

# Consumer Satisfaction of Buying Electric Two Wheelers In Coimbatore

Dr. B. Gunasekaran<sup>1</sup>, S Adarsh<sup>2</sup>

<sup>1,2</sup>Dept of Commerce

<sup>1,2</sup>Sri Krishna Adithya College of Arts and Science Coimbatore.

**Abstract-** *The sensation of freedom and being one with the Nature comes only from riding a two wheeler. Indian streets are filled with individuals of all age group riding twowheelers. Electric scooter is a type of a scooter that contains an electric battery which provides power to it. The electricity is provided by these electric batteries. An electric scooter is basically a two wheeled vehicle on which one or two person can easily travel. These electric scooters come in different styles, colors and quality. Now-a-days most of the electric scooters are powered with the help of a rechargeable battery. These rechargeable batteries make the duration of the electric scooters longer. It begins with the detailed information about the Electric Vehicles and the factors influencing consumer behavior. It covers topics as data collection, tools and research methodology. It gives complete analysis of the data collected and it is then used to reach the conclusion. It is useful for the better understanding the satisfaction level of Electric Vehicles and to know the most preferred Electric Vehicle by the respondent*

**Keywords-** Electric Vehicle, Electricity, E-Bike, Two Wheelers ,Consumer Preference .

## I. INTRODUCTION

Some of the early models of these electric scooters had nickel-metal hydride batteries in it. But now all the latest electric scooters have a lithium ion battery in it. These batteries last much longer than the previous ones. But with these batteries, there are also alternative batteries that can be used like sodium silicate battery, lead acid battery etc. Lithium ion battery turned out to be a good rechargeable battery for an electric scooter but in 2017, first vehicle named “The Expresso” which was a scooter used a new, latest Lithium Titanium Oxide battery that was totally nonflammable was driven in the US. This battery was much lighter and efficient as compared to the previous batteries. This battery had the quality of getting charged in just 10 minutes and could withstand 25000 charges which was pretty much impressive. There are various policies, commitments and pledges with the ever increasing output of greenhouse gases.

## STATEMENT OF THE PROBLEM

Two-Wheeler industry is one of the largest industries in the automobile sector of global market. Being the leader in product and process technologies in the manufacturing sector, it has been recognized as one of the drivers of economic growth. An average two-wheeler customer can be described as one who is at active stage of development of the organization. The difference that exists in income, literacy and culture make it a difficult task to Point out the two wheeler customers and his choice of preference. As he is living in an active environment, his needs will keep getting altered.

## OBJECTIVES

1. To Find out the awareness of consumer about the electric two wheelers in Coimbatore City .
2. To study the factors influencing the buying behavior of the respondent of Two wheelers.
3. To study the level of customer satisfaction for electric two wheelers.
4. To find out the reason why consumer refers to Electric two wheelers.
5. To find the post purchase experiences of electric two wheelers consumer.

## SCOPE

The study aims at finding the customer satisfaction towards electric two wheelers with respect to Coimbatore city. The study also aims to find out the customer’s perception towards electric two wheelers. The study by ascertaining the factors that motivate end users to purchase electric two wheelers is expected to enable respective companies to improve their services, sales promotions etc. The study also aims at analyzing the level of customer satisfaction with respect to the electric two wheelers and their dealers.

## LIMITATION OF THE STUDY

The overview depends on the respondents picked aimlessly from Coimbatore city. Henceforth the after effects of the investigation can't be summed up. The example estimate has been confined to 125 respondents. The respondent's

perspectives and conclusions may hold useful for now and may fluctuate in future.

## II. REVIEW OF LITERATURE

1. Cherry C., Weinert J., Ma Z. (2007) conducted a study on “The Environmental Impacts of Electric Bikes in China,” and found that Electric bikes have captured a large share of trips in many Chinese cities. They provide high levels of mobility and use little energy. This research investigates and quantifies the environmental implications of electric bike use in China particularly energy use, air pollution, solid waste and water use. A framework for policy analysis is presented and potential regulatory mechanisms are discussed. This investigation brings out the quantifying environmental impacts so that problematic parts of the life cycle can be addressed, rather than banning electric bikes all together.
2. **Chris Cherry and Robert Cervero November (2006)** Reveals in their study on “Use Characteristics and Mode Choice Behaviour of Electric Bikes in China,” the electric bike usage in two large Chinese cities Kunmming and Shanghai. The study indicates that electric bike users are generally more educated and earn more than bicycle users. Electric bike users take more and longer trips in an average weekday than bicycle users and LPG users take much longer trips. In both Kunmming and Shanghai, electric bike users were observed to spend a larger portion of their travel time stopped at signals than Bike, as expected because of their higher free-flow speed.

## III. METHODOLOGY USED IN THIS STUDY

**Research Design:** This Research was aimed at analyzing the Consumer Preference of buying Electric Vehicle.

**Sample Size:** The sample size is 125 respondents.

**Data Collection:** Data are facts may be derived from several source. Data is of two types Primary and Secondary.

### Primary data

The primary data for the presents study is collects through questionnaire method. A well-structured and closed ended questionnaire used.

### Secondary data

Secondary data relating to this study Brand Preference of Women Cosmetics were obtained from relevant studies from newspaper, books, journals and internet sources.

**TABLE: SIMPLE PERCENTAGE ANALYSIS**

Factors	Options	No. of Respondents	Percentage
Gender	Male	60	48%
	Female	63	50.4%
	Prefer not to say	2	1.6%
Age	Below 18	12	9.6%
	18-25	34	27.2%
	25-35	44	35.2%
	35-45	25	20%
	45 above	10	8%
Designation	Student	45	36%
	Employee	50	40%
	Unemployed	15	12%
	Business Owner	8	6.4%
	Others	7	5.6%
Satisfaction level	Strongly agree	6	4.8%
	Agree	23	18.4%
	Neutral	47	37.6%
	Disagree	42	33.6%
	Strongly Disagree	7	5.6%
Benefits	Environment friendly	52	41.6%
	Low running Cost	57	45.6%
	Maintenance	30	24%
	Storage	15	12%

	Space		
	Light weight	22	17.6%

**Source: Primary Data**

## INTERPRETATION

It is evident that the majority of respondents fall under the age group of 25-35 years, with 35.2% of the total respondents, 27.2% of respondents are in the age group is 18-25 years, with the age group of below 18 years and 45 years and above had the least number of respondents, with 9.6% and 8.0% respectively. Majority of respondents 35.2% fall under the age group of 25- 35 years. It is clear that the gender distribution among the respondents is almost equal, with females accounting for slightly more than half of the total respondents (50.4%). Males constituted 48.0% of the respondents, 1.6% of respondents preferred not to disclose their gender. Majority 50.4% of respondents are female in this study. It is clear that the majority of respondents 40.0% are employed, 36.0% of respondents are students or, 12.0% of respondents are unemployed, while business owners and others had the least number of respondents, with 6.4% and 5.6%, respectively. It is clear that majority of respondents (37.6%) either disagreed or were neutral regarding the statement that electric two-wheelers cost about the same to buy as fuel vehicles, 33.6% of respondents disagreed, 18.4% of respondents agree, 5.6% of respondents strongly disagreed, 4.8% of respondents strongly agreed with this statement. Majority of respondents (37.6%) neutrally agreed the statement that electric two-wheelers cost about the same to buy as fuel vehicle. It is evident that the most commonly cited benefits of electric two-wheelers were low running costs (45.6%), 41.6% of respondents considered environment-friendliness, Maintenance was also considered a major benefit by (24.0%) of the respondents, 12.0% of respondents cited storage space as a benefit, while only 17.6% considered light weight as a benefit. Most commonly cited benefits of electric two-wheelers were low running costs (45.6%).

## IV. FINDINGS

Majority 50.4% of respondents are female in this study. Majority of respondents 35.2% fall under the age group of 25-35 years. Majority of respondents 40.0% are employed. Majority of respondents (37.6%) neutrally agreed the statement that electric two-wheelers cost about the same to buy as fuel vehicle. Most commonly cited benefits of electric two-wheelers were low running costs (45.6%).

## V. SUGGESTIONS

Manufacturers should focus on improving battery life and reducing the price of electric two-wheelers to attract more customers. Marketing efforts should be focused on social media, as it is the most effective way of raising awareness of electric two-wheelers. Companies should offer more customization options for electric two-wheelers to address the dissatisfaction with color options. Companies should work on improving brand image and addressing concerns about battery life to increase customer satisfaction. Manufacturers and policy makers should focus on providing incentives and subsidies to encourage the adoption of electric two-wheelers.

## VI. CONCLUSIONS

In conclusion, this study on consumer satisfaction of buying electric two-wheelers in Coimbatore provides valuable insights into the preferences and concerns of potential customers in the region. The study found that the majority of respondents are aware of electric two-wheelers and perceive them as convenient and cost-effective options. Low running costs, environmental friendliness, and improved technology were the most commonly cited benefits of electric two-wheelers.

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