



Tesla's corporate background and consumer journey report

Rachel, Gabrielle, Yichun, Ibrahim

University of South Florida

04/24/2023

Executive Summary

Overview

In this report, we intend to gain a better understanding of Tesla and explore consumers' perception of the company and their willingness to keep supporting the company. This report is about Tesla Motors, a young American company established in 2003 in Silicon Valley, which is renowned for manufacturing high-performance premium electric vehicles and vehicle powertrain engineering. The objective of this report is to research information on why consumers choose Tesla and to gain a better understanding of their experience during the purchasing process.

Why Tesla?

Tesla was selected as the subject of investigation due to its prominence in the electric car market. In this report we were interested in evaluating the impact of Elon Musk's reputation on consumer purchasing decisions. Furthermore, we sought to investigate the Tesla consumer journey to determine whether customers are motivated to buy Tesla vehicles because of their luxurious design or eco-friendly nature.

Analysis

The analysis of Tesla's internal market environment shows that Tesla's strength is relying on its powertrain engineering and innovative product development, exclusive product design, unique customer service and brand reputation (Tansel, 2016). These core competencies provide a competitive advantage that is difficult for competitors to replicate. Tesla's human resources, in-house capabilities and unique know-how secure Tesla's competitive advantage and thus strong competitive position and brand perception. Tesla's market is segmented by geographic, demographic, socioeconomic, psychographic, and behavioral variables. Tesla targets families, high-end, and price-sensitive markets. It utilizes the differentiated marketing approach by offering different products for different target markets. The differentiated marketing strategy enables Tesla to develop in-depth knowledge of customers and identify specific needs and preferences of each single target market, making it possible for Tesla to increase satisfaction and customer loyalty (Tansel, 2016). This targeting strategy helps Tesla to differentiate itself from other competitors and thus improves Tesla's differentiation strategy and competitive advantage.

Table of Contents

<u>EXECUTIVE SUMMARY</u>	<u>2</u>
<u>COMPANY OVERVIEW, BACKGROUND, AND COMPETITION.....</u>	<u>4</u>
<u>RESEARCH QUESTIONS / HYPOTHESES / GOALS & METHODOLOGY</u>	<u>6</u>
<u>CUSTOMER PERSONAS</u>	<u>7</u>
<u>CONSUMER JOURNEY.....</u>	<u>10</u>
<u>RECOMMENDATIONS.....</u>	<u>14</u>
<u>CONCLUSION</u>	<u>17</u>
<u>REFERENCES.....</u>	<u>18</u>
<u>APPENDIX A</u>	<u>19</u>
<u>APPENDIX B.....</u>	<u>22</u>
<u>APPENDIX C:.....</u>	<u>30</u>
<u>APPENDIX D:.....</u>	<u>34</u>
<u>APPENDIX E:.....</u>	<u>38</u>

Company Overview, Background, and Competition

Tesla is an American electric vehicle (EV) and clean energy company that aims to accelerate the world's transition to sustainable energy. Initially Tesla's focus was on producing high-performance electric sports cars and gained widespread attention with the launch of the Tesla Roadster, the first car they produced that used lithium-ion battery cells (Zucchi, 2022).

Since then, Tesla has expanded its product line to include a wide range of electric vehicles, including the Model S, Model 3, Model X, and Model Y. All of their electric vehicles operate with Tesla's Autopilot system offering advanced driver-assistance features. The company's vast global network of Supercharger stations, provide a fast-charging infrastructure for its electric vehicles.

Tesla is known for several things, including their iconic CEO Elon Musk. His large personality and online presence has brought a lot of attention to Tesla, and not always in a positive way. Tesla's vehicles on the other hand are known for their industry-leading electric range and fast charging capabilities.

Tesla has faced challenges in manufacturing, production, and regulatory compliance, but despite these challenges Tesla has become a significant player in the automotive industry (Isidore, 2021). The company has garnered customers and fans who are drawn to its vision of clean energy solutions and its futuristic image.

Tesla has taken a unique approach to selling their vehicles. Instead of relying on third-party sellers, they have company owned sales centers staffed by product experts who do not work on sales commission (Zucchi, 2022).

Despite its success Tesla faces competition from various players in the automotive and clean energy industries. Some of the key competitors of Tesla include:

1. Traditional automakers: Established automotive companies such as Ford, General Motors, Volkswagen, and Toyota have introduced or are planning to introduce their own electric vehicles to compete with Tesla. These companies are well established with extensive manufacturing capabilities, global distribution networks, and established brands (Farooq, 2022).
2. Other EV manufacturers: There are several other EV manufacturers, both established and emerging, that compete with Tesla. Companies like Rivian, Lucid Motors, NIO, and Polestar are among the growing number of EV manufacturers that are aiming to capture market share (Farooq, 2022).
3. Technology companies: Technology companies such as Alphabet, Microsoft, and Baidu have expressed interest in or are actively working on developing autonomous driving technology and electric vehicles, which could pose a threat to Tesla in the future (Gray, 2022).

It's worth noting that the competitive landscape in the EV and clean energy industries is constantly evolving. Tesla's ability to continue innovating and expanding its product lineup will be critical in staying competitive in the dynamic markets it competes in.

Research Questions / Hypotheses / Goals & Methodology

Our primary goal for this study is to gain insights into consumer perceptions of Tesla and to gain a better understanding of Tesla's customer journey for their electric vehicles. Prior to completing our research and interviews on Tesla, we had the understanding that Tesla is a company that sells electric vehicles and is owned by Elon Musk. We had the assumption that Tesla consumers were more interested in purchasing a Tesla as a luxury vehicle rather than an eco-friendly one, and more specifically if you did not have the money to afford one, you would not purchase one. We had an expectation from consumers that they would buy Tesla only because they have disposable income, and it was considered a symbol of status to most people. We approached the research process by looking at multiple sources about Tesla and how consumers feel about the company. Our research methodology involved a review of various sources on Tesla, including company articles, and interviews from people that have purchased a Tesla and experienced the buying journey first-hand. We were interested in finding out how consumers that purchase a Tesla feel about the company and what interested them in Tesla to begin with. Additionally, we were interested in exploring consumer attitudes towards Elon Musk and whether his association with the company influenced their decision to purchase a Tesla vehicle.

We also conducted some in-store observations for Tesla when looking for people to interview. The in-store observation occurred in late March and lasted for about an hour. During this period, we observed Tesla employees interacting with customers and how they handled various situations to ensure customer satisfaction. We also asked employees questions directly regarding customer satisfaction with Tesla products and services. Additionally, we observed customers as they left the store, to determine if they were satisfied or dissatisfied with their experience at Tesla.

After getting our initial research collected, we moved forward with interviewing current and former Tesla owners. In our study, we interviewed a total of eight consumers that have owned a Tesla in the Tampa area. These interviews were able to provide valuable insights into the varying experiences of Tesla owners and helped us understand how consumers perceive the brand. By collecting multiple viewpoints from varying Tesla owners, we were able to expand our knowledge of the company and gain a better understanding of how consumers truly feel about Tesla. Furthermore, analyzing these consumer interviews enabled us to understand the customer journey and perceptions of the brand. We found that all of the interviewed individuals were satisfied with their purchase and intended to remain loyal to the brand.

Customer Personas

After conducting the interviews, we discovered several shared characteristics among the consumers. Based on these findings, we have developed two distinct consumer personas that are differentiated primarily by their motivations for purchasing a Tesla. We believe that these personas are a good representation of our findings, however, they may not accurately represent Tesla consumers in general due to a lack of diversity in age, background, and location.

Persona 1:

Name: Max Johnson

Age: 25

Occupation: Software Engineer

Location: Tampa, FL, USA

Family Status: Single

Income Level: Upper Middle class

Background:

Max is a young tech-savvy professional who is passionate about the latest innovations in technology. He works at a leading technology company and is always on the lookout for cutting-edge products and trends. Max is an early adopter of new technologies and seeks unique and cool products that can enhance his lifestyle and push the boundaries of what's possible in the tech industry.

Motivations and Interests:

Max values style, innovation, and uniqueness in the products he purchases. He commutes to work every day, so he's interested in electric vehicles as a way to utilize technology to better the environment. Max is primarily interested in Tesla due to its innovative technology but does appreciate Tesla's dedication to creating clean energy solutions.

Preferences and Behaviors:

Max is motivated by technology and innovation. Max is willing to invest in premium products that offer unique features, performance, and style. He wants a car that is not only environmentally friendly but also has the latest features and technology. He wants to be able to drive a car that is smart, efficient, and easy to use.

Why Tesla:

Max views Tesla as a cool and innovative brand that stands out in not only the electric vehicle market but also the technology industry. Max along with Andrew, who was previously interviewed, is interested in Tesla EVs due to "the lower maintenance

requirements, the excitement of the new technology, and the OTA acceleration” (See Appendix D). He is also excited about Tesla's cutting-edge autonomous driving features and enjoys being at the forefront of the latest technological advancements.

Expectations from Tesla:

Max expects Tesla to continue to push the boundaries of what is possible in the electric vehicle industry. Max views Tesla similarly to Chad who stated in his interview “I’ve always loved cars and the innovations that Tesla (is) doing” (See Appendix C). He looks forward to regular software updates that bring cool new features and improvements to his Tesla vehicle. In conclusion, Max is a young and tech-savvy consumer who values innovation and sustainability.

Persona 2:

Name: Eric Decker

Age: 25

Occupation: Business Owner

Location: Brandon, FL, USA

Family Status: Married

Income Level: Upper Middle Class

Background:

Eric has just started his own marketing company and is always on the lookout for the latest trends and loves to be the first to try new things. He wants a car that looks cool and will impress his friends. Eric is also interested in the fact that Tesla is eco-friendly, but that's not his main motivation for buying a Tesla.

Motivations:

Eric is attracted to products and brands that are cool, trendy, and reflect a luxurious lifestyle. He hopes that the products he purchases will enhance his luxurious and modern image. Although Eric is interested in sustainability, he is more interested in Tesla due to its image. He enjoys staying up to date with the latest trends and is drawn to brands that offer a modern and futuristic image.

Preferences and Behaviors:

Eric is highly active on social media and enjoys sharing his lifestyle and experiences with his followers. Like Pinky, one of the consumers we interviewed, Eric enjoys that with a Tesla “you can go from zero to 60 in, like, two to three seconds. So, somebody next to me, like (a) Lamborghini or something, like an expensive car with good power. We would be going head-to-head if it came down to the power” (See Appendix

B) and therefore show off his luxurious purchase.

Why Tesla:

Eric views Tesla as a cool and innovative brand that is a symbol of his status. Eric sees Tesla as proof of his success. Eric has dreamed of purchasing a Tesla since their first EV was launched. Tesla's EVs allow him to show his friends and followers that he is both successful and cares about the environment.

Expectations from Tesla:

Eric expects Tesla to continuously innovate new technology and plans to purchase other products in the hopes of being a leader of the latest trends. He hopes it will maintain its cool and innovative brand image. In conclusion, Eric is a very socially motivated consumer who values style, trends, and image. He sees Tesla as a cool and innovative brand that aligns with his personality and style.

Consumer journey

Search:

1. **The consumer becomes aware of their need for a new vehicle**

When consumers decide to change vehicles, it is primarily due to their current vehicle not meeting their needs. This can be due to a change in their lifestyle, car quality, or even just routine renovation.

2. **Identifies the key feature they are looking for in a vehicle**

Here the consumer will identify that they are looking to buy an electric vehicle and begin to identify other specific features they are looking for. These features can include advanced driver-assistance features, quick charge, easy access to charging stations and long battery duration.

3. **They research different vehicles**

Research has found that in recent years new car buyers spend an average of 5 hours and 22 minutes researching different types of vehicles (Coppola, 2023). Most individuals have considered making the purchase for a long time before starting their research on potential replacement vehicles and they already have an idea what features, and price point they are looking for.

Awareness:

4. **The consumer becomes aware of Tesla**

In their search for an electric vehicle, the consumer will become aware of Tesla as it holds the largest market share for electric vehicles.

5. **They compare Tesla vehicles to other EV options**

Once the consumer is aware of Tesla, they will then begin to compare Tesla to the other EV options they have researched. According to the interview with Pinky some of the other options a consumer would consider include “BMW and Hyundai [specifically the] Hyundai Genesis” (See Appendix B).

6. **Begins to narrow down the available options**

Along with comparing features such as autopilot software, navigation, camera lens, sensitivity, and instantaneous acceleration, the consumer will now start to consider the cost of the vehicle. They will explore which pricing and payment options are right for them through budget planning and comparing leasing vs. buying options.

Consideration:

7. **Decides to purchase a Tesla**

When a consumer decides to purchase a Tesla, they have determined that it has the features they want and falls in a price range they can afford. Once they ensure these needs are met, consumers will start to research how to purchase a Tesla. Carl said, "It

definitely meets all my needs, it doesn't take gas or electricity, and I can charge at home. All the other choices of car don't meet my standards. Tesla is the only one with my price points, with my standards, and with what I hope to see for electric vehicles. That's why I chose Tesla" (See Appendix E).

8. Learns about Tesla's buying process

At this stage, consumers will find that they can simply purchase a Tesla online. When compared to traditional car shopping some may find that purchasing a Tesla is easy. Like Andrew said, "[the ordering process was] very smooth and easy... no problems at all" (See Appendix D). In the interview with Pinky, it is stated that, "It was very different from buying a regular car. It's just because the price that you see is the price you got to pay regardless of where you go and how you buy it. If you go to the store versus just buying straight from their website, the price is the same. There are no negotiations like in a typical car ... it was a little different, but in a way, it's a good thing too" (See Appendix B). Many EV consumers find purchasing a Tesla to be an overall pleasant experience.

9. Evaluates Tesla model options

Here the consumer will conduct in-depth research on the available models. This can include visiting showrooms and performing test drives. Tesla has several different models that can meet various consumer's wants in the market, and customers can easily choose the Model that best meets their preferences (e.g., price, interior, appearance, etc.) A significant factor in this stage is the price of the vehicle as indicated by Andrew who "got a Tesla series 3 before the Model Y because of money" and what he could afford at the time of his initial Tesla purchase (See Appendix D).

Decision:

10. Decides on a Tesla model

After evaluating their options, consumers will weigh their needs and agree on a Tesla model to pursue purchasing. For instance, in his interview Chad stated that "the model 3 fit my price range and I really liked the look of the car," (See Appendix C). At this point in the consumer journey, he had evaluated the other models and was ready to make a decision on a vehicle.

11. Evaluates purchase options (inventory, order...)

The consumer then decides if they want to order a customized Tesla that has to be shipped, or if they would rather choose a Tesla ready for immediate purchase from what is available in the store's inventory. The first option allows for more customization providing consumers with a higher likelihood of obtaining their exact desired vehicle. The second option would thus give the consumer less personalization,

but they would be able to acquire their vehicle immediately. At this stage, the consumer would weigh their options comparing their needs and values to make the decision that best suits them.

Purchase:

12. Orders the Tesla

The consumer will now order the exact vehicle which they have decided to purchase. This will be done through the app, online, or with the assistance of a sales rep in store. The process is different than buying a regular car, so the ordering of the vehicle is consistent across the different channels, as indicated in Pinky's interview, "regardless [of] where you go, how you buy it, [it] is the same" (See Appendix B).

13. Pays for the Tesla

Since the cost of the Tesla is fixed, there is no room for bargaining as with other vehicles. The consumer now has several options to pay for their Tesla, including financing, leasing, or an outright purchase. To facilitate payment, Tesla accepts methods such as electronic checks, wire transfers, and bank-certified checks for settling a consumer's balance.

14. Connects with a sales representative.

The sales rep will contact you after purchasing the vehicle. They will verify personal information, payment, and the date you can pick up or receive the car. It is thought to be simpler than the traditional way to purchase a vehicle. As Andrew said, "standard process with no problems at all" (See Appendix D).

15. Waits for the vehicle to ship

By selecting from Tesla's available inventory, customers can skip this stage of the buyer's journey completely. However, those who proceeded to pick a Tesla that needs to be shipped will now receive updates regarding the estimated delivery date of their vehicle. Customers may also track the delivery status on the Tesla website or through the Tesla mobile app. The process can take anywhere from 2 days (Andrew, Appendix D) to a few months (Chad, Appendix C).

16. Receives the Tesla

Once the Tesla is available, the consumer can receive the vehicle through express delivery, Tesla Direct, or Carrier Direct. Through express delivery, the consumer can pick up the vehicle at a Tesla store location. Through Tesla or Carrier direct, the Tesla will be delivered directly to the consumer's approved address. On delivery day, the delivery must be accepted through the Tesla app at which point the Tesla will be unlocked and accessible to the customer.

Loyalty:

17. Uses and evaluates the Vehicle

After receiving the Tesla, the consumer can begin driving it, charging it, and utilizing its features. From here, the consumer will evaluate whether or not they enjoy the Tesla EV. At some point in the future, the consumer will either choose to replace this Tesla with another Tesla or with a different vehicle. Tesla consumers tend to be satisfied with their purchase such as Andrew who “was obsessed with it for a month, never had a day without it” (See Appendix D) and Chad who repurchased a Tesla a few years after his initial vehicle (Appendix C).

Recommendations

After conducting our research and observing Tesla consumers, we were able to better understand the motivations behind purchasing a Tesla vehicle. We found that Tesla consumers did tend to gravitate toward Tesla for the luxury status of the car as opposed to the environmental benefits, which was an initial research point for us. We also found that Tesla consumers viewed their purchase as a reflection of wealth and luxury, and most were purchasing the Tesla to satisfy their hedonic need of indulgence¹. They tended to use disposable income to make this purchase and were not looking to simply satisfy the functional need of having a vehicle to travel. Tesla consumers had the minimum expectation of their functional values being met with the purchase of a car, but they were looking to gain feelings of enjoyment and indulgence in the purchase of their Tesla. By prioritizing their hedonic values, the Tesla consumers were looking to be fulfilled and gratified with the purchase of the car and the added features and luxury of the Tesla further motivated and drove the consumers purchase. One thing that we observed that we did not hypothesize on prior to our observations, was that Tesla consumers gained gratification from the fun and innovative aspect of the Tesla vehicle. The technology and modernism of the Tesla was a large factor in the satisfaction of consumers, which further points to Tesla consumers seeking hedonic value and enjoyment behind their purchase of a vehicle.

Our research on the consumer journey of Tesla consumers has shown that consumers are largely satisfied with the process of ordering a Tesla, however there are a few places in which Tesla could improve to further satisfy their customers. First examining the strengths of Tesla, Tesla does a great job establishing a brand image for consumers to connect to. This allows Tesla consumers to find motivation in matching their needs and values to Tesla's brand. All our consumers that we observed were thus very happy to be purchasing their Tesla and were able to identify with the brand and find gratification from their purchase. The process of ordering the vehicle was also straightforward, and consumers felt more at ease with the lack of negotiation in purchasing the vehicle as opposed to the process of purchasing other cars. Additionally, Tesla consumers found the in-person salespeople to be helpful and were left quite satisfied with their in-person interactions when considering and purchasing their Tesla. On the opposite side, Tesla has a few areas for improvement in which Tesla could reconcile and adjust their approach to better suit consumer needs. First, Tesla stores did not always have all models available for test drives which impeded some consumers' ability to fully learn about and consider their options. The wait for Tesla vehicles to be delivered was also a pain point for some consumers, and there were some frustrations with the accuracy of wait times and the communication throughout Tesla delivery. Finally, there was a lack of consistency in customer service

throughout Tesla's communication channels which resulted in some consumers having different views of Tesla as a whole.

From this, we can see that while Tesla is a leader in luxury electric vehicles, there are still places in which Tesla could optimize their consumer experience throughout the purchase journey. Our first recommendation is for Tesla to enhance the showroom experience for consumers through adding test drives and incorporating interactivity into the in-store experience. All Tesla showrooms should have each of the Tesla model specifications available for test drives to allow consumers the ability to fully evaluate their options. The showrooms should also implement AI technology to allow consumers to visualize the customization options for consumer individualization across the Tesla offerings. Doing so would escalate the consumer experience and allow the customers to better understand the vehicle and fulfill their values, leading to more satisfied and informed consumers. Our second recommendation is for Tesla to streamline their delivery process and improve communication throughout the delivery process. Tesla should work to have different options available for purchase with the clear option to either order within inventory or specially order with a longer wait time. With that option, Tesla should increase the accuracy of delivery time estimates and improve the communication channels between Tesla, the delivery team, and the consumer. Doing so will allow consumers to feel more involved in the process, decreasing frustration by ensuring the consumer is fully informed throughout. Finally, our third recommendation is for Tesla to establish consistency of customer service across different channels of communication. Some consumers expressed frustration with the quality of customer service, particularly through conversing with the online representatives as they felt they were being pushed to immediately purchase a car instead of having their questions answered. However, since consumers were generally satisfied with their interactions over the phone and in-store, establishing consistency would allow for Tesla to be unilaterally seen as helpfully assisting and answering questions. This allows for a more consistent experience for consumers and ensures that Tesla consumers can further identify with the brand across all channels and feel satisfied with their decision. Since this is a significant purchase, Tesla consumers are going to want to feel valued and involved throughout the buying journey, and these recommendations would allow for this aspect to be optimized. Furthermore, consumers are going to gravitate toward a systematic route to decision making² since significant purchases tend to necessitate higher involvement and analysis in the buying process. Tesla consumers will value being involved as much as possible and being fully informed throughout the consumer journey. From our observations, they tend to already know what they desire and thus would value understanding all of the information in order to feel comfortable

with making such a significant decision. Applying these recommendations would further improve Tesla's ability to fulfill that value and result in an increasingly enjoyable buying process.

Footnotes:

1. Theory 1: hedonic vs. utilitarian value.
2. Theory 2: models of decision making.

Conclusion

The purpose of this report was to gain a better understanding of the Tesla consumer and their buying journey. Our research process involved interviews with eight Tesla owners in Tampa as well as some online articles. We found that overall, all the Tesla customers were satisfied with their purchase and would continue to buy Tesla products and services. Through our research and analysis, we identified two consumer personas and fifteen stages in the customer journey. The two consumer personas were differentiated by their goals to be either an innovator of the latest technologies or a leader in the latest trends. In the consumer journey we found that consumers value Tesla's selling strategies, and commitment to innovation. Overall consumers enjoy the unique buying experience despite long delivery times and being unable to test drive the various EV models available.

References

- Coppola, D. (2023, March 20). *Time spent shopping for cars online in U.S. 2021*. Statista. Retrieved April 24, 2023, from <https://www.statista.com/statistics/1339572/time-spent-shopping-for-cars-us/#:~:text=Time%20spent%20researching%20and%20shopping%20for%20cars%20online%20in%20the%20U.S.%202021&text=A%202021%20survey%20of%20consumers,down%20from%20the%20previous%20years.>
- Farooq, U. (2022, February 11). *10 biggest tesla competitors & alternatives*. Marketing Tutor. Retrieved April 19, 2023, from <https://www.marketingtutor.net/tesla-competitors/>
- Gray, C. (2022, June 29). *Top 10 companies developing Autonomous Vehicle Technology*. AI Magazine. Retrieved April 19, 2023, from <https://aimagazine.com/technology/top-10-companies-developing-autonomous-vehicle-technology>
- Isidore, C. (2021, February 3). *Elon Musk admits Tesla has quality problems | CNN business*. CNN. Retrieved April 19, 2023, from <https://www.cnn.com/2021/02/03/business/elon-musk-tesla-quality-problems/index.html>
- Popli, N. (2022, October 25). *New Electric Vehicles create competition for Musk's tesla*. Time. Retrieved April 19, 2023, from <https://time.com/6224562/competition-tesla-elon-musk/>
- Tansel, A. K. (2016, September 23). *Marketing report on "Tesla motors"*. GRIN. Retrieved April 24, 2023, from <https://www.grin.com/document/341484>
- Zucchi, K. (2022, July 8). *What makes Tesla's business model different?* Investopedia. Retrieved April 19, 2023, from <https://www.investopedia.com/articles/active-trading/072115/what-makes-teslas-business-model-different.asp>

Appendix A

Interview script used to collect customer responses

Research Questions:

How does one's opinion of electric vehicles shape how they view Tesla? How do consumers' opinions of Elon Musk affect their opinion of Tesla? How does consumer's interaction preferences (i.e., personal vs. impersonal) relate to the inferences they form about Tesla? Do consumers buy Tesla simply because of the name, without knowing the upkeep/practical applications of owning one? Why are consumers choosing Tesla over other alternatives? How do consumers view Tesla differently from other electric cars?

Introduction

Thank you for taking the time to meet with me today. As previously mentioned, we are a team of students working on a project for our Consumer Behavior class that aims to gain a deeper insight into the buying journey of Tesla consumers. We are particularly interested in gaining an understanding of your personal experiences and perspectives as a consumer. This is meant to be a friendly conversation where there are no right or wrong answers. We are looking to have an open discussion, so you can answer honestly.

Start Recording

Obtain Demographics

Age:

Gender:

Education:

Occupation and Title:

Tesla Model Owned:

How much did you know about electric vehicles before purchasing one? (1 to 10, 1 = little):

How much did you know about Tesla before purchasing one of their vehicles? (1 to 10, 1 = little):

General Questions

What comes to mind when you think of electric vehicles? When you think of Tesla?
What features, benefits, & price points do you look for when looking to buy a vehicle?

Does Tesla Meet all of these needs? If no, why did you still purchase the vehicle?
What first interested you in purchasing a Tesla?

Do you have any friends who own a Tesla? Had you ever driven in a Tesla prior to purchasing? Had you ever driven a Tesla yourself? Did you see ads for it? What caught your attention?

What sort of research did you do on the vehicle/Tesla before purchase? What was your opinion on Tesla before doing research? After?

What sort of research did you do on the vehicle before purchase? What was your opinion on the vehicle before doing research? After?

What is your opinion on Elon Musk?

How does your opinion on Elon Musk affect your opinion on Tesla as a company?

Did you have a budget when browsing vehicles?

How long did you browse other vehicles before deciding which to buy?

How many other vehicles did you look at before deciding which to buy?

How did you pick which model to buy?

Were you interested in other brands of electric vehicles? If yes, which? and why did you choose Tesla over the other brands? If no, why were you only interested in Tesla?

Is this your first vehicle? Your first Tesla? How long have you owned a Tesla?

How satisfied are you overall with your Tesla? What do you like and dislike about it?

What do you most enjoy about your Tesla? What would you change about your Tesla if you could?

Would you purchase another?

Have you owned other electric vehicles?

How would you compare it/them with Tesla?

Tell me what you think about electric vehicles in general? How similar or different do you think Tesla is to their competitors?

What was your buying experience like? in person, over the phone, or personalized email? How positive or negative do these interactions tend to be? How long did it take? Why was your buying experience in person, over the phone, or personalized email instead of using something nonpersonal like a website? Was this different from previous buying experiences? How? What do you think of the people you interact with? How do they make you feel or think about Tesla in particular? How do they impact how you feel or think about electric vehicles in general?

What would you change about your buying experience were you to buy another Tesla?

Are you aware of other products made by Tesla? How do they affect your opinion on the company?

Probes

Need to remember to constantly probe for details using active listening cues and using words like:

Why is that? Tell me more about that; Is it always like that?

What did that mean to you?

Please go on

Can you please elaborate and give me a scenario of that?

Thank you for your participation. We really appreciate you sharing your experience with Tesla. If you have any other thoughts that come to mind, please feel free to reach back out.

Appendix B

Transcript of interview conducted by Rachel Arcangeli

Respondent Information:

Name: Pinky

Gender: Female

Education: Bachelor's

Occupation: Business owner

Tesla Model Owned: Model 3

[Rachel]: Um, and so what is your age?

[Pinky]: I am 43.

[Rachel]: Gender?

[Pinky]: Female

[Rachel]: Education?

[Pinky]: Bachelor's.

[Rachel]: Occupation and title?

[Pinky]: Occupation...I'm a business owner and it's in a digital marketing agency.

[Rachel]: Okay, and then tesla model owned

[Pinky]: Model is model three.

[Rachel]: Okay. Thank you, and then here are my more specific questions. What comes to mind when you think of electric vehicles in general?

[Pinky]: It used to be that Tesla would pop up.

[Rachel]: Okay, and then what do you think of Tesla? What do you think of it as a brand?

[Pinky]: I think they're very reliable. However, after Tesla was the first one, and then

there's so many other ones that come in. So, while I don't have the latest, the higher end of the model, so I'm not sure, but I would assume other EVs have better technologies now because they started out with Tesla and then just kind of took it from the next level.

[Rachel]: Okay. Thank you, and then what features, benefits, and price points did you look for when you were looking to buy a vehicle?

[Pinky]: We were looking for a fully electric car. That was our first thing. The second thing was we also wanted to find a car that we can find chargers easily if we are out on a road trip. So that was our second thing. And as far as the price point, yeah, we're always looking because we couldn't afford, like, the high-end ones, so we were looking for the somewhat regular. But we wanted good mileage on the first charges because there were some of them that didn't give you enough miles when you do the full charge. So that was our other concern as well.

[Rachel]: Okay. Would you say that when you were looking at Tesla, you could easily find that Tesla met these needs?

[Pinky]: Yeah, for most part of it, yeah. I think 80% to 85% of our requirements were met.

[Rachel]: Okay, and then did you find any other vehicles that matched your needs better, or was tesla the one that was matching it most closely?

[Pinky]: It kind of matched with most of our stuff. We didn't really look at other EVs.

[Rachel]: Okay, and then do you have any other friends who own a tesla, or did you ever drive a tesla prior to purchasing/did you do a test drive?

[Pinky]: Yeah, no, I had not done a test drive beforehand. The first time I went was the very first time we went to the Tesla dealership, did a test drive, and, like, I think a week or two weeks later, we ended up purchasing it from the same. And we do have friends and family who do have Tesla.

[Rachel]: Okay. Would you say that that influenced your decision at all? Like, did you get to see their Tesla's, and you kind of said that that's something that interested you?

[Pinky]: No, because everybody else who either bought it after us or right around the same time. Okay. So it's not like I sat in one of them and that kind of say, oh, I love this, or anything like that now. And my husband always wanted a Tesla for the last five years or something since it first came out, he always wanted to have at least one Tesla in the house.

[Rachel]: Okay, and then so how did you hear about Tesla then? Was it an ad that caught your attention or what was it that caught your attention?

[Pinky]: No, just when we started looking for a new car like I said, my husband wanted one. So, we just kind of just started looking at Tesla. We just went to their website and found the dealers close by, and we just kind of went there, spoke to people, and just did that way. That's how we did our research.

[Rachel]: Okay, so that kind of answered my next question there. Then would you say that any research that you did on the vehicle changed your opinion of Tesla at all, or was it about what you expected?

[Pinky]: I think it was about pretty much what we expected. Yeah, because we kind of already knew how much it was going to cost us, and I think the only thing I would say is that it took the wait time. Right. Because once you purchase it, it's not like right away, so then you just must do a little wait. So, once you know you purchased a car, you just want it right away. So that part I didn't really like much, but we knew going in that this was going to happen.

[Rachel]: Okay, and then do you have any sort of opinion on Elon Musk when you were purchasing the car, the CEO at the time of Tesla?

[Pinky]: No, it was nothing to do with him one way or the other.

[Rachel]: Okay. That wouldn't influence your purchasing decision at all?

[Pinky]: No, it didn't. No.

[Rachel]: Okay, and then did you have a specific budget when browsing vehicles?

[Pinky]: We did, yeah. We did have a budget that we wanted to keep under 50K.

[Rachel]: And then about how long was the time that you were browsing for vehicles before you decided which one to buy?

[Pinky]: How long did we look for a car before we ended up buying one?
About three months.

[Rachel]: Okay. And how many vehicles would you say you looked in or looked at during that time?

[Pinky]: Not that many, maybe three or four. Three? Yeah, because we are kind of narrow. We started narrowing it down and that's when we just did some research.

[Rachel]: Okay, so then maybe could you list a few of the brands that you were interested in besides Tesla?

[Pinky]: We did have Audi. What was the other one that we were looking at? BMW and Hyundai. Hyundai Genesis.

[Rachel]: Okay. What made you choose Tesla over those? What were the needs that weren't met and let tesla maybe did better?

[Pinky]: I think ultimately it really came down to just my husband's opinion. Like I said, he just wanted the Tesla in house when you compare with everything else, and then it's like, okay, let's get the Tesla so he can get his wish list, like, bucket list kind of checked off.

[Rachel]: Okay, so this is your first Tesla, then?

[Pinky]: It is, yeah.

[Rachel]: Okay. And how long have you owned it now?

[Pinky]: Three years.

[Rachel]: Okay. Would you say you've really liked it? Are you satisfied with how it's performed?

[Pinky]: We are, yeah.

[Rachel]: Is there anything you dislike about it?

[Pinky]: It's not really Tesla that I dislike or anything like that. It's just when we want to go for a long drive, like longer than the mileage is allowed, then we just have to kind of pre plan it. But again, it's nothing to do with Tesla, really. It's just that it's an electric vehicle. It gets hot very fast. My husband says it gets hot very fast because on the top of the Tesla, too, it's all glass. So, you can use that, and some of these things, you don't think about it when you're buying it and stuff like that. Just when you have it, that's when you start thinking about it, and another thing which we did know about it is also when you are driving the car, especially on highways, you hear a lot of noise, the outside noise. It feels like the window is open or something

[Rachel]: Interesting.

[Pinky]: And the reason for that is we already knew the reason, too, is because it doesn't have an engine. So, in a typical car, the engine noise blocks out all the outside noise, so you don't really pay attention to it, but in a Tesla, because there is no engine noise, you actually feel the outside wind and everything more.

[Rachel]: Yeah, that makes sense. So, what do you like about the Tesla, then, now that you've purchased it? What do you enjoy?

[Pinky]: That I don't have to put gas ever again. So that's what I love. Yeah, the power of it, because. Because you can go from zero to 60 in, like, two to three seconds. So, somebody next to me, like Lamborghini or something, like an expensive car with good power. We would be going head-to-head if it came down to the power.

[Rachel]: Yeah. Okay. Is there anything you would change about the power? Is there anything you would change about it then? Or just the road noise, maybe, if that was possible.

[Pinky]: No, I don't think I would change anything. No, I don't think so. Nothing that pops in my head.

[Rachel]: So, you would purchase another one then?

[Pinky]: Yes, but because there's only two of us, I wouldn't have both of us with the

electric car. Because in case something happens and if you're out of power or whatever else, and I can't charge my car, then I would like to have at least one car that's with gas.

[Rachel]: Okay, so you would purchase another one after this one after you get rid of that.

[Pinky]: Yeah, I would do it as a replacement.

[Rachel]: Okay, so you've never owned any other electric vehicles?

[Pinky]: No. This is our first one.

[Rachel]: Okay. So, do you have an opinion on electric vehicles in general, including Tesla? But just in general, what do you think of electric vehicles that you've seen or just your general idea of electric vehicles?

[Pinky]: I think they're awesome. I really like electric cars in general. There are some nice ones out there, too. There's plenty of them in my community itself that I think are awesome. Everybody should start switching it from the gas to at least hybrid cars, if not fully EVs. Okay. So overall it's just going to be better for the environment with the gas and everything else. Plus, it's going to save their money because gas is always going up.

[Rachel]: Yeah, definitely. So, would you say would you say how similar or different would you say Tesla is to their competitors? If you've ridden in them or just have any knowledge in your research, would you say it's like, similar or different or what makes Tesla stand out compared to the other vehicles that come to mind when you think of them?

[Pinky]: I think the main reason is because they were one of the first ones. So, it's one of those things, right? Like that. The brand just kind of be in your head when you're thinking of electric cars. Like the Tesla one. It just kind of popped up. Just because they were the innovative ones originally and everybody else just followed them. Okay. Yeah. And isn't that on all of the vehicles or just Tesla and then us? US made electric cars also government is also giving rebates on those. Okay. So that's always a good incentive.

[Rachel]: Yeah. And then what was your buying experience like? Was it in person, over the phone? Personalized email? Internet?

[Pinky]: It was very different than buying a regular car. It's just because the price that you see is the price you got to pay regardless of where you go, how you buy it. If you go to the store versus you just buy straight from their website, the price is the same. There are no negotiations like a typical car. Right. So, it's nothing like that. So, it was a little different, but in a way it's a good thing too. We don't have to worry about, oh, somebody else is going to get it cheaper because they were able to negotiate better. It's not like that. There's no fear of missing out or anything because everybody pays the same.

[Rachel]: Yeah. Overall, was it more positive as an experience or was it negative?

[Pinky]: I think so, yeah. I think it was less stressful.

[Rachel]: Okay, and how long overall did it take? Was it just click of a button online?

[Pinky]: Yeah, pretty much. We knew the price and everything else before we even went to the store. So, we already have an idea of what it was going to cost us. And then we just went into the International Mall where they have the Tesla dealership. We just did a test drive and just kind of slept through it, making sure we still wanted to do it, ask the guy a couple of the questions only, but it was straightforward. We kind of already knew everything, like I said before going to the store.

[Rachel]: Okay, and how did this make you feel about Tesla in particular? Did the buying experience change your opinion on them? Was it a better experience than you thought and kind of made you like them more or less?

[Pinky]: Neither in a way. It's just an overall. I think it was, like I said, less stressful. So, it felt pleasant. Like making a big purchase like that. It was pleasant because we didn't have to stress over it.

[Rachel]: Is there anything that would change about your buying experience then?

[Pinky]: Probably not. I don't think so.

[Rachel]: Okay, good. And then my last couple of questions.

Are you aware of any other products made by Tesla and how do they affect your opinion of the company as a whole?

[Pinky]: I know they do the solar as well for the roof solar. So that is one of their other products. As far as the overall company and anything like that, I don't think it really changes my opinion for them because we are actually looking into getting a solar for our house. And we did investigate one of the first ones we looked at. It was Tesla to see how much it's going to cost us and everything.

[Rachel]: So, you're even looking into purchasing more Tesla products then.

[Pinky]: We did look at it, yeah, but from a price point it didn't work out.

[Rachel]: Okay, yeah, that makes sense. So, I think that's about it. Unless there's anything else about your buying experience that you could think of that you'd like to say that was positive or negative?

[Pinky]: No, I think that was it. If you have any other questions that you can think of or if you need any follow up or anything, feel free to let me know.

[Rachel]: Okay. Well, thank you so much.

[Pinky]: Anytime.

Appendix C:

Transcript of interview conducted by Gabrielle Cox.

Respondent Information:

Name: Chad

Gender: Male

Education: BS in Mechanical Engineering, MS in Engineering Management, MS in Systems Engineering (in progress)

Occupation: Engineer

Tesla Model Owned: Model 3

Interview of Chad by Gabrielle:

[Gabrielle]: Hi Chad, thanks for taking the time to chat with me today. Just to give you a rundown of what we're doing, this is a project for my Consumer Behavior class looking to gain a deeper insight into the buying journey of Tesla customers. This is meant to be a friendly conversation with no right or wrong answers, so please feel free to answer honestly.

[Chad]: Alright, let's do it.

[Gabrielle]: First, I just must get some demographics. What is your age and gender?

[Chad]: 25 and male.

[Gabrielle]: And your education and occupation?

[Chad]: bachelor's in mechanical engineering, master's in engineering management, and I'm working on my master's in systems engineering.

[Gabrielle]: Which Tesla model do you own?

[Chad]: Model 3

[Gabrielle]: Alright, so when you think of electric vehicles what tends to come to mind?

[Chad]: A lot of innovation and technology.

[Gabrielle]: And when do you think of Tesla?

[Chad]: It's a fast car, packs in a lot of techs, and I was really interested in the autonomous driving.

[Gabrielle]: What features were you looking for when looking to buy your vehicle?

[Chad]: Wanted to make a big purchase, I've always loved cars and the innovations that Tesla was doing at the time were cool.

[Gabrielle]: Did Tesla meet all the features you were looking for?

[Chad]: Yeah, I'd say so, it was fast and fun car – and it had a good value for me comparatively to cars in its price range.

[Gabrielle]: What's your opinion of Elon Musk?

[Chad]: He's a smart guy. Definitely knows what he's doing, and the innovations are super cool. I definitely trust him when it comes to the Tesla.

[Gabrielle]: Did you do any research before purchasing the Tesla? What kind?

[Chad]: I did a little online to be aware of what the car has for features, I compared the 3 different options of performance, and I test drove all 3 before buying.

[Gabrielle]: And how did you decide which option you wanted to purchase?

[Chad]: I liked the modern design of the model 3 and found it fun to drive. It was at the best price point for me, and I checked all the boxes.

[Gabrielle]: Did you make the purchase in the store?

[Chad]: No, after test driving. I started the process of ordering it online and getting the one I wanted shipped.

[Gabrielle]: Did you find that ordering process to be easy or difficult?

[Chad]: It was straightforward, for the second Tesla I got it was more frustrating since the one I originally ordered took forever.

[Gabrielle]: What ended up happening there?

[Chad]: It was originally supposed to take 1-2 months, but after 4 it still didn't have a good timeline, so I cancelled that one for a random Tesla that showed up in inventory.

[Gabrielle]: Was that process easy or difficult?

[Chad]: Again, it was straightforward, but in terms of tracking the inventory that was difficult and it never let me know when the cars would become available which was annoying.

[Gabrielle]: That's fair, once you got your Tesla were happy with it?

[Chad]: Very. I found charging to be way more enjoyable than filling up the gas tank, and as I've said already it's a fun and fast car to drive which wasn't everything, but I won't lie it's nice.

[Gabrielle]: Would you get another one?

[Chad]: Oh absolutely. This is actually my second model 3, I'd definitely be interesting in upgrading in a few years.

[Gabrielle]: Was there anything during the buying process that you really enjoyed?

[Chad]: I liked not having to do it in-person since there's no negotiation. Once it got started it was pretty seamless.

[Gabrielle]: Anything you didn't enjoy or would change if you could?

[Chad]: The sales reps online could be pretty pushy about ordering a car immediately and it didn't feel like they enjoyed when I asked questions. I also wish the ordering timeframes were more accurate.

[Gabrielle]: Perfect, and one last thing – how did you feel about Tesla and electric cars in general in the future?

[Chad]: They're really innovative and the tech is awesome. I took a break from Tesla in between my two model 3's and I missed the charging and the driving experience

for sure.

[Gabrielle]: Alright, perfect. Thank you so much again for your time, it's been amazing appreciate it.

[Chad]: Anytime.

Appendix D:

Transcript of interview conducted by Ibrahim Ibrahim.

Respondent Information:

Name: Andrew Becker

Gender: Male

Education: High School

Occupation: Automotive service manager

Tesla Model Owned: Model 3 and Model Y

Interview of Andrew Becker by Ibrahim:

[Ibrahim]: Hi Andrew, thank you for taking the time for this interview with me, I appreciate it. This interview is for a project on how consumers feel about Tesla and what kind of process they go through with purchasing process of a product or service. Let me know when you're ready.

[Andrew]: No problem, I am ready.

[Ibrahim]: First question. What is your age and gender?

[Andrew]: 30 and male.

[Ibrahim]: And your education and occupation?

[Andrew]: I am an automotive service manager, and my highest education is High School.

[Ibrahim]: Which Tesla model do you currently own?

[Andrew]: Model Y

[Ibrahim]: Great, so what you think of electric vehicles?

[Andrew]: The lower maintenance requirements, the excitement of the new technology, and the OTA acceleration.

[Ibrahim]: And what do you think of Tesla?

[Andrew]: The best electric car in the market and fun to drive.

[Ibrahim]: What features were you looking for in a Tesla?

[Andrew]: The advanced technology and acceleration.

[Ibrahim]: Did Tesla meet all the features you were looking for?

[Andrew]: Yeah it totally met my expectations and more.

[Ibrahim]: What's your opinion of Elon Musk?

[Andrew]: Great leader and his ability to get people to believe in an idea and execute it.

[Ibrahim]: Did you do any research before purchasing the Tesla? What kind?

[Andrew]: I did a lot of research and the only reason I got a Tesla series 3 before the Model Y was because of money.

[Ibrahim]: And how did you decide which option you wanted to purchase?

[Andrew]: I wanted the Model Y but only could afford the 3 at the time.

[Ibrahim]: Did you make the purchase in the store?

[Andrew]: No, I bought it on the phone, and it came days after.

[Ibrahim]: Did you find that ordering process to be easy or difficult?

[Andrew]: No problems at all, very smooth and easy

[Ibrahim]: What ended up happening there?

[Andrew]: it took 2 days to deliver after purchasing it.

[Ibrahim]: Was that process easy or difficult?

[Andrew]: Standard process with no problems at all.

[Ibrahim]: Awesome, did it satisfy you when you received it?

[Andrew]: Very satisfied, I was obsessed with it for month, never had a day without being in it.

[Ibrahim]: Would you get another one?

[Andrew]: Yes and I already have a Model Y

[Ibrahim]: Was there anything during the buying process that you were happy with?

[Andrew]: I liked how easy it was on the phone and was very smooth and easy which made me happy.

[Ibrahim]: Anything you didn't enjoy or would change if you could?

[Andrew]: I wouldn't change anything about my experience with it, everything was smooth and easy.

[Ibrahim]: Awesome, and one last thing – how did you feel about Tesla and electric cars in general in the future?

[Andrew]: They are the future of cars and no matter how many people try to deny it, it will be the main form of transportation for people.

[Ibrahim]: Ok that's it for the interview, I really appreciate you answering these questions for me. Have a nice day.

[Andrew]: Of course, anytime. Have a great day as well.

Appendix E:

Interview of Carl conducted by Yichun Kuo.

Respondent Information:

Name: Carl

Gender: Male

Education: Bachelor of science, master's degree, and medical doctor degree

Occupation: Doctor

Tesla Model Owned: Model 3

[Yichun]: Let's go as your age first.

[Carl]: I am 35 years old.

[Yichun]: And your gender.

[Carl]: I am a male.

[Yichun]: Your Education?

[Carl]: I am a medical doctor.

[Yichun]: And your occupation and title.

[Carl]: Title? Doctor and an entrepreneur.

[Yichun]: Okay. And your Tesla Model?

[Carl]: I Model 3.

[Yichun]: Okay. And how much did you know about electric vehicles before purchasing one?

[Carl]: How much did I know? On a scale of one to ten, I say roughly an eight.

[Yichun]: Okay. And this question is how much did you know about Tesla before purchasing one?

[Carl]: Their Vehicles? I would say about an eight from research.

[Yichun]: Okay. And there has a couple of questions I need to ask you.

[Carl]: Go Ahead.

[Yichun]: First question is, what comes to your mind when you think of electric vehicles?

[Carl]: Electric vehicle. What do I think about it? Gas. I don't have to take gas. All I need is electricity. That's one of the first thing that I think about with electric cars. Rest, I obviously in detail.

[Yichun]: And when you think of tesla about the electric car, what do you think about it?

[Carl]: The car itself? Is the forefront of electric vehicles. As in I trust it as in being, quote and quote, the best and the most bang for your buck to start with. Without much further research, So that's why I went with the Tesla.

[Yichun]: What features, benefit, and price points do you look for when looking to buy a vehicle? [Carl]: Featured price point. Okay, so that's one of the first point that I actually want to get into electric vehicles because all the maintenance, all the fixing parts and everything, the car I had previously had a lot of issues, and I had to always go into maintenance and always got to fix parts. So that's one of the reasons that I really want to jump into electric vehicles, because they have less parts that had to deal with the gasoline itself. So that's why I jump with it. How well it does in the future, I don't know. I haven't owned that car for that long. Hopefully, it's exactly how I imagine it would be, but I can't guarantee that.

[Yichun]: And the price point do you look at before you want to buy a vehicle?

[Carl]: Well price point. Honestly, it's down to how much money I make at the

moment. Right. And as a new doctor, I'm poor. So I just want to get whatever I can right now. Point A to point B. Get the job done. Besides that. Further in the future, obviously I would look into better models and whatnot. And that is one of the reason why I drive model three.

[Yichun]: Okay. And does Tesla meet all of this needs? If no, why you still purchase vehicles? [Carl]: Well, Tesla, definitely meet my needs as it doesn't take gas. It's a new car for me. Nothing to fix. Best things to worry about. Electricity I can charge at home gets me to point A to point B. And besides that, I'm not asking for much.

[Yichun]: What sort of research did you done for Tesla before you buying the Tesla?

[Carl]: I honestly didn't do so much about it. The only thing I've done is on how I could buy it and how much it would cost me, because before this, I stem my mind on Tesla and trying to learn about this new technology moving forward. And Tesla is the forefront of electric vehicles, so I don't need to worry too much, and the began it just a temporary temple think, if I only have it for few years, so the end, I could always change.

[Yichun]: Did you find any other brand of the electric car?

[Carl]: So at the time that when I buy an electric vehicle or tesla, there isn't much choices out there. All the other choices to me are kind of doesn't meet my standards. So tesla is the only one with my price point, with my standards, and with what I hope to see from an electric vehicle. So I would take a bet on that, on Tesla Model Three.

[Yichun]: What is your opinion on Elon Musk?

[Carl]: Elon Musk is a crazy guy. He's too smart for his own good. He runs the world in away that people don't understand. Whatever he shows off in the social media as a general public doesn't mean that's him. I feel like he knows what goes behind it with all conspiracy theories and what not he crashed at all.

[Yichun]: And another question about Elon Musk is does your opinion on Elon Musk affect your opinion on Tesla as a company?

[Carl]: It does not affect me on Tesla as a company. I wish I'm important enough for him to affect me. That would be the ultimate goal. But the thing is, Tesla is only a part

of him. What he does I feel like is way greater than just Tesla itself. Tesla is just a vessel for him to get his message across.

[Yichun]: How did you pick which model to buy?

[Carl]: Why did I take a Model 3? Simply because of the price point. And it's for what it's worth. Tesla 3 to me at that time, plus how much I can afford, is worth the most.

[Yichun]: And were you interested in other brands of vehicles now? If? Yes, which? And why?

[Carl]: I haven't researched much because I'm not in search to buy any other cars. And what not the only thing is through friends and then through what they say, what's good and whatnot the only thing I've heard is might be the Porsche electric vehicle. I don't know if I could ever go back to a gasoline car just because the convenience and how powerful a electric car is. So the only one I've been thinking about would be the one from Porsche. And I haven't done much research about it, so that's all.

[Yichun]: Okay. And how satisfy are you overall with your Tesla? Why do you like and dislike about it?

[Carl]: I love it, to be honest, because it's the first tradition from a gas car. And that is a huge change from acceleration, from parking, from gassing, from everything maintaining and everything. So if you want to say how I change from a gas car to electric car. I honestly love it because it's quote, unquote simple. I haven't run into any issue yet. But then again, I might be new. I might run into issue later. But at the moment I love it because it's way simpler.

[Yichun]: Cool, and if you want to change the gas car, what gas car? Will you buy it?

[Carl]: If I were to change back to gas instead of Tesla, I don't think I would want to change back to gas car. One of the main reasons, because I don't like getting gas. And I know getting gas is kind of annoying. If I don't need to travel far, there's no need for me to change back a gas car whatsoever. If I were to change back, it would be some sort of dream car or supercar like Benz or something.

[Yichun]:Do you think Tesla can on the road trip or Norway in the US?

[Carl]: It's an evolution thing. So the earlier you buy it will be, the harder it is because there's less charging stations all over the world. But now with people liking Tesla, liking electric car more and more, there's going to be more charging stations throughout the nation. And with that, it will become a lot easier for you to charge cars like, say, even if you charge on the west coast all the way to the east coast. And even with proper planning, that should be worked out properly. Yeah, given that it might be so difficult at the moment. But I'm sure as the year goes on, it'll be a lot easier.

[Yichun]: Okay, got you. And the last question is, are you aware of our products made by Tesla? Like another model?

[Carl]: Of course. Everything made by Tesla is kind of crazy. I love their tequila. It tastes amazing. It's good. It's way expensive than its price point. It shouldn't cost that much, but that's what Elon brings. Elon does good job with marketing. He knows how to get people wiled up. He knows what to get people ready for the next product. Whether it's the next cyber truck, whether it's the next cyber semi truck, it's all good because he is set up to be, quote unquote, the future until other people come in to prove him wrong.

[Yichun]: How do you ever buy another product by the Tesla?

[Carl]: I haven't buy it myself, but I've tried it. Yeah, because it's something that I wouldn't try to buy it just on my own. I would buy with other people to definitely try it because I want to see what is it about. And that's his power. Even if it's something bad, he would make it feel like or sound like it's great.

[Yichun]: Okay, thank you, have a great weekend!

[Carl]: Thank you. Have a good time. Bye.