



A STUDY ON CUSTOMER SATISFACTION TOWARDS ELECTRIC SCOOTER AT KUMBAKONAM

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ARTICLE DETAILS

Research Paper

Keywords :

*E-Scooter, safety measure,
Environmental friendly,
Sustainable Transport*

ABSTRACT

Today impossible to imagine modern transportation without motorized vehicles. Powered Two-Wheelers (PTWs) represent a relevant section of such vehicles. In recent years, electric low-powered PTWs also called E-Scooters became a notable trend. Without excessive emissions and noise, as well as convenient dimensions, E-Scooters can help to decreasing problems with traffic, emissions, and parking. In this paper, the researcher present the results of a real-life field test, performed in the Town of Kumbakonam. This paper contributes to answering the questions for usage of E-Scooter. The data were collected through a primary and secondary source.

Introduction

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 industries embraced new concept of Electric scooter 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 scooter are environment friendly as air pollution, noise pollution are much reduced. Electric scooter is battery operated vehicle with low maintenance cost and very economical also.The feeling of

freedom and being one with the Nature comes only from riding a two-wheeler. Indians prefer the two wheelers because of their small manageable size, low pricing and maintenance, and availability of loans on liberal terms. Indian streets are full of people of all age group riding two-wheelers. The populace sees motorized two wheelers as a symbol of status. Majority of Indians, especially the youngsters prefer motorbikes rather than cars.

Capturing a large share in the two-wheeler industry, bikes and scooters cover a major segment. Bikes are considered to be the favorite among youth, as they help in easy commutation. Large variety of two wheelers is available in the market, known for their latest technology and enhanced mileage. Indian bikes, scooters and mopeds represent style and class for both men and women in India. India is the second largest producer and manufacturer of two-wheelers in the world. It stands next to Japan and China in terms of the number of two-wheelers produced and domestic sales.

Indian two-wheeler industry has got spectacular growth in the last few years. The face of auto industry that was redefined with the invention of fuel-efficient technology is all set to see dawn of a 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. Indian two-wheeler industry has embraced the new concept of Electric Bikes and Scooters that are very popular mode of personal transport in the developed countries like America, Japan and China. With the rising cost of fuel at International level, increasing levels of pollution and congestion in transport system especially in urban areas, higher running and maintenance cost of vehicle, the electrically charged bikes or scooters have very bright future in area of personal transportation.

During the last few decades, environmental impact of the petroleum-based transportation infrastructure, along with the peak oil prices, has led to renewed interest in electric transportation infrastructure. Electric vehicles differ from fossil fuel-powered vehicles in that the electricity they consume can be generated from a wide range of sources, including fossil fuels, nuclear power, and renewable sources such as tidal power, solar power, and wind power or any combination of those.

Benefit of Using Electric Scooter

1. Less Cost to Maintain

Electric Vehicles 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 Electric Vehicle. PHEVs have petrol engine and need servicing hence costing more

than Electric Vehicles but they also have an electric propulsion system, which requires less moving parts leading to less depletion of petrol engine parts.

2. Cost Effective to Operate

Electric scooter is cheaper to operate since they have high efficiencies and fuel economies thereby reduce cost for the owner. The electricity to charge a 4 scooter is about one third as much per kilo-meter to purchase fuel for vehicle.

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3. Environment Friendly

Electric scooter is less polluting, as they have zero exhaust emissions. If you opt to use renewable energy to charge your Electric scooter, you can reduce greenhouse, 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. Electric scooter is also producing much less noise compared to petrol/diesel-based vehicles.

5. Safer

Electric scooter has 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.

6. Evolution of E scooter

The E scooters 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 scooter can now travel longer distances, are faster, and more affordable than ever. In the past decade more than 150 million E scooters have been sold, the largest and most rapid uptake of alternative fuelled vehicles in the history of motorization. The E scooter 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.

Review of Literature

Weinert et al. (2007) surveyed bike and e scooter users in Shijiazhuang, to identify differences in travel characteristics and attitudes. They concluded that owing to faster urbanization, e scooter facilitate individuals to travel long distance with judicious use of energy. E scooter was saviour for those who were deprived of public transport. Women were found sceptical about the speed capability of e scooter; however in comparison to regular bikes they felt safe while crossing the traffic signals intersections on e scooter.

Elliot fish man, Christopher Cherry (2016) says about the E scooter speaks to one of the quickest developing sections of the showcase. More than 31 million e scooter was sold in 2012. China drives the world in e scooter deals, trailed in Netherlands and Germany. The researches of e scooter are in earliest stage. As E-bikes utilization keeps on developing, so too will the requirement for the further Research.

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.

Statement of the Problem

Two-Wheeler industry is one of the largest industries in the automobile sector of global market. An average two-wheeler customer can be described as one 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 choice of preference. In India majority of middle class families who cannot afford high fuel prices, electric scooters are the solution. So the study is related to study on customer satisfaction towards electric scooter in Kumbakonam.

Scope of the Study

The study aims at finding the customer satisfaction towards e-scooter with special reference to Kumbakonam town. The study by ascertaining the factors that motivate end users to purchase electric scooter is expected to enable respective companies to improve their services, sales promotions etc. The

study also aims at analyzing the level of customer satisfaction with respect to the e-scooter and their dealers. Customer's expectations are also gauged to help the companies regarding after sales service.

Objectives of the study

- To find out the factors influencing the purchase of electric scooter.
- To study the level of the customer satisfaction for electric scooter.

Research Methodology

Source of data:

Primary data

Primary data has been collected through questionnaire filled by 25 respondents using electric scooter.

Secondary data

Secondary data have been chosen from various journals and websites.

Sampling design

This particular study was directed at only in Kumbakonam town and customers using Anther energy. The sampling sizes various upon respondents consisting of customers who are availing Anther energy.

Areas covered and sampling techniques

The entire respondents haven been chosen from Kumbakonam town based on convenient random sampling.

Tools used

- Simple percentage method.

Period of study

The study has been conducted for a period of 3 months from January 2024 to march 2024.

Limitation the study

The study is based on the respondents chosen at randomly from Kumbakonam town. Hence the results of the study cannot be generalized. The sample size has been restricted to 25 respondents.

Analysis and Result

Percentage Analysis

Table No. 1

Demographic variable of the respondents

Factors	Options	No. of respondents	Percentage
Gender –specific	Male	12	48
	Female	13	52
Length of life	Below 20	6	24
	21-30	7	28
	31-40	3	12
	41-50	3	12
	Above 50	6	24
Line of work	Private employee	7	28
	Business people	2	8
	Student	7	28
	Govt.employee	2	8
	Self employee	7	28
Annual annuity	Below 50000	19	76
	100001-150000	5	20
	150001-200000	-	-
	200001-250000	1	4
	Above 250001	-	-

Civil status	Married	14	56
	Unmarried	11	40
Family members	2 members	2	8
	3-5 members	15	60
	6-8 members	3	12
	8-10members	5	20
	Above 10	-	-

Table 1 Percentage analysis deals with the demographic factors, respondent’s behavior towards various features of the E –scooter. It can be inferred from the above Table 1 that a Most (52%) of the respondents are female respondents in gender-specific, Majority (28%) the respondents are between the (length of life) age limit of 21-30 years. 28% of the respondents are from the line of work in Employee, most (76%) of the respondent’s annual annuity is from below 50000. Most (56%) of the respondent’s civil status is married. Most (60% of the respondent’s family members is 3-5.

Table No. 2

Respondents Behavior towards Features of the e-scooter

Factors	Options	No. of respondents	Percentage
Price	Very high	4	16
	High	9	36
	Moderate	11	44
	Very low	1	4
	Low	-	-
Usage	Everyday	8	32
	Twice a week	9	36
	Weekly once	7	28
	Rarely	1	4
	Occasionally	-	-

Kilometers	Upto10 kms	12	48
	11-20 kms	5	20
	21-30 kms	3	12
	31-40 kms	3	12
	Above 40	2	8
Purposes	Only local journey	10	40
	Office use only	7	28
	Business use only	4	16
	Family members dropping purpose	4	16
Mileage	Upto20 kms	5	20
	20-30 kms	9	36
	30-40 kms	8	32
	40-50 kms	2	8
	Above 50	1	4
Charging hours	1-2 hrs	3	12
	2-3 hrs	7	28
	4-5 hrs	8	32
	6-7 hrs	2	8
	Overnight	5	20

Table 2: shows that Most (44%) of the respondents are generating to buy this E-Scooter of themselves, 36% of the respondents are using the e-scooter. 48% of the respondents using the E- scooter.40% of the respondents are mainly using the purpose for local journey.32% of the respondents are satisfied with the mileage of the e-scooter, most 32% of the respondents are satisfied to charge their e-scooter for an hour

Table No. 3

Respondents behavior towards Post Purchase of e-scooter

Factors	Option	No. of respondents	Percentage
Post purchase	Highly satisfied	4	16
	Satisfied	13	52

	Neutral	7	28
	Dissatisfied	-	-
	Highly dissatisfied	1	4

Table 3: show that most 52% are satisfied for the post purchase for the e-scooter.

Findings

On the application of the Percentage Analysis, the following results were obtained.

- Most (52%) of the respondents are female respondents in gender-specific.
- Majority (28%) of the respondents are between the (length of life) age limit of 21-30 years.
- 28% of the respondents are from the line of work in Employee, most (76%) of the respondent’s annual annuity is from below 50000.
- Most (56%) of the respondent’s civil status is married. Most (60% of the respondent’s family members is 3-5. most 52% are satisfied for the post purchase for the e-scooter
- Most (44%) of the respondents are generating to buy this E-Scooter of themselves, 36% of the respondents are using the e-scooter.
- 48% of the respondents using the E- scooter.40% of the respondents are mainly using the purpose for local journey.
- 32% of the respondents are satisfied with the mileage of the e-scooter.
- Most 32% of the respondents are satisfied to charge their e-scooter for an hour.

Suggestions

- The study has also found certain areas of concern where there has to be additional care to be taken to promote under develop the brand of electric scooter in the minds of the users and potential new customer.
- The concept of the electric scooter is still new in the part of the study area. The cost of the electric scooter is considered to be high and it needs to be reduced to attract more customers for the usage of electric scooter.
- There is a need to increase the convenience for the e scooter uses on the areas of charging mileage and carrying capacity of scooter companies to enhance the convenience of e scooter. This will promote the e scooter.

Conclusion

The electric scooter have been the order of the day in this polluted. The electric scooter or slowly understand finding its space in the two wheeler segment. The availability of the electric scooter. The need for reduction in the pollution is taken by the customers who are environmental conscious. The post to purchase satisfaction of the electric scooter has been acting as support for the promotion of the electric scooter. The areas are provided in the suggestions remains to be solved.

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