



A STUDY ON CUSTOMER SATISFACTION REGARDING ELECTRIC TWO WHEELERS WITH SPECIAL REFERENCE TO VARKALA MUNICIPALITY

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Abstract

Today people giving more attention to protection of environment as they are aware about the appearance of hole in ozone layers, destruction of forest etc, because of these factors green products get more attention in today's world. The products that are manufactured through technology and that caused no environmental hazards are called green products. Promotion of green product is necessary for the conservation of natural resources. During the last few decades, environment impact of the petroleum -based transportation infrastructure, along with the peak oil pricing has led to renewed interest in electric transportation infrastructure. Two-wheeler Sector trying to help the environment with the innovation of electric two-wheeler. The concept of electric two wheelers is unique and helpful for the environment. This paper attempts to study the customer satisfaction regarding electric two wheelers and also helps in ascertaining the factors that motivate users to purchase electric two wheelers. For the purpose of conducting

study, both primary and secondary data has been collected from the customers of electric two wheelers in Varkala Municipality.

Keywords: Green product, Electric Two- wheeler, Environmental hazards

Introduction

Electric two-wheeler is an ecofriendly electric and power assisted one. Electric two-wheelers, encompassing electric bikes (e-bikes) and electric Scooters (e- scooters) represent a rapidly growing segment in the transportation sector. E-bike is the biggest adoption of green transportation of the decade. It runs on electricity rather than liquid fuel. It does not produce any harmful emissions into the atmosphere. India is the second largest producer and manufacturer of two-wheelers in the world. Indian two- wheeler industry has embraced the new concept of electric bikes and scooters that are very popular mode personal transport in the developed countries like America, Japan and China. Large variety of two-wheelers is available in the market, known for their latest technology and enhanced mileage. Automobile manufacturing companies involved in research and development to bring forth E-bike that will help people to save fuel and avoiding pollution & harm to the environment.

Statement of the Problem

The rapid growth in the popularity of electric two-wheelers has been accompanied by a corresponding increase in consumer demand. As cities seek sustainable transportation solution and individuals look for cost - effective, eco-friendly alternatives to traditional vehicles, e-bikes offer a promising solution. Existing studies obles focus on isolated aspects such as technological innovation, market trend, and environmental impact. Therefore, this Study aims to bridge the gap by exploring the determinants of customer satisfaction specific to the electric two-wheeler sector.

Objectives of the study

- To analyse the attitude of customers towards electric two-wheelers.
- To find out the satisfaction level of customers towards electric two-wheelers.
- To analyse the buying behaviour of customers towards electric two-wheelers.

Scope of Study

The study aims at finding the customer Satisfaction regarding electric two-wheelers with respect to Varkala Municipality. It also aims at ascertaining the factors that motivate users to purchase electric two-wheelers and to ascertain the customers attitude in respect to electric two-wheelers.

Need & Significance of the study

The study of Satisfaction level of customer towards electric two-wheelers mainly focus on environmental protection. Studying customer satisfaction with electric two-wheelers is crucial for driving market growth, fostering technological and environmental advancements and enhancing overall consumer and Societal well-being. This study provide valuable insights that can shape the future of sustainable transportation and contribute to the broader goals of economic development and environmental conservation.

Research Methodology

Methodology that was adopted for the study includes both primary sources of data as well as secondary source of data.

Primary Data

Primary data used in this study is obtained by using structured questionnaire.

Secondary Data

The Secondary data source include published, unpublished and various other data. The Secondary data for the study has been collected from magazine, journals and advertisement materials. Some of the data are collected from internet.

Sample Size

The Sample size taken for this study is 100 respondents.

Sampling Method

The convenience sampling method was adopted in the study.

Area of Study

The area of the study is confined to Varkala Municipality only.

Tools & Analysis

The collected data on the basis of questionnaire has been tabulated and analyzed using simple mathematic technique. It is done on the basis of percentage.

Limitation & Study

- This study is limited to small Sample size.
- Time is the primary constrains of the present Study.
- Accuracy of the study depends upon the reliability of the data given by the respondents.

Analysis and Interpretation

Table No : 1

Gender Wise Classification

Gender	No. of Respondents	Percentage
Male	54	54%
Female	46	46%
Transgender	0	0%
Total	100	100%

Source: Primary data

The above table shows that 54% of respondents are male and 46% & are female. No one in the transgender category.

Figure No: 1

Gender Wise Classification

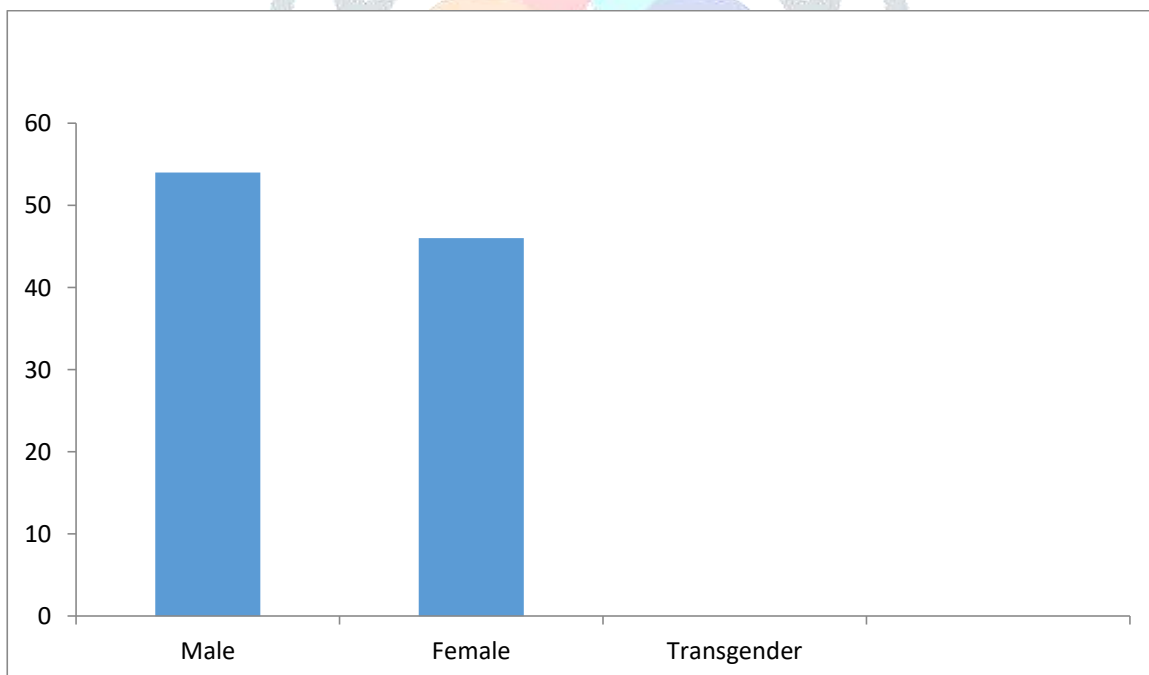


Table No.2

Attitude Towards Electric Two-Wheelers

Response	No. of Respondents	Percentage
Positive	66	66%
Negative	8	8%
Neutral	26	26%
Total	100	100%

Source: Primary data

The above table reveals that out of 100 respondents, majority of 66% have positive attitude and they support Electric two-wheelers 26% of respondents have neutral attitude towards electric vehicles. Only 8% have negative attitudes towards electric vehicles.

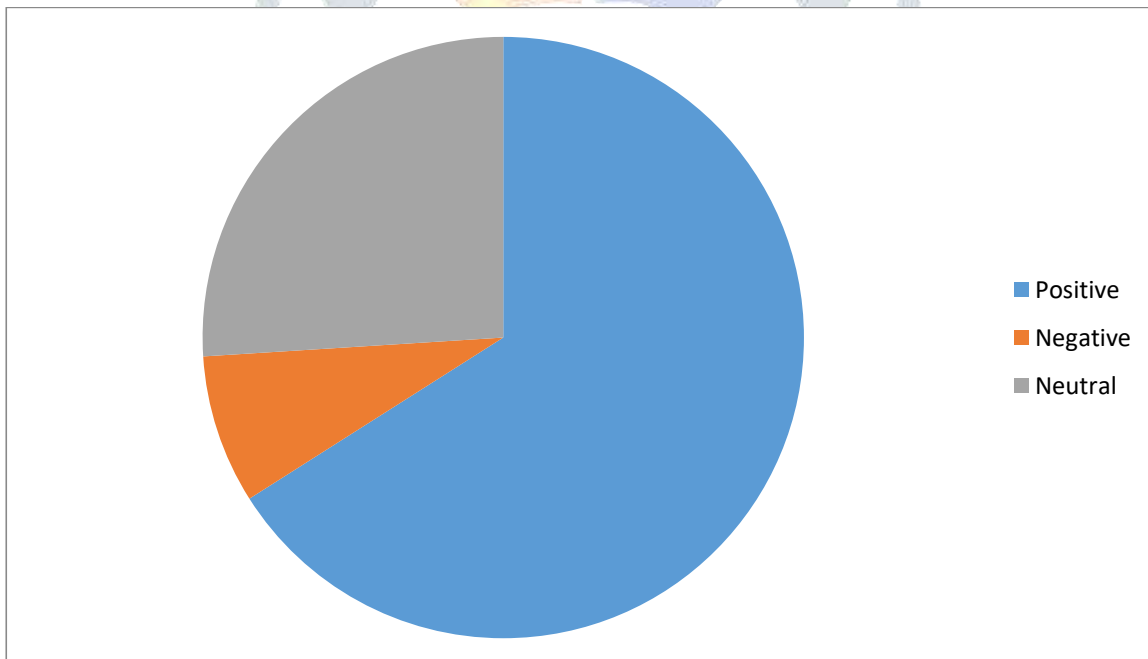
Figure No: 1Attitude Towards Electric Two-Wheelers

Table No : 3

Source of Awareness about Electric Two-Wheelers

Response	No. of Respondents	Percentage
Newspaper	7	7%
Magazines	1	1%
Advertisement	25	25%
Social Media	60	60%
Others	7	7%
Total	100	100%

Source: Primary data

Table No: 3 shows majority of respondents choose social media as the source of awareness regarding electric two-wheelers. They accounted for 60% of the total respondents, where as 25% of the respondents are aware about electric two-wheeler through Advertisements 7% through Newspaper, 7% through other sources and a very few respondents of 1% are aware through magazines.

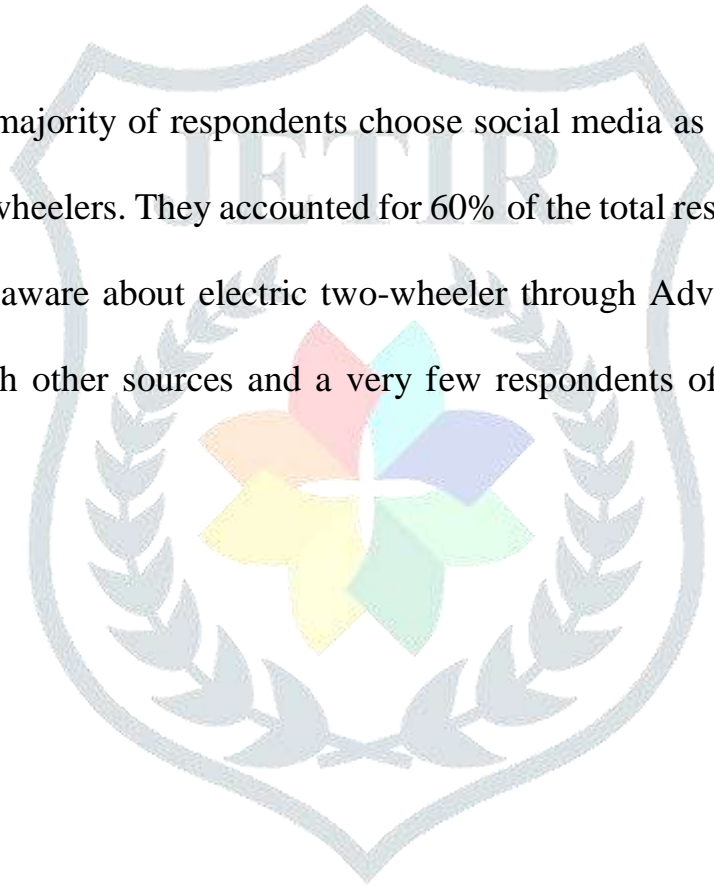
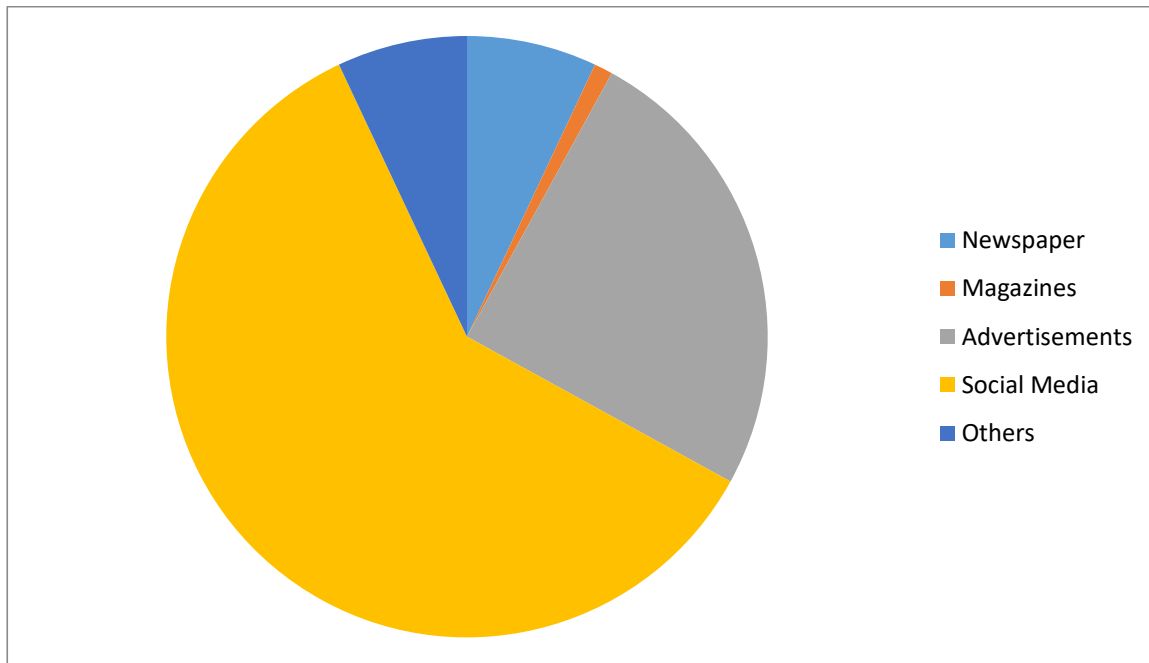


Figure No: 1Attitude Towards Electric Two-Wheelers**Table No : 4**Influencing Factor to Purchase Electric Two-Wheelers

Response	No. of Respondents	Percentage
Environment Concern	56	56%
Cost Savings	18	18%
Government Incentives	6	6%
Resale Value	1	1%
Others	19	19%
Total	100	100%

Source: Primary data

The above table shows majority of the respondents considered the Environmental Concern while buying electric two-wheeler, they accounted for 56% total respondents, whereas 19% considered the other factors for purchase decision. 18% of the respondents considered cost as a

factor where as 6% considered government incentives while buying an e-two wheeler, and 1 % considered the resale value of e-vehicles while purchasing. It is clear that most of the respondents considered environmental concern rather than cost saving while buying electric two-wheelers.

Figure No: 4

Influencing Factor to Purchase Electric Two-Wheelers

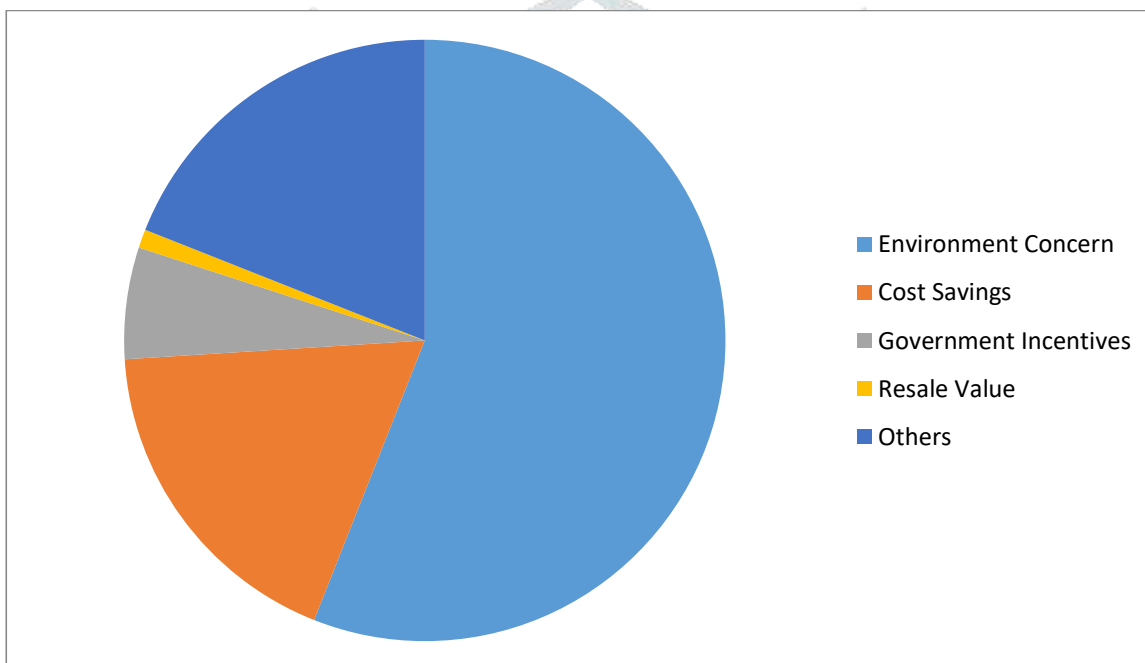


Table No : 5

Satisfaction level about money value of Electric Two-Wheelers

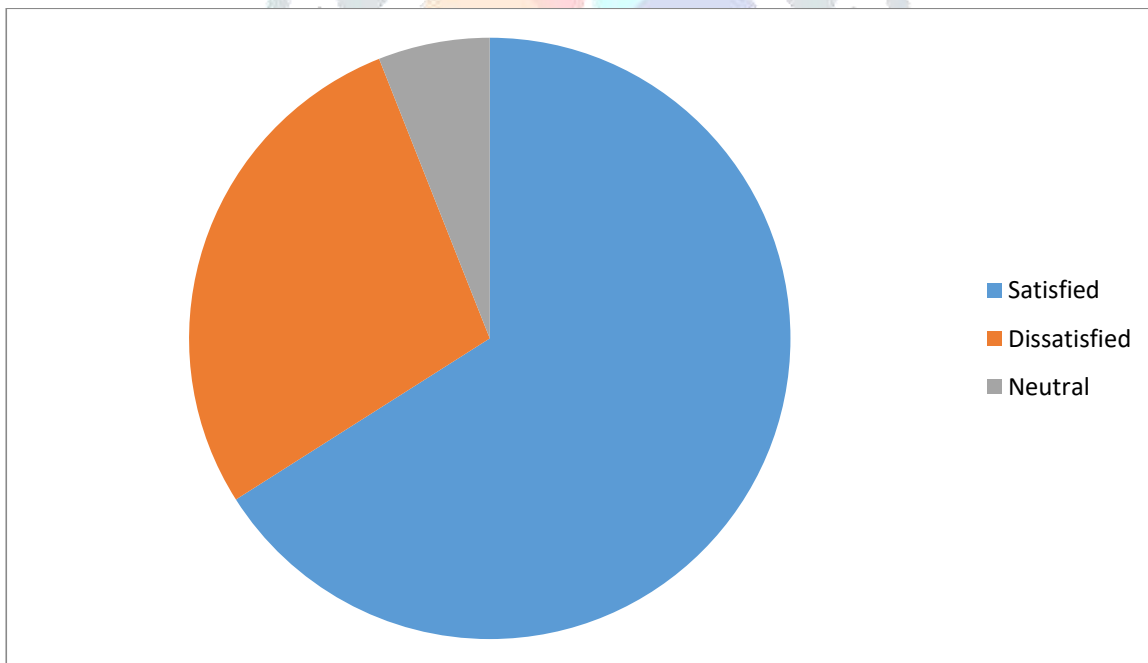
Response	No. of Respondents	Percentage
Satisfied	66	66%
Dissatisfied	28	28%
Neutral	6	6%
Total	100	100%

Source: Primary data

Table No: 5 shows that out of 100 respondents 66% of respondents are satisfied about money value of electric two-wheeler. 28% of respondents are dissatisfied and only 6% of respondents are included in neutral category.

Figure No: 5

Satisfaction level about money value of Electric Two-Wheelers

**FINDINGS**

- Majority of the respondents were males.
- Respondents have a positive attitude towards electric two-wheeler.

- Most of the respondents came to know about electric two-wheeler from social media.
- Most of respondents considered environmental concern rather than cost saving while buying electric two-wheelers.
- Majority of respondent are unaware about subsidies provide by government while purchasing an electric two-wheeler.

SUGGESTIONS

- By increasing the number of charging stations, more people will be interested in purchasing electric vehicles.
- The companies should focus on introducing new electric bike model to the people .
- More awareness regarding subsidies should be provided by government to people while purchasing electric vehicles.
- By reducing the initial cost of electric two-wheelers, there will be huge demand for electric two-wheelers for the near future

CONCLUSION

Electric two-wheelers are poised to play a critical role in the future of sustainable transportation. The present study is conducted to know the satisfaction level of customers regarding electric two-wheelers. Based on the analysis, electric vehicle manufacturers and the government of India have to invest more in social acceptance of the vehicle by creating more infrastructural facilities, high capacity batteries, putting more trust on technology that can create trust in consumer. Likewise the carbon emission from electric vehicles is almost 90% lower than conventional vehicle. The result clearly illustrates that the population is well aware of the

environmental benefits. If sufficient infrastructure is available, respondents are willing to accept electric vehicles as a future buying option.

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