



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## Customers' Awareness Towards Electric Two-Wheelers In The Patan City

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### ABSTRACT:

Now a days Global warming is a big concern where the whole world is working to find the ways to be environment friendly and searching solutions for the same. All the sectors are trying to work with their go green campaigns and being environmentally friendly. The two-wheeler industry is also trying to help the environment with the innovation of electric two-wheelers and avoiding fuel that can cause higher pollution and damage to the environment. The concept of electric two-wheelers is exclusive and helpful for the environment but at a very early stage in the market. The awareness, adoption and acceptance of the idea by customers are essential for success. The purpose of this paper is to examine customers' awareness towards electric two-wheelers in Patan city. It is awfully important in the view point of marketers and manufacturer of the electric two-wheelers to create awareness among the customers about the benefits of electric two wheelers which provides long term benefits of less running and maintenance cost and saving the environment. This paper also important from the view points of Government policies to promote E-Vehicles to reduce the dependences on fossil fuels, decrease green house gasses and improve air quality. This research paper discusses the awareness towards electric two-wheelers of potential customers in the Patan city. The primary data is collected from two-wheeler holders by using well-structured questionnaire. 100 respondents are selected from different region of Patan city. This research paper helps to electric two-wheeler producers to segment their market more effectively and focus on shifting conventional two wheelers to electric two wheelers in future that will helps to reduce emissions.

**Keywords:** Electric two-wheelers, Consumer awareness, Environment, global warming, Government policies

## **I Introduction:**

In today's competitive and fast paced world, automobiles play an awfully key role in any individuals overall life. within the productivity, performance or managing livelihood issues, vehicles save important amount of your time and efforts. In the present era, the worldwide concern is shifting towards eco-friendly possibilities in every sector including the automobile sector. The two-wheeler sector is also shifting for ecofriendly options like electric vehicles. With the present reduction of fossil fuels and its price increases, there's a requirement for an additional energy resource to run the vehicle. daily we come upon to debate topics and articles which indicate the importance of E-Vehicles and the way the govt. are implementing policies to market E-Vehicles to scale back the dependences on fossil fuels, decrease green house gasses and improve air quality. the celebrity India Scheme is an incentive program for promotion of electrical and hybrid vehicles. It aims to market electric mobility and offers financial incentives for enhancing EV production and therefore the creation of electrical transportation infrastructure. In 2015 the Ministry of Heavy Industries and Public Enterprises launched FAME to incentivize the assembly and promotion of eco-friendly vehicles including EV and hybrid vehicles. The scheme is proposed for establishing charging infrastructure (Jose, 2018) The National Electric Mobility Mission Plan (NEMMP) 2020, a National Mission document providing the vision and so the roadmap for the faster adoption of EVs and its manufacturing.

The purpose of this study to investigate the awareness of electric two-wheeler customers in In and suggesting marketers' way forward to make this new improved and eco-friendly concept successful in the Indian Market.

## **II. LITERATURE REVIEW**

Kurani et. al. (2009) suggested that to measure the effectiveness, productivity, and feasibility of electric vehicles awareness program. Li, S. et. al. (2015) suggested various ways of customer awareness like public events, exposure to electric vehicles from the fleet, Regional Planning, Consumer awareness program, youth education, and professional development, awards and recognitions, tourism, and others. Jin and Slowik (2017) concise many ways of creating customer awareness for electric vehicles and recommended that more and more awareness programs are required for customers of electric vehicles to make the idea working in the market. They also suggested that it is a great idea for all participants to come together and create mutual awareness activities with limited available resources. It is worthwhile to create a sustainable program for reaching a wide range of potential customers. Sarthak Das (2020) conclude that Electric two-wheeler companies have to make public events and awareness programs to reach a wider prospective customer base. Many researcher's studies about consumers awareness of electric vehicles including car and two-wheelers but few studies are conducted in the Indian context and as stated above local situation is extremely important for understanding customer awareness so here required to examine customer awareness of electric two-wheelers for the Local market.

## **III. RESEARCH METHODOLOGY**

**Objective:** The objective of the research paper is to examine customers' awareness towards Electric two wheelers in Patan city.

## Limitations and Scope

As the data for the present study was collected from respondents of Patan city. The results might not be generalized without further studies covering the respondents from other cities. The research may be simulated to wider geographical area to substantiate the results and to explain whether the relationship between dependent and independent variables under study holds true in other areas.

**Research Design:** Descriptive research method used for this study.

**Sources of Data:** Secondary data sources from websites, government policies, magazines, journals, textbooks, newspapers etc.

Primary data collected by preparing well-structured questionnaire and the questionnaire filled up through online and offline survey by approaching prospective consumer.

**Data Collection Method:** Primary survey method.

**Sampling Method:** Convenient Sampling method

**Sample size:** 100 prospective consumers selected from Patan city

## IV RESULT ANALYSIS

### Summary of data collection

Total 100 responses were found valid and complete for analysis. Demographic information of respondents was also taken. Table 1 represents the sample profile.

**Table 1: Sample Profile (N=100)**

Demographics	Frequency
<b>Gender</b>	
Male	74
Female	26
<b>Age</b>	
18 to 30 years	37
31 to 40 years	33
40 to 50 years	21
More than 50 years	09
<b>Profession</b>	
Business/ Profession	21
House hold	13
Job	42
Student	24
<b>Annual family Income</b>	
Less than Rs. 1,00,000	24

Rs. 1,00,001, to 3,00,000	46
Rs. 3,00,001 to 5,00,000	19
More than Rs. 5,00,000	10

## Analysis

Table 2: awareness about electric two wheelers and government incentives

	Frequency	Percentage
<b>Owned a two -wheeler</b>		
Yes	83	83
No	17	17
<b>Aware about electric two-wheeler</b>		
Yes	87	87
No	13	13
<b>Sources of Awareness about electric two-wheeler</b>		
Advertisement and News	26	29.89
Friends & relatives	22	25.29
Social Media	31	35.63
Other	08	9.19
<b>Aware about government incentives (subsidies) to buy E- two wheelers</b>		
Yes	39	44.83
No	48	55.17
<b>Aware about functional benefits of E- two wheelers</b>		
Yes	32	36.78
No	55	63.22

The above table showed that the primary analysis shows that 87% of the respondents aware about electric two wheelers while only 13% respondents do not aware about it. Though, out of them, 35.63 percent respondents are aware through social media. Out of the respondents who aware about Electric two wheelers only 44.83 % are aware about government incentive policies to promote electric vehicles majority of them are not aware about it. Only 36.78% Respondents who aware about E- two wheelers aware about it's functional benefits and most of them are not aware about functional benefits of E- two wheelers.

## V. SUGGESTIONS AND CONCLUSION

From the above data research conclude that there is no strong awareness about government initiatives towards Electric two-wheelers and functional benefits of electric two-wheelers. As worldwide people are getting more and more aware towards environment-friendly living, it's the right time for the two-wheeler industry also to shift towards its environment-friendly option of electric vehicles. Electric two-wheelers can resolve a big worldwide issue of fuel availability and pollution control. It can take the world to a new era if all customers recognize its worth and start using only electric vehicles. Electric two-wheelers can make the world a better place to leave by dropping pollution at a higher rate. This change is probable only if electric two-wheeler firms and marketers can educate prospective customers is the right way. Electric two-wheeler sellers need to create awareness and develop positive customer perception about their products. It is important to increase the level of marketing efforts for creating more awareness in the Indian market. In India, many ecologists are starting their operations. It is a good idea for electric two-wheeler corporations to join hands with them in their campaign. Another good suggestion is to increase ads and provide handouts for potential customers to test ride electric two wheelers. Electric two-wheeler dealers have to create public events and awareness programs to reach a wider prospective customer base. It is significant to assign an ecofriendly and intellectual image with the selection of electric two-wheelers.

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