

A Study On Customer Awareness About E-Bikes With Reference To Thanjavur

Mohaideen Nawas M¹, R.Rengarajan²

¹MBA Student

²Assistant Professor

^{1,2} PRIST School of Business, PRIST University, Thanjavur, India

Abstract- India is the second largest producer and manufacture of two-wheelers in the world. It stands of next to Japan and China in terms of the number of two-wheelers produced and manufacture in domestic sales. Indian two-wheeler industry has got amazing growth in the last few years. The face of auto industry that was redefined with the creating ability of fuel producing a lot with very little waste technology is all set to see dawn of a new time in history in two-wheeler industry. It's not petrol or diesel or any other fuel, but it is electricity that has started an instance of revolving in two-wheeler industry in India. Indian two-wheeler industry has supported the new ideas of Electric Bikes and Scooters that are very popular mode of personal transport in the developed countries like America, Japan and China. With the rising cost of fuel at International level, increasing levels of pollution and crowding and something preventing the floe of something in transport system especially in city-based areas, higher passing and maintenance cost of vehicle, and the electrically charged bikes or scooters have very bright future in area of personal transportation. This Paper studies about satisfaction level of customers or consumers towards electric bike with special reference to Thanjavur city and the sample collected for the study was 80 respondents.

I. INTRODUCTION

The feeling of freedom and being one with the Nature comes only from riding a two-wheeler. Indians prefer the two wheelers because of their small not too big/not too much size, low pricing and maintenance, and availability of loans on willing to respect terms. Indian streets are full of people of to use only age group persons riding two-wheelers. The person sees robotic or self-moving two wheelers as a symbol of status. Majority of Indians, especially the young persons prefer motorbikes rather than cars. Taking prisoners by force a large share in the two-wheeler industry, bikes and scooters cover a major part/section. Bikes are carefully thought about/believed to be the favorite among youth, as they help in easy commutation. Large variety of two wheelers is available in the market, known for their latest technology and improved mileage. Indian bikes, scooters and sadly walks represent style and class for both men and women in India.

II. NEED AND IMPORTANCE OF CONSUMER AWARENESS

- To complete or gain with effort maximum happiness
- Protection against abuse/mistreatment.
- Control over consumption of harmful products
- Reason for saving
- Knowledge related to/looking at/thinking about solution of problems
- Construction of healthy community of people/all good people in the world

CUSTOMER AWARENESS MEASURES

- Administrative measures
- Technical measures
- Law-based measures

III. OBJECTIVIES OF THE STUDY

- To study the brand preference of E-Bike users.
- To identify the factors influencing the E-Bike users to select a particular brand of E-Bike.
- To study the influence of related to how much money and power people have features qualities/traits on users' level of knowing about something towards E-Bikes.
- To carefully study the problems faced by the E-Bike users.

IV. SCOPE OF THE STUDY

The study by learning or checking the factors that give the reason to do something end users to buy electric bikes is expected to enable having to do with each person or thing companies to improve their services, sales promotions etc. The study also aims at carefully studying the level of customer knowing about something with respect to the e-bikes and their dealers. Customer's expectations are also gauged to help the companies related to/looking at/thinking about after sales service.

V. LIMITATION OF THE STUDY

- The survey is based on the respondents chosen at random from thanjavur city. That's the reason for the results of the study cannot be generalized.
- The sample size has been restricted to 80 people who respondents.
- The person who respondent's views and opinions may hold good for the time being and may change/different in future.

VI. RESEARCH METHODOLOGY

This part explain the way of doing thinks used in this study. The ways of doing thinks includes data and sources of data, sample size, area of the study and solid basic structure on which bigger things can be built of analysis. The study is based on first or most important and secondary data. First or most important data have been collected from 80 people who responded through a questionnaire covering different groups of peoples in thanjavur city. The secondary data have been collected from different books, magazine, journals, news papers and websites.

PRIMARY DATA

The primary data has been collected through questionnaires filled by 80 respondents using electric bikes.

RESEARCH HYPOTHESIS:

1. H_0 there is no significant relationship between the age and satisfaction level towards job user friendly.
2. H_0 there is no significant relationship between the income level and the satisfaction level towards low operation cost.
3. H_0 there is no significant relationship between the period of usage and the satisfaction level towards the status symbol.

TOOLS USED FOR ANALYSIS:

This part of study is mainly focused on verifying main objectives of the study. Research used SIMPLE PERCENTAGE ANALYSIS, CHI-SQUARE, CORRELATION, and REGRESSION AND ONE WAY ANOVA as statistical tool for analysis of data.

(i) CHI SQUARE TEST:

HYPOTHESIS 1:

RELATIONSHIP BETWEEN THE AGE AND SATISFACTION LEVEL TOWARDS USER FRIENDLY:

STATISTICAL INFERENCE:

Calculated value = 186.2

Tabulated Value = 21.03

C.V > T.V

SIGNIFICANT

HO (NULL HYPOTHESIS):

There is no significant relationship between AGE of the respondents and satisfaction level towards USER FRIENDLY.

HA (ALTERNATIVE HYPOTHESIS):

There is a significant relationship between AGE of the respondents and satisfaction level towards USER FRIENDLY.

$$\begin{aligned} \text{DEGREES OF FREEDOM} &= (r-1)(c-1) \\ &= (4-1)(5-1) \\ &= (3) (4) \\ &= 12 \end{aligned}$$

12 at 5% Level of Significance.

C.V > T.V

Hence, the Null Hypothesis is rejected, Alternative Hypothesis is accepted.

RESULT:

There is a significant relationship between the AGE and satisfaction level towards USER FRIENDLY. SO, the Null hypothesis is rejected and the Alternative hypothesis is accepted.

(ii) ANOVA:

The result show F value is 7.0292 at 3 degree of freedom with p value of 0.0088. P value is greater than 0.05 that is null hypothesis accepted at 5% level. There is difference in the mean value of age and user friendly

CONCLUTION:

Calculate F value is 7.0292 and F critical value 3.901 so calculate value is less than the table value so null is hypothesis is accepted.

(iii) CORRELATION:

Calculation value is 0.8583 and so I concluded that there is no significant correlation between rate statement and E-BIKING progress of the THANJAVUR City.

VII. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Gender wise 77.5 percentages majority of respondent's male.
- Age based majority of 40 percentage of respondents 26-35 age,
- Marital status majority of 56.3 percentages of respondents are married.
- Qualification based majority of 52 percentage respondents are finished UG
- Occupation wise majority of 36.3 percentages of respondents are doing Business.
- Income wise majority of 52.5 percentage of respondents are earning 10,000-20,000, salary.
- Awareness about e-bike manufacturing companies-multiple majority of 40 percentages of respondents are said Enviro Sports & Motors.
- Reasons for preferring a particular electric bike dealer majority of 20 percentages of respondents are After sales service.
- Majority of 52.5 percentage of respondents said Reasonable
- Majority of 49 percentage of respondents are said purchased from Own fund.
- Majority of 58 percentages of respondents are said used to this bike in less than 1 year.
- Majority of 47 percentages of respondents are said willingness to suggestion of e-bike.
- Majority of 42 percentages of respondents are said Agree to low operation costs.
- Majority of 32 percentages of respondents are said Agree to Easy to maintenance of E-bike.
- Majority of 24 percentages of respondents are said Neutral to Easy to handle of E-bike.
- Majority of 23 percentages of respondents are said Neutral to User friendly of E-bike.
- Majority of 30 percentages of respondents are said Neutral to Less Weight of E-bike.
- Majority of 23 percentages of respondents are said Neutral of absence of legal formalities.
- Majority of 30 percentages of respondents are said Neutral of Status Symbol.
- Majority of 23 percentage of respondents are said Agree to New in Market.

- Majority of 30 percentages of respondents are said neutral to Absence of air and noise pollution.
- Majority of 40 percentages of respondents are said strongly Agree to Easy to charge in E-bike.

SUGGESTION

- More advertisement is needed for the vehicle as many people are not aware of electric bike
- E-bikes are used only for short distance because of low battery capacity, so manufacturers should concentrate on research and development to increase the capacity of e-bike
- Another major problem in e-bike is the need for frequent charging of the batteries, to overcome this problem charging centers should be opened at various places.

CONCLUSION

The concept of e-bike has entered into Thanjavur in the past 4-5 years and the same is gaining momentum, as there are around 10 dealers currently for e-bike in the city. As an eco-friendly product it is more suitable for city as it can reduce the emission of harmful gases and thereby it can reduce the atmospheric pollution. Due to frequent increase in the fuel prices, the electrically charged vehicles seem to be the cheapest one compared to the traditional vehicles. E-bikes are more suitable for rural areas where the numbers of petrol bunks are not adequate, so that the rural people can charge the vehicle with the help of electricity.

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