switch.
R: There's often a debate between aesthetics and functionality. Would you compromise on comfort if you found a vehicle in your desired colour or design?
Re: For me, comfort will always trump aesthetics. A vehicle's primary function is to facilitate travel; it defeats its primary purpose if it doesn't provide a comfortable experience. While having a car in a preferred colour or design is a bonus, it shouldn't be the driving factor (pun intended). We use vehicles to simplify our daily routines, and comfort plays a massive role.
R: The automotive world is evolving, pushing towards green alternatives. Do you see electric vehicles (EVs) as the future?
Re: Absolutely! The world is rapidly transitioning towards technological and sustainable solutions, and the automotive industry is no exception. Electric vehicles are at the

forefront of this change. They offer a promising avenue to reduce our carbon footprint and combat the adverse effects of climate change. Moreover, with technological advancements, EVs are becoming more user-friendly, efficient, and accessible.

R: Building on that, do you believe an electric vehicle is a viable option considering your income level, especially given the economic conditions?

Re: Looking at the bigger picture, transitioning to EVs seems financially sound. With the continuous rise in fuel prices and the uncertainties around oil, EVs offer a more stable and economical solution in the long run. The initial investment might be higher, but the potential savings and benefits in the coming years, both for my pocket and the environment, make it a compelling option.

R: Considering the traffic situation, especially in cities like Karachi, how much do you weigh traffic conditions and policies when choosing a vehicle?

Re: Karachi's traffic situation is particularly challenging. Before buying a vehicle, I think of how fuel-efficient it is, especially considering the long hours it might spend idling in traffic. Fuel prices are volatile and generally on the rise due to inflation. Thus, if a vehicle isn't fuel-efficient and gets stuck in traffic, it's a hassle and a drain on resources. I also consider the size of the vehicle for easier manoeuvrability in traffic and parking convenience in crowded places.

R: As a follow-up, how do societal norms and perceptions, especially in a gendered context, impact your vehicle choices? For example, are there specific vehicles deemed more "suitable" for women?

Re: That's an interesting question. In the Pakistani context, societal norms do play a role. While the situation is evolving, vehicles are still stereotypically associated with women, often smaller and more compact cars. The key is to balance societal expectations and my personal needs and preferences. While being culturally sensitive is essential, it shouldn't come at the cost of convenience or safety.

R: Lastly, with the rising trend of electric vehicles, how do you see the infrastructure in Pakistan supporting this shift? Do you believe there are enough charging stations and service centres?

Re: Currently, the infrastructure is still in its nascent stages. While there's an evident interest in EVs, the supporting infrastructure needs significant development. The number of charging stations is limited, especially outside major cities. If Pakistan aims to promote EVs genuinely, there's a need for a more robust network of charging stations, service centres, and general awareness about EV maintenance and benefits.

R: Thank you for your insights. They offer a detailed perspective on the intricacies of vehicle selection from a female standpoint, especially within the Pakistani context.

Re: It was my pleasure. Having these conversations is crucial to understand and cater to diverse needs better.

Interview 3

Q.1 Do you think men and women have different preferences while choosing a vehicle? Moreover, why do you think so?

Yes, I think a lot of external factors play a role here. Men are presumed to have more technical knowledge about the vehicle. They are much more involved in the comparison process. At the same time, I feel that women have a different way of looking for a vehicle they want to opt for. Moreover, I think women's preferences are very much affected by the preferences of their family members because they help them choose. Last, I feel that men and women, particularly women, are gradually growing in their perspectives as to which vehicle they want to opt for, and women are also getting involved in technical details.

Q.2 Are you satisfied with your current vehicle brand, or can you easily switch to another brand?

I am very much satisfied with my current brand. Moreover, when it comes to vehicles or products with very high involvement, it is not very easy to switch to another brand, for that matter.

Q.3 Do you think comfort can be compromised if you find your desired colour while choosing a vehicle

I think it is a combination of both because, as a woman, I am spending that much money on something that will be a part of my daily life. It has to create that kind of balance. It has to give me that sort of comfort that I want, and at the same time, it has to be a colour I like. So I think it is both, but I opt for comfort even if I have to choose.

Q.4 Do you agree that electric vehicles (EVs) will be better?

As of now, petrol vehicles because EVs are very expensive, but they continue to decline their prices and make it easier for common people to buy the EV in the future.

Q.5 Do you think an electric vehicle (EV) is a better option considering your income level?

I feel EVs are comparatively expensive. The general expense population has very low awareness and understanding of EVs. Since women generally are not involved in technical details. So yeah, at first glance, it seems like petrol vehicles are a better option, but if they lower prices, EVs will be a better option shortly.

Q.6 To what extent do you consider traffic conditions and policies before selecting a vehicle?

Like 15 to 20 percent because traffic policies are not very regulated in Pakistan. If I buy an extremely expensive vehicle and the expense is out of my comfort zone, I would think about traffic to a certain extent.

Interview 4

Q.1 Do you think men and women have different preferences while choosing a vehicle? Moreover, why do you think so?

Men and women have different preferences when choosing a vehicle, especially in Karachi, a populated side city anywhere in the world; women prefer to buy a smaller vehicle in size and trendy colour. Somehow, men prefer to buy a car trunk, sedan car, big vehicle, and SUV. They are more for a showy kind of thing. Women rely on more convenience and fuel efficiency; therefore, I think women prefer smaller cars for convenience and transportation logistics. Men prefer bigger cars like Honda, Toyota, Audi, and BMW. Early this year, seven new auto medium manufacturers, Like the Proton, Hyundai, and KIA, introduced some new vehicles.

Q.2 Are you satisfied with your current vehicle brand, or can you easily switch to another brand?

If the features are the same and comfort is more hi-tech cars like airbags and other facilities, I can easily switch to another brand like KIA and Proton and other vehicles coming up in Pakistan.

Q.3 Do you think comfort can be compromised if you find your desired colour while choosing a vehicle?

I do not think comfort can be compromised because colours are secondary.

Q.4 Do you agree that electric vehicles (EVs) will be better?

Yes, that would be a better vehicle in the future than petrol vehicles because petrol prices are increasing daily.

Q.5 Do you think an electric vehicle (EV) is a better option considering your income level?

Considering my income, EVs are a good choice, but you need to have some outlets to charge your vehicle, and the facility to charge electric vehicles should be more common in all the areas of Karachi. It does not affect your income because it is very convenient and fuel-efficient.

Q.6 To what extent do you consider traffic conditions and policies before selecting a vehicle?

Yes, before selecting a vehicle, traffic policies and conditions should be kept in mind because Karachi's population is increasing daily, and the conditions of the roads are not that good. Rather, traffic violations are being done by bikers and rickshaws. That creates chaos and difficulty driving, so smaller vehicles are more convenient than big vehicles.

Interview 5

Q.1 Do you think men and women have different preferences while choosing a vehicle? Moreover, why do you think so?

Yes, they have different preferences. Men and women have different thinking and choosing the vehicle's style because men look for practicality, pricing, and utility affordability before finalizing, while women look for design features and colours.

Q.2 Are you satisfied with your current vehicle brand, or can you easily switch to another brand?
Yeah, I am satisfied with the current brand and cannot switch to other brands because of the pricing issues.

Q.3 Do you think comfort can be compromised if you find your desired colour while choosing a vehicle?
Yes, comfort cannot be compromised because the appeal of the car may be temporary, but the comfort will be lasting to the ownership of the vehicle.
Q.4 Do you agree that electric vehicles (EVs) will be better?
EVs are much better than petrol vehicles because as technology progresses and we head to EVs, they will be the go-to vehicle.
Q.5 Do you think an electric vehicle (EV) is a better option considering your income level?
Considering the current income, the affordability of EVs is a question to me since they are priced very high due to import duty and cost.
Q.6 To what extent do you consider traffic conditions and policies before selecting a vehicle?
Traffic conditions and policies are little to negligible factors in this city and this country while considering the vehicles since traffic will keep increasing as predicted by analysts and relevant authorities.

Interview 6
Researcher (R): Good afternoon. Thank you for taking the time for this interview. We are conducting a study on gender-specific preferences related to vehicle selection, with a special focus on the context of Pakistan. Your insights will be invaluable.
Female Buyer (FB): My pleasure! I'm always open to discussing my experiences.
R: Let's begin with the first question. When you think about buying a vehicle, what are the primary features or aspects you look for? Do factors like size, design, and technical details play an essential role in your decision-making?
FB: Certainly. As a female, I prioritize safety features in any car. The size matters; I prefer compact cars because they are easier to manoeuvre on our congested roads. Design is not on top of my list, but it does influence my choice. I like vehicles that look modern but not overly flashy. As for technical details, I rely on expert reviews or recommendations from friends with more technical knowledge.
R: Interesting! How do economic factors such as inflation, fuel prices, and the cost of electric vehicles influence your decision to buy a particular vehicle?
FB: That's a significant consideration. With the rising inflation, I must ensure that the car I buy is fuel-efficient. While I'm interested in electric vehicles, the current high prices deter me. Moreover, the irregular electricity supply in many areas of Pakistan makes me hesitant.

R: That brings me to my next question. Do you think your perspective on the technical knowledge of vehicles differs from, say, a male buyer? Does the presumed technical knowledge or lack thereof affect your choices?
FB: I believe it does differ. Many male friends discuss engine capacities, torque, and other technicalities when considering a car. I don't delve too deep into these specifics. However, that doesn't mean I make uninformed decisions. I research, focusing on aspects that matter most to me, like fuel efficiency, safety features, and maintenance costs.
R: It's good to hear you take an informed approach. How about external factors? Do traffic policies, societal norms, and the general driving environment in Pakistan influence your vehicle preferences?
FB: Absolutely. For example, the challenges of navigating through the traffic in Pakistan do influence my choice. Given the condition of many roads, I prefer vehicles with good ground clearance. Societal norms play a part, too. As a woman, I sometimes feel safer in a car than on a two-wheeler, especially during late hours. The vehicle also becomes a sort of safety shield in those instances.
R: That's an essential perspective. Now, focusing on electric vehicles – what are your perceptions regarding them? Are there any specific concerns or preferences you have concerning EVs?
FB: I see electric vehicles as the future—their eco-friendliness appeals to me. However, in Pakistan, I'm concerned about the charging infrastructure. It's still in the nascent stages. The initial cost of EVs is high, but I believe they might be cost-effective in the long run due to lower running costs. I would love to see more models, especially those suitable for middle-class consumers like me.
R: Based on your interactions with friends or family, do you think there's a noticeable difference in how men and women perceive vehicles, especially in the context of Pakistan?
FB: Definitely. While safety and fuel efficiency are universal concerns, many women prefer compact, easy-to-handle cars. Men in my circle often discuss power and performance more. However, these dynamics are slowly shifting with changing times and more women being economically independent.
R: In light of the recent rise of electric vehicles globally, do you feel there's enough awareness and information available for potential buyers in Pakistan?
FB: Not as much as I'd like. While there's general awareness about EVs, detailed knowledge about their operation, maintenance, and benefits is still limited. We need more workshops, seminars, and perhaps government initiatives to educate potential buyers.
R: Lastly, considering the unique challenges in Pakistan, like electricity shortages, do you think EVs are a viable option for most of the population?
FB: At the moment, not for the majority. But I'm optimistic about the future. The scenario can change if we invest in infrastructure and provide incentives for EV buyers. For now, hybrids might be a more practical choice for many.

R: Thank you for your insights. It's been an enlightening conversation. Your perspective will surely add value to our research.
FB: I'm glad I could contribute. Best of luck with your study!

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