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A study on consumer satisfaction of buying electric two wheelers in Coimbatore district of Tamil Nadu

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Abstract

India is the second largest manufacturer and manufacturer of two-wheelers in the world. It is next to Japan and China in terms of the quantity of two-wheelers manufactured and domestic sales. Indian two wheeler sector has received amazing development in the previous few years. The face of car industry that was redefined with the introduction of fuel-efficient technology is all ready to witness dawn of a new era in two wheeler sector. It's not petrol or diesel or any other fuel, but it is electricity that has begun a revolution in two-wheeler business in India. Indian two-wheeler sector has accepted the new idea of Electric Bikes and Scooters that are highly popular form of personal transport in the industrialized nations like America, Japan and China. With the growing cost of gasoline at International level, increasing levels of pollution and congestion in transport system notably in metropolitan areas, higher operating and maintenance cost of car, the electrically charged bikes or scooters have extremely bright future in field of personal transportation. This Paper explores about satisfaction level of clients towards electric two wheelers in Coimbatore city and the sample gathered for the research was 200 respondents.

Keywords: Electric two wheeler, electric bike satisfaction, India, pollution

Introduction

The sensation of freedom and being one with the Nature comes only from riding a two-wheeler. Indians favor the two wheelers due of their tiny manageable size, inexpensive cost and maintenance, and availability of loans on liberal conditions. Indian streets are filled with individuals of all age group riding two-wheelers. The people perceives motorized two wheelers as a mark of status. Majority of Indians, particularly the millennials prefer motorcycles rather than vehicles. Capturing a big proportion in the two-wheeler sector, motorcycles and scooters span a major section. Bikes are believed to be the preferred among young, as they aid in easy transportation. Large variety of two wheelers is accessible in the industry, recognized for their latest technology and increased mileage. Indian motorcycles, scooters and mopeds signify elegance and class for both men and women in India. India is the second biggest producer and manufacturer of two-wheelers in the world. It stands second to Japan and China in terms of the quantity of two-wheelers manufactured and domestic sales. Indian two-wheeler sector has achieved amazing development in the recent few years. The face of car industry that was changed with the discovery of fuel-efficient technology is all ready to witness dawn of a new era in two-wheeler sector. It's not petrol or diesel or any other fuel, but it is electricity that has begun a revolution in two-wheeler business in India. Indian two wheeler sector has accepted the new idea of Electric Bikes and Scooters that are very popular means of personal transport in the developed nations like America, Japan and China. With the growing cost of gasoline at International level, increasing levels of pollution and congestion in transport system notably in metropolitan areas, higher operating and maintenance cost of car, the electrically charged bikes or scooters have extremely bright future in field of personal transportation. During the past several decades, environmental effect of the petroleum-based transportation infrastructure, together with the peak oil prices, has led to increasing interest in electric transportation infrastructure. Electric cars vary from fossil fuel-powered vehicles in that the energy they use may be produced from a broad variety of sources, including fossil fuels, nuclear power, and renewable sources such as tidal power, solar power, and wind power or any combination of those Global warming is becoming the biggest issue all around the planet. There are various policies, commitments and pledges with the ever-increasing output of greenhouse gases. There is a rising dread of environment contamination at every step with current technology and innovation. Transportation and communication have under gone paradigm upheaval along with this.

We are also suffering the harmful repercussions of industrialisation in the form of global warming. Under these conditions there are so many automobiles emitting impure carbon particles and carbon-dioxide pollution into the air with growing number of fossil fuel dependent vehicles, there is a larger level depletion of fuel resource. It is here that car businesses saw need to create motor pad vehicle that will be charged by electricity and would not be reliant on fossil fuels. So many automobile manufacturing businesses spent in research and development to put out E-bike that would allow customers to conserve the gasoline.

Materials and Methods

The primary data has been collected through questionnaires filled by 200 respondents using electric bikes. All the respondents have been chosen from the Coimbatore city based on convenient random sampling. Tools used for the Analysis are Simple percentage Analysis Kendall's (W) Co-efficient of concordance.

Simple percentage analysis

Awareness about electric two wheeler manufacturing companies-multiples responses Table shows the awareness about the manufacturers of electric two wheeler among the respondents. The table shows the multiple responses about Ampere, Ather, TVS, OLA motors and all of the above.

Table 1: Distribution of respondents according to their awareness about e-bike manufacturing companies

Companies	No. of. Respondents	Percentage
Ampere	156	78.5
Ather	157	78
TVS	129	64.5
OLA	70	35
Hero	20	10
All of the above	13	6.5
Total	200	100

The above table shows that 78.5% of the respondents are aware of ampere, 78% of the respondents are aware of Ather, 64.5% of the respondents are aware of TVS Motors, 35% of the respondents are aware of OLA, 10% of the respondents are aware of Hero, 6.5% of the respondents are aware of all the manufacturing companies mentioned. It is found that majority of (78.5%) the respondents.

Table 2: Distribution of respondents according to their Reasons for preferring and satisfaction about particular electric bike dealer

Reasons for preferring and satisfaction	No. of. Respondents	Percentage
Better Customer Service	93	46.5
Promotional Offers	22	11
Credit Facility	15	7.5
After sales service	28	14
Satisfactory response to Customer complaints	42	21
Total	200	100

The above table reveals that 46.5% of respondents choose their dealer for better customer service, 21% of respondents choose their dealer for satisfactory response to customer complaints, 14% of respondents choose their electric bike dealer for their after sales service, 11% for promotional offers and 7.5% for the credit facilities provided by their electric bike dealers.

Rank analysis using Kendall's W

Kendall's co-efficient of concordance (W) Kendall's co-efficient of concordance is used to find the similarity among the respondents in ranking. The Kendall's (W) vary between 0 and 1. Higher the value of (w) higher the similarity among the respondents in assigning ranks.

Table 3: Reasons for purchasing electric bikes

Reasons	Mean Rank
Low operation costs	1.94
Easy Maintenance	2.88
Easy to Handle	4.39
User friendly	5.45
Less Weight	5.43
Absence of legal formalities	4.04
Status Symbol	8.11
New in Market	7.26
Absence of air & noise pollution	5.49

Kendall's W =.510 Kendall's coefficient of concordance

The above Kendall's coefficient of concordance table, found that the least mean score falls for the low operation cost and the value is 1.94 that implies the low operation cost is the main reason that influenced the respondents to purchase electric bike.

Result and Discussion

Majority (78.5%) of the respondents are aware of Ampere. 46.5% of respondents prefer & satisfied about their electric bike dealer for better customer service. This makes the consumers to satisfied about buying electric two wheeler.

Rank analysis using Kendall's W

Kendall's W for the reason low operation cost of electric bike is 0.510, which indicates that most of the respondents have purchased e-bike because of low operation cost.

Suggestions

More publicity is required for the vehicle since many people are not aware about electric bike. E-bikes are utilized only for short distance because of low battery capacity, thus producers should concentrate on research and development to expand the capacity of e-bike Another big challenge with e-bike is the requirement for regular charging of the batteries, to address this problem charging facilities should be built at various sites.

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