



# CUSTOMER SATISFACTION ON PURE EV, JD MOTORS, BALLARI

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## Abstract:

Customer satisfaction is crucial for marketing and loyalty. JD Motors, under the PURE EV brand, focuses on electric vehicles and high-performance lithium batteries. They understand customer preferences, build trust, and deliver quality products. PURE EV faces challenges in market trends, competition, and technological advancements. They aim to expand globally and diversify production, focusing on innovation, employee motivation, and reliable transportation infrastructure. Theoretical research explores consumer satisfaction from various perspectives, including normative, psychological, and somatic. It assesses a company's products, services, and capabilities, using techniques like surveys, scores, and Kano models. The study aims to understand customer satisfaction levels and their perceptions of JD Motors' EV products in Ballari. It aims to understand consumer attitudes, strengths, weaknesses, customer opinions, awareness, and customer fulfilment stages. The research methodology includes primary data collection through questionnaires and secondary data from previous projects and internet sources. The study's limitations include a short time period, lack of proper interaction with consumers, and limited data collection in the Ballari region.

## I. INTRODUCTION

The phrase "consumer satisfaction" is widely used in marketing. It measures how well a company's commodities or services meet or satisfy the needs of its customers. Customer satisfaction is defined as "the number of customers or percentage of total customers whose reported experiences within a firm, its products, or its service exceed specified satisfaction goals." Customers play an important part in ensuring that a product or service remains relevant. As a result, ensuring customer satisfaction and building client loyalty are in the company's best interests. A customer satisfaction number was deemed extremely useful by 71% of the approximately 200 senior marketing managers polled

Customer satisfaction is critical to the success of any businesses. By assessing customer satisfaction, a company can determine which components of its internal processes, goods, and services are effective and which require improvement or adjustment. Customer satisfaction may help organisations increase revenue, grow their employees, and provide better goods and services to their customers.

Customer demand for the product they seek, as well as their view of whether the product meets their needs and desires, change at an alarming rate. Furthermore, to ascertain how delighted clients are with the things

## II. LITERATURE SURVEY

- **HUI HOU MAY 2023**

The unplanned charging of a significant number of electric vehicles (EVs) will gravely compromise the power grid's safety and dependability. a price-based demand response (PDR)-based multi-objective This study presents a solution to the aforementioned problem. Optimal scheduling approach for electric vehicles (EVs). To begin, it combines the time shift model and the user psychology model in agreement with the features of the EV user journey.

- **MR. AMOL SHIVAJI PATIPROF. ASHWINI KUMARINDIA 2023**

It is the world's second-largest producer and organization of e-bikes. The foundation of the vehicle industry, which has undergone a welcome environmental update, is ideally positioned to see the birth of a new age in the bicycle sector. The primary use or objective of this learning is to establish a relationship between numerous factors and customer satisfaction.

- **M UKESH, M CHANDRA KUMAR AND R GANGAISELVI 2022**

India is the world's second-largest manufacturer of autos and motorcycles. It stands third in terms of domestic sales and two-wheeler production, after only China and Japan. The Indian two-wheeler sector has expanded dramatically in recent years. The introduction of fuel-efficient technology has altered the face by the vehicle sector, and the two-wheeler industry is now poised to enter a new era. Electricity, rather than gasoline, petrol, or somenew fuel, has sparked a revolution in India's two-wheeler business.

- **ANSH MEHRA, RIPANJOT SINGH, ASHU YADAV, 2023**

When producing a product with several features, innovators confront a number of challenges in selecting which parts should be included to improve the user experience. Furthermore, they must identify which services are critical from the client's standpoint and which are optional to maximize customer satisfaction. Developers employ the Kano model analysis approach to isolate these characteristics.

- **VISVAKUMAR 2019DR. VB MATHIPURANI 2019**

More businesses are putting customer perception at the center of their strategy, but for this to work, there must be clarity on what customer happiness entails and what requirements to happen to encourage growth. The major goal is to comprehend how customers perceive the company's sales and customer service, as well as to investigate customer wants using primary data.

### III RESEARCH DESIGN AND METHADODOLOGY

#### Objective of the study:

1. To know the different models which satisfy the customer.
2. To know the attitude of the consumer towards JD motors of EV products in ballari.
3. To understand the strength and weakness of JD motors.
4. To analysis the opinion of customer about JD motors and EV products in ballari.
5. To identify the customer awareness about EV products and JD motors.

Type of Research : - Discriptive research

Sampling Type: Simple random sampling technique

Data sources:

Primary and secondary data sources-are used to obtain information.

Primary data: The primary data have been gathered through questionnaires.

Secondary Data: - reference of previous year project and internet

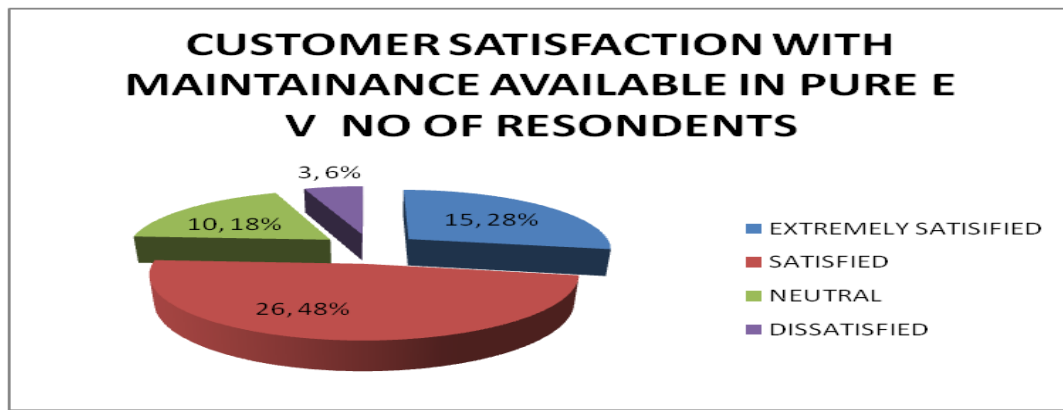
Sample size: 100

#### ANALYSIS AND INTERPRETATION

#### CUSTOMER SATISFACTION REGARDING THE MAINTAINANCE AVAILABLE IN PURE EV.

#### TABLE AND GRAPH REPRESENTING THE CUSTOMER SATISFACTION REGARDING THE MAINTAINANCE AVAILABLE IN PURE EV.

| CUSTOMER SATISFACTION WITH MAINTAINANCE AVAILABLE IN PURE E V |                  |    |
|---|------------------|----|
| OPINION   | NO OF RESONDENTS | %  |
| EXTREMELY SATISIFIED  | 15               | 28 |
| SATISFIED   | 26               | 49 |
| NEUTRAL   | 10               | 17 |
| DISSATISFIED  | 3                | 6  |



#### IV Results and Discussions

1. The age group that is most likely to choose EV products from J D Motors is 18-30 years old, accounting for 84% of the respondents.
2. The gender distribution of respondents is evenly split, with 48% male and 48% female.
3. The data shows that 44% of respondents have an income below 10,000, suggesting that J D Motors' EV products are appealing to a wide variety of income levels.
4. 65% of respondents own one two-wheeler, with a significant percentage owning two or more. This suggests that two-wheelers are a popular and convenient mode of transportation in India.
5. The most important factors for respondents when choosing a PURE EV were its features, style, and low maintenance..
6. 78% of respondents are fulfilled with the design of the PURE EV, but there is room for improvement.
7. .80% of respondents are fulfilled with the space available in the PURE EV, but 20% are not.
8. 82% of respondents are happy with the maintenance available in the PURE EV, but there is room for improvement.
9. 90% of respondents have a positive perception of PURE EV, but there is room for improvement.

#### V Conclusion

THE STUDY REVEAL THAT CONSUMERS IN BALLARI ARE AWARE OF EV BENEFITS BUT HESITANT TO SWITCH DUE TO RANGE ANXIETY AND LACK OF CHARGING INFRASTRUCTURE. JD MOTORS CAN ADDRESS THESE CONCERNS BY INCREASING EV PRODUCT RANGE AND INVESTING IN MORE CHARGING STATIONS. THE COMPANY'S HIGH SATISFACTION LEVELS, CUSTOMER SERVICE, AND COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY MAKE IT A POPULAR CHOICE.

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