

## **A Study on Customer Satisfaction towards Ampere Electric Bike with Special Reference to Tiruchirappalli City**

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### **Abstract**

India is the second largest producer and manufacture of Two wheelers in the world. The face of auto industry that was redefined with the invitation of fuel efficient technology is all set to see dawn of new era in two wheeler industry. It's not petrol or diesel or any other fuel, but it is electricity that has initiated a revolution in two wheeler industry in India. India two wheeler industry embraced new concept of Electric bikes and Scooters that are very popular mode of transport in the developed countries like China, America and Japan. Global warming is the major concern all over the world. Electric bikes are environment friendly as air pollution, noise pollution are much reduced. Electric bikes are battery operated vehicle with low maintenance cost and very economical also. The study focuses on understanding the customer perception towards the electric two-wheelers across Tiruchirappallicity. Responses' were collected from around 120 bike users to analyse the essential factors relevant to the purchase of electric bikes. This paper contributes to answering the questions for usage of E-bikes. The data were collected through a primary and secondary source.

**Keywords:** Electric bike, Fuel Economy, Pollution.

## **I. INTRODUCTION**

The E-bikes are originated in Japan in the early 1980s. Improved battery and motor technology, component modularity, as well as economics of scale improvements have meant E-bikes can now travel longer distances, are faster, and more affordable than ever. In the past decade more than 150 million E-bikes have been sold, the largest and most rapid uptake of alternative fuelled vehicles in the history of motorisation. The E-bikes are highly advanced with cruise control technology, theft braking system, Lock braking, International styling, keyless entry, No number plate, No licensee and a lot of other features. E bikes are easy to use, lightweight and maintenance free providing a stress free experience.

### **Review of Literature**

**Nigam (2023)** the study is based on customer satisfaction towards Okinawa electric scooter. It finishes up the factors affect the customer satisfaction are the brand name, alert and the motor power. More than 90 percent respondents are satisfied with the price of the scooter, value for money, mileage and maintenance.

**M Ukesh et al, (2022)** in their article “A study on consumer satisfaction of buying electric two-wheelers in Coimbatore district of Tamil Nadu” India is the second largest manufacturer and manufacturer of twowheelers in the world. It is next to Japan and China in terms of the number of two-wheelers manufactured and domestic sales. Indian two-wheeler sector has received amazing development in the previous few years. The face of the car industry that was redefined with the introduction of fuel-efficient technology is all ready to witness the dawn of a new era in the two-wheeler sector. It's not petrol or diesel or any other fuel, but it is electricity that has begun a revolution in the two-wheeler business in India

**Bhatia, M., ET al. (2021)** in their article “Study of Factors Influencing Consumer Behavior towards Electric Two-wheelers in Gujarat” In today's competitive and fast-paced world, automobiles plays a very pivotal role in any individual's overall life. Be it productivity, performance, or coping with livelihood issues, vehicles save a significant amount of time and effort aiding as a bridge between different commuting points. However, the concern over greenhouse gas emissions and their ill effects on global warming has forced mankind to look for alternative fuel options. All major players in the automobile industry are currently going through a transitional phase to launch electric bikes because of the recent NitiAayog directive. Though electric vehicles seem to be the best solution concerning the aforesaid issue when it comes to the consumer buying/ decision-making process the transitional shift from petrol to Electric vehicles is very sluggish.

### **Statement of the Problem**

People all over the country prefer to travel on bikes, which gives them utility and cost efficient mode for transport. When it comes to electric bikes are 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.

### **Scope of the Study**

- The main scope of the study is to analyse the customer satisfaction towards E-bikes with respect to Tiruchirappalli city.
- The study by ascertaining the factors that motivate end user to purchase electric bike is expected to enable respective companies to improve the services, sales promotion etc.,
- The study also aims at analysing the level of customer satisfaction with respect to the E-bikes and their dealers.

### **Objectives of the Study**

1. To study the level of the customer satisfaction for Ampere electric bikes.
2. To find out the factors influencing the purchase of Ampere electric bikes.
3. To develop strategies for improving sales of Ampere electric bikes.
4. To analyse the problems faced by the Ampere electric bike users.

### **Statistical Tool Used**

- Simple Percentage Analysis
- Ranking Analysis
- Likert Scale Analysis

### **limitation of the study**

- The survey is based on the respondents chosen at random from Tiruchirappalli city. Hence the results of the study cannot be generalized.
- The sample size has been restricted to 120 respondents.
- The respondent's views and opinions may hold good for the time being and may vary in future.

### **Data Analysis and Interpretation**

The data collected from the samples have systematically applied and presented in the tables under various heading in the following pages. They were also arranged in such a way that a detailed analysis can be made so as to present suitable interpretations for the same. The statistical tools namely

- Simple percentage analysis
- Likert scale analysis
- Ranking method

### **Simple Percentage Analysis**

The percentage analysis is mainly used to specify the number of respondents in this sample falling in each category. Further, it is also used as a standard for comparison purpose. A number of respondent's distribution shows the number of frequencies in various classes, which helps to get preliminary ideas with respects to objectives under study. Therefore, as a first step, number of respondents for various variables under this study constructed. To interpret the results comprehensively percentage values are computed.

**Table Showing Gender of the Respondents**

<b>Particulars</b>	<b>No.of Respondents</b>	<b>Percentage</b>
MALE	56	47
FEMALE	64	53
<b>TOTAL</b>	<b>120</b>	<b>100</b>

(Source: Primary data)

From the above table, it is revealed that the 46.6% of the respondents are Male and 53% of the respondents are Female. Hence, Majority (53%) of the respondents are Female.

### **Likert Scale Analysis**

A Likert scale is a method of measuring attitudes, ordinal scale of responses to a question or statement, ordered in hierarchical sequence from strongly negative to strongly positive. Used mainly in behavioural science and psychiatry. In Likert's scale method, a person's attitude is measured by combining (adding or averaging) their responses across all items.

**Table Showing No of the Respondents are Do Advertisement Affects the Buying Decision of E-Bikes**

Particulars	No. of the Respondents	Likert method	Total score
STRONGLY AGREE	12	5	60
AGREE	58	4	232
DISAGREE	16	3	48
STRONGLY DISAGREE	1	2	2
NEUTRAL	33	1	33
<b>TOTAL</b>	<b>120</b>	<b>15</b>	<b>375</b>

(Source: Primary data)

From the above table, the advertisement affects the buying decision of E-bike shows in Likert's scale value is 3.1 which are greater than the mid value (3). Hence, the customers are agree with the advertisement affects to buy the E-bike.

### **Ranking Analysis**

A Rank analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where a "ranking" is the assignment of the label "First", "second", "third" etc., to different observations of particular variable. A Rank analysis measure the degree of similarity two rankings, and can be used to assess the significance of the relation between them.

**Table Showing the Rank of the Factors**

FACTOR	RANK I	RANK II	RANK III	RANK IV	RANK V	RANK V I	RANK V II	TOTAL	RANK
BRAND NAME	7(0) 0	6(1) 6	5(7) 35	4(40) 160	3(27) 81	2(30) 60	1(15) 15	357	4
DESIGN	7(0) 0	6(3) 18	5(10) 50	4(45) 180	3(23) 69	2(29) 58	1(10) 10	385	2
PERFORMANCE	7(0) 0	6(4) 24	5(30) 150	4(26) 104	3(19) 57	2(27) 54	1(14) 14	403	1
DURABILITY	7(0) 0	6(3) 18	5(20) 100	4(16) 64	3(36) 108	2(29) 58	1(16) 16	364	3
PRICE	7(3) 21	6(2) 12	5(8) 40	4(24) 96	3(31) 93	2(35) 70	1(17) 17	349	6
BATTERY BACKUP	7(1) 7	6(8) 48	5(8) 40	4(19) 76	3(37) 111	2(23) 46	1(24) 24	352	5
LOW WEIGHT	7(0) 0	6(9) 54	5(6) 30	4(23) 92	3(23) 69	2(23) 46	1(37) 37	328	7

The table shows that out of 120 respondents, Performance is in the rank 1, Design is in the rank 2, Durability is in the rank 3, Brand name is in the rank 4, Battery Backup is in the rank 5, Price is in the rank 6, Low weight is in the rank 7.

### Findings

- Majority (53%) of the respondents are Female.
- Majority (30.8%) of the respondents under the age group of 19-24 years.
- Majority (56%) of the respondents are Married.
- Majority (48%) of the respondents income are Rs .2,50,001 - 4,00,000.
- Majority (63%) of the respondents are Graduate.
- Majority (28%) of the respondents are Professionals.
- Majority (64%) of the respondents are Nuclear family.
- Majority (27%) of the respondents are aware in Radio & Friends.
- Majority (37%) of the respondents Purchase decision are made by Work group.
- Majority (73%) of the respondents are seen the Advertisement.
- Majority (40%) of the respondents are encouraged to buy only for Weight less.
- Majority (64%) of the respondents have rated Good.
- Majority (77%) of the respondents think the benefits of Ampere E-bike is Easy to drive.
- Majority (93%) of the respondents are Suggest Ampere E-bikes to their Friends.
- Majority (62%) of the customers are satisfied with the E-bike performance level of 61-80%.
- Hence, the customers are agree with the advertisement affects to buy the E-bike.

- Hence, the customers are feels the price of Ampere E- bike price is Moderate.
- Hence the customers are satisfied with the Ampere E-bikes.
- This is resulted that Performance is in the rank 1 that respondents.

### **Suggestions**

- More Advertisement is needed for the vehicle as many people are not aware of Ampere Electric bike.
- Organize Road shows and Exhibitions to educate the people.
- Ampere E-bikes are used only for short distance because of low battery backup capacity, so manufacturers should concentrate on development to increase the capacity of Ampere E-bike.
- Want more different colours in Ampere E-bikes
- To increase the speed of Ampere E-bikes, manufacturing can consider using 300-watt power motor instead of 250-watt power which offers a maximum speed of just 25km/ph. only.
- The Ampere E-bikes manufacturing companies may also consider solar energy for E-bikes that may support for long travel and reduce the charging time of the battery.
- Ampere E- bikes should concentrate on improving the features of “Smooth Driving” in case of E-bikes

## **II. CONCLUSION**

The study is based on the customer satisfaction towards Ampere Electric bike. It concludes the respondents are satisfied with the quality, price and performance of the Ampere E-bike, most of the respondents are motivated by work groups to buy the Ampere E-bike and also customers feel the price of Ampere E-bike is Natural. Most of the respondents feels that ampere e-bikes are easy to drive because it is weightless. So the weight of the bike should not increase in future. The study outcomes also indicate that most of the customers were satisfied and customer loyalty of the Ampere E-bikes is also good.

### **III. REFERENCES**

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