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Study On Customer Satisfaction Towards Electric Scooters In Trivandrum District

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Abstract: Due to raising prices of petrol and diesel and environment protection people give concern for electric scooters which gained popularity for them in India. Electric scooter due to eco-friendly nature, low running cost and reduced noise pollution which adds to its relevance. Electric vehicles are useful for both long and short distances. Government provides reduced registration fee, tax benefits and subsidies for electric vehicles. But there exist a lot of drawbacks such as inadequate charging stations, battery running out etc. It creates a negative attitude on customers. Electric scooter also has high initial cost and battery replacement cost. Overheating of battery and fire incidents also have affected customer trust. The low resale value makes the customer think twice before making a purchase. Meanwhile electric scooters are expected to have a positive impact which in turn result in sustainable transportation.

Keywords: Eco friendly, Noise pollution, charging stations, sustainable transportation

I. INTRODUCTION

Customer satisfaction is very important in determining the success of a market. There are so many advantages such as low cost, eco-friendly and reduced noise pollution which makes it popular among customers. But there are also lot of challenges which makes electric scooters less popular among customers. This study focuses on understanding the level of customer satisfaction towards electric scooter. The study reveals that customer satisfaction towards electric scooter is moderate to high. Improvement in charging facility, technology, safety measures and service support will enhance the level of customer satisfaction. In a country like India, where population is high and people belong to middle class, majority depend on electric scooters or two wheelers.

Significance of the study

Fuel efficiency and eco-friendly nature make electric scooter popular among customers. But it suffers from lot of challenges. Thus, the study customer satisfaction towards electric scooter is relevant to attain sustainable transportation

Statement of the problems

Electric scooter has substituted petrol- and diesel-powered vehicles. The satisfaction towards electric scooter is purely depended on customer service and customer satisfaction. Customers are uncertain about battery life performance, charging facilities, maintenance etc. This study focusses on the level of customer satisfaction towards electric scooter

Objectives

- To analyse customer satisfaction of electric scooter customers
- To assess the problems faced by electric scooter customers

Review of literature

- Thuy & Hong (2019) studied the high school students in Hanoi city to identify the factors that influence their attitude and intention towards E2W usage and their affected level. They concluded that factors viz. "perceptions of economic benefit", "usage convenience", "friendly environmental awareness" and "stylish design" influenced the attitude towards E2W usage. Whereas the intention to use E2Ws was found to be influenced by "subjective norm", "attitude toward E2W usage" and "the attraction of motorcycles".
- Simsekoglu & Klöckner (2019). It was found that age, perceived advantages, social norms and familiarity were positively influencing intention of buying an electric bike. It was found that perceived challenges related to usability and safety were negatively influencing the buying consideration of an electric bike. Perceived advantages were found to be low in non-users. They also perceived higher obstacles (as compared to the users of e-bikes) towards purchase of e-bikes. For both e-bike users and non-users, environmental factors have been the greatest obstacle to e-bike use.
- Kalra, 2022 studied 63 percent of customers assuming that an EV is out of their budget, the capital cost has always been a big issue in EV purchasing decisions. Our country's lack of suitable charging infrastructure is a major impediment to greater EV adoption. But large OEMs are also taking steps to enter the EV component industry in order to lessen dependency on imports and achieve the government's 50 percent localization requirement for government subsidies. However, he also mentioned a comprehensive infrastructure that is inexpensive, accessible, and supports all consumer groups, along with a solid finance environment, governmental incentives, and technology developments are anticipated to position the electric vehicle industry for major expansion over the next decade.

Research Methodology

Primary data and secondary data were collected for data analysis. Primary data was collected from 100 respondents through questionnaire. Secondary data collected through journals, magazines, newspaper, websites etc. Convenience sampling method was used for selecting sample. Percentage method was used for data analysis

Analysis and interpretations

Price factor

Price	No. respondents	Percentage
Strongly agree	20	20
Agree	10	10
Neutral	12	12
Disagree	30	30
Strongly disagree	28	28

Source: Primary data

20% strongly agree with the Price of electric scooter.10% agree with the Price.12% are neutral.30% disagree with the Price and 28% strongly disagree with the price range of electric scooter

Colour variants

Colour	No. respondents	Percentage
Strongly agree	25	25
Agree	20	20
Neutral	30	30
Disagree	10	10
Strongly disagree	10	15

Source: Primary data

Out of 100 respondents 25% strongly agree with the colour variant 20% agree with colour variants.30% are neutral .10% disagree with colour variant and 15% strongly disagree with colour variants

After sales service

After sale service	No. respondents	Percentage
Strongly agree	22	22
Agree	20	20
Neutral	6	6
Disagree	24	24
Strongly disagree	28	28

Source: Primary data

Among the respondents 22% strongly agree with after sale services 20% agree with after sale services.6% are neutral.24% disagree with after sales service and 28% strongly disagree with **Battery capacity**

Battery capacity	No. respondents	Percentage
1200watt	22	22
1500 watt	36	36
1800 watt	24	24
2000 watt	18	18

Source: Primary data

22% prefer battery capacity of 1200 watt motor.36% prefer 1500-watt motor.24% prefer 1800-watt motor and 18%prefer 2000-watt motor battery capacity

Reasons for the purchase

Reason	No. respondents	Percentage
Reasonable price	25	25
Easy availability	24	24
Product information	26	26
Eco friendly	22	22
Other several reasons	3	3

Source: Primary source

25% is of the opinion that reasons for the purchase are reasonable price.24% is of the opinion that easy availability is the reason. 26% of the respondents is of the opinion that product information is the reason.22% opinion is that electric scooter is eco-friendly and 3%is of the opinion that there is other several reasons

Problems faced

Problems faced	No. respondents	Percentage
High price	20	20
Non durability	26	26
Poor dealer service	14	14
Low resale value	25	25
Other problems	15	15

Source: Primary data

20% says that high price is one of the problems in purchasing electric scooter.26 % says that non durability is a problem.14%. Says that poor dealer service is a problem.25 % says that low resale value is s problem and 15 % says there are other problems

Conclusion

The study emphasis on the customer satisfaction of electric scooter. By understanding customer problems companies can improve their customer service and can provide after sale service with warranty support. By knowing the pulse of market companies can frame advertisement and pricing strategies Through satisfied customers we can promote word of mouth promotion which makes electric scooters more popular

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