

A STUDY ON BRAND AWARENESS OF ELECTRIC TWO WHEELER IN COIMBATORE CITY

ABSTRACT:

India is the second biggest producer and manufacturer of two-wheelers in the world. It is second to Japan and China in terms of the quantity of two wheelers manufactured and domestic sales. Indian two wheeler sector has received amazing development in the previous few years. The face of car industry that was redefined with the introduction of fuel-efficient technology is all ready to witness dawn of a new era in two wheeler sector. It's not petrol or diesel or any other fuel, but it is electricity that has begun a revolution in two-wheeler business in India. Indian two-wheeler sector has accepted the new concept of Electric Bikes and Scooters that are highly popular form of personal transport in the developed nations like America, Japan and China. With the increases cost of fuel at International level, increasing levels of pollution and congestion in transport system notably in metropolitan areas, higher operating and maintenance cost of car, the electrically charged bikes or scooters have extremely bright future in field of personal transportation. This Paper explores about satisfaction level of selecting the brand of electric two wheelers among consumers in Coimbatore city of Tamil Nadu and the sample gathered for the research was 120 respondents.

Keywords: Electric two wheeler, fuel economy, Pollution.

1.INTRODUCTION:

The experience of freedom and being one with the Nature comes only from riding a two-wheeler. Indians favor the two wheelers because of their small manageable size, inexpensive cost and maintenance, and availability of loans on flexible conditions. Indian streets are filled with individuals of every age group riding two-wheelers. The people perceives motorized two wheelers as a mark of status. Majority of Indians, particularly the millennials prefer motorcycles rather than vehicles. Capturing a big proportion in the two-wheeler sector, motorcycles and scooters span a major section. Bikes are believed to be preferred among young, as they aid in simple transportation. More number of two wheelers is accessible in the industry, recognized for their current technology and increased mileage. Indian motorcycles, scooters and mopeds symbolize flair and class for both men and women in India. India is the second biggest producer and manufacturer of two-wheelers in the world. It is second to Japan and China in terms of the quantity of two-wheelers manufactured and domestic sales. Indian two-wheeler sector has achieved amazing development in the recent few years. The face of car industry that was changed with the discovery of fuel-efficient technology is all ready to witness dawn of a new era in two-wheeler sector. It's not petrol or diesel or any other fuel, but it is electricity that has begun a revolution in two-wheeler business in India.

Indian two-wheeler sector has accepted the new idea of Electric Bikes and Scooters that are highly popular means of personal transport in the industrialized nations like America, Japan and China. With the increasing cost of gasoline at International level, increasing levels of pollution and congestion in transport system notably in metropolitan areas, higher operating and maintenance cost of car, the electrically charged bikes or scooters have extremely bright future in field of personal transportation. During the past

several decades, environmental effect of the petroleum-based transportation infrastructure, together with the peak oil prices, has led to increasing interest in electric transportation infrastructure. Electric cars vary from fossil fuel-powered vehicles in that the energy they use may be produced from a broad variety of sources, including fossil fuels, nuclear power, and renewable sources such as tidal power, solar power, and wind power or any combination of those. Global warming is becoming the biggest issue all around the planet. There are various policies, commitments and pledges with the ever-increasing output of greenhouse gases. There is a rising dread of environment contamination at every step with current technology and innovation. Transportation and communication have under gone paradigm upheaval along with this. We are also suffering the harmful repercussions of industrialization in the form of global warming. Under these conditions there are so many automobiles emitting impure carbon particles and carbon-dioxide pollution into the air. With increasing number of fossil fuel dependent vehicles, there is a larger level depletion of fuel resource. It is here that car businesses saw need to create motor pad vehicle that will be charged by electricity and would not be reliant on fossil fuels. So many automobile manufacturing businesses spent in research and development to put out E-bike that would allow customers to conserve the gasoline.

2. REVIEW OF LITERATURE:

Elliotfishman, Christopher Cherry (2016) says about the E-bikes refers to one of the fastest expanding sectors of the display. More than 31 million e-bikes was sold in 2012. China dominates the globe in e-bikes transactions, followed in Netherlands and Germany. The research of e bikes \sare at initial stage. As e-bikes usage continues on rising , soo too will the necessity for the additional Research.

Ashish Aggarwal (2014) says that from the research it can concluded that there is strong potential for development in the electric vehicle industry but it will take some periods in India in kickoff because Customers in India are not willing to pay extra . Also they are much worried about the security and quality concerns.

Bhupendra kumar verma (2011) in his paper sates that on the basis of this study, the following ideas might be made to aid the sales of electric bike more effective. There is need to bring more knowledge of numerous others characteristic of electric bike comes to a customer mind by supplying them coupons and literature in different regional languages. There should be free, fair , reasonable and honest competition between the numerous electric bike firms.

3. MATERIALS AND METHOD:

The respondents of this study has been selected from various regions of Coimbatore city. Simple random and purposive sampling was used to collect the primary data and has been collected through well-structured interview schedule. Totally 120 respondents were selected for the research study who are all using electric bikes throughout the Coimbatore city. Tools used for this study is Percentage analysis, Garrett ranking technique and Likert scale analysis.

4. RESULT AND DISCUSSION:

TABLE-1 showing gender of the respondents

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1.	MALE	64	53.40
2.	FEMALE	56	46.60

TOTAL	120	100.00
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From the above Table 1, It shows that the 53.40 per cent of the respondents are Male and 46.6% of the respondents are Female. Hence, Majority (53.40%) of the respondents are Male.

TABLE-2 Showing monthly income of the respondents

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1.	Less than Rs.40,000	28	22.60
2.	Rs.40,000 to Rs.60,000	34	27.40
3.	Rs.60,000 to Rs.80,000	32	25.80
4.	Above 80,000	30	24.20
TOTAL		120	100.00

From the above Table 2, It shows that the 27.4% of the respondents Monthly income is Rs.40,000 to Rs.60,000, followed by 25.8% of the respondents Monthly income is Rs.60,000 to Rs.80,000, followed by 24.2% of the respondents Monthly income is Above 80,000 and 22.6% of the respondents Monthly income is Less than Rs.40,000. Hence, Majority (27.4%) of the respondents Monthly income is Rs.40,000 to Rs.60,000.

TABLE-3 Showing willingness to pay of the respondents

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1.	YES	85	68.5
2.	NO	39	31.5
TOTAL		120	100

From the above Table 3, It shows that the 68.5% of the respondents are Willing to pay electric two wheeler and 31.5% of the respondents are not willing to pay electric two wheeler. Hence, Majority (68.5%) of the respondents are willing to pay.

TABLE-4 Showing ranking of the brand known by the respondents

S.No	BRAND NAME	RANK I (73)	RANK II (57)	RANK III (44)	RANK IV (28)	TOTAL	OVERALL RANK
1.	GAURAELECTRIC	20*73 1460	25*57 1425	30*44 1320	45*28 1260	5465/120 45.54	VI
2.	AMPERE ELECTRIC	11*73 803	27*57 1539	42*44 1848	40*28 1120	5310/120 44.25	VIII
3.	HERO ELECTRIC	29*73	47*57	30*44	14*28	6508/120	IV

		2117	2679	1320	392	54.23	
4.	TVS i CUBE	35*73 2555	39*57 2223	36*44 1584	10*28 280	6642/120 55.35	III
5.	OLA S1	48*73 3504	37*57 2109	24*44 1056	11*28 308	6977/120 58.14	I
6.	ATHER 450X	41*73 2993	35*57 1995	29*44 1276	15*28 420	6684/120 55.70	II
7.	SIMPLE ONE	21*73 1533	35*57 1995	40*44 1176	24*28 672	5376/120 44.72	VII
8.	REVOLT RV 400	27*73 1971	24*57 1368	26*44 1144	43*28 1204	5687/120 47.39	V

From the above Table, It shows that Ist Rank is OLA S1 by the respondents, followed by IInd Rank is ATHER 450X by the respondents, followed by IIIrd Rank is TVS I CUBE by the respondents, followed by IVth Rank is HERO ELECTRIC by the respondents, followed by Vth Rank is REVOLT RV 400 by the respondents, followed by VIth Rank is GAURA ELECTRIC by the respondents, followed by VIIth Rank is SIMPLE ONE by the respondents and VIIIth Rank is AMPERE ELECTRIC by the respondents.

Hence, Ist Rank OLA S1 Brand is Majorly Ranked by the respondents.

TABLE-5 Showing no of the respondents who are all satisfied with electric two wheelers by Brands

S.NO	PARTICULARS	NO OF THE RESPONDENTS	LIKERTS METHOD	TOTAL SCORE
1.	Strongly Agree	12	5	60
2.	Agree	58	4	232
3.	I don't know	25	3	75
4.	Disagree	16	2	32
5.	Strongly disagree	9	1	9
	TOTAL	120	15	408

$$\begin{aligned} \text{Likert scale} &= \Sigma(\text{fx}) / \text{total number of respondents} \\ &= 408 / 120 \\ &= 3.4 \end{aligned}$$

From the above table, the No of respondents who are all satisfied with Electric two wheeler shows in likert scale value is 3.4 which are greater than the mid value (3).

Hence, the respondents are agree with the buying of Electric two wheeler by brands.

CONCLUSION:

The idea of e-bike has arrived into Coimbatore in the last 4-5 years and the same is gaining speed, as there are approximately 10 dealers now for e-bike in the city. As an eco-friendly product it is more ideal for cities Due to regular increase in the fuel costs, the electrically charged automobiles appear to be the cheapest one compared to the conventional vehicles. In this study most of the respondents were male and their monthly income is about Rs.40,000 to 60,000.

68.5% of respondents were ready to pay for electric two wheeler. The respondents were highly aware in the selecting the brand of electric two wheeler. Based on selecting their brands of electric two wheeler most of the respondents were satisfied.

COMPETING INTERESTS DISCLAIMER:

Authors have declared that no competing interests exist. The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

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