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Professor’s Name

Course

Due Date

JWI 515: Week 7 Discussion

When the price elasticity of demand for electric vehicles (EVs) such as Tesla’s is evaluated, the market is found to be reasonably elastic. Although the use of EVs has grown over time, price fluctuations continue to have an impact. Because of several variables, including developments in battery technology, government incentives, and customer perceptions, the demand for electric vehicles (EVs) is vulnerable to price swings. Demand tends to increase as EV prices drop and the infrastructure for charging them gets better, demonstrating an elastic market response to price fluctuations.

The emotional experience that consumers have with electric vehicles spans a variety of feelings, such as happiness, enthusiasm, and environmental awareness. Because of its cutting-edge features and commitment to sustainability, driving an EV frequently inspires sentiments of pride and technological sophistication (Mangram 309). Manufacturers like Tesla may concentrate on providing outstanding user experiences by integrating technology with eco-friendly design elements, personalized features, and a fluid flow. This will help to increase the emotional effect of EVs. Additionally, highlighting the advantages of owning an electric vehicle (EV), such as lower emissions and a decreased reliance on fossil fuels, can further arouse favorable feelings in customers.

In "The Last Mile," Soman highlights how crucial it is to comprehend how customers make decisions at the point of sale. For Tesla, improving the customer experience includes expediting the purchase procedure, maximizing interactions in the showroom, and offering thorough after-sale service. By putting cutting-edge technologies like interactive configurators, virtual reality test drives, and mobile service centers into practice, businesses can improve customer satisfaction and increase brand loyalty. In addition, Tesla can find areas for improvement in the entire customer experience and pain spots by conducting customer surveys, getting real-time feedback, and analyzing user data. Technology may help Tesla stand out in the crowded EV industry and improve the customer experience by emphasizing consumer-centric initiatives.

**Work Cited**

Mangram, Myles Edwin. “The globalization of Tesla Motors: a strategic marketing plan analysis.” *Journal of Strategic Marketing* vol. 20, no. 4, 2012, pp. 289-312.