



# CUSTOMER ATTITUDE TO THE USE OF ELECTRIC SCOOTER IN ERODE DISTRICT

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## Abstract

India is one of the largest manufactures of two wheelers in the world, after China and Japan. The Indian two wheeler industry made a moment foundation in the mid-50s when Vehicle Products of India (API) began assembling bikes in the nation. Over the most recent couple of years, the Indian bikes industry has made terrific development in regard with creation and deals separately. Dominant part of Indians particularly the youth lean toward motorbikes as opposed to vehicles. Catching a substantial offer in the bikes business, scooters and bikes cover major segment of the two wheeler industry. Consumer satisfaction affects the gainfulness of about each business. For instance, at the point when customer sees great item/administration, each will regularly advise nine to ten individuals. It can be rightly concluded from the research that Electric Scooter has done well in establishing their grounds in the two wheeler industry. They are also known for their comfort and performance and the satisfaction is high among the working class people.

**Keywords:** Electric scooter, Customer attitude, Percentage analysis, Ranking analysis.

## INTRODUCTION

The Indian market for electric scooters and motorcycles has grown steadily. Electric scooters and motorbikes sold 152.0 thousand units in 2019, up 20.6 percent from 2014. By the end of 2025, it is expecting that annual retail sales would have reached 1,080.5 thousand units, with a CAGR of 57.9% between 2020 and 2025. (Forecast period). Meanwhile, retail sales are anticipating exceeding \$1.0 billion by 2025, representing a CAGR of 63.9 percent between 2020 and 2025. India is the world's third-largest carbon emitter, responsible for around 6% of global CO<sub>2</sub> emissions from fossil fuel burning. In 2019, 21 of the world's 30 most polluted cities were in India, according to research published by IQ Air. In addition, 14 of the top 20 most polluted cities in the world are in India, according to the WHO's Global Air Pollution Database (2018). Two-wheelers are India's most popular vehicle type, accounting for 70% of the country's 200 million vehicles on the road and 80% of new vehicle sales each year. They are a significant source of pollutant emissions in metropolitan areas, accounting for 20% of total CO<sub>2</sub> emissions and around 30% of particulate matter (PM) emissions. The federal state and municipal governments have adopted several efforts in recent years to reduce automobile pollution, including tax exemptions, purchase rebates, and financial incentives for electric vehicle purchasers (EV). The

government's increased focus on reducing pollution levels in the country bodes well for a good regulatory push for electric two-wheelers, which will aid the growth of the Indian electric scooter and motorcycle markets.

## **BENEFIT OF USING ELECTRIC SCOOTER**

### **1. Cost Effective to Operate**

EVs are cheaper to operate since they have high efficiencies and fuel economies thereby reduce cost for the owner. The electricity to charge an EV is about one third as much per kilo-meter to purchase fuel for vehicle.

### **2. Less Cost to Maintain**

BEVs have less moving parts than those had by conventional combustion engine vehicles. There are less servicing and no expensive systems such as fuel injection and exhaust systems, which are not needed in an EV. PHEVs have petrol engine and need servicing hence costing more than BEVs but they also have an electric propulsion system, which requires less moving parts leading to less depletion of petrol engine parts.

### **3. Environment Friendly**

EVs are less polluting, as they have zero exhaust emissions. If you opt to use renewable energy to charge your EV, you can reduce greenhouse gas emissions even more. Some EVs are made of eco-friendly materials such as the Ford Focus Electric, which is made of recycled and bio based materials and the Nissan Leaf, which is partly made of recycled plastic bottles, old scooter parts and second hand appliances.

### **4. Health Benefits**

The reduced harmful emissions will lead to better air quality, which is good for our health. EVs are also producing much less noise compared to petrol/diesel-based vehicles.

### **5. Safer**

EVs have a low centre of gravity thereby making them less likely to capsize. They also have low risk of fires and explosions. Their body construction gives them more durability hence making them safer during collisions.

## **II.OBJECTIVES OF THE STUDY**

1. To analyze the consumer satisfaction towards Electric Scooter.
2. To find out the major problems faced by the users of Electric Scooter.
3. To bring the summary of findings and suggestion based on the research study.

## **III.REVIEW OF LITERATURE**

**Manahila Ansar(2019)** In this dynamic world, consumers are given varied alternatives of products and services to choose from to satisfy their needs and requirements. Consumers are considered to be the king of the market, which makes it very pivotal for the marketers to make consumer satisfaction their ultimate objective, which will indirectly fetch them more profit and help in increasing the level of consumer loyalty. There are various factors that influence the purchasing behavior of an individual consumer which are backed up his occupation level and the degree of purchasing power he has. In this research paper, main focus is given to find out the satisfaction level of Honda Activa users in terms of the price and performance of the scooters, based on the various demographic factors. For this purpose, primary and secondary data was collected from the various

users of Honda Activa in Bengaluru. The data has been analysed using SPSS software. The findings showed that most of the female respondents were the users of the Honda Activa. Youth showed the maximum level of satisfaction in terms of the performance and comfort.

**Dr.V.Rana Pratap(2019)** Success of a product majorly depends on how its consumers perceive it. Many brands have failed due to their inability to make the consumers perceive their products in a proper way. In this context, it becomes imperative for companies to understand the consumers' perception on its products. In this backdrop, the present study is undertaken to analyse the consumers' perception on two-wheelers regarding the factors influencing their decision making process, satisfaction and buying behaviour. For the study, Suzuki Access two-wheeler is chosen. The respondent's opinions are elicited and analysed. Mileage, safety, price etc., are found to be some of the important product attributes influencing consumers' buying decision making process with regard to two-wheelers.

**C.B.senthilkumar, G.Rajesh, RohiniBhatt, R.Mayakkannan, E.Kandeepan(2020)** At the time of development of bikes and its commercialization, it couldn't be envisioned that the bikes would likewise be planned and marketed for ladies too. In any case, the advancements and mechanical up gradations made it conceivable and another idea rose in the business for planning the bikes by which woman can be pulled in to it. These days, without equipped bikes are in sharp interest for both male and female as it is anything but difficult to ride and handle. The study has been done to assess the customers' satisfaction level about Honda Activa in Chennai city. The examination depends on essential information which has been accumulated through an organized poll from 100 respondents of Chennai city. An accommodation inspecting method has been utilized in this investigation to gather the information. The demographical portrayal of the respondents has appeared through rate investigation though, the fulfillment level of the respondents with Honda Activa has been broke down by the scientist through Garret ranking scale methods. Impacting factors that effect in purchasing choice of the bicycle has been investigated by the chi-square test. Surveying high customer t worth would consistently prompt high customer dedication.

## RESEARCH METHODOLOGY

Methodology the systematic, theoretical analysis of the methods applied to a field of study. Thus, Research Methodology is a process used to collect information and data for the purpose of making business decision. The current study is based on primary data collected from 120 respondents from electric scooters. A well-structured questionnaire was designed to collect the information from the respondents the questionnaire was designed to "Customer Attitude to the use of electric scooter in Erode District" This research design would help the researcher to gather the primary and secondary data to analyze the various aspects of the study.

## DATA COLLECTION

To conduct the study both primary and secondary data has been collected and for the purpose of data analysis.

## AREA OF THE STUDY

For this study the respondents will be randomly selected from Erode District.

## RESEARCH APPROACH

For this study, questionnaire method is used for collecting data.

## SAMPLING TECHNIQUE AND SAMPLE SIZE

Convenience sampling method is used and sample size is 120 respondents.

## RESEARCH INSTRUMENT

The data is collected through a structured questionnaire. Secondary data is collected from websites, e-books, newspapers etc.

## TOOLS FOR ANALYSIS

In this study percentage analysis and weighted score ranking analysis were used for analyzing the data.

## III.DATA ANALYSIS AND INTERPERTATION

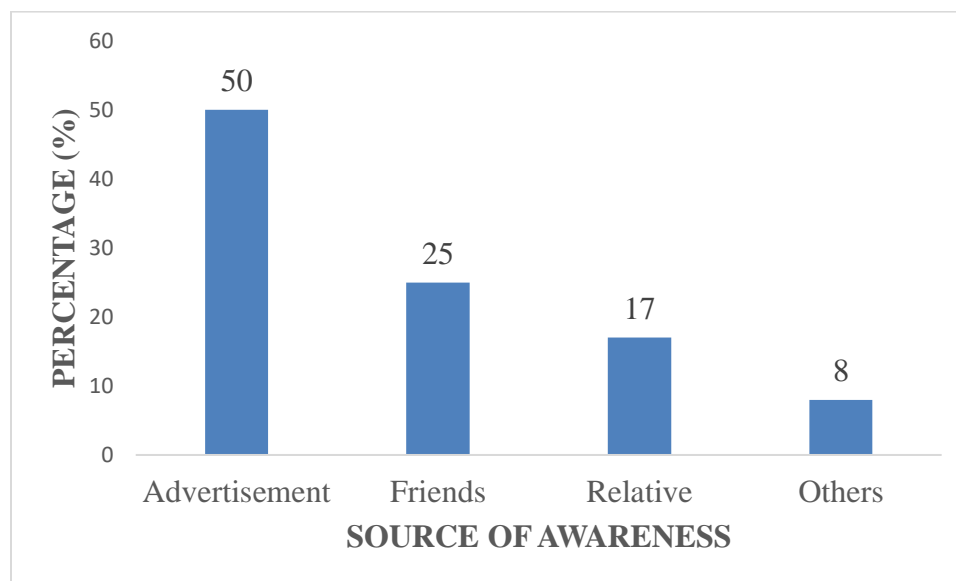
### A. PERCENTAGE ANALYSIS

**Table-1:** How did you know about Electric Scooters?

S.No	Source of Awareness	No. of Respondents	Percentage
1	Advertisement	60	50
2	Friends	30	25
3	Relative	20	17
4	Others	10	8
	<b>Total</b>	<b>120</b>	<b>100</b>

**Source: Primary Data collection**

The above table reveals that, 50% of the respondents purchasing decision influenced by advertisement, 25% of the respondents purchasing decision influenced by friends, 17% of the respondents purchasing decision influenced by relative, 8% of the respondents purchasing decision influenced by others.

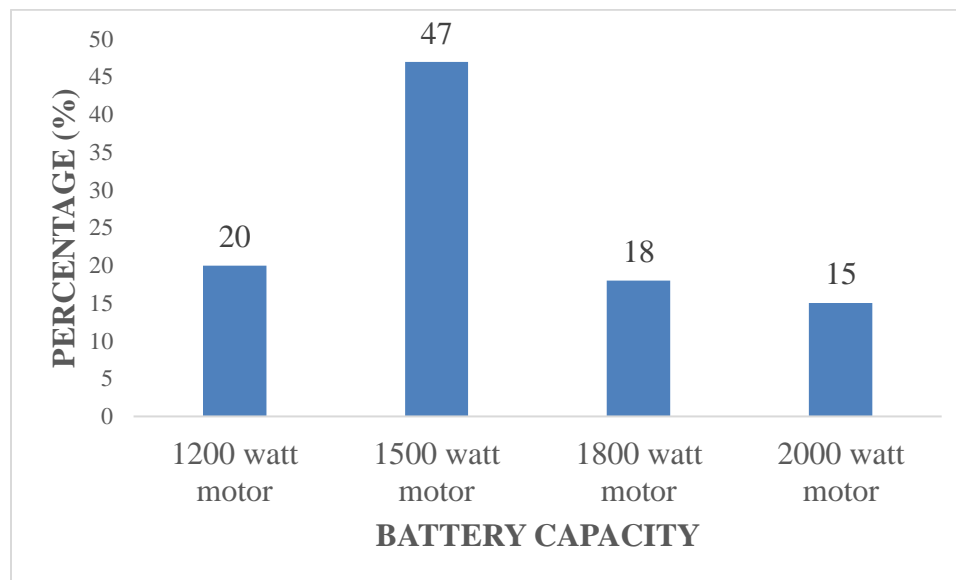
**Chart-1****SOURCE OF AWARENESS****TABLE-2:** What type of battery capacity do you prefer?

S.No	Battery Capacity	No. of Respondents	Percentage
1	1200 watt motor	24	20
2	1500 watt motor	56	47
3	1800 watt motor	22	18
4	2000 watt motor	18	15
	<b>Total</b>	<b>120</b>	<b>100</b>

**Source: Primary Data collection**

It is observed from the above table shows the total respondents of the study, 47% of the respondents prefer 1500 watt motor, 20% of the respondents covered 1200 watt motor, 18% of the respondents prefer 1800 watt motor and remaining 15% of the respondents prefer 2000 watt motor.

**CHART – 2**  
**BATTERY CAPACITY**



**TABLE – 3:** What is your level of satisfaction by using the Electric Scooters?

S.No	Factors	Highly Satisfied		Satisfied		Dissatisfied		Total	
		Respon dents	%	Respon dents	%	Respon dents	%	Respon dents	%
1	Price	30	25	70	58	20	17	120	100
2	Durability	40	33	50	42	30	25	120	100
3	Advertisement	65	54	45	38	10	8	120	100
4	Color	58	48	37	31	25	21	120	100
5	After Sale service	53	44	28	23	39	33	120	100
6	Availability of spare parts	34	28	53	45	33	27	120	100
7	Resale value	75	63	35	29	10	8	120	100
8	Others	65	54	31	26	24	20	120	100

**Source: Primary data collection**

### **PRICE**

The above table shows that, 58% of the respondents are “Satisfied” about the price followed by 25% of the respondents are “Highly Satisfied”, 17% of the respondents are “Dissatisfied” about the price of the products from the Electric Scooters.

## **DURABILITY**

The above table shows that, 42% of the respondents are “Satisfied” about the durability followed by 33% of the respondents are “Highly Satisfied”, 25% of the respondents are “Dissatisfied” about the Durability of the products from the Electric Scooters.

## **ADVERTISEMENT**

The above table shows that, 54% of the respondents are “Highly Satisfied” about the advertisement followed by 38% of the respondents are “Satisfied”, 8% of the respondents are “Dissatisfied” about the Advertisement of the products from the Electric Scooters.

## **COLOR**

The above table shows that, 48% of the respondents are “Highly Satisfied” about the color followed by 31% of the respondents are “Satisfied”, 21% of the respondents are “Dissatisfied” about the Color of the products from the Electric Scooters.

## **AFTER SALE SERVICE**

The above table shows that, 44% of the respondents are “Highly Satisfied” about the after sale service followed by 33% of the respondents are “Satisfied”, 23% of the respondents are “Dissatisfied” about the After Sale Service of the products from the Electric Scooters.

## **AVAILABILITY OF SPARE PARTS**

The above table shows that, 45% of the respondents are “Satisfied” about the spare parts followed by 28% of the respondents are “Highly Satisfied”, 27% of the respondents are “Dissatisfied” about the Availability of Spare Parts of the products from the Electric Scooters.

## **RESALE VALUE**

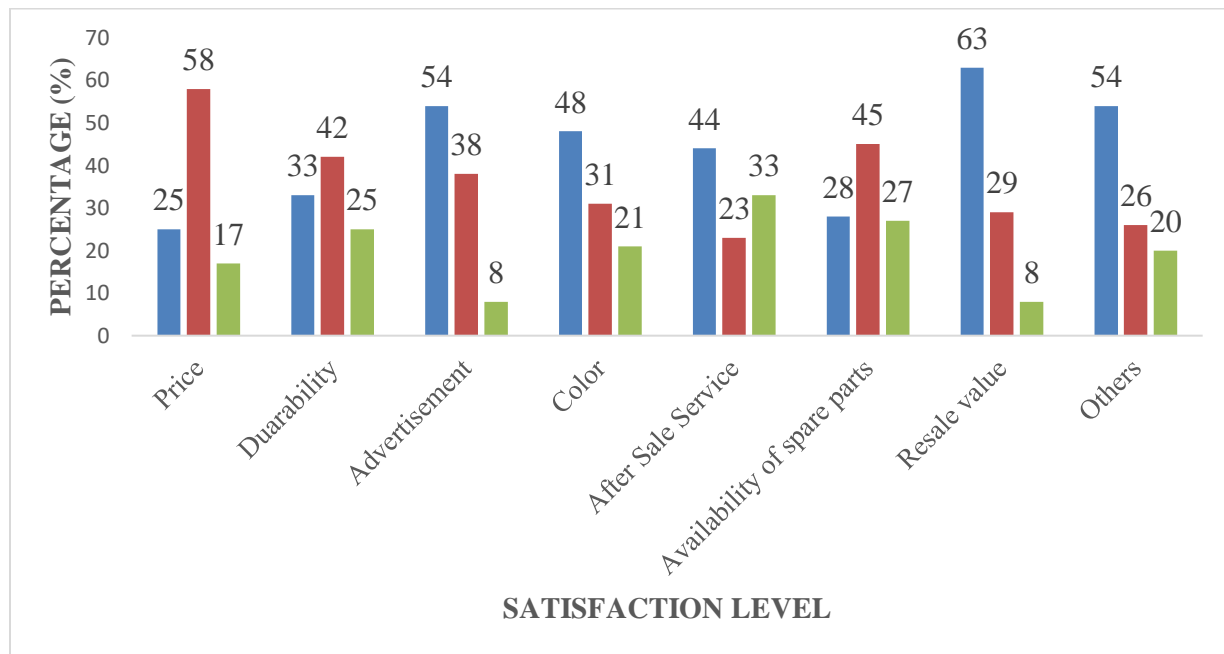
The above table shows that, 63% of the respondents are “Highly Satisfied” about the resale value followed by 29% of the respondents are “Satisfied”, 8% of the respondents are “Dissatisfied” about the Resale Value of the products from the Electric Scooters.

## **OTHERS**

The above table shows that, 54% of the respondents are “Highly Satisfied” about the others followed by 26% of the respondents are “Satisfied”, 20% of the respondents are “Dissatisfied” about the Others of the products from the Electric Scooters.

## CHART – 3

## SATISFACTION LEVEL OF THE RESPONDENTS



## B.WEIGHTED SCORE RANKING ANALYSIS

Table-4: What is the important reason for purchasing Electric Scooter?

S.No	Factors	Total Score	Rank
1	Reasonable Price	326	II
2	Easy Availability	320	III
3	Product Information	332	I
4	Eco friendly	318	IV
5	Others	220	V

**Source: Primary data collection**

It is noted from the above table, Product Information cost “was rank 1<sup>st</sup> with the score of 332, Reasonable price cost was rank 2<sup>nd</sup> with the score of 326, Easy Availability cost was rank 3<sup>rd</sup> with the score of 320, Eco friendly cost was rank 4<sup>th</sup> with the score of 318 and others cost was rank 5<sup>th</sup> score of 220.



**TABLE – 5** Do you face any problem while using Electric Scooter?

S.No	Factors	Total Score	Rank
1	High Price	226	II
2	Non durability	138	IV
3	Poor dealer service	230	I
4	Less resale value	178	III
5	Others	125	V

**Source: Primary data collection**

It is noted from the above table, Poor dealer service cost was rank 1<sup>st</sup> with the score 230, High Price cost was rank 2<sup>nd</sup> with the score of 226, Less resale value cost was rank 3<sup>rd</sup> with the Score 178, Non durability cost was rank 4<sup>th</sup> with the score 138 and Others cost was rank 5<sup>th</sup> with the score 125.

## IV. FINDINGS

### A. PERCENTAGE ANALYSIS

- Majority 50% of the respondents are influenced by the Advertisement.
- Majority 47% of the respondents prefer 1500 watt motor.
- Majority 58% of the respondents are “Satisfied” about the price.
- Majority 42% of the respondents are “Satisfied” about the Durability.
- Majority 54% of the respondents are “Highly Satisfied” about the Advertisement.
- Majority 48% of the respondents are “Highly Satisfied” about the Color.
- Majority 44% of the respondents are “Highly Satisfied” about the After Sale Service.
- Majority 45% of the respondents are “Satisfied” about the Availability of Spare Parts.
- Majority 63% of the respondents are “Highly Satisfied” about the Resale Value.
- Majority 56% of the respondents are “Highly Satisfied” about the others.

### B.WEIGHTED SCORE RANKING ANALYSIS

- From the above analysis conclude the most of the respondents prefer purchase to Product Information.
- From the above analysis conclude the most of the respondents chosen the problem of poor dealer service.

## V.SUGGESTIONS

In the present study, customer suggestions are usage of E-scooter should reduce the environmental impact and the battery cost is the important problem faced by the customer. So, it is suggested to reduce the cost and increasing the battery life. By using E-scooter the maintenance and servicing costs spent on the fuel-based motor vehicles can also be saved and researcher suggest that companies should improve the dealer services of electric scooter to the customer.

## VI. CONCLUSION

In the present era, Indian Marketers are facing stiff competition due to the arrival of multinational companies. In India Electronic Scooter started commercially selling in mid 2000s. However, the sales grew slowly, mainly because of sub-standard products, lack of government support & high taxes. With increasing government support & rising population awareness Electric Scooter sales in the country is expected to grow significantly and also Electric Scooter is the highly feel-sharing technology which is a major requirements of this era. The study finds various problems, finding and the researcher has offered suitable suggestions for better user satisfaction. Hence, it is found that the manufactures to adopt new market strategies and it will automatically increase the market share and satisfaction of Electric Scooter. Owning an electric scooter for daily commutes and short trips makes sound economic and environmental sense.

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