
Understanding People's Perceptions of Tesla

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ABSTRACT

This research presents society's perceptions of Tesla through comments from the videos on their official YouTube channel. This research is focused on the perceptions of society through comments sections from four different videos. This research uses Poststructuralism as an approach that is supported by deconstruction theory by Derrida. From the deconstruction theory, this research employs the concept of difference to find out about many perceptions of Tesla in society. This research applies a qualitative descriptive technique, in which the author reports and analyses existing data. The data is taken from the comment section of four different videos from Tesla's YouTube channel. From analyzing the data relating to the theory, it is found that Tesla has several perceptions in society which are that Tesla is a high-tech innovation, Tesla is environmentally friendly, Tesla is expensive, Tesla is high-maintainable, and Tesla is a family car. These new perspectives show that the car has been accepted into society and plays a significant role in society.

Keywords: *electrical vehicles; environmentally friendly; environmental impact; perception; Tesla*

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INTRODUCTION

Tesla is currently a globally recognized producer and dealer of electric automobiles. The technology,

design, quality, and popularity of its goods surpass those of most countries worldwide. Tesla has been at the forefront of promoting and developing the

electric car sector, refreshing people's awareness of them. Tesla has the potential to alter the world on its own, according to certain perspectives (Shao et al., 2021). Moreover, Tesla's impact goes beyond car production to encompass advances in renewable energy technologies. Tesla's solar products, such as the Solar Roof and Solar Panels, as well as energy storage solutions like the Powerwall and Powerpack, aim to transform how energy is created, stored, and used. Tesla envisions a more sustainable and linked future for transportation and energy systems by combining renewable energy sources with electric automobiles.

The electric car has experienced rapid growth in recent years, with more and more automotive manufacturers investing in the development of electric car technology. In this context, Tesla, as one of the leaders in the electric car industry, has succeeded in stealing the attention of the people with the advanced technological innovations of its cars. The firm was formed in 2003 by two Silicon Valley engineers Martin Eberhard and Marc Tarpenning, who sought to prove that "electric vehicles can be better, faster and more fun to drive than gasoline cars" (Wu, 2023). The company

is known for its focus on technological innovation and the development of electric cars. Since its inception, Tesla has succeeded in creating a number of electric car models that combine advanced technology with superior performance, creating an image as a company driving change in the automotive industry. Tesla's application of technology in the automotive industry has had a significant impact and created changes in the way society views electric cars.

Tesla faced early difficulties in gaining broad acceptability, owing to the impression that electric vehicles could not compete with fossil-fuel-powered vehicles in terms of range, speed, and comfort. One of the campaign's key components is an emphasis on environmental ideals and sustainability. Tesla has been successful in capturing the attention and sympathies of people who are increasingly worried about the environmental effects of fossil-fuel automobiles. Tesla is attempting to persuade people that electric vehicles through the way the company advertise the car. Electric automobiles are getting more popular in general because they are more ecologically friendly, and people are growing more

concerned about lowering greenhouse gas emissions. Furthermore, the use of rechargeable batteries, autonomy, greater performance, and other characteristics are the major highlights in an endeavor to separate itself from its automobile industry competitors. However, there are still barriers to the expansion of the electric car market, such as high battery pricing and the requirement for charging infrastructure (Gujarathi et al., 2018).

Tesla, being an innovative technology business, has employed social media as one of the primary venues to introduce the car. Tesla connects directly with its audience through social media, disseminating information about the latest products, innovative technologies, and the company's beliefs and goals. Through its social media, Tesla shows fascinating footage of Tesla cars in action, sophisticated autonomous technology, and other innovative features that set their electric cars apart. Tesla also uses social media to communicate good customer experiences and testimonials regarding Tesla vehicles. Those testimonials represent client pleasure and promote the car. Tesla also utilizes social media to disseminate

information about the company's social initiatives and charitable efforts. This includes funding environmental initiatives and giving to charitable organizations.

Social media comments show a variety of customer perspectives on items in general, particularly Tesla products and electric vehicles. Some customers like Tesla's ingenuity and cutting-edge technology, viewing it as a symbol of environmental sustainability. Positive experiences with Tesla vehicles are also mentioned, while some people raise concerns about charging infrastructure and expensive prices. While many people appreciate the company's objective of sustainable transportation, other political and critical viewpoints shape customer attitudes. Overall, social media comments provide valuable insight into how Tesla as a car has left some impact on people's attitudes and ideas about electric vehicles.

The study of people's perceptions can help to understand how Tesla impacts public opinion regarding electric vehicles and environmental sustainability. This study can help the Tesla, the newest type of car, to influence people's attitudes and perceptions regarding

environmental concerns and sustainable mobility.

METHODOLOGY

This research employs a Poststructuralism approach. The core argument of poststructuralism is that language (and all other types of communication systems, such as pictures and video) are less perfect at communicating our thoughts and ideas than we may believe. Most mediums of communication are prone to misrepresenting us or fostering alternate interpretations of what we were attempting to say when we initially said, wrote, or recorded anything. Poststructuralism examines what this entails for the process of evaluating cultural works, as well as whether it is ever feasible to arrive at a final interpretation of a certain film, book, or other cultural source. Beyond that, it questions whether it is ever possible to arrive at objective truth in a society where much of our thinking about the world is done through language, or whether the implicit biases surrounding race, gender, and other concepts present in our linguist and other communicative systems may shape our understanding of the world as well.

Poststructuralism encourages individuals to

evaluate if language, like any other human invention, may have defects and biases. It urges individuals to consider if language (or other kinds of communication) might occasionally fall on someone and express something completely different from what we intended. Furthermore, it encourages individuals to explore if those languages are susceptible to many of the same ideological prejudices, such as gender, racism, and class, as other human institutions. Derrida's notion of undecidability is based on his concepts of difference and difference. Essentially, he contends that it is in the nature of language to generate meaning only in relation to other meanings, against which it assumes its importance. As a result, an attempted connection between language and the world it addresses will never result in stable meanings. Meaning is derived from the numerous significances we assign to words. Derrida utilizes the French term difference to demonstrate that using a language that is both postponing and diverging cannot lead to a stable or transparent meaning. Each definition and clarification must be defined and explained in turn; meaning is always elusive in the future (Agger, 1991).

To support the Poststructuralism approach, this research employs the thing theory and the practice theory. Thing theory is a school of critical theory that studies human-object interactions in literature and culture. It draws on Heidegger's difference between objects and things, which holds that an object becomes a thing when it can no longer perform its common purpose. For example, an automobile, which is commonly used for transportation, serves a distinct purpose in society. An automobile may tell which social class someone belongs to. When an object breaks down or is mistreated, it loses its socially encoded worth and becomes available to us in new ways due to the suspension of habit. The thing theory was developed by Bill Brown (2001), who produced a special issue of critical inquiry on the subject and released a monograph titled *The Sense of Things*, as Brown explains in his article. The thing theory began to address the density of items when they stopped operating when the drill broke, when the automobile stalled, when the window became filthy, and when the flow of production and distribution, consumption, and exhibition was halted (Brown, 2001). However, for the time being, the tale of objects establishing themselves as

things is the story of an altered connection to the human subject, and hence of how the term labels less an item than a certain subject-object relation.

Practice theory takes into account the behavior associated with the activities performed in this process. Practice theory states that the consuming item is immediately duplicated in daily life. As a result, it is critical to understand customer behavior in the context of daily life and details. Practice theory studies the link between objects, skills or competence, meanings, and practices. It also highlights the significance of habitual behaviors, as well as the social and customary aspects of consumption (Shove et al., 2012). The ideas of practice theory may be utilized to study consumption patterns and pose more abstract questions regarding the links between the various practice components. These include investigating the meanings associated with behaviors and objects, as well as the consequences of these connections, and the 'fixity' and 'fluidity' of consuming habits and everyday consumer routines (Shove and Walker, 2010). Furthermore, practice theory is founded on the study of consumer sociology, which

examines the collective order in purchasing patterns, the social construction of the concept of need, and how these behaviors become normal and change (Watson and Shove, 2008). As a result, practice theory aids in the development of the concept of emergent and co-constitutive links between objects and acts, as well as the emulation of social discourse on the meaning of luxury (Potavanich, 2015).

The researcher will analyze the comments from four YouTube videos on Tesla's YouTube Channel titled *Tesla Roadster: Everyday* (2011), *The First of Their Kind: Tesla Roadster and Model S* (2011), *My First Ride in Model S* (2011), and *The Electric Family* (2017) using Poststructuralism approach. To support the approach, the thing theory by Brown and the practice theory by Shove are employed. The comments are the main data to be analyzed in this research.

This study uses a qualitative research design. Adi (2011) emphasizes the relevance of qualitative inquiry in literary and social science research. Qualitative research differs from quantitative research in various respects. Depending on the study's objectives, qualitative research can be done utilizing a variety of

approaches. Qualitative research requires readers to be informed about the purpose of the study, mention specific designs, carefully reflect on the researcher's role in the study, draw from an ever-growing list of types of data sources, follow specific protocols for data recording, analyze the information through multiple steps of analysis, and mention approaches for documenting the findings. The qualitative technique is ideal for the author's current research since it allows the author to provide the results of the author's examination of the available data. In other words, by doing this qualitative study, the researcher is provided sufficient guidance to investigate the answers to the research issues that the researcher intends to address.

The researcher analyzed the data using the poststructuralism approach. The researcher analyzed data and recorded findings linked to the thing theory and practice theory.

DISCUSSION

In our digital age, the amount of data produced by diverse sources is continually expanding. Texts from social media, news, product reviews, articles, and other documents

Tesla is Innovative and High Technology

Tesla's unique leadership in the automobile sector has cemented its status as a pioneer in the development of electric vehicle technology. The firm has successfully adopted a variety of new technologies that set it apart from its competitors and acquired a reputation as a pioneer in this industry.

One of Tesla's distinguishing innovations is its autonomy, or self-driving system. Tesla has achieved semi-autonomous features by merging modern sensors, cameras, and artificial intelligence, allowing the car to drive itself in some scenarios. Despite ongoing legal and ethical concerns, this action demonstrates Tesla's dedication to building safer and more efficient automobiles. Furthermore, quick charging is one of the aspects that distinguish Tesla as a pioneer. Tesla's Supercharger network enables people to charge their vehicles more quickly than traditional charging. This effort promotes the adoption of electric vehicles by solving one of the primary obstacles: insufficient charging infrastructure.

Equally essential is the usage of sophisticated batteries in Tesla automobiles. Large-capacity batteries and advanced power management technology allow Tesla vehicles to go further and function more efficiently. This invention helps to shift the public's perspective of electric vehicles from just city vehicles to more practical and effective possibilities.

Overall, with revolutionary technologies like as autonomous systems, quick charging, and upgraded batteries, Tesla has established itself as a business at the forefront of electric vehicle development. Their daring to innovate and explore new areas in the automobile sector has helped to shift the global transportation paradigm, resulting in good developments towards sustainability and energy efficiency.

From the comments, a lot of users relate Tesla with the technology, electric cars, batteries, and touchscreen technology. It shows new perceptions of Tesla have been created. Relating it to the theory, the thing theory which is proposed by Brown and the practice theory by Shove, gives the idea that Tesla is a car with the action of the users by relating to the words mentioned above after watching the

YouTube videos, shape new perception from those actions. The result of the new perception is that Tesla is perceived as an innovative and high-tech car that is electric due to its being powered by batteries.

Tesla and Environment

Some people who examine the environmental impact of Tesla may be more worried about the broader impact of electric vehicle adoption on the environment and society. They regard Tesla as a pioneer in the electric car revolution and expect that as more people transition to electric vehicles, there is bound to be a bigger beneficial influence on lowering air pollution and other negative effects of fossil fuel-powered transportation.

On the other hand, some people believe that the environmental effect of Tesla should be evaluated in the context of the overall electric vehicle sector. It can compare Tesla to other electric car makers in terms of sustainability, production efficiency, and trash management. This comparison will allow them to make better-educated judgments about Tesla automobiles' total environmental effect. When it comes to resources, some

customers may be interested in learning about the origins of the raw materials used to make Tesla vehicles, as well as how the manufacturing process affects the environment. People's impressions of the broader supply chain and sustainability procedures of electric car manufacturers may influence their opinions on the environmental effect of Tesla vehicles.

People's impressions of the environmental effect of Tesla are often impacted by the company's openness and transparency in communicating information about its sustainability initiatives, recycling methods, and efforts to lessen environmental consequences. People are more inclined to support brands that actively promote sustainability and environmental responsibility. Overall, people's attitude about the environmental effect of Tesla goods varies greatly. Some regard it as a step towards sustainability and environmental preservation, while others may be more critical in assessing certain aspects of electric automobiles' environmental effects. In light of climate change and other environmental concerns, raising awareness and discussing the environmental effects of Tesla products and

electric vehicles, in general, is becoming increasingly crucial in accelerating the transition to sustainable transportation.

From the comments, a lot of users relate Tesla with the environment, climate, and gas. This demonstrates that new perceptions of Tesla have emerged. In relation to the theory, the thing theory offered by Brown and the practice theory proposed by Shove, it presents the concept that Tesla is a car, with the action of the users by linking to the phrases listed above after viewing the YouTube videos, shapes new perceptions from those actions. The result of the new perception is that Tesla is related to the environment. People should consider Tesla which is environmentally friendly due to it does not produce any exhaust emissions compared to the fuel gas car. Gradually, Tesla helps to reduce the GGH which causes climate change in society.

Tesla and the Charging Technology

People's perceptions of Tesla's auto charging infrastructure represent their opinions and experiences with the availability, simplicity of use, and dependability of charging stations for Tesla electric vehicles. Some

customers may be pleased with the availability of Tesla's charging network. They may claim that there are numerous easily accessible Tesla charging stations in various locations, such as highways, retail malls, hotels, and other public places. This widespread availability might offer people confidence that long-distance travel in a Tesla vehicle would be hassle-free because charging stations are always available along the route.

However, some customers struggle to use Tesla's charging infrastructure. Some places may have fewer charging stations or longer distances between them. This raises issues about long-distance travel and the reliance on less established charging networks in particular areas.

In addition, people's perceptions of charging station dependability and charging time are significant. Some customers may have had a favorable experience with a charging station that consistently works well and charges rapidly. Others, however, may encounter issues such as non-functioning charging stations, long lines, or delayed charging, resulting in disappointment and discomfort.

People are also concerned about how easy it is to utilize

charging stations. Some customers may find the charging process at a Tesla station simple and straightforward. Some Tesla charging stations even offer automated capabilities that allow the car to charge itself without the need to exit the vehicle. However, others believe that more instructions or modifications to the user interface are required to make the charging experience more seamless.

The quality of customer care given by Tesla influences people's impressions of its charging infrastructure. Efficient response and support with technical difficulties or charging concerns can boost people's trust in the Tesla brand overall. People's impressions of Tesla's automobile charging infrastructure might vary greatly based on their own experience and geographic region. While some customers may be pleased with the availability and convenience of the use of Tesla charging stations, others may encounter issues and limits that Tesla and the electric vehicle industry as a whole need to address.

From the comments, a lot of users relate Tesla with the electricity and batteries. It demonstrates that new

perceptions about Tesla have emerged. In relation to the theory, the thing theory offered by Brown and the practice theory by Shove presents the concept that Tesla is a car, with the action of the users by linking to the words listed above after viewing the YouTube videos, form new perception from those actions. The result of the new perception is that Tesla is related to the charging technology due to Tesla is powered by a battery, and it uses electricity to charge the car.

Tesla is Expensive

Individual perspectives and demands may influence how Tesla automobiles are perceived in terms of price and performance. Some people may believe that Tesla automobiles are relatively expensive when compared to conventionally powered vehicles. They did, however, notice Tesla vehicles' better performance, such as quick acceleration and the capacity to travel great distances on long-lasting batteries. This attitude may originate from the belief that the increased price is justified by the amenities and innovation offered by Tesla vehicles.

On the other hand, some customers may perceive the cost

of Tesla vehicles as an investment in future technologies. The customers think that electric cars will be the trend of the future and that having a Tesla automobile gives you access to more sophisticated technology and environmental sustainability than traditional vehicles. For the customers, increased prices may be justified by the long-term advantages of reduced emissions and reliance on fossil fuels.

However, some people have a negative perception of Tesla vehicles since the price is seen as too excessive for the level of performance given. They may compare Tesla vehicles to other companies that provide electric vehicles at lower prices while providing comparable or superior performance. Price is the most important consideration for them when deciding whether or not to purchase a Tesla vehicle.

Other beliefs include that the cost of Tesla vehicles is more of an investment in brand reputation and image. Some customers regard Tesla as a premium brand with a modern and inventive image. Price is not an issue for them since they place a higher value on social standing and brand value, both of which are seen to improve

personal prestige and reputation.

Finally, some buyers see the cost of Tesla vehicles as long-term value. They see it as a long-term investment that will save money on gasoline and maintenance because electric vehicles have reduced operating expenses. For them, the longer-term economic benefits outweigh the greater initial price.

People's impressions of Tesla vehicles based on pricing and performance might differ and be impacted by a variety of personal characteristics and preferences. For some users, Tesla's greater performance and technical innovation may balance its higher pricing, but for others, the price may be the most important factor in determining if a Tesla automobile meets their demands and budget.

From the comments, the people relate a lot that Tesla is expensive, electricity, rich, and money. It demonstrates that new perceptions about Tesla have been developed. In relation to the theory, the thing theory offered by Brown and the practice theory proposed by Shove, suggest that Tesla as a car, along with the actions of the users after viewing the YouTube videos, form new perceptions. In order to own a

Tesla, people should own a lot of money because the car is considered a luxury product, and it is only able to reach the rich. The price is also high because of the newest technology that the car uses to power the car. The result of the new perception is that Tesla is perceived as an expensive car.

Tesla is a Family Car

One of the YouTube videos is titled The Electric Family (2017). Tesla has become a popular choice for families in recent years. The primary reason is a combination of innovative technology, outstanding performance, and appealing design. Tesla automobiles provide a number of advantages for families seeking an electric vehicle alternative for their everyday requirements.

Tesla automobiles are a popular choice for families due to their safety features. Tesla's innovative safety features include automated braking systems, accident avoidance, and parking help. These elements increase the safety of all family members while on the road. Aside from that, Tesla vehicles have ample interior room and passenger capacity for large families. The Model S, Model X, and Model Y have a flexible seating

configuration and a large trunk, making it convenient for families to bring baggage or everyday equipment. Impressive performance and acceleration appeal to families searching for an enjoyable driving experience. Even though it is a family car, the Tesla delivers great performance and quick acceleration.

When it comes to automobile shopping, many families also prioritize environmental sustainability. Tesla automobiles are ecologically beneficial since they emit no pollution during operation. Families that use electric cars may help to reduce environmental consequences and ensure the planet's sustainability for future generations. Tesla's integrated entertainment system and high connection make driving more fun for the entire family. They can easily communicate and have fun while travelling. Not to mention, some Tesla models include autonomous features that can assist minimize stress while driving and boost comfort for both the driver and passengers. Tesla's vast and sophisticated charging network allows families to travel long distances without running out of juice. The availability of adequate charging infrastructure is an added

benefit for Tesla car owners. With the qualities listed above, Tesla automobiles are an appealing option for families seeking an ecologically responsible, safe, comfortable, and high-powered vehicle. Tesla automobiles have the potential to become increasingly popular as sophisticated and stunning family vehicles as electric car technology and infrastructure continue to advance.

From the comments, people also relate Tesla with family, husband, mom, children, dreams and future. It indicates that new perceptions of Tesla have emerged. In relation to the theory, the thing theory offered by Brown and the practice theory by Shove presents the concept that Tesla as a car with the action of the users by linking to the words listed above after viewing the YouTube videos, form new perceptions from those actions. When people consider Tesla as a family car, they relate the car to its capacity and also the sustainability of the car. The Model S, for example, can seat up to five people and two children (with an optional rear-facing jump seat) and has a large trunk and front trunk ("frunk") for storage. The Model X is a bigger SUV that can seat up to seven people and has even more storage. The

Model 3 and Model Y, while significantly smaller, nonetheless provide comfortable seats for families of four or five and have plenty of cargo room. Tesla vehicles routinely obtain excellent safety ratings from safety groups, because of their strong structural designs and smart driver-assistance technologies like Autopilot. These features can provide families with an added layer of peace of mind as they travel.

In general, while Tesla is known for its elegance and performance, its practicality, safety, and adaptability make it an attractive option for families looking for an electric vehicle, and it has become the new perception that Tesla is perceived as a family car.

Tesla and Its Image

People's opinions on Tesla's brand image reflect their overall views and impressions of the brand. Many people identify the Tesla brand with innovation and modern technology. This corporation is regarded as a pioneer of the electric car revolution and in offering the most recent innovations in the automobile industry. The brand image connected with this breakthrough promotes Tesla as a contemporary, progressive

brand that appeals to buyers searching for cutting-edge automobiles. Additionally, Tesla's brand image is frequently connected with environmental sustainability. Tesla has become a symbol of ecologically friendly electric vehicles, helping to lessen negative environmental consequences. People who are concerned about environmental concerns frequently regard Tesla as a brand dedicated to helping the earth by lowering exhaust emissions and reliance on fossil fuels.

Many buyers associate Tesla's brand image with exceptional performance. Tesla vehicles are noted for their quick acceleration and long battery life, resulting in a thrilling and high-quality driving experience. This powerful brand image associated with performance captures the attention of people who value performance and driving comfort. Tesla is typically regarded as a premium and respected brand. Tesla automobiles are a sign of luxury and distinction due to their comparatively expensive price and reputation as cutting-edge technological brand. This unique brand image appeals to customers searching for an automobile that adds value in terms of social standing and lifestyle.

From the comments, a lot of users relate Tesla with the environment, expensive, electric cars, batteries, and family. This indicates that fresh perspectives on Tesla have evolved. In regard to Brown's thing theory and Shove's practice theory, proposes the premise that Tesla, as a car, develops new perceptions of users' activities by linking to the terms stated above after viewing YouTube videos. The result of the new perception shows that people relate Tesla with the environment due to producing zero exhaust emission, the price which is expensive due to the use of the newest technology, the electric car due to the use of a battery to power the car, the battery which is powered the car using a kind of charging technology, and the family due to its wide capacity and safety.

CONCLUSION

The new perceptions of Tesla have been found through analyzing the comments on Tesla YouTube videos in the Tesla YouTube channel According to the discussion, several perceptions are found after analyzing the comments. Those perceptions are that Tesla is not only perceived as a car but also as a high-tech innovation due to the highly advanced technology to build the car.

Another perception is that Tesla is related to the environment due to the car produces zero exhaust emissions. The next perception is Tesla is related to the charging technology, due to the use of batteries to power the car. Tesla is also perceived as the most expensive car due to its high price in the market and also due to the use of the newest technology to power the car. People also view Tesla as a family car due to its capacity and the safety of the car. From those perceptions, it can show that Tesla has been accepted by the people into the society as not only a transportation but also more than that. It also shows the success of Tesla as a company in penetrating society with the newest and highest technology that the company uses.

COMPETING INTEREST STATEMENT

Herewith the author declares that this article is totally free from any conflict of interest regarding the assessment, review and revision, and publication process in general.

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