

USERS ATTITUDE TOWARDS THE ATHER BIKE IN COIMBATORE CITY

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Abstract- This abstract highlight the key features of electric scooters as environmentally-friendly, noise-free, and low-maintenance vehicles powered by rechargeable batteries. It emphasizes their limited range of approximately 130 miles on a single charge and their availability in diverse styles and colors. Electric scooters appeal to consumers seeking sustainable transportation options.

Research methodology systematically addresses the research problem. Using distributed questionnaires among employees, the researcher gathers primary data essential for the study. It examines the logic behind chosen research methods in the study's context.

Sources Of Data:

Primary Data:

Primary data, gathered directly from main sources via interviews, surveys, experiments, etc., are deemed the most valuable in research. Tailored to meet specific research demands, sources like students, employed individuals, and unemployed customers are selected based on research objectives and target population, ensuring relevance and accuracy in data collection.

Secondary Data:

Secondary data were collected through distributed questionnaires among students, employed, and unemployed customers, serving as primary data for the research. Google Forms was exploited as the data gathering tool.

Statistical Tools Used:

The data composed from the samples have analytically applied and offered in the tables under various headlines in the following pages. We have also arranged in such a way that detailed analysis can be made and to present suitable interpretations for the same. The data have been examined using the following arithmetical tools.

I. INTRODUCTION

Electric scooters are plug-in electric vehicles with two or three wheels, powered by rechargeable batteries. They offer noise-free, low-maintenance transportation. Like electric bicycles, they can be propelled by both battery power and rider pedaling. Standing versions are called e-scooters, while those ridden astride are motorcycles, and those with a step-through frame are motor scooters. Smaller variants are termed scooters or kick scooters when unpowered. Lithium-ion batteries provide longer durations, with alternatives like sodium silicate and lead acid available. Despite limited range, approximately 130 miles, their eco-friendly and customizable features make them popular among consumers.

Objective Of the Study:

- Introduction and design overview of the study.
- Review of literature regarding electric vehicle (EV) scooters.
- Understanding the profile, awareness, preference, features influencing purchase, and satisfaction levels of Ather EV scooters in Coimbatore.

Statement Of the Problem:

Ensuring customer satisfaction is paramount for every company to cultivate loyal customers. However, gauging satisfaction poses challenges as customers may not always disclose or clearly assess their level of satisfaction. Often, customers cannot specify the reasons for their satisfaction.

Research Methodology:

II.LITERATURE REVIEW

Christopher Chaves (2023),

The new Deep View LCD screen in the 450S scooter boasts auto-brightness and a well-spread informative layout. It introduces digital winglets for reversing, battery regeneration, and navigation. With a 4G sim and Bluetooth connectivity, it pairs with headsets and phones for music control and call management. Auto Hold is a standout feature for slope stops,

reverses, and park assists. Theft and tow flashing lights enhance security. Visually like the 450X, only close inspection reveals the S variant's LCD screen and new switchgear. A joystick for screen navigation and a convenient reverse/park assist button are notable additions.

Shuvam Chatterjee And Beata Ciabiada (2022),

This study examines factors influencing consumer adoption of electric vehicles, aiming to stimulate further research in this field. It highlights key findings and policy recommendations for EV manufacturers and governments to enhance future preparedness. Key suggestions include government incentives such as toll exemptions and improved charging infrastructure accessibility to foster consumer trust in EV adoption.

III.COMPANY PROFILE

Ather Energy, headquartered in Bangalore, was founded in 2013 by Tarun Mehta and Swapnil Jain. It manufactures electric scooters - Ather 450X and Ather 450 Plus - and operates Ather Grid charging infrastructure. Ather Space Coimbatore, launched in April 2022, has already sold over 400 scooters. With expansion plans across India, Ather aims to be present in 30 cities by 2023. Its vision is to build smart electric vehicles and accelerate their adoption. The mission is to create a connected and electric future of mobility. Ather achieved a production milestone of 1 lakh e-scooters in January 2022 and aims to raise \$70-\$80 million in Series-C funding. Tagline: "All Brain. All Power. All Electric."

IV.DATA ANALYSIS AND INTERPRETATION

TABLE-I

Table-I shows E-Vehicle are too expensive for buyers’ respondents

EXPENSIVE	NO. OF RESPOND	PERCENTAGE
YES	43	52.4
NO	39	47.6
TOTAL	82	100

Source: Primary Data Interpretation

From the above table it is clear than 52.4percent of the respondents belong to YES,47.6percent of the respondents belong to NO.

Majority (52.4%) of the respondent from Yes.

CHART-I

Chart-I shows the E-Vehicle are too expensive for bike buyers’ respondents.

Electric vehicles are too expensive for most buyers
82 responses

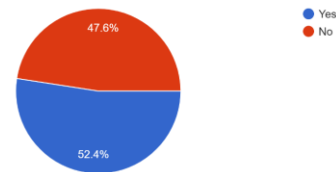


TABLE-II

Table-II shows E-Vehicle can help reduce global warming respondents

GLOBAL WARMING	NO.OF RESPOND	PERCENTAGE
STRONGLY DISAGREE	15	18.1
DISAGREE	20	24.1
NEUTRAL	22	26.5
AGREE	19	22.9
STRONGLY AGREE	7	8.4
TOTAL	83	100

Source: Primary Data Interpretation

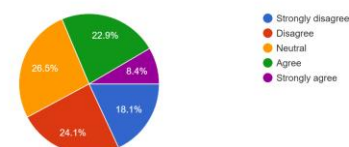
From the above table it is clear than 26.5percent of the respondents belong to Neutral,24.1percent of the respondents belong to Disagree,22.9percent of the respondents belong to Agree,18.1percent of the respondents belong to the Strongly Disagree,8.4 percent of the respondents belong to Strongly Agree.

Majority (26.5%) of the respondent from Neutral.

CHART-II

Chart-II shows E-Vehicle can help reduce global warming respondents.

Electric vehicles can help reduce global warming
83 responses



V. FINDINGS

- Among the respondents, the occupation with the highest representation was students.
- The income range of 25000-35000 had the highest number of respondents.
- The most common mode of transportation reported was 2-wheelers.
- Most respondents preferred petrol as their fuel choice.
- Friends and family were the primary sources for seeking advice for the majority of respondents.

VI. SUGGESTIONS

- Replacing the current slim MRF tyres with the tyres as in TVS NT or Q will give more grip and look awesome.
- Add a side footrest for the people sitting & hanging their legs on one side of Ather 450/X
- Improved Touch Sensitivity and Corning Gorilla glass 5/6 protection must be added.

VII. CONCLUSION

We should profitably achieve our business objectives by retaining current and gaining new one by continually meeting and exceeding their needs and expectations, continues customer satisfaction measurement is essential. The study is aimed to measure consumer behavior towards various features of the Electric vehicle scooter, provides a lot of suggestions. If the organization thoroughly studies the suggestion and implement the suggestions provided. Then there is no doubt that it would always remain satisfying the customers. It would be able to attract some more loyal customers of the competitors.

REFERENCES

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