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How To Increase Sales Of Electric Cars in Russia To Millennials To Solve Air Pollution Issue



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Abstract

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Keywords: Electric car, sales, millennial, environment.

This work aimed to increase the level of sales of electric cars to millennials in the Russian market. A qualitative study was conducted to obtain as accurate data as possible through interviews with six respondents on how and what can attract attention, arouse interest, arouse desire, and provoke millennials to act to increase sales of electric cars in Russia.

Interviews were conducted with six different people at the age of 23, just with bright representatives of the Y generation. The interview was conducted to understand what they would like to see, get, and feel when buying, owning or short-term use of electric cars. In the interview, the main questions were asked, revealing the attitude and attention to electric cars of millennials, as well as what they want and what would motivate them to purchase an electric car.

The results showed that for the majority, the cost of an electric car, the cost of its daily operation, infrastructure, and government assistance to stimulate the market are significant. Also, of course, ecology has become an important aspect, and most believe that it will help to improve our environment.

Based on the data obtained, an implementation plan was developed for the state, with the help of which it will be possible to stimulate the consumer ability among millennials and thereby increase sales of electric cars in Russia.

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1. Introduction

1.1 Thesis backgrounds

The topic that has been chosen now is relevant because today, there is an agenda for protecting nature, and in our time, it is necessary to correctly find ways to switch to a new mode of transport. Today, many companies and states are investing in the development of innovative technologies that will allow us to reorganise the transport system and make our cities a little cleaner.

Sanatov described in the article (Sanatov, 2021) that the transport sector accounts for 23% of all global greenhouse gas emissions. Therefore, reducing emissions through the electrification of transport is a crucial point of the Paris Agreement, to which Russia is a party. Considering the average Russian mileage and CO₂ emissions from electricity production, electric cars and some hybrids already meet the goals of the Paris Agreement until 2030.

Davydov, as part of the study (Davydov, 2021), ICCT estimated emissions from popular mid-size electric cars registered in 2021 in the US, Europe, India, and China. These countries account for 70% of global electric car sales and represent the ICCT data. The analysis showed that in Europe, the cumulative lifetime “emissions” of electric cars are 66-69% lower than fuel-burning cars. As for the United States, over the same period, electric cars should produce 60-68% fewer emissions, in China – by 37-45%, in India – by 19-34%. The lower performance in Asia is since these countries’ electricity generation is based on coal combustion.

The main idea of the work is to increase sales of electric cars among younger generations and how get them interested in it in Russia. Therefore, it is necessary to study the needs of new generation drivers, what they require from a car, what characteristics are needed and what they most often pay attention to. Moreover, thereby creating favourable conditions so that they can be more informed about innovative technologies and develop a plan for integrating all the needs for electric cars so that the need for conservative cars begins to fade. Also, of course, you need to give the client what he requires to build an elevated level of loyalty, which will lead to long-term relationships with companies. To interest the younger generation as much as possible in the transition to a “new” mode of transport. The interest lies in how and with what levers it is possible to influence the choice or awareness of millennials in choosing an electric car over a traditional one. Since these generations, under Russian law, already have the right to obtain a driver’s licence and drive a personal car.

The tools that can be used to interest and stimulate the growth of sales of electric cars among millennials will depend on the state promotion of this technology to the masses since electric cars are currently being bought to individual preferences. For such people, there are all sorts of advantages. For example, they do not need to pay a transport tax. Parking lots on the territory in which charging stations are installed are free. These connections come straight from managers, so we want to look at ways the government can help stimulate interest and growth in electric car sales, especially among millennials. As these people are thinking about buying a new car, they need help and guidance. In this direction, it is necessary to formulate and implement recommendations from a political and state point of view.

1.2 Objectives and research questions

Based on the foregoing, it is necessary to specifically indicate what the problem of the study is. Research problem "How to increase sales of electric cars to millennials in Russia instead of a conventional gasoline or diesel car?" And for this we need several programs and actions that will be perfect to solve this problem. Also, for a complete consideration of this problem, I will try to answer the following research questions (RQ):

RQ1: What factors influence Russian millennials when planning to buy a car?

RQ2: How to make electric cars more attractive to Russian millennials?

2. Theoretical framework

2.1 Market research

Dadashova said (2022) that the global market for electric cars began to develop rapidly on the “green” agenda in the 2010s. From 2012 to 2018, the average annual growth rate varied between 46 and 69%. The only exception over the decade was 2019, when the share of sold passenger cars on electric traction grew by only 9% in annual terms – “blame” the decline in sales in the largest markets of China and the United States. 2020, despite the pandemic, turned out to be more successful. While global car sales fell by 16%, new electric car registrations rose by one-third. As a result, the segment accounted for a record 4.6% of total passenger car sales. In 2021, according to analysts, 6.4 million EVs will be sold worldwide, which is 98% more than in 2020.

Dadashova thinks (2022) that despite these dynamics, the world is still at the very beginning of the transition to electric traction, says Artur Karlov, director of the Centre for Strategic Analysis of the Russian University of Transport. According to him, today, the share of electric cars in sales is about 8%, but this figure also includes hybrids. “By 2025, 20% of all new cars sold globally will be electric, and by 2040, absolutely everything. Today, there are more than 500 EV and fuel cell cars on sale, and just six years ago, this figure was less than 100,” the expert lists.

Chuprov, in his article, analyses sales of electric cars (2021). According to the results of the first ten months of 2021, 845 electric cars were sold in Russia, which is 2.2 times more than the figure for the entire last year, according to the Association of European Businesses. According to the Chairman of the AEB Automobile Manufacturers Committee, Dr Thomas Stärzel, the positive dynamics of sales of electric cars contributes to the development of the charging infrastructure and enables distributors to bring to the Russian market not only more cars but also more affordable models. Of course, the growing sector of electric cars within a period can be captured by modifications of regional production. However, this positive development is likely to be seriously undermined by disagreement about extending the zero rates of imported customs duty on electric cars in the shortest possible years. This will lead to an increase in the price of electric cars, a decrease in consumer demand, and further stagnation of trade. “In addition, certain manufacturers have every chance to postpone the conclusion of their electric cars in the all-Russian stock exchange against the backdrop of increased costs in the lowest-than-expected sales of electric cars. For this reason, advice is confident that an increase in the zero rates of

imported customs duty on electric cars is cost-effective and absolutely all bidders, and thus also the state,” said Thomas Sterzel.

Timerkhanov, in an article, describes the situation in the Russian market (2022). Last year, 9,070 used electric cars were bought in Russia, 69% more than 2020. Such data are provided by experts of the analytical agency “AUTOSTAT”, having considered the relevant statistics on the secondary market of passenger cars. Experts note that our country’s sales of used electric cars have been growing for the eighth year in a row, i.e., since 2014. Three-quarters (77%) of the used electric car market is Nissan. So, in 2021, residents of the Russian Federation purchased 6,977 used copies of the Nissan Leaf model, which is 43% more than a year earlier. The second place in the brand rating is occupied by Tesla (818 units), sales of which in the “secondary market” increased by five times. The third position here is occupied by electric cars with mileage from BMW (441 units), the market volume of which grew by 4.4 times over the year. Let us also note Mitsubishi (168 units; +54%). The results of other brands in the aftermarket electric cars are less than a hundred units. As mentioned above, the most popular model among used electric cars is the Nissan Leaf. The BMW i3 took second place in this model, ranking at the end of 2021 with 435 units. This is followed by two Tesla models – Model 3 and Model S (375 and 283 units, respectively). Closes the TOP-5 Mitsubishi i-MiEV (160 units). Tesla Model X (152 units) also overcomes the mark of a hundred resold electric cars. For other models, these indicators are lower.

Now it is worth studying the drivers themselves, how many drivers, the main age categories, and understanding how many drivers of which can attribute to the generation of millennials.

On the official web page of the government inspection of transport, find information about the number of cars in Russia (2022). There are 51.8 million cars registered in Russia. 84% of these cars are classic cars, Autostat.ru reported. With a population of 144 million people (according to the UN), there are approximately 277 automobiles per 1000 people in Russia. According to some websites’ calculators, there are 288 civil cars per 1000 persons. Less than a third of Russians own an automobile. In Russia, there are 43.5 million registered cars. Around 4.1 million light commercial cars, eight (8) per cent of all cars and 3.8 million trucks make up the total number of cars, seven (7) per cent. There are 0.4 million buses on Russian highways, accounting for around one (1) per cent of all registered motor cars.

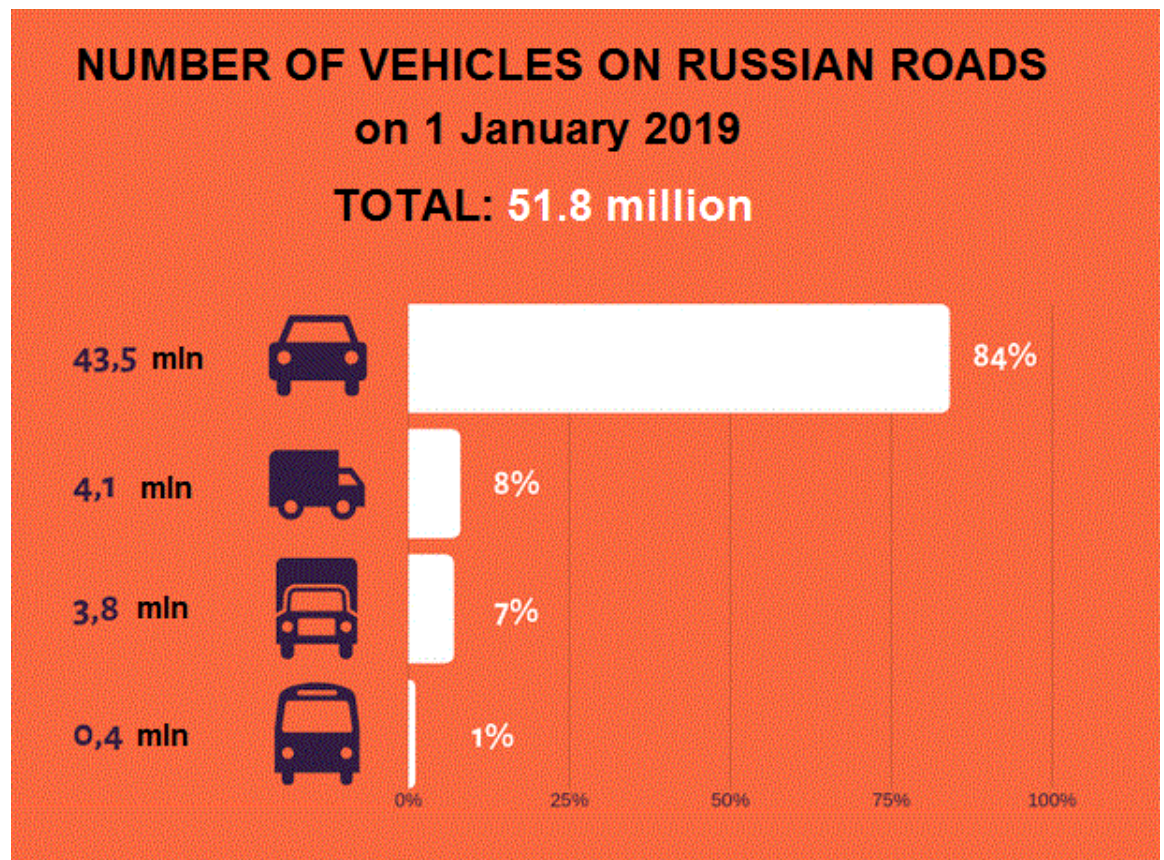


Figure 1. Number of vehicles on Russian road (How many cars per 1000 people are in Russia?2019)

Moreover, based on the data from the Statistica website (2021), you can get information that generation Z drivers make up 8% of the total, millennials account for almost half of 43%, generation X is about a third of 32% of the roads of Russia, and the remaining 17% per cent is older drivers.

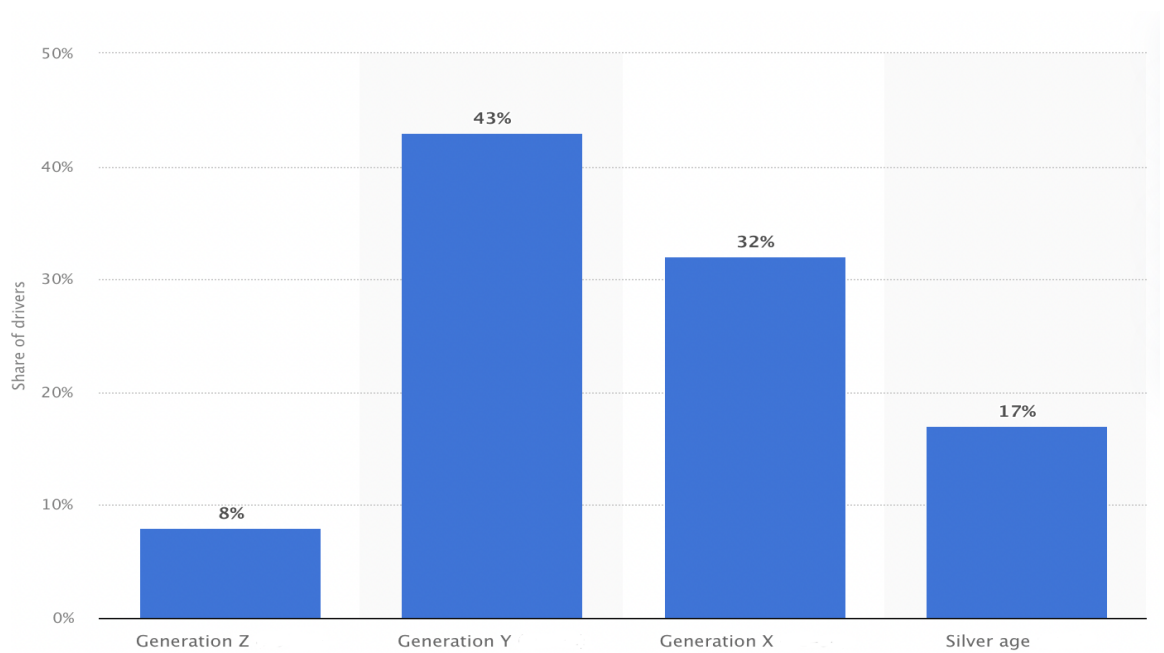


Figure 2. Which generation drive cars in Russia (Published by Statista Research Department, 2021)

The world is changing so quickly that businesses need to be very responsive to consumer needs. What do millennials need? How to win the favour of those who already generate 35% of retail sales today? What exactly are they looking for on websites and supermarket shelves?

Millennials have officially become the generation that most influences marketing and product development. Businesses take advantage of their needs with lightning speed in supporting the trends of “old worn sneakers,” veganism, focusing on brands’ sustainability, reliability, and openness. Include the trend for protective masks of famous fashion designers.

Today, it can show that the generation of social networks and a healthy lifestyle will lead to completing the life cycle of several products.

Let us reassure car dealership owners who think: “Why are there so few young customers in my dealership?” You are not alone in your problem! However, millennials view car ownership differently than the same baby boomers. Among generation Millennials, there are fewer car owners in general - they are more accustomed to using public transport or car-sharing services or taxis—especially people from large cities, where traffic jams and parking are the main enemies. In addition, millennials are more concerned about the state of the environment and environmental issues. And not everyone can buy an electric car today since the cost is high, but if the price drops, it will change the minds of millennials.

Car dealers and manufacturers are wondering: will this attitude of the new generation towards cars lead to severe losses for dealers? Answer: maybe. Therefore, today, auto retailers need to work hard to get young customers.

2.2 Pollution Research

One of the most critical environmental problems influencing people's health in low, middle and high-income nations is air pollution.

According to WHO (2021), outdoor (outdoor) air pollution caused 4.2 million premature deaths per year in 2016 in both urban and rural areas; this mortality was caused by exposure to delicate particulate matter up to 2.5 μ m in diameter (PM_{2.5}), which causes cardiovascular and respiratory diseases as well as cancer.

A study of environmental pollution shows that air pollution causes a rise in plastic trash, according to the report (2020). People in low- and middle-income countries are disproportionately exposed to air pollution. Low- and middle-income nations account for 91 per cent of the 4.2 million premature deaths, primarily in WHO South-East Asia and the Western Pacific Ocean. According to the recent burden of disease estimates, air pollution significantly influences CVD morbidity and death. In addition, there is a growing body of data linking outdoor air pollution to the risk of cardiovascular disease, including research conducted in places with elevated levels of air pollution.

According to WHO (2021), In 2016, outdoor air pollution was responsible for 58 per cent of premature deaths due to coronary heart disease and stroke, 18 per cent for chronic obstructive pulmonary disease and acute lower respiratory tract infections, and 6% for lung cancer.

With the first turn of the key, the car begins to pollute the environment. By-products of fuel processing during engine operation are harmful emissions. They divide into primary and secondary. Primary substances are substances that enter directly into the atmosphere. Secondary ones result from the interaction of primary emissions with each other and with other volatile compounds. The most significant percentage of harmful particles present in the air are secondary pollutants.

The article "Cars pollute the air" (2020) writes that particulate matter (soot, smog, metals) is small - less than a tenth of the diameter of a hair. However, that is why they pose the greatest threat to humans. They freely penetrate the lungs, causing bronchitis and other diseases when inhaled. The primary source of such pollution is diesel engine exhaust. The main components of

their composition are oxides of hydrocarbons and simple carbon and nitrogen. Together with them, carcinogenic (cancer-provoking) substances, aldehydes, soot, benzene, and other components are emitted.

“Cars Pollute the Air” (2020) this article describes pollution problems very well. Hydrocarbons react with nitrogen oxides under the action of light. As a result of the reaction, substances are formed that, in high concentrations, create smog. In the atmosphere itself, their level is average, but these gases accumulate in the surface layer. Once in the body, they irritate the bronchi, causing coughing and suffocation. With prolonged exposure, lung capacity decreases, and blood supply to organs worsens.

Nitrogen oxides irritate the respiratory system, weakening the body’s immune defences. In addition, they trap solid particles in the lower atmosphere.

Carbon monoxide produces when fossil fuels and gasoline are burned. This poisonous, odourless gas blocks oxygen flow to the brain, heart, and other organs. Pregnant women, children and people with chronic illnesses are susceptible to the effects of this substance (“Cars Pollute the Air,” 2020).

Lepin, in his work, also describes the problems with emissions (2017). When burning sulphur-containing fuels, power plants and cars release sulphur dioxide into the air. This substance is also found in the atmosphere in fine particles, which pose a significant health hazard.

Alekseeva wrote about this in her article (2017). The environmental authorities assessed the ecological situation and its impact on the human body. Research results suggest that most cancers are provoked by toxic substances contained in the air. They also cause congenital disabilities and acquired chronic diseases.

Pepina mentions this in her work (2017). Also, this abrasion process is the cause of the inferior quality of the road surface, which is constantly destroyed due to significant temperature changes. The largest number of pollutants is emitted during the car’s acceleration since, at this moment, the engine consumes the most fuel, which means that at this moment, exhaust emissions are most intense. The relative share of hydrocarbons and carbon monoxide in the total mass of emissions is highest during braking and idling, and the share of nitrogen oxides is highest during acceleration.

The figure shows the dependence of carbon monoxide emissions from a car on its movement speed.

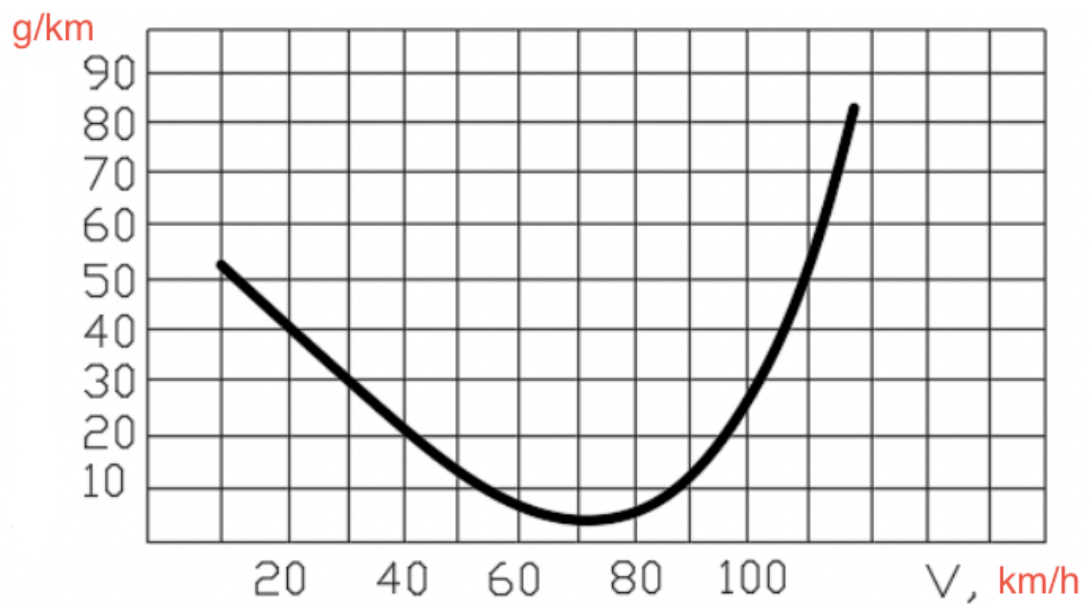


Figure 3. The dependence of the number of emissions on the speed of movement (Pepina, 2017)

Sanatov describes this process very broadly in his work (2021). Global decarbonisation, i.e., the transition on a global scale to low-carbon development, is a response to global climate change caused by anthropogenic emissions of greenhouse gases into the atmosphere. Decarbonisation aims to reduce and ideally eliminate these emissions, slowing down climate change and minimising the damage it causes. More than 110 countries have declared their aspiration to achieve carbon neutrality by 2050. The key document in this area is the Paris Agreement, whose participants are the largest economies in the world, including the United States (returned to the membership in 2021), China, the European Union and Russia. Decarbonisation measures are not only internal but also external. This implies limiting the import of “dirty” goods. For example, the EU is planning to introduce a border mechanism to track the carbon footprint of imported products. Thus, the decarbonisation trend will affect the entire global economy, and ignoring it will lead to the closure of foreign markets to export Russian raw materials and goods.

(Sanatov, 2021) The first factor is the low environmental friendliness of hydrogen production by the currently most common method, natural gas reforming. When using this method, many carbon dioxide and carbon monoxide are released into the atmosphere. The second factor is gas leakage during extraction, processing, and transportation. In this direction, the prospects for reducing leaks are minimal. The third factor is the enormous energy consumption for water electrolysis and its prohibitive cost. Which does not allow soon to abandon the environmentally dirty methane reforming in favour of more environmentally friendly electrolytic methods for producing hydrogen. The fourth factor is a significant increase in the environmental friendliness

of the production of batteries. The transition to modern technologies will be associated with a reduction in “environmental costs”.

In a scenario where the state does not take significant action to develop electric transport, emissions from electric cars will remain low since the number of electric cars will not grow. However, this implies the preservation of significant emissions from internal combustion engines.

Having received the information that was found about the state of the market, it is essential to consider the fact that in Russia, most of all emissions come from cars, almost reaching 80%. Based on the market analysis data, it is possible to obtain data that there are 43.5 million passenger cars in Russia, which is 84% of all cars on the territory of the Russian Federation. Almost half, or 43% of the drivers, are our target audience. If count 43% of 43.5 million cars, you can get such a figure as 18.7 million cars owned by millennials. To calculate the correction for emissions if all millennials are transferred to electric cars, then from the data obtained from the article where Davydova reviewed and showed the figures for changes in emissions. ICCT estimated emissions from popular mid-size electric cars registered in 2021 in the US, Europe, India, and China as part of the study. These countries account for 70% of global electric car sales and represent the ICCT data. The analysis showed that in Europe, the cumulative lifetime “emissions” of electric cars are 66-69% lower than fuel-burning cars. As for the United States, over the same period, electric cars should produce 60-68% fewer emissions, in China - by 37-45%, in India - by 19-34%. The lower performance in Asia is since electricity generation is based on coal combustion (Davydov, 2021). Moreover, in Russia, most of the energy is produced cleanly from the data of the central part of electrical and thermal energy is produced by:

- thermal power plants (TPP) - about 68%.
- nuclear power plants (NPP) - 24%.
- hydroelectric power plants (HPP) - about 8% (Basic principles of organising the production and consumption of electricity in Russia, 2015).

Therefore, after carrying out further calculations, then taking the minimum value for correcting the number of emissions in countries with clean electricity production, and for this value, we will take 60%, as much as a car in Russia can emit less harmful substances into the environment. Therefore, taking 18.7 million cars owned by millennials and counting 60% of them, we get 11.2 million cars that can be considered “clean” and without emissions. Moreover, if you count from the entire car market, only millennials can reduce emissions by 21.6% of the entire car market.

2.3 Generation Theory

Leonova believes (2019) that the theory of generations is a hint demonstrating where to start communicating and influencing people of different ages. Knowing when one generation begins, and ends is critical since there are substantial differences between them.

What makes the generational idea so reliable? Generations share characteristics such as communication, buying, and motivational tastes since they were influenced by trends at around the same time and through comparable channels (e.g., online, TV, mobile). Individuals become increasingly conscious of generational trends as they get older. This shows that people of the same generation share similar beliefs, attitudes, and aspirations.

It is important to remember that, in fact, every person is unique from his point of view. However, if you look at people through the prism of generations, you can create the right sequence, which will undoubtedly help you to know, collaborate, motivate, and connect people of all ages.

As you may have guessed, there are disparities in the perspectives and perceptions of many problems across the many generations. Therefore, it is important to know the time intervals between them to understand who is who.

Generations by years (Cagle, 2018):

- the greatest generation (1901 - 1925);
- silent generation (1925 - 1944);
- baby boomer generation (1944 - 1967);
- generation X (1967 - 1984);
- generation Y - millennials (1984 - 2000);
- generation Z (2000 - 2011);
- generation alpha (since 2011).

2.3.1 Generation millennials

According to Bogachev's texts, Millennials, and representatives of the Y generation. These are representatives of a large segment of the population who were born before the 2000s. Representatives of this generation have already reached majority in the majority and the older representatives are already closer to 40. Since this generation was born at certain intervals between the 80s and 2000, we can say about them that they are also quite different from each other and very heterogeneous, and due to the fact that different representatives of this

generation fell into different historical frameworks and conditions, they have various levels of education.

Based on the article "Theory of generations... X, Y, Z, and A (alpha) - who is who?" the following characteristics are present:

- Millennials have been influenced by technology and have grown up in a society that is constantly changing and extremely competitive.
- Almost all adherents of generation Y are currently working, while others are still studying and will soon begin to work.
- They are optimistic about their own future abilities.
- This generation is connected every time.
- They worry about their own well-being and decide on steps to make the story better.
- Millennials have proven to be hardworking, ambitious, and willing to go outside the box in order to optimise their job chances.
- They are worried about climate change and prefer to work for companies that share their ideals.

2.3.2 Working with the Millennial Generation

Establish your objectives (5 truths about millennials in the Workplace, 2021). Workplace reforms and new incentives and rewards are frequently discussed, but Generation Y demands a feeling of purpose. In case you really want your Y-workers to make waves and thrive, give them the elasticity to rise. Instead, in order to limit yourself to a set of commitments, make a list of additional criteria, highlighting why they are relevant to the firm and how their triumph affects the joint picture.

Seeing someone (Leonova, 2019). HR managers must learn to pull back from stereotypes and look more widely when it comes to generation Y. Of course, we all hire because someone has the skills we need, but it is also crucial to consider the internal motivators and attributes that your millennial workers possess during the hiring process.

Collaboration (Fuscaldo, 2021). For this generation, you can apply such a term as collectivism. Often due to different circumstances since school days they have generated small groups to perform various kinds of tasks and therefore for millennials to work in a team is to be at ease. They feel so much more comfortable. When planning work in a company, it is critical to pay

particular attention to the establishment of teams that divide up responsibilities. This will allow Generation Y employees to reach their full potential and feel more at peace.

Make use of your technological knowledge (Fuscaldo, 2021). Y-representatives are those people who were the first to face the frantic pace of technology development and its production. They know better than anyone how and what to use, as they stood on the threshold of most of the discoveries of our time. Therefore, it is quite easy for these employees to understand how to regulate all processes occurring within the company and outside it, as I know how to communicate and what tools to use.

Concentrate on the end outcome (Tolbert, 2021). Generation Y's lethargy stems from the generational divide between them and previous generations. Millennials are more concerned with the bottom line than older generations are with set work hours and a dress code. This implies that, to attain better outcomes, it is necessary to modify the restrictions a little.

Remember that the Y generation will soon make up most of the workforce, which means you must understand how to deal with them, build an approach, and discover ways to allow them to grow in the company and be productive.

2.4 Attention-Interest-Desire-Action Model

In his paper, Bolshakov (2020) wrote. The AIDA model was created by American Elmer Levinson in 1896. For his advertising business in Philadelphia, he adopted this selling model. As a result, he became quite well-known. Leaders from a variety of businesses were among his clientele. And Elmer Levinson had no idea that the AIDA model would still be applicable over a century later. Copywriters, agencies, marketers, and managers from all over the world still come to her for ideas. You will discover what AIDA marketing is and how to utilise it to boost sales in this post.

The AIDA model, according to Saigadumova (2021), is a sales method that has stood the test of time and millions of advertising efforts. It can successfully impact consumers, converting them into purchasers and repeat customers. The original AIDA formula is made up of four steps:

- A – attention;
- I – interest;
- D – desire;
- A – action.

This model functions in these four planes. If you draw it as a diagram, you will obtain a sales funnel that looks like an inverted triangle.

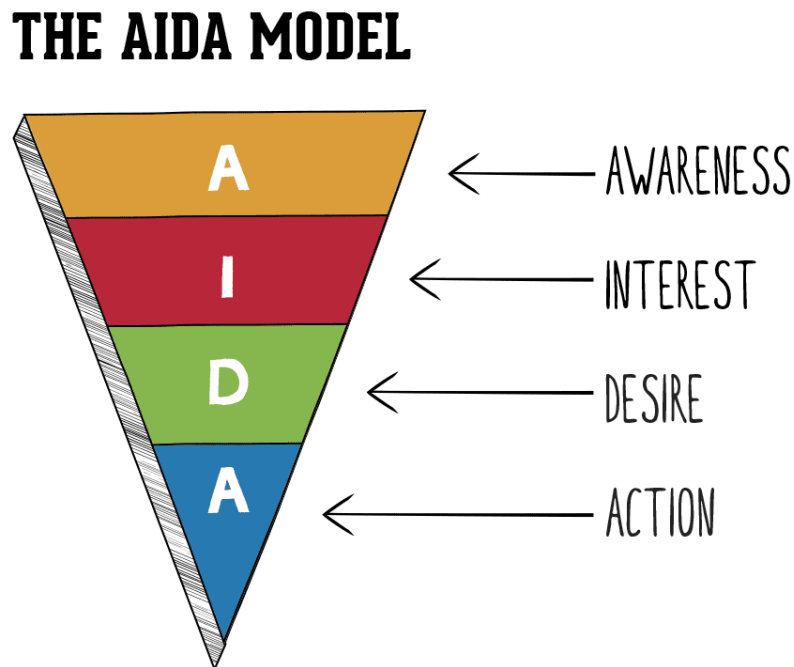


Figure 4. AIDA sales funnel (Bullock, L., Mangles, C., & Wright, G., 2022)

In his paper, Popov mentions (2021). AIDA(S), where S stands for satisfaction, is a common acronym for this strategy. This is a modernised version of the old concept, with the goal of establishing a loyal consumer base. As a result, efforts are being made to create the word-of-mouth marketing that entrepreneurs like. Advice from friends and acquaintances does not have to be paid for. As a result, the aim at this stage is to produce a sense of fulfilment from the purchase. In my work, I will continue to use the original version of AIDA without satisfaction. This technique's operation is incredibly simple: attract a potential buyer's attention, pique his interest in a trade offer, create a desire to do a deal, and ask for it (Sellers, 2022).

The AIDA model is based on human psychology, according to the article "The AIDA Formula" (2021). Marketers employ sales triggers and cognitive biases at various phases of the sales process. This is vital to encourage the audience to proceed as far down the sales funnel as feasible. As a result, four stages equal four tasks:

- A – to guarantee that a potential customer notices your ad;
- I – to pique the consumer's interest with a unique selling proposal;

- D – to pique the consumer’s desire to acquire the items;
- A – encourages you to take the desired activity, or, in this case, to buy something.

According to Bolshakov’s paper, the AIDA marketing model (2020) is focused at buying through a person’s psychological patterns, rather than relying on customer demands. As a result, AIDA advertising uses happy emotions to persuade people to take certain actions. It is critical to make the potential consumer feel like the product’s owner after meeting him. According to the AIDA formula, the customer has a desire to contact the vendor only after being familiar with the goods.

A person aspires to obtain something if he imagines himself as the owner of it for even a brief period. And he will do it since this advantage is no longer available, and all you are offering is the chance to buy a product or service. In addition, the “heated” user makes contact, pays for the items, and is satisfied with the transaction. Maintain a rigorous order. Ignoring or ignoring one stage of the sales process comprises the technique’s integrity. AIDA sales are only successful if the model is appropriate for the intended audience.

2.4.1 Attention

Now, of course, it is worth talking about this marketing structure within the automotive market, and specifically about electric cars. And the most important aspect of this should be millennials. Since this is my target audience in the study. Therefore, based on the data obtained from the analysis of information about millennials, we will consider a four-step scheme. Let us start with attention, and to attract the attention of the millennial, you need to produce a defiant headline. Use numbers, ask questions. The title of the ad should evoke emotion. The picture should be colourful, different from competitors. Use non-standard shapes and colours to make them stand out from the competition. Promote your product on social media as we know millennials spend a lot of time on the internet and social media. (Aida model, 2022)

2.4.2 Interest

Interest will have to be aroused, already with the help of text on the site or in the application. The main goal of this stage is to convince the client that your product will solve his problem, tell him how he will solve it. At this stage, we will put pressure on the “sore” points that this

generation is fighting for the environment and for obtaining additional benefits, so this kind of information will need to be posted. (Upadhyay, 2022)

2.4.3 Desire

Give the buyer the feeling that he has already bought the product and is using it. Therefore, to complete this task, you need to make it possible to view the product in the app so that there is a feeling that a person will visit an electric car, create an inspection of the car in all planes, produce an animation to imagine how the car will look in dynamics, and similar things. What will give the feeling that a person already owns this car. (Aida model, 2022)

2.4.4 Action

Suppose the user is mentally ready to buy. All you must do is call to action. The call must be clear so that the person understands what they want from him. Therefore, for this, it is necessary to place an order of actions in order to purchase an electric car and what documents are needed, respectively, and for this it is necessary to prepare a consortium of platforms on which user data can be stored (for example, in Russia, you can use the State Services platform for this), so that he can send all the documents in full and make sure that he arrives at the pick-up point the next day and he would need to receive documents for the car, sign and pay. (Upadhyay, 2022)

However, because the millennial generation is the focus of my research, we will look at how to reach out to them for marketing purposes and how to view them in the context of the automobile industry.

In the article Digital Retail (2019), marketers note that the values of the “gamers” are significantly different from previous generations, as well as the ways to make purchases. These are no longer unemployed and irresponsible infantilism living with their parents – millennials have matured and rule the world, and any business today should take care of meeting their needs.

The values of previous generations were security, property, and money. Millennials are unique in that they value their time and emotions much more highly. This demographic finds traditional retail shopping difficult and boring. A two-hour walk through the mall in search of the right pair

of shoes is just as tedious as negotiating at the dealership. Online stores solve this problem, because the “young tribe” values convenience first.

Car dealerships are a hundred times more difficult than other traditional retailers. One crucial factor matters here: millennials have an exceptionally low level of social trust – only 19% of the young people surveyed can trust others when buying such a complex technical device as a car, trust is paramount (Kodix Auto, 2019).

2.4.5 Main principles

Saving time. That will attract millennials by reducing the time it takes for them to act. They do not like to spend much time on something tedious and unnecessary. Time is the most valuable resource, above safety and money. For example, buying a car at a dealership takes 5 hours (Kodix Auto, 2019). If a person can view and select the desired car online, then the final visit to the dealer to make a purchase will not take more than half an hour.

Online provides trust. Therefore, it is more convenient and accessible for millennials to purchase a lot on the internet and thereby attract their attention, interest and desire. Due to their low level of social trust, millennials do not want to be sold something in a pressure shop. They want to decide for themselves, so the internet is the best solution. Remember who reads all those privacy policy agreements when buying from Apple or Amazon? They do not read. They just trust. Young people, in general, are much more confident in the safety of online sales because it is standardised, convenient and eliminates external pressure from the seller.

Online is part of their life. Therefore, increasing their attention, interest, and desire can provoke online. Millennials buy everything online, including apartments! They are not used to going to traditional retail stores – it is much faster and more convenient to press a couple of buttons and order delivery.

Millennials can be interested in what they like to use. Moreover, the feeling that millennials can use a product can significantly affect their desire and likelihood of taking action. First, it would be great to introduce electric cars into car-sharing services. It will allow the user to feel this technology and use it daily since many people use this service because they cannot afford electric cars and ordinary cars. Second, it is also worth paying attention to creating an online platform for purchasing electric cars. Third, it is imperative to create an infrastructure that will create comfort for using an electric car every day. In the following aspects, the state should take part since many aspects will directly depend on state bodies. For example, they are creating a

support program to purchase an electric car or subsidies—state investment in developing and promoting electric cars in the country.

2.4.6 What can dealers do now to get millennials?

A few years ago, car dealerships could not afford to introduce the latest digital technologies to their websites due to the specifics of the business. However, today everything has changed. So what should be chosen first from the variety of IT offers in the digital auto retail market?

Start by creating a simple and elegant website that builds trust and makes the car buying experience enjoyable and convenient. Millennials will not tolerate complexity and non-obvious solutions. Use constructors like One Platform, Tilda, or WIX. Avoid informational noise. Remember the famous principle of minimalism. The simpler and cleaner the site, the easier it is to find something on it. User-friendly designs and clear interfaces significantly impact how long millennials can keep their attention and interest on a particular site. Therefore, to maintain or increase the time spent, we need to create charming sites.

Get rid of pop-ups. They annoy everyone. If collecting leads or offering services, do not use pop-ups for this. Please note that chat boxes should also not “pop up” and float across the screen. A person should be able to close the window if he does not need it. Pop-up ads have a very negative effect on the interest and attention of millennials and, therefore, can scare away a potential client.

Be honest with clients. If you write the price, do not deceive and give actual numbers.

Run Ads: Once a site is up and running, you are ready to advertise. Let customers know they can order a car online. Many people would like to buy online but do not know they have that option. Minimise the number of clicks visitors must make to complete the desired action. The more relevant the landing page is to the buyer, the better the conversion rate. In other words, ads that link to the dealer’s homepage will result in fewer orders than ads that link to the car on the stock results page.

Car dealers need to distinguish between online trading and e-commerce. Online trading is a set of tools that dealerships offer customers, allowing them to experiment with pricing, trading, and financing. This is different from e-commerce, where the entire transaction is done through online tools. The main difference is that e-commerce involves payment through Internet services. Thus, it can significantly increase the client’s desire since the speed of the operation will be high and thus can spur the client to the fastest action. In modern Russian realities, at

least partial online retail could remove a whole layer of problems associated with purchasing such a complex technical tool as a car. The Ministry of Telecom and Mass Communications, in collaboration with the Ministry of Internal Affairs, announced the development of a new service for individuals on the public services portal – the possibility of drawing up electronic contracts for the sale of cars. Such an initiative will make the processing of transactions faster, safer, and more transparent. This means that young people are more willing to buy a car. Oddly enough, here, our state is ahead of confidential business.

3. Methodology

3.1 Analysis of theoretical materials

Archipenko discusses analysis in his article (2022). In contrast to the empirical, the theoretical level of research represents an intrusion into the essence of what is studied, the disclosure of its internal texture, sources of origin, formation, and functioning devices. The purpose of theoretical methods is not only to establish precedents and reveal external relationships between them but also to explain why they exist and what caused them. However, theoretical research methods have their drawback: they do not have a specific impact on the variety of observed phenomena and processes, although they allow us to discover significant hidden patterns in them.

The article “analysis of theoretical material” (2015) describes what analysis. Theoretical research methods are needed to define tasks, formulate hypotheses, and evaluate the collected precedents. They are intricately connected with studying various literature: the works of the classics; general and specialised works; historical documents; periodicals.

Archipenko, in her article, very well described all types (2022). Among the theoretical methods, it is worth mentioning the theoretical analysis, which is the selection and discussion of individual aspects, features, distinctive features, and parameters of phenomena and processes. Analysing individual precedents, grouping, and systematising them, their standard and unique features reveal that a single principle or rule establishes. The analysis is often accompanied by synthesis, which helps penetrate deeper into the essence of the phenomena study.

3.2 Modelling Method

In an article, Modelling technique (2010) describes the creation of a system to support the marketing activities of an enterprise based on appropriate models, which will improve the efficiency of product sales management. Study of dynamic simulation models of the market and marketing, the rationale for methodological recommendations for their implementation in the enterprise.

In the current crisis, the importance of marketing modelling is growing. It lies in the fact that it is first necessary on laboratory models and then in the current market conditions to model the

operation of an enterprise in the market over time, defeat competitors, capture the market, and attract a buyer.

It is difficult for Russian enterprises to implement strategic market forecasting due to challenging business conditions, lack of funds to implement innovative processes, and not civilised forms of competition. Therefore, during this crisis period, the practice of strategic market modelling has not yet found proper distribution. (Bolotova, 2016)

A new product must take market share from another product, a famous brand, create a new category, or both to guarantee market survival. Under these conditions, of particular interest are issues related to marketing management at the enterprise, factors, and tools for increasing their profitability and competitiveness. (Zaitseva, 2001)

The activation of entrepreneurial activity, ensuring the vital activity of existing and newly created enterprises in the face of increased competition, initiates preliminary marketing research to identify both favourable opportunities and barriers in the external environment related to implementing the organisation's goals. (Bolotova, 2016)

When developing a marketing strategy for developing and increasing competitiveness, enterprises should be guided by strategic priorities and corporate goals, consider strengths and weaknesses, economic and political conditions in existing and potential sales markets, and analyse competitors' actions in relevant areas. (Zaitseva, 2001)

Marketers must use marketing modelling to increase the chances of a new product succeeding in the marketplace in an era of unprecedented competition. A well-modelled market reduces risk, which includes the money spent on marketing and sales and the corporate capital costs of setting up a production line or building a new facility to manufacture the relevant product. Tactical and strategic market management decisions must be made within a single management cycle. Note that the strategy should be reviewed every time the next support cycle for tactical decisions occurs. (Bolotova, 2016)

In this regard, generalisations and solutions to the problem of creating a system to support the marketing activities of an enterprise based on appropriate dynamic simulation models to improve management efficiency.

Therefore, after analysing all aspects related to millennials and the state of the electric car market in Russia, the tools can communicate with the younger generation and understand how to attract them and increase sales.

3.3 Qualitative research

As Wikipedia writes, qualitative analysis is always an iterative process. Describing a qualitative study can be emphasised that it does not have a clear division into the stages of data collection and analysis: the data is collected and immediately analysed, based on the results of which the researcher makes decisions about different collection strategies. Similarly, there is no clearly defined division in the analysis process into separate phases, say, into the phase of primary analysis and the phase of subsequent comprehension, or the phase of analysis and interpretation. Phases can be distinguished, but they do not have the character of stages of work isolated from each other, as is typical for the analysis of numerical material. When the received data are first analysed, the results of this analysis are subjected to conceptual interpretation. The analysis is cyclical: the primary organisation of the data sets the researcher up for conceptual generalisations, which are rechecked when returning to the primary codes or even the original data material, and then again, the “ascent” to a more abstract level of analysis follows and so on. Primary codes are not formulated finally but can be modified depending on how the conceptualisation proceeds. The organisation of the data itself ends when the researcher has managed to form a successful conceptual structure, indicating that knowledge significant for the relevant subject area has been obtained.

Themes	Subthemes
About yourself	General information about respondents
Aware	Knowledge about electric cars
Attention	How to win attention
Interest	Which factors influence on interest
Desire	What needs to be done to create desire
Action	Provocateurs to buy

Table 1: Interview themes

For thesis, conducted interviews with friends. They are like the brightest representatives of the millennial generation since they are 23-24 years old. All respondents have a driver’s license, and therefore they may or may not be active drivers. However, most of them are already working people and have independent earnings to support themselves and maintain their moral and physical condition. The interview was conducted in an online format in the form of a call since there was a collection of data from a specific market considered in work. Ask questions related to electric cars and everything related to them through the AIDA structure since this is the primary tool for implementing the entire project and understanding the generation. For example, how to contact them, what aspects are important to them, and other aspects related

to AIDA. The interview was written strictly to get answers directly from those who will interview. The questions were built according to the AIDA marketing system since this structure is the main one for the entire study, with the help of which it will be possible to draw up an implementation plan specifically aimed at millennials. Therefore, all questions were built based on understanding attention, interests, desire and what needs to do so that they begin to act. Questions were compiled directly in Russian to conduct interviews with the study's target audience. After receiving the answers, the translation into English will do.

4. Interview results

For data collection, used the interview method. The form of the interview is strictly structured to get immediate answers. The interview was conducted with ordinary respondents in six people and individually. By this method, people can hear and understand a person's opinion better than in a group when they can change their vision to another during the dialogue.

Moreover, interviews with people aged 23 at the time of the survey. All representatives of the average large Russian millennials, who meet absolutely in abundance with other points of our earth. Mass interviews conduct. The essence of the interview is that one understands the perspective, understanding and knowledge that attract electric cars. Also, from the interviews from the questions, we can understand their interest in this, how to win their attention, their desire and what they would like to see in everything, and how they could use or touch, feel and understand the new generation of transport.

Each case covers individual opinions about electric cars and various cases with such things. From this, it is possible to understand everyone well and broadly what worries and what each participant in the interview expects.

In one of the interviews, we learned that all representatives of large cities are Moscow and St. Petersburg. We also made sure that at the time of the interview, everyone was 23 years old. Regarding large enterprises, millennials in large cities are most often very accustomed to many technologies, such as convenient services for food delivery in 15 minutes. Also, in big cities, there are a lot of other advantages. Therefore, every millennial can understand that the requirements for technology and the availability of things in the world around us are incredibly high.

What also became clear from the interviews conducted, most of the published ones are familiar with electric cars and their available technologies. Many also shared what they know about batteries, like the properties of electric cars in the car market in general. So it is exciting that most of them are already interested, that there is great confidence that it is now. So many people are interested, and this gives confidence that this direction has a great future, that electric cars are already becoming increasingly popular among millennials.

We have also discussed more remarkable plasticity regarding greater significance in our lives. Most of the published answers regarding social networks show that it will be possible to quickly promote aspects of all technologies and new types of electric cars. Moreover, this is not surprising since this leads to growth. Millennials are very Internet and social networks, and

integrating or advertising anything will be most effective. Also, one of the respondents devoted most of his answer to how this will affect the environment—a response to crop analysis offer, which is very important for millennials. For one of the respondents, it is essential to make presentations and the opportunity to take a test drive, which realises that millennials want as many emotions and a sense of ownership as possible, which gives them more involvement in electric cars. Also, two people noted that they would like to be able to use electric cars in services such as taxis and car-sharing. Mass use in taxis can delay in collection of harmful particles. In recent years, the propensity to abuse taxis has grown tremendously. Car sharing allows millennials to drive and understand how they meet on ordinary days, that is, how they would be used in real life by an electric car. It can also use to understand what features an electric car has, the level of convenience, and the approximate costs during the operation of this type of car.

An essential aspect is that it could be an interest in electric cars in our case. An excess of respondents' responses and analyses of their responses resulted in near-exclusive responses on how to get attention regarding electric cars. Yes, most electric cars are much more interesting in dynamics than car differences for the most critical car dynamics. However, if we are talking only about prestigious versions of cars, all respondents also answered that they were interested in such a thing as low cost of operation. Critical response was also the interest in electric cars associated with a decrease in concentration. It is also worth noting the cases in which improved comfort was mentioned compared to other cars, making it possible to understand that comfort and positive emotions are essential for millennials, even in small things. Many noted things like discounts and subsidies. Representatives of the data responded that they would like lower costs and profit from international trade.

We continued to analyse interviews with each respondent. As a result, we reached the third stage in the AIDA marketing tool. We need to understand what aspects would make the respondents want to purchase and own an electric car. Most of the respondents made it clear that they would be pleased if any discounts were made on the car. There would be subsidies from the state, and specific amounts of money would be allocated to reduce the end consumer's cost. Therefore, the cost indicator is significant for the Russian millennial to increase the desire to purchase a classic car.

Furthermore, many respondents have clearly stated that they would like to be exempt from transportation taxes. It also provides a big plus and personal savings, which makes the electric car more desirable than the traditional one, as the cost of operation will decrease overall. Infrastructure was also an essential aspect for the respondents. So that they can safely charge

the car at any opportunity and mark the respondents so that the correct parking system is thought out to combine it all, that can “refuel” your electric car in large cities with a million population and other parts of Russia. The distances between cities are vast, and only single electric cars can overcome such distances without sudden stops.

After analysing the answers, we can understand what aspects would encourage millennials to act, that is, to purchase, take in car-sharing or take it for a test drive. All respondents expressed a desire to have an online platform or application through which it will be possible to purchase an electric car with the ability to complete all documents online. So do not spend much time on these tasks while being in a car dealership for much time. Also, many answers prompted the fact that there is a platform on which the data of every citizen store, of course, who register in it in Russia. So if authorised through an application or platform, it can immediately transfer all the documents that the seller needs to register a car. Many services and platforms already exist in Russia contribute to this and can fully help realise this. Also, the respondents gave interesting answers that they would like it to be still possible to get a car right at home so that there would be a delivery like on significant marketplaces. However, a brand-new electric car would be delivered here.

Based on the analysis of the respondents’ answers, a phased plan for implementing this project develop. Since we see that many people are affected and worried about ecology, and under certain circumstances, they would like to own this type of transport. However, there are certain limitations with which it will be possible to solve these problems. Nevertheless, the totality of these actions will lead to an increase in sales of electric cars in Russia for millennials.

Based on the interview analysis, there is an opinion that millennials in Russia are currently well interested in electric cars. They can be interested through social networks or the broader prevalence of electric transport in Russian cities. An essential aspect is the price of the electric car itself, and this infrastructure will surround and create the environment for electric cars. It is also obligatory to create a structure for recycling batteries that will be decommissioned and much more.

AIDA	Results	Recommendation
Attention	Dissemination of information via the Internet and social networks, presentations, test drive, car-sharing	It is necessary to organize a program for the distribution of advertising on social networks, as well as give out contextual information regarding electric vehicles as much as possible, hold events to show new cars, allow touching the electric car, allow owning
Interest	Cost of ownership and car price	To reduce the cost of operation, it is necessary to create an infrastructure to

		manufacture spare parts so that they are available everywhere and produced on the domestic market to reduce the cost of goods. To reduce the cost of the car as a whole, the creation of own developments and the creation of your car, subsidies and discounts from the state will affect.
Desire	Taxes, infrastructure	Exempt new buyers from taxes for a period of ownership, and the infrastructure will allow you to spend less time looking for parking spaces with chargers and experience negative emotions.
Action	Online purchase, online submission of documents, delivery, car-sharing	Creation of an application and an online site for the sale of electric cars, organize the delivery of a car to the customer's home with carriers and make it more common in car-sharing

Table 2: The main findings of the research

5. Recommendations

Based on the preceding, it is necessary to indicate what the problem of the study is specifically. Research problem "How to increase sales of electric cars to millennials in Russia instead of a conventional gasoline or diesel car?". Moreover, we need several programs and actions that will be perfect for solving this problem. Also, for a complete consideration of this problem, try to answer additional questions: What factors influence Russian millennials when planning to buy a car? How do we make electric cars more attractive to Russian millennials?

To develop an implementation plan, have to go back to the beginning to articulate the research problem and additional questions. The research problem was how to increase sales of electric cars to millennials instead of classic cars. Also, additional questions. What factors influence Russian millennials when planning to buy a car? How do we make electric cars more attractive to Russian millennials?

Based on the problem, AIDA plan Framework and interview response analysis, to increase attention, interest and desire, an important step will be the development of electric car support programs:

1. The state must implement many legal aspects, people's awareness of cars.
2. The next step for the state should be a program to increase demand, which will also positively affect reducing the cost of electric cars and thus make them more attractive.
3. Investments from the state will be the next step, since without our development and production of electric cars, or rather, the creation of our electric cars.

The next step will be the infrastructure, or rather its improvement. Allow millennials to turn their attention to electric cars more and increase their own desire to switch as they see a ready environment for electric cars.

Such a step is establishing a consortium for the development of electric transport. Deal with many questions that will answer all aspects of AIDA regarding millennials. Many consortiums create that will respond to the requirements set out in the interviewees' answers.

Electric car support program. The first step in forming state policy should be synchronising existing state programs to create a new knowledge-intensive manufacturing industry and stimulate consumption. It is necessary to determine the state policy regarding the development of the market of transport services (mobility) in general and electric transport. This policy should be linked to the country's climate agenda and conceptualised in framework documents at the federal and regional levels.

In the case of regions, it is essential to develop concepts for the Moscow and St. Petersburg agglomerations. In these subjects of the Federation, state investments in the electric car industry will bring the most incredible effects due to their climatic, economic, and infrastructural features. Such concepts should be based not only on the experience and best practices of world leaders but also on the realities and capabilities of Russia, as well as the interests of key industry stakeholders.

It is necessary to coordinate the state policy in developing electric transport and the production of electric cars in the Russian Federation. Currently, many countries worldwide are adopting and implementing extensive programs in this area. Therefore, it is necessary to update the strategy for the development of the automotive industry of the Russian Federation for the period up to 2025 and develop a state program for the development of the EZS infrastructure.

Demand stimulation. The jump-like growth of the electric cars market will occur when their share reaches 3–5% of the country's car market (currently 0.16%). Moreover, the domestic manufacturer will achieve the "scale effect" at the production level of 45,000 electric cars per year. Up to this point, the most critical drivers of the market development will be:

- Tax regulation: refusal of part of taxes on electric transport. Distribution of measures taken in more than 20 regions of Russia to the federal level.
- Subsidies for individuals to purchase electric cars. Remove until 2027 the price cap under the program of providing a 25% discount on purchasing a Russian-made electric car.
- Implement a mechanism for subsidising the difference in the cost of an electric car and a car with an internal combustion engine.
- Measures aimed at increasing the share of electric transport in public procurement.
- It stimulates the purchase of electric cars by corporate consumers: transport and car-sharing companies, taxi companies, etc.

Investments. A key measure is the investment and regulation of R&D aimed at developing technologies that ensure the competitiveness of the Russian design and production of electric cars and the component base.

Projects such as the Russian National Electric car should have a cumulative pull effect, i.e., gather scientific, technological, production, and organisational resources around themselves and ensure victory in the technological race. Therefore, for their implementation, it is necessary to organise a single coordination centre (based on an engineering or research and production

centre) and work in the cluster/consortium format and provide support measures for them in the form of competitive subsidies or direct government orders.

Now, such a centre de facto exists - the Engineering Centre, which is part of the NTI Competence Centre "New Production Technologies" of SPbPU. It has significant potential, resources, and experience in developing electric cars of all classes: from compact urban electric cars to 18-metre electric buses. PJSC KAMAZ plans to launch in 2023–2024. commercial production of the KAMA-1 electric car, created at the Competence Centre of the NTI "New Production Technologies" of SPbPU.

In addition, the location of the engineering centre in St. Petersburg will provide several competitive advantages for the pilot development and production of electric cars:

1. The city has the potential to organise the production of the following elements of electric cars: electric motors, frames and body panels, suspension, braking system, and interior elements.
2. St. Petersburg has a source of electricity with a low carbon footprint, St. Petersburg NPP. Using its capacity to supply the production and charging of electric cars, it is possible to achieve minimization of CO₂ emissions at various stages of the life cycle of an electric car. This will not only improve the climate in the city, but also obtain the necessary certification for the supply of electric cars to the European and global markets.

The production of storage batteries and cathode materials should become an integral part of the creation of automobile production. Options for creating such production within the framework of the KAMAZ site in the Tula industrial cluster (Uzlovaya). Near the production of the most critical components of cathode materials (both lithium and post-lithium generations). In addition, it is necessary to provide incentives for developments in the following areas: microelectronics and electronic component base, IT solutions and cybersecurity technologies, autonomous and connected transport technologies, and smart city technologies.

To implementation, it is necessary to provide the following measures:

- Localization of production of parts common to cars with internal combustion engines.
- Localization of battery production.
- Benefits for manufacturers of electric motors from Russian raw materials.
- Localization of production of electric motors.
- Measures to support "smart" digital IT solutions.

Among the specific steps, it is worth mentioning the refinement of the list of technologies included in the Special Investment Contract (SPIC) 2.0, considering the emphasis on promising technologies in fuel cells, batteries, microelectronics, and IT solutions.

It is necessary to adjust Decree 719 to score the localisation of electric cars to reduce the requirement for passing points at the stage of organising production. The growth of localisation provided by domestic technologies and components used in electric motors in the future. It is also necessary to adjust the recycling fee rate to encourage automakers to localise their projects. These measures will help support the Russian manufacturer and form a new agenda in international cooperation with the EU countries and major companies (for example, regarding rare metals and batteries in R&D). In addition, measures should promote the recycling and recycling of batteries.

Infrastructure. Separately, it is necessary to support the development of charging infrastructure for electric cars. The experience of other countries shows that this needs to finish the development of the electric car market. Moreover, the options and standards of this infrastructure can vary significantly. Infrastructure must be somewhat “redundant”—available. Russia is significantly behind in developing a charging station network for electric cars, although PJSC Rosseti has adopted the national 30/30 program. The “breaking point” for the charging infrastructure is the same as for manufacturers: the share of electric cars is 3–5% of the entire car fleet of the country. According to Rosseti, annual energy consumption, in this case, will increase by 8-9 billion kWh, and the provision of charging services will become profitable. Particular attention should pay to form a flexible electricity billing system for electric transport. As the experience of Primorye or Irkutsk shows, for example, to use an electric car in the “home-work” mode, existing 220 V sockets at home or in the office may be enough. The main obstacle to the development of electric transport is the impossibility of long-distance travel by electric car. Therefore, it is most important to create a charging infrastructure along federal highways, ensuring the connectivity of cities and the possibility of travelling by electric car over long distances. State support for the development of electric charging infrastructure should start with the following steps:

1. Included in the regional regulatory documents that define the strategy for socio-economic development, points on the development of charging infrastructure in the region with the achievement of the standard: at least five fast charging stations in the centre of each city with a population of over 500 thousand people. by 2024 and at least 30 by 2030
2. Ensure the installation of at least one charging station for every 300 km of track by 2024 and at least one charging station for every 100 km of track by 2030 on federal highways of categories M and R.

3. Stimulate, within the framework of the activities of development institutions, the emergence and improvement of private networks of fast charging stations.
4. Provide funding through development institutions, development, and localization of technologies for creating charging stations, charging infrastructure, as well as improvement of related technologies.
5. Implement measures to encourage entrepreneurs to place charging infrastructure at their facilities. For example, in St. Petersburg there is already a rule obliging development companies to install charging stations in all residential and office buildings under construction. In general, such companies may include: (development companies; car parks, taxi companies; car sharing companies; fast food restaurant chains, shopping malls; car manufacturers; car service station networks, gas station networks).

It is necessary to toughen the norm requiring equipping gas stations with charging stations; now it is advisory in nature. It is also proposed to implement three pilot projects:

1. Pilot line for electric and hydrogen tractors.
2. Pilot city to implement zero emissions delivery cars by 2030
3. Pilot regions for the electrification of bus fleets (except Moscow and St. Petersburg).

Establishment of a consortium for the development of electric transport. Considering the extremely brief period of existence of the “window of opportunity” for entering the electric car market, it seems appropriate to recommend adopting the comprehensive program “Russian National Electric car”. Which focuses the participants’ efforts on the early development and release to the market of a mass electric car in the lower and middle price segments that are not inferior to foreign analogues.

This project will continue several of the latest technological victories of Russia, such as the construction of the Crimean bridge and the creation of the Sputnik V vaccine.

To implement a comprehensive program for the development of electric transport, consortiums should be formed among interested participants in areas of activity. We need to start with developing and producing the “Russian national electric car.” Tasks to be performed in this direction:

- development of a platform and a model range of electric cars
- ensuring the production of electric cars
- ensuring the distribution of electric cars
- developing the necessary IT components for electric cars

The participants in this development should be SPbPU of Peter the Great, KAMAZ PJSC, GAZ PJSC, Sberbank PJSC, Kaspersky Lab, and Yandex. (the list can expand).

The next step will be forming a shared vision regarding the timing and stages of development of the electric cars market. The tasks that dealt with in this direction are coordination of regulatory requirements and project deadlines with government regulators and infrastructure companies, networking of consortium members and industrial partners, and support for start-ups and entrepreneurs developing developments in electric transport. Organisations such as Peter the Great St. Petersburg Polytechnic University, VEB.RF, CSR North-West Foundation, Skolkovo Institute of Science and Technology, KAMAZ PJSC, GAZ PJSC, Zetta LLC, Yandex. Drive, Delimobil, Belka, ZEVS IT platform. (the list can extend).

Development of the electric transport engineering market. What are the challenges facing this, the creation of engineering centres. As well as the use of existing research facilities to support the localisation of the production of parts in common with cars with internal combustion engines and electric motors. SPbPU of Peter the Great, Skolkovo Institute of Science and Technology (the list can expand) will be involved.

Development of Russian transport infrastructure management technologies and creation of EZS infrastructure. Tasks to complete. Formation of a roadmap for the development of EZS infrastructure and implementation of the All-Russian program to develop charging infrastructure for electric transport. Implement measures to support entrepreneurs who place charging infrastructure at their facilities, implement a pilot highway for electric and hydrogen tractors, and implement a project to create pilot regions for the electrification of bus fleets. PJSC Rosseti, Avtodor, State Unitary Enterprise Mosgortrans, State Unitary Enterprise Gorelektrotrans (St. Petersburg), the Ministry of Energy of the Russian Federation, the Ministry of Transport of the Russian Federation, the ZEVS IT platform (the list can expand) will be able to do this.

Development of Russian electromobility technologies and creation of production of the component base. Tasks that must work on to complete. Creation of a component base in the Russian Federation with subsequent integration into its model range and entry to the Russian and export markets. Creation in the Russian Federation of capacities to produce the necessary component base and finished product in various segments of electric cars, participation in the formation of infrastructure. KAMAZ PJSC, Sberbank PJSC (infotainment), Sibur PJSC, Rosatom State Corporation, and NLMK Rusal (the list can expand) will be involved in this direction.

Creation of production, recycling, and disposal of battery systems. This project will have such tasks. Formation of a roadmap for R&D and production preparation. Creation of a component base in the Russian Federation to produce lithium-ion and other batteries. Localisation of battery production. Implementation of battery recycling and recycling business models. Participants in this area are Rosatom State Corporation, RENERA LLC, Skolkovo Institute of

Science and Technology, InEnergy, Liotech, Halmek, UZHR, KMEZ, Khimprom, Norilsk Nickel, and Polymetal. (the list can expand).

Formation of state policy in electric transport development, including state support measures. The front task that this sector will face is developing a state program for the development of electric transport in the Russian Federation and updating the existing Strategy for the development of the automotive industry of the Russian Federation for the period up to 2025. Such organisations as VEB.RF, the Ministry of Industry and Trade, the RF Ministry of Energy, and the RF Fund “CSR North-West” (the list can expand).

The introduction of electric cars in car-sharing services. This consortium will face the task of integrating the electric car into the car-sharing system as soon as possible. This consortium will include such as Delimobil and Yandex.Drive. These companies are the most significant representatives of this service.

Creation of an online platform for the purchase of cars. This association should include State Services, the Ministry of Telecom and Mass Communications, the Ministry of Internal Affairs, Ozone, and Yandex.Market. The first three organisations can make it possible to make a secure platform for the exchange and transfer of documents and their storage, respectively. Moreover, Ozon and Yandex will be able to make an application and a web version of the store through which it will be possible to promote electric cars.

A set of measures to disseminate information and advertising about electric cars: this issue will be dealt with by such platforms as Yandex, VKontakte, and Mail.ru. These three most prominent IT companies in Russia today, engaged in disseminating information, two search services will be able to create a good base for advertising and information regarding electric cars and will be well-tuned. Moreover, the social network Vkontakte will contribute to disseminating information in a more accessible form for millennials.

Research question	Findings	Recommendation
How to increase sales of electric cars to millennials in Russia instead of a conventional gasoline or diesel car?	<ul style="list-style-type: none"> ● Reduce the price ● Government’s help ● Infrastructure 	<p>Cat support programme. State policy. Developing charging and parking infrastructure. Development of the electric transport engineering market. Formation of state policy in the field of electric transport development, including state support measures</p>

<p>What factors influence Russian millennials when planning to buy a car?</p>	<ul style="list-style-type: none"> ● Availability ● Price ● Infrastructure ● Ecology 	<p>Prepare components market for electric cars. Create National electric car. Develop parking and charging places everywhere. Creation of production, recycling, and disposal of battery systems.</p>
<p>How to make electric cars more attractive to Russian millennials?</p>	<ul style="list-style-type: none"> ● Get benefits ● Promote through the social media ● Create platform for buying/sharing 	<p>Exempt from taxes. Use social media for promote advertising and information about electric cars. Add electric cars in car-sharing company. Create site/app for buying and sending document to dealer.</p>

Table 3: Answer on research questions

6. Conclusion

The study looked at how to increase sales of electric cars for millennials in Russia. What factors influence the planning of purchasing an electric car, and how to attract more attention from millennials. The study showed that millennials show great interest in electric vehicles. However, there are still imperfections in some things related to electric vehicles or the difficulty of working and contacting millennials. So far, many structures have not moved to a new stage of sales and the formation of an infrastructure to improve sales. In other words, the risk is currently too high to attract attention, arouse interest, generate desire and push to make a purchase. More information about electric cars should be provided and a better guarantee and more perks of owning an electric car than a traditional one. With a more comprehensive charging infrastructure, these factors will likely attract millennials to buy an electric car. Thanks to these methods came to the evidence for the research questions posed. Also, as a result, the stages of recommendations were developed with the help of which it will be possible to achieve the goals.

Findings from a study of the root causes of expectations based on breeds. Interviewed millennials were not ready to buy due to concerns about imperfect value, high cost, and charging infrastructure. Therefore, the best discovery was promoting social networks and creating an online platform to purchase an electric car since the majority would be confidently ready to purchase what can be used every day and not lose many emotions about what is missing today.

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8. Appendices

Interview 1

Mikhail: I want to ask you a few questions about electric cars.

Person 1: Let us get started.

Mikhail: Let us start simple. Where are you from and how old are you?

Person 1: Russia, St. Petersburg, 23 years old

Mikhail: Now a slightly more difficult question. How well do you know about electric cars?

Person 1: Pretty aware. Here are the main things I have heard about. Manufacturers of electric cars are positioning them as “the transport of the future”, so they equip them with the most advanced technologies. They are quiet and economical. On most modern electric cars, one of the existing types of batteries is installed. Equipped with a brake system, when you press the brake pedal, the engine starts to work as an electric generator and charges the car.

Mikhail: And you know a lot about electric cars. Let us have the next question then. How could you get your attention more in terms of electric cars?

Person 1: First of all, the decisive factor for me was if electric cars were equipped with a smart voice assistant. When entering the car, displaying everyone on the screen does not bypass social networks and instant messengers (the function of splitting windows is possible) or a quick answer if you cannot take your eyes off the road. You also need accurate applications with the search for charging stations and parking spaces for electric cars, building routes with an accurate assessment of traffic on the roads in real time.

Mikhail: A very interesting position. The next thing I am interested in is, what aspects related to electric cars influence your interest in them?

Person 1: Speed and acceleration from a standstill, the ability to compete on equal terms with internal combustion engines, Profitability in maintenance and repair, lower prices for different models and possible subsidies. Less harmful recycling of old batteries.

Mikhail: What conditions would make you want to buy an electric car?

Person 1: If the cost of an electric car would be competitive or lower than the cost of traditional ones. Also, the cost of car maintenance. Increasing the patency of the road, the general availability of charging stations and not only in cities with a population of over one million. Not an unimportant factor in the disposal of batteries and reducing environmental damage.

Mikhail: Now the last question, Imagine the situation, you are ready to buy an electric car, what would push you to do it faster and more conveniently?

Person 1: It would be cool to have such a service or an online platform for processing and submitting all the necessary documents for buying a car, so that when you are ready, you can simply come to pick up the documents, the keys to the car and make a payment.

Mikhail: Thank you for your answer. That is, it.

Person 1: You are welcome, see you.

Interview 2

Mikhail: Where are you from and how old are you?

Person 2: St. Petersburg. 23 years old

Mikhail: Let us start with this question: what do you know about electric cars?

Person 2: I am well aware of electric cars. I am very interested in them and their impact on the market as a whole. I would like to see if they will replace internal combustion cars in the future, but it seems to me that the replacement will not be complete, but only partial.

Mikhail: Understood and accepted your point of view, now answer this question, how could you get more attention in the context of electric cars?

Person 2: Through advertising on online platforms and social networks. For example, Instagram and YouTube. Also, a good way to get my attention is to make electric cars more accessible in carsharing.

Mikhail: What aspects related to electric cars influence your interest in them?

Person 2: The first is the impact on the environment. Electric cars do not have environmentally harmful emissions, but battery disposal can be a problem. Also, maintenance of electric cars, which will cost less than cars with internal combustion engines.

Mikhail: What conditions would make you want to buy an electric car?

Person 2: First of all, it is a developed infrastructure. Plenty of places to charge your car. The second is free parking and tax exemption, which is a strong argument in favour of electric cars.

Mikhail: Imagine the situation, you are ready to buy an electric car, what would push you to do it faster and more conveniently?

Person 2: The ability to quickly issue documents online through a special platform. To be able to come and pick up the car with the documents.

Mikhail: Thank you for your short and informative answer.

Person 2: Thank you for your questions.

Interview 3**Mikhail:** Hi**Person 3:** Hi**Mikhail:** I have some questions about electric cars, and start from, where are you from and how old are you?**Person 3:** St. Petersburg, 23**Mikhail:** How aware are you about electric cars?**Person 3:** I know a little, because in Russia electric cars are not so popular.**Mikhail:** How could you get more attention in terms of electric cars?**Person 3:** If there were platforms or applications where electric cars could be used in carsharing. If this idea began to be popularised and many would begin to use it, I would also try.**Mikhail:** What aspects related to electric cars influence your interest in them?**Person 3:** Fuel economy, you basically do not spend it. If you live in the countryside, then you can put the charge right on the site. Acceleration - electric cars are faster than gasoline cars. It does not harm the environment: batteries can be recycled. Electric cars also have low maintenance costs.**Mikhail:** What conditions would make you want to buy an electric car?**Person 3:** If there were government support programs, such as exemption from transport taxes, government discounts, free parking and developed infrastructure.**Mikhail:** Imagine the situation, you are ready to buy an electric car, what would push you to do it faster and more conveniently?**Person 3:** If there were more charges around the city, I could more easily transfer documents to the car. For example, a platform or application had integration with public services. I would upload all the documents, and then just come and pick up the car.**Mikhail:** Thanks for the answer, short and sweet.**Person 3:** You are always welcome.

Interview 4

Mikhail: Hi

Person 4: Hello

Mikhail: Tell me where are you from and how old are you?

Person 4: St. Petersburg, 23 years old

Mikhail: How aware are you about electric cars?

Person 4: In my environment, this is a common topic of conversation, so my friends often tell me, or I study the news on my own to keep abreast of what is happening.

Mikhail: How could you get more attention in terms of electric cars?

Person 4: In my case, I consider myself quite aware, if the question is translated into the context of mass interest, then for this you can create some programs to involve people, test drives and festivals with the presentation of cars, thanks to this, articles will appear on the Internet for a mass audience.

Mikhail: What aspects related to electric cars influence your interest in them?

Person 4: Of course, the ride comforts that electric car offer is a completely different level! But their main advantage is the impact on the environment because they have no exhaust gases. But for me, for example, it is unpleasant to stand at a gas station where it smells of gasoline.

Mikhail: What conditions would make you want to buy an electric car?

Person 4: I think several factors should contribute to this, such as the arrangement of the city for the comfortable use of electric cars, that is, charging, free parking. Encouragement from the state, all kinds of compensation as exemption from transport tax.

Mikhail: Imagine the situation, you are ready to buy an electric car, what would push you to do it faster and more conveniently?

Person 4: I think that it will be innovative if it will be possible to easily order the delivery of a car, fill out an online form with my data and address. So that I do not waste my time on paperwork and do not sit for hours in a car dealership. This is the product I am purchasing; I want to purchase it as easily as on Amazon.

Interview 5

Mikhail: Where are you from and how old are you?

Person 5: Russia Moscow. I am 23 years old. I live in the Moscow region, Solnechnogorsk district. Studied in Malta at school and in Greece at college.

Mikhail: How aware are you about electric cars?

Person 5: I know that electric cars are environmentally friendly cars, they are expensive and not all countries have a developed infrastructure for their use, but despite this they are gaining popularity and in Amsterdam all taxi drivers drive electric cars. Now global brands are launching or have already launched the production of their own models of electric cars, but Tesla is the leader, as far as I know. I heard that the production of electric cars is not environmentally friendly and expensive, and their batteries are difficult to dispose of without harm to nature.

Mikhail: How could you get more attention in terms of electric cars?

Person 5: The best thing would be to launch marketing among the social networks used by the younger generation. For example, Instagram, Facebook, VKontakte and other things that are popular in a particular region of the world. It would also be cool to launch the possibility of taxis and car sharing with electric cars. It will be an advantage to make corporate transport based on electric cars, as well as transfer public transport to electric cars.

Mikhail: What aspects related to electric cars influence your interest in them?

Person 5: Sustainability in use and production, additional features such as autopilot, low maintenance costs, subsidies, design, discounts, durability, and infrastructure.

Mikhail: What conditions would make you want to buy an electric car?

Person 5: Reward system for the purchase and use of electric cars. Exemption from taxes in one way or another. Free parking for this type of transport and a reduced system of fines, as well as low interest rates on loans for this type of transport. The possibility of instalment or interest-free period on a loan for this type of transport. A certain percentage of the purchase can be sent to an environmental support fund or to some kind of research on nature and climate.

Mikhail: Imagine the situation, you are ready to buy an electric car, what would push you to do it faster and more conveniently?

Person 5: The ability to make a purchase online through an application or website, filling out all the documents there, and then pick up the car or even organise delivery to the entrance.

Interview 6

Mikhail: Where are you from and how old are you?

Person 6: Moscow, 23 years old.

Mikhail: How aware are you about electric cars?

Person 6: Enough.

Mikhail: How could you get more attention in terms of electric cars?

Person 6: Availability in carsharing.

Mikhail: What aspects related to electric cars influence your interest in them?

Person 6: Low maintenance cost, purchase subsidies, lower cost than gasoline counterparts, more environmentally friendly.

Mikhail: What conditions would make you want to buy an electric car?

Person 6: Government rebate, car tax exemption, free city parking.

Mikhail: Imagine the situation, you are ready to buy an electric car, what would push you to do it faster and more conveniently?

Person 6: The presence of an online platform that will allow you to buy a car through the site as in an online store: ordered and received the next day. No extra visits to the dealership.