



“A STUDY ON CONSUMER PREFERENCE ON ATHER ELECTRIC SCOOTER”

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ABSTRACT

This study examines consumer preferences regarding Ather Electromut supporters and focuses on key factors such as price, performance, design, and environmental impact. Based on current and potential users overview, the survey considers purchasing the impact of characteristics such as battery life, charging infrastructure, and after-sales services. The results show that consumers prioritize sustainability, cost-effectiveness and convenience. Furthermore, brand reputation and availability of charging stations play a key role in the design of consumer decisions. This study provides her and other manufacturers with valuable insights to optimize product offers and marketing strategies to better meet consumer requirements.

INTRODUCTION

In the last decade, the world has witnessed significant shifts in transportation preferences, driven by the urgent need for sustainable and eco-friendly alternatives to traditional fossil fuel-based vehicles. With climate change becoming a global concern and air pollution levels in urban areas rising to hazardous levels, governments and industries are increasingly focusing on cleaner alternatives. One such solution is the electric vehicle (EV), particularly electric two-wheelers, which offer an affordable and practical option for urban mobility.

OBJECTIVES OF THE STUDY;

- ❖ To analyse the factors influencing consumer preferences for Ather electric scooters.
- ❖ To examine the impact of Ather electric scooters on consumers' choices in comparison to traditional petrol-powered scooters.

SCOPE OF THE STUDY;

- ❖ The project work was undertaken with the title of “A Study on consumer preference on Ather electric scooter”

- ❖ **Geographic Scope:** The study will cover consumers in major cities where Ather electric scooters are currently available, such as Bengaluru, Trivandrum .Palakkad ,Chennai ,Cochin and Coimbatore.

STATEMENT OF THE PROBLEM;

- ❖ We don't know enough about what makes people choose Ather electric scooters. This study will help identify what factors matter most to consumers when buying these scooters.
- ❖ Ather scooters offer many advanced features like performance, technology, and design, but it's unclear whether these are the main reasons people choose Ather over other brands or if other factors, like price, are more important.

SIGNIFICANCE OF THE STUDY;

- ❖ **For Manufacturers:** Insights from this study can help Ather Energy fine-tune their product offerings and marketing strategies to better align with consumer needs and preferences.
- ❖ **For Consumers:** The study can help consumers understand the factors they should consider when choosing an electric scooter, leading to more informed purchasing decisions.

LIMITATION OF THE STUDY;

- ❖ The study may be limited to a smaller sample size, especially in terms of geographical diversity, as it focuses on urban areas where Ather electric scooters are available.
- ❖ The study may not be able to track long-term changes in consumer preferences due to time limitations and the evolving nature of the market.

METHODOLOGY OF THE STUDY;

Research methodology systematically solved research problem, why the research has been undertaken, how the research problem has been defined and what data define, has been adopted.

- ✓ Data source
- ✓ Research design
- ✓ Sampling size
- ✓ Statistical tools used.

REVIEW OF LITERATURE ;

According to Sharma & Kumar (2024), consumer preferences for electric vehicles in India are strongly influenced by factors such as price sensitivity, brand reputation, and environmental concerns.

According to Gupta & Singh (2023), the introduction of government subsidies and tax incentives significantly impacts the decision-making process of Indian consumers when purchasing electric scooters.

According to Reddy & Patel (2023), the growing interest in smart connectivity features in electric scooters, such as mobile apps for real-time diagnostics, has led to a shift in consumer preferences towards more tech-savvy models.

REFERENCE

1. Sharma, R., & Kumar, A. (2024). Consumer Preferences for Electric Vehicles in India. *Journal of Business and Environmental Studies*, 15(2), 67-78.
2. Gupta, P., & Singh, M. (2023). The Role of Government Subsidies in Electric Scooter Adoption in India. *Sustainable Mobility Journal*, 8(4), 102-115.
3. Reddy, M., & Patel, A. (2023). Smart Connectivity and Its Influence on Consumer Preferences in Electric Scooters. *Journal of Consumer Technology*, 19(3), 234-248.

CONCLUSION

Based on the responses gathered, it is evident that Ather has a strong foundation in the electric scooter market but there are key areas for improvement to meet consumer expectations and expand its customer base. The majority of respondents belong to the 25-35 age group, with a significant proportion being male and employed, indicating that the target audience for Ather's electric scooters is largely young professionals. Furthermore, a large number of respondents are from semi-urban areas, which suggests that Ather has an opportunity to focus on areas where the adoption of electric vehicles is on the rise but infrastructure and awareness may still be developing.