

kendaraan ramah lingkungan sudah dijual ke masyarakat sehingga bisa diketahui bagaimana persepsi terbaru masyarakat terhadap kendaraan ramah lingkungan dibandingkan kendaraan konvensional setelah menggunakannya secara langsung. Pengembangan penelitian juga bisa dilakukan untuk menganalisis segmentasi pengguna awal (*early adopter*) saat kendaraan ramah lingkungan sudah dikomersilkan sehingga diketahui bagaimana dan seberapa jauh kendaraan ramah lingkungan mampu menarik kelompok pengguna ini. Pengembangan juga bisa mengarah pada perancangan strategi untuk mempromosikan kendaraan ramah lingkungan.

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