



IMPACT OF LEVEL OF PREFERENCE TOWARDS ELECTRIC BIKE IN TIRUPPUR DISTRICT

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Abstract

India is another key producer and invention of Two riders in the environment. The look of automobile industrial that was redefined through the invite of fuel-efficient data is all set to see introduction of new era in two-wheeler trade. It's non gasoline or diesel or any additional petroleum, then it is power that has started a revolt in two-wheeler trade in India. India two-wheeler manufacturing contained new idea of Electric bikes and Scoters that are actual general method of conveyance in the advanced nations comparable China, America and Japan. Worldwide heating is the main apprehension all over the environment. Electric bikes are features, atmosphere friendly as air effluence, sound pollution is considerable summary. Electric bikes are battery worked vehicle with low preservation cost and actual reasonable similarly. This Paper studies about preference level of customers towards electric bike with special reference to Tiruppur District and the sample collected for the study was 120 respondents.

Keywords: Mobile connectivity – Bluetooth, Wi-Fi, Compact Suspension

INTRODUCTION

An electric bike is, first and leading, a bike. It uses the similar strategies, geometries, and workings as many other bikes, then also comprises an added electric motor-powered. An electric vehicle does not produce any exhaust gases, thereby helping to reduce pollution. Up to date, research work has been done on Electric vehicles in industries. In 2009 China manufactured 22.2 million units and became the world's leading manufacturer. Expanding levels of contamination and blockage in transport framework particularly in urban zones, higher running and support cost of the vehicle, the electrically charged bicycles or bikes have bright future in the territory of individual transportation. From an energy perspective, more abundant energy sources for vehicles will improve the reliability and balance of energy consumption. Coupled with the intellectual development of electric vehicles, traffic status and road usage will significantly improve.

The awareness of generating an electric bike has interested bikers since the late 1800s, when several American investors investigated with the option of combination the potential power of electric motors with the simple procedure of the bike. It wasn't until the technical advancements of the 20th and 21st centuries, though, that this impression lastly become a feasible realism. With light heaviness motors, high competence rechargeable batteries, easily shifting drivetrains, and huge loans in bike workings, today's electric bikes deliver a way for bikers of all ages, suitability levels, and bodily needs to enjoy the assistances of biking, whether it's a freedom journey, a work out, or part of an everyday travel. For many, electric bikes are a good-looking another to together cloistered bicycles and old-style automobiles, providing a globally friendly, fun, efficient, and suitable way to travel.

REVIEW OF LITERATURE

Bhalla et al. (2018)¹, in the article entitled 'A Study of Consumer Perception and Purchase Intention of Electric Vehicles', find that Consumer feeling has to create by providing the above-said facilities. So that dreams can be converted to reality, people start adopting electric vehicles and safeguard the future of India from several respiratory problems including. A Study of Consumer Perception and Purchase Intention of Electric Vehicles.

Bhupendra (2008)² suggests a need to bring more awareness of various other features of electric bike customers brings to a consumer mind by providing them vouchers and literature in different regional languages. There should be free, fair, justified and honest competition amongst the various electric bike customers companies.

Deekshu (2008)³ found that customers were satisfied with the mileage of the Electric bike benefits and were willing to refer it to their friends. It shows that electric bike customers are dissatisfied with their sale service. Most of the electric bike customers are not satisfied with the after-sale service. It was found that a maximum number of electric bike customers felt the speed of electric bike customers to be exceptionally low and were not satisfied with the current speed of the bikes. It was ordered in a hierarchical sequence from strongly negative to strongly positive and used in behavioural science and psychiatry.

STATEMENT OF THE PROBLEM

who is at active stage of development of the organization. The difference that exists in income, literacy and culture make it a difficult task to Point out the two-wheeler customers and his choice of preference. As he is living in an active environment, his needs will keep getting altered. With high traffic and not so well-built roads, bikes are the most convenient, efficient and cost-effective mode of transportation in India. People all over the country prefer to travel on bikes, which give them utility and cost-efficient mode for transport. When it comes to electric bikes, the cost efficiency of these bikes is even better than normal bikes as there is no fuel consumption in electric bikes and in countries like India where their majority are of middle-class families who cannot afford high fuel prices, electric bikes are the solution.

¹ Bhalla, P., Ali, I. S., & Nazneen, A. (2018). A study of consumer perception and purchase intention of electric vehicles. *European Journal of Scientific Research*, 149(4), 362-368.

² Bhupendra, K. V., & Sangle, S. (2015). What drives successful implementation of pollution prevention and cleaner technology strategy? The role of innovative capability. *Journal of environmental management*, 155, 184-192.

³ Deekshu (2008). *Electric Bike Benefits*.

Introduction of e-bikes is a perfect solution to cut costs and energy conversation. There can be many models of e-bike and customer preference towards e-bikes decides the fate of e-bikes. In this context, a study of this nature is felt relevant and an attempt is being made to analyze the customer preference in detail.

Objectives of the study

This Study highlights the impact of level of preference towards Electric bike in Tiruppur District. The objectives of the study are

- ✓ To identify the preference level of gender on Electric bikes Customers in Tiruppur District.
- ✓ To identify the features inducing the preference level of Electric bike customers.

RESEARCH DESIGN

The achievement of slightly incident forcefully be contingent upon the way chosen for its application. This includes defenses of same frank enquiry to the careful on restraints as well. In additional arguments, they can call the methodology as the backbone of slightly research. It also includes research or exercise technique.

Sample Size	120
Sampling Area	Tiruppur District
Sampling Technique	Appropriate Sampling
Data Collection Tools	Organized questionnaire
Statistical Tools	Chi-square Test

ANALYSIS AND INTERPRETATION

Table 1 displays the organization of the electric customers on the basis of their Gender

Table 1
Individual profile

Particulars		Number of Customers	Percentage of Respondents
Gender	Male	71	59
	Female	49	41
	Total	120	100

Source: Primary Data

The above table shows that of the total electric bike customers taken for the study 71 electric bike customers are male.

Table 2
Electric bike Features

Electric bike Features		Number of Customers	Percentage of Customers
Charging Dashboard	Yes	65	54
	No	55	46
Mobile connectivity – Bluetooth, Wi-Fi	Yes	71	59
	No	49	41
Anti-Theft Alarm	Yes	59	49
	No	61	51
Driver Behavior	Yes	45	38
	No	75	62
Double Disk	Yes	82	68
	No	38	32
Find my device	Yes	42	35
	No	78	65
Road side assistance	Yes	68	57
	No	52	43
Passenger Footrest	Yes	88	73
	No	32	27
Total			100

Source: Primary Data

The above table shows that of the total electric bike customers taken for the study 65 electric bike customers are have Charging dashboard features, 71 electric bike customers are have Mobile connectivity – Bluetooth, Wi-Fi features, 61 electric bike customers are do not have Anti-Theft Alarm features, 75 electric bike customers are do not have Driver Behavior features, 82 electric bike customers are have Double Disk features, 78 electric bike customers are do not have Find my device features, 68 electric bike customers are have Road side assistance features, 88 electric bike customer are have Passenger Footrest.

Table 3
Preference

H⁰: There exists no significant difference between gender in electric bike and level of brand preference.

Gender	Level of Preference			Total	Df	Chi Square X ² Value	‘P’ Value	H ₀
	Low	Medium	High					
Male	12 16.9%	46 64.8%	13 18.3%	71 100.0%	2	0.959	0.811	Rejected
Female	8 16.3%	31 63.3%	10 20.4%	49 100.0%				
Total	20 16.7%	77 64.2%	23 19.2%	120 100.0%				

Source: Primary Data

** Significant at 5 per cent level.

The calculated value of chi-square is 0.959 and the 'p' value is 0.811. Since the calculated P value is less than the 0.05, the null hypothesis has been rejected. Hence, it is inferred that there is significant association between gender and level of preference.

FINDINGS OF THE STUDY

- (59%) of the customers are male.
- (54%) of the customers are Charging dashboard.
- (59%) of the customers have Mobile connectivity – Bluetooth, Wi-Fi.
- (51%) of the customers do not have Anti-Theft Alarm.
- (62%) of the customers do not have Driver Behavior.
- (68%) of the customers are Double Disk.
- (65%) of the customers do not have Find my device.
- (57%) of the customers have Road side assistance.
- (73%) of the customers have Passenger Footrest.
- The calculated value of chi-square is 0.959 and the 'p' value is 0.811. Since the calculated P value is less than the 0.05, the null hypothesis has been rejected.

SUGGESTIONS

- Added profitable is wanted for the vehicle as many people are not concentrating of electric bike
- E-bikes are used only for fast reserve since of low battery capacity, so creators should attention on research and development to upsurge the extent of e-bike
- Further major problematic in e-bike is the requirement for recurring accusing of the batteries, to amazed this problematic charging centers should be opened at several places and quick charging time.

CONCLUSION

Consumer preference towards Electric Bike is very good. The firms have to come up with additional growth knowledge. They have to recover the pick-up and the battery lifetime of the vehicle. In order to decrease the form transference difficulties and the eco-friendly effluence the administration has to take procedures to offer the Electric Bikes on funded values. Smooth however government publicized approximately suite in eleventh Five-year plan that budget is too small and to give more aid and provision in various traditions. Some of the State administrations previously reduced their Value Added Tax (VAT) from 12.5% to 4% in order to increase the sales and usage of the electric vehicles. From Union government side it is compulsory to device it all over the country. The proclaimed posts, refunds and grants are not sufficient to cope up with the things now what we have now. The mainstream of electrical vehicles in India are imported only, the import duty is only 14.7% but the imposing duty on spares is 24.2%. So, it is desired to reduce the taxes and duties on the spare parts of the electric vehicles. Then it will be more convenient for the buyers of electric vehicles to buy them and with low maintenance cost. Even the bike manufacturers have to come up with advanced ideas, not only the Electric Bikes but also to have a strategy for the Electric Rickshaws and other vehicles. As a good resident of India, it is all our accountability to save the atmosphere and exploring ground-breaking thoughts and bringing them into energy.

REFERENCE

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