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Analyzing The Study On Consumers Attitude Towards Two Wheelers Electric Vehicle With Special Reference To Coimbatore City

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Abstract: This study investigates consumer attitudes towards electric two-wheelers in Coimbatore, India, highlighting key factors influencing adoption. Through a mixed-methods approach, including surveys and focus group discussions, the research examines perceptions of electric vehicles (EVs) concerning environmental sustainability, cost-effectiveness, and technological reliability. Findings reveal a growing awareness of EV benefits, though concerns about charging infrastructure and initial costs persist. The study underscores the importance of targeted marketing and policy initiatives to enhance consumer acceptance and drive the transition to electric mobility in urban settings. The results contribute valuable insights for stakeholders aiming to promote sustainable transportation in Coimbatore and similar cities.

Keywords: Electric two-wheelers, Awareness, EV benefits, Marketing, Transportation.

I. INTRODUCTION:

In today's competitive and fast paced world, automobiles plays a very pivotal role in any individuals overall life. Be it the productivity, performance orcoping with livelihood issues, vehicles saves a significant amount of time and efforts aiding as a bridge between different commuting points. Majority of Indians depend on two wheelers to cater their mobility needs. Travelling has come long way from the days of the walking to various forms of modern transportation of the globalised world. The people use to travel bywalking in the ancient times. Those were the days when people use to travel with the help of natural resources and without affecting the nature. The pace of time has totally transverse mode of transports in the world. The evolution of the transportation has made giant leaps to the current stature. The travelling time ofthe ancient times has been reduced drastically with the innovation of the science. The journey of the development of the transports has drastically decreased the travel time. The scientific inventions in the field of transport are still evolving. The days of animal transportation for travelling are completely extinct in the modern world. The high power cars, bullet trains and air transport has made the transport sector as one of the prime sector that indulges in the manufacturing. The manufacturing base of the transport sector has high use of research and development in enhancing the performance of the vehicle. There are large numberof vehicles and brands that has been used in the country for the transportation. The usage of the engine in the vehicles has been largely developed with the help of the research and development wing based on the feedback and intention of the consumers of the market. The steam engine stood the primary in the beginning rather evolved and has come to the usage of electric engine in the polluted world. The classical evolution of the engines has put forward lot of

environmental problems in the society. This environmental friendliness has been the need of the hour in the 21st century. The flow of the vehicles at the world level has been constantly and geometrically incrediability to absorb the emitted pollutants. The research is looking forward to evaluate the potential degrading effects of the petrol and diesel engine of the environment. The mode of transport has also been changing the preferences towards the electric engines. The growth of the electric engines can be traced back to the 17th century. The strong foundation and need for the electric engine is not realized in that century. The globalised and modern world is realizing the importance of the electric engines in all ways of the life to minimize the effect of other modes of transport to the environmental degradation. The consumers preferences and attitudes is deviating to a certain extent towards the usage of the electric engines. These preferences of the consumers will be added advantage to the manufacturers who are willing to adapt to the change. The probable flexible manufacturer can becomethe market mover of the automobile segment in the future.

II. LITERATURE REVIEW:

This study observes the following researches for references, **Ms. A. Dheeba (2012):** "A Study on Customers Perception Towards E.bikes in Coimbatore District" **.** The study, the researcher has analyzed the satisfaction of the customers of E.bikes and thereby explored their problems in riding E.bikes. As E.bike is Eco-friendly vehicle, there is no chance for pollution of air. Hence, many companies should come forward to manufacture different types of E.bikes with good quality rather than petrol bikes so as to serve the prospective riders and save the ecosystem of the country by means of no emission of smoke. **S. Selvi (2017):** "A study on customer satisfaction towards electric bikes with special reference to Coimbatore city". The concept of e-bike has entered into Coimbatore in the past 4-5 years and the same is gaining momentum, as there are around 10 dealers currently for e-bike in the city. As an eco-friendly product it is more suitable for city as it can reduce the emission of harmful gases and thereby it can reduce the atmospheric pollution. Due to frequent increase in the fuel prices, the electrically charged vehicles seem to be the cheapest one compared to the traditional vehicles. E- bikes are more suitable for rural areas where the numbers of petrol bunks are not adequate, so that the rural people can charge the vehicle with the help of electricity. **Dr. Bharti Motwani, Abhishek Patil (2019):**"Customer Buying Intention Towards Electric Vehicle in India". The study found that mobility and recharging characteristics were found to be most significant factors while RTO norms was considered to be the least significant characteristic affecting the buying decision of electric cars. The model developed from our study was 88% accurate and hence can be used for predicting the buying behavior of customer. This study is of prime importance to the companies who wanted to launch electric cars in India. Based on the results of the study, the companies should increase its efforts to do promotion based on the significant factors of electric cars. Attempt should be made to emphasize the usefulness of electric car by using a suitable advertising campaign by creating web based tutorials or videos that guide the utility of electric cars. **Devendra Patil, Debadri Pal, (2019):** "Consumer Behavior in Indian Two Wheeler Industry". The results show that people are aware about the latest features and improvements in the two wheeler industry and they also understand the benefits. But, their willingness to invest in two wheeler remains low and they expect more features at lower prices. This indicates that the companies need to price their products aggressively with feature packed vehicles to be able to satisfy the customers and remain competitive in the market. **Mr. Omkar Tupe , Prof. Shweta Kishore (2020):** "Consumer Perception Of Electric Vehicles In India". With the depletion of fossil fuels and constant hike in fuel prices, there is a need for energy transition in vehicles in India. Govt has taken initiative to fight pollution levels by promoting EVs and giving subsidies on purchase. To boost its production, Govt has eased the FDI norms. Various emerging brands are launching EVs in India. The Government and manufacturers should join their hands to build the infrastructure and create positive environment for EVs. The respondents are aware of global climate conditions and are ready to change their preference from conventional to eco-friendly vehicles. Cost is an important factor while considering the purchase of EV. **M. Ukesh , M. Chandrakumar (2020):** "A Study on Post Purchase Behaviour of Electric Two Wheeler Consumers in Coimbatore City". The research was carried out to analyze the consumer post satisfaction of buying electric two wheeler in Coimbatore city. Post satisfaction is measured using simple percentage analysis. In order to conduct the simple percentage analysis, five statements are developed by referring various articles. The results revealed that five statements such as Better Customer Service, Promotional Offers, Credit and loan Facility, After sales service and Post Satisfactory response to Customer complaints are the statements. Hence, the Electric two wheeler dealer could take efforts to provide better services expected by the respondents for improving their performance and sustainability. **Ritesh Ganesh Pardeshi (2020):** "Electric Vehicles Influence: Analysis on Consumers Attitude and Perception related to widespread adoption in India". The result indicated that improving charging infrastructure is an apparent priority as charging infrastructure constraints were rated as the most severe limitation of EVs. This presents an opportunity for the Indian

government as well as private companies to improve the charging infrastructure across the country in order to increase the adoption rate. Therefore, increasing the number of charging locations and improving charging speed are key priorities for increasing the adoption rate in India. As far as EVs attributes are concern most of them said Decreased/Eliminate the use of petroleum and Reduced Greenhouse gases emission are the most influential. **Sarthak Das (2020): "**Customer Perception and Awareness Towards Electric Two-Wheelers: An Analysis in Pune city". As globally people are getting more and more conscious towards environment-friendly living, it's the right time for the two-wheeler industry also to move towards its eco-friendly option of electric vehicles. Electric two-wheelers can solve a big global issue of oil availability and pollution control. It can take the world to a new era if all customers understand its value and start using only electric vehicles. Electric two-wheelers can make the world a better place to leave by reducing pollution at a higher rate. **Dr. D. Sivasakthi, P. Geethanjali (2020):** " A Study on Customer satisfaction towards Ampere Electric Bike with special Reference to coimbatore city" .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 feels the price of Ampere E-bike is Netural. 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 indicates that most of the customers were satisfied and customer loyalty of the Ampere E- bikes is also good. **KaranMahal , Priyadarshini Patil (2021):** "Electric Vehicles and India Recent Trends in the Automobile Sector". The progress that the electric vehicle industry has seen in recent years is not only extremely welcomed, but highly necessary in light of the increasing global greenhouse gas levels. As demonstrated within the economic, social, and environmental analysis sections of this webpage, the benefits of electric vehicles far surpass the costs. The biggest obstacle to the widespread adoption of electric-powered transportation is cost-related, as gasoline and the vehicles that run on it are readily available, convenient, and less costly also in countries like India these factors play a major role in influencing the market of vehicles. **M. Ukesh, M. Chandra Kumar (2022): "**A study on consumer satisfaction of buying electric two wheelers in Coimbatore district of Tamil Nadu". More publicity is required for the vehicle since many people are not aware about electric bike. E-bikes are utilized only for short distance because of low battery capacity, thus producers should concentrate on research and development to expand the capacity of e-bike Another big challenge with e-bike is the requirement for regular charging of the batteries, to address this problem charging facilities should be built at various sites. **Priyanshu Kumar, Prof. Dr. Avinash Rana (2022): "**Consumer Behaviour on electric vehicles". The study conclude it can be said that the overall perception about the electrical vehicles in the country is positive and there is lot of scope for improvement and growth for electrical vehicles industry in the country. However, there are few who are not that much impressed with the concept of electrical vehicles and showed their dissatisfaction after using the vehicles themselves and it is clear sign just like any other thing and product nothing is perfect in this world and the same goes for electrical vehicles as well. Also, few are also not sure whether electrical vehicles are good or bad and hence they are neutral when it comes to the use of electrical vehicles in the country. **Dhruvin Chauhan, Gorang Jaiswal (2022):** "A Study on factors affecting electric vehicle purchase behaviour of generation Y in India". Attitudes regarding electric vehicles (EVs) have the greatest impact on EV purchase intentions, while environmental concerns have a greater impact on females' EV purchase intentions and willingness to pay more for an EV. EV purchase intention in developing countries is a new area of research that examines how environmental concern impacts consumers' willingness to pay more for an EV. **S. Diwakar Raj , N. Kannan (2021): "**A study on consumer perception towards two- wheeler industry among different brands with special reference to Chennai City". Automobile sector is under tremendous change due to technological advancement and to meet the consumers expectation. Two wheeler segment in India has greater scope due to its demographic factors, suitable climate and convenient Infrastructure. This study will help the industry to understand the perception of consumers about the two wheeler segment and the factors influencing their purchase behaviour in Chennai and similar segment. The perception about the electric 2 wheeler has bought the insight to the government and the two wheeler companies to create awareness about its benefits and features to increase the market share. **Sitendu Roy, Dr Arvind Kumar Jain (2022):** "Consumer adoption & Buying behaviour for electric vehicles in India". The proposed study will determine the key attributes and factors which determine EV purchase decision among potential buyers. There outcome will be specific for EV category for the sample population. Also it will provide some fundamental inputs on any new product and technology adoption by new buyers.The proposed study will find out the most important category of vehicles which will have high propensity for adoption. It will also determine the key features and specifications which are desired in electrics vehicles and will propel adoption. **Ishika Ranjan, Sawan Kumar Jha (2022):"**A study on Consumer Buying Behaviour towards Electric Vehicle". Majority of the ones who are inclined towards buying

an electric vehicle are concerned about the pollution caused by internal combustion engines and want to protect the environment. Petrol price hikes are also an alarming situation to them and that is a significant reason for them wanting to shift to EVs. The ones who are likely to buy an EV are also interested in buying if the company offers an exchange value on their owned vehicle to buy an electronic vehicle. They also believe that the cost to charge an electric vehicle is much less than the fuel costs for a petrol or diesel vehicle. But also feel charging an EV is hectic. **Shivabeerappa. M, Dr. Divya.L (2022):**"Consumer perception towards electric two wheeler vehicles in Southern Karnataka". On combating the issues like environmental pressure due to pollution, harnessing the potentials of newer technologies has found to offer the sustainable solutions. Electrification of two-wheelers is one such option which may solve biggest global issues like oil availability and damage due to pollution. Understanding the consumers' perception to increase the purchase willingness in public towards electrified vehicles. **Mrs. P. Selvi, Mr .S Jerial Gideon (2023): "**Consumer's Perception Towards Electric Bike with Special Reference to Coimbatore City". In India, the electric bike industry is still in its infancy, with many people concerned about its durability and quality. While conducting this research, it became clear that lack of awareness, regulatory authority, and quality issues are some of the industry's most significant challenges. However, with ever-increasing petrol prices and high pollution, electric bikes will soon pose a serious challenge to petrol bikes. At this point, the company's primary focus will be on R&D, performance improvement, and employee education. This change is possible only if electric two-wheeler companies and marketers can educate potential customers is the right way. Electric two-wheeler marketers need to create awareness and develop positive customer perception about their products. **Prof. Jayprakash Lamoria, Nidhi Singh (2023):** "A study on consumer perception towards E-Two Wheelers vehicles at Vododara". Based on the analysis, electric vehicle manufacturers and the government of India have to invest more in social acceptance of the vehicle by creating more infrastructural facilities, high capacity batteries, putting more trust on technology that can create trust in consumers. The result clearly illustrates that the population is well aware of the environmental benefits. Because environmental suitability is one of the major concerns to be addressed and electric vehicles would ultimately aid in achieving the same as the carbon emissions from electric vehicles is almost 90% lower than conventional vehicle. Apart from manufactures, government should strive hard to spread awareness about EVs and influence positive perceptions among potential customers. **Sathish.V , Mr. R. J. T. Nirmal Raj(2023):** "A study on consumer awareness and perception towards Electric bikes". This study was conducted to study the consumer awareness and perception towards the electric bikes. Responses from electric two wheeler aspirants have been collected and analyzed for this purpose. Based on the research findings, a few valuable suggestions have been made to electric two wheeler manufacturing companies in India to improve the overall efficiency and consumer awareness towards the electric two wheelers.

III. OBJECTIVE:

The Objectives of the study is to understand the awareness level of consumers about the electric bike in Coimbatore district. To analysis the benefits and barriers about the use of Electric Bike for the consumers in Coimbatore district and study the factors influencing the buying behaviour of consumers perception towards Electric bike.

IV. METHODOLOGY:

The methodology refers to the systematic and logical approach that a researcher follows in conducting a research study. It involves the systematic process of collecting, analyzing, interpreting, and presenting data to answer specific research questions or test hypotheses. A well-designed research methodology ensures the reliability and validity of the study results. The sample was collected among the consumers on a convenient random sampling method. Sample size is 120. The study includes both primary and secondary data. The primary data have been collected from the respondents. Secondary data have been collected from different sources such as publications and unpublished research reports, Journals Articles, etc. The tools used are Simple percentage analysis, Linkert scale analysis and Ranking .

V. ANALYSIS:

Simple Percentage Analysis:

Based on the Simple Percentage Analysis we have the following findings:

Table No 1.1

GENDER	NUMBER OF RESPONDENTS	PERCENTANGE (%)
Male	69	57.5
Female	51	42.5
TOTAL	**120**	**100**

(Source: Primary Data)

The above table it is cleared that, 57.5 % of the respondents are male and 42.5 % of the respondents are female.

Table No 1.2

AGE	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Below 25	102	85
26 – 35	10	8.3
36 – 45	7	5.8
Above 45	1	0.9
TOTAL	**120**	**100**

(Source: Primary Data)

The above table shows that 85 % of the respondents are aged under the category below 25 years, followed by 8.3 % of the respondents are between 26 – 35 years, 5.8 % of them are between 36 - 45 years and 0.9 % of them are above 45 years.

Table No 1.3

RESIDENTIAL STATUS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Rural	34	28.3
Urban	86	71.7
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is understood that, 28.3 % of the respondents are living in rural area and 71.7 % of the respondents are living in urban area.

Table No 1.4

MARITAL STATUS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Married	13	10.8
Unmarried	107	89.2
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is inferred that, 10.8 % of the respondents are married and 89.2% of the respondents are unmarried.

Table No 1.5

EDUCATIONAL QUALIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
School level	17	14.2
Diploma	5	4.2
UG	82	68.3
PG	16	13.3
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is cleared that, 14.2 % of the respondents are at school level, 4.2 % of the respondents are diploma holders, 68.3 % of the respondents are under graduates, 13.3 % of the respondents are post graduates.

Table No 1.6

OCCUPATION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Student	87	72.5
Employee	25	20.8
Business	2	1.7
Professional	4	3.3
Other	2	1.6
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is understood that, 72.7 % of the respondents are students, 20.8 % of the respondents are employee, 1.7 % of the respondents are doing business, 3.3 % of the respondents are professionals and 1.6 % of the respondents belongs to other occupations.

Table No 1.7

FAMILY STATUS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Joint Family	26	21.7
Nuclear Family	94	78.3
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is cleared that, 21.7 % of the respondents are in joint family and 78.3% of the respondents are in nuclear family.

Table No 1.8

MONTHLY INCOME	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Not Earned	63	52.5
Below 20000	19	15.8
20000 – 40000	26	21.7
Above 40000	12	10
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is inferred that, 52.5 % of the respondents are with no earnings, 15.8 % of the respondents are earning below 20000 monthly income, 21.7 % of the respondents are Earning 20000 – 40000 monthly income, 10 % of the respondents are earning above 40000.

Table No 1.9

ELECTRIC BIKE	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Yes	108	90
No	12	10
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is understood that, 90 % of the respondents are aware of electric bikes and 10% of the respondents are not aware of electric bikes.

Table No 1.10

AWARENESS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Print Media	18	15
TV Commercial	39	32.5
Social Media	77	64.2
Friends/ Family	52	43.3
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is cleared that, 15 % of the respondents are aware of electric bikes through print media, 32.5 % of the respondents are aware of electric bikes through TV commercial, 64.2 % of the respondents are aware of electric bikes through social media and 43.3 % of the respondents are aware of electric bikes from friends / family.

Table No 1.11

PURCHASE	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Yes	84	71.2
No	34	28.8
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is understood that, 71.2 % of the respondents are willing to purchase electric bikes in future and 28.8 % of the respondents are not willing to purchase electric bikes in future.

Table No 1.12

SOURCE OF FINANCE	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Own fund	100	83.3
Credit	20	16.7
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is cleared that, 83.3 % of the respondents are willing to buy electric bikes from their own fund and 16.7 % of the respondents are willing to buy electric bikes on credit.

Table No 1.13

PRICE	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Cheaper	21	17.5
Reasonable	74	61.7
Costly	25	20.8
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is inferred that, 17.5 % of the respondents said that electric bikes are cheaper, 61.7 % of the respondents said that electric bikes are Reasonable and 20.8 % of the respondents said that electric bikes are costly.

Table No 1.14

PERIOD OF USAGE	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Less than 1 year	36	30
1 to 3 years	64	53.3
More than 3 years	20	16.7
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is understood that, 30 % of the respondents use electric vehicle for a period of less than 1 year, 53.3 % of the respondents use electric vehicle for a period of 1 to 3 years and 16.7 % of the respondents use electric vehicle for a period more than 3 years.

Table No 1.15

SUGGESTION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Yes	97	80.8
No	23	19.2
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table it is cleared that, 80.8 % of the respondents are willing to suggest electric bikes and 19.2% of the respondent are not willing to suggest electric bikes.

Table No 1.16

OVERALL PERCEPTION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Excellent	23	19.2
Very good	37	30.8
Good	48	40
Fair	10	8.3
Poor	2	1.7
TOTAL	**120**	**100**

(Source: Primary Data)

From the above table we came to know that, 19.2 % of the respondents overall perception of electric bikes are excellent, 30.8 % of the respondents overall perception of electric bikes are very good, 40% of the respondents overall perception of electric bikes are good, 8.3 % of the respondents overall perception of electric bikes are fair and 1.7% of the respondents overall perception of electric bikes are poor.

Likert Scale Analysis

- 5= Strongly Agree
- 4= Agree
- 3= Neutral
- 2= Disagree
- 1= Strongly Disagree

Formula

$$\text{Likert scale} = \frac{\sum f(x)}{\text{Total number of respondents}}$$

While,

F = Number of Respondents

X = Likert Scale Value

(FX) = Total Scale

Mid Value

Mid value indicates the middle most value of Likert scale.

Table No 2.1

FACTORS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL SCORE
Strongly Agree	50	5	250
Agree	40	4	160
Neutral	10	3	30
Disagree	16	2	32
Strongly Disagree	4	1	4
TOTAL	**120**		**476**

Likert scale = ∑ (FX)/number of respondents

= 476/120

= 3.9

The Likert scale value is 3.9 which is greater than 3, so the respondents strongly agree that electric vehicle are less reliable than conventional vehicles.

Ranking Analysis

Table No 3.1

FACTOR	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	TOTAL	RANK
Ola	5 (2) 125	4(8) 32	3(6) 18	2(15) 30	1(66) 66	**271**	**5**
Ather	5(12) 60	4(19) 76	3(13) 39	2(61) 122	1(15) 15	**312**	**4**
Mahindra Electric	5(3) 15	4(15) 60	3(80) 240	2(16) 32	1(6) 6	**353**	**3**
Tata Motors	5(15) 75	4(67) 268	3(14) 42	2(19) 38	1(5) 5	**428**	**2**
Ashok Leyland	5(65) 390	4(11) 44	3(7) 21	2(9) 18	1(28) 28	**501**	**1**

From the above table we came to know that Ashok Leyland ranked as first, Tata Motors ranked as second, Mahindra Electric Ranked as third, Ather ranked as fourth, Ola ranked as fifth.

Table No.1.1:

FACTOR	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	TOTAL	RANK
Social Acceptance	5 (17) 85	4(9) 36	3(11) 33	2(16) 32	1(67) 67	**253**	**5**
Government Benefit Feature	5(5) 25	4(20) 80	3(17) 51	2(65) 130	1(13) 13	**299**	**4**
Low Maintenance Cost	5(6) 30	4(16) 64	3(75) 225	2(15) 30	1(8) 8	**357**	**3**
No Fuel Expenses	5(23) 115	4(62) 248	3(7) 21	2(20) 40	1(8) 8	**432**	**2**
Environment Concern	5(69) 345	4(13) 52	3(10) 30	2(4) 8	1(24) 24	**459**	**1**

From the above table we came to know that Environment Concern ranked as first, No Fuel Expenses ranked as second, Low Maintenance Cost Ranked as third, Government Benefit Feature ranked as fourth, Social Acceptance ranked as fifth.

VI. FINDINGS:

Percentage Analysis

- Majority of the respondents (57.5 %) are male.
- Majority of the respondents (85 %) are aged under the category of below 25 years.
- Majority of the respondents (71.7 %) are living in urban.
- Majority of the respondents (89.2 %) are unmarried.
- Majority of the respondents (68.3 %) are under graduate (UG).
- Majority of the respondents (72.7 %) are Students.
- Majority of the respondents (78.3%) are in nuclear family.
- Majority of the respondents (52.5 %) are students not earning any income.
- Majority of the respondents (90%) are aware of electric bikes.
- Majority of the respondents (64.2 %) are aware of electric bikes through Social Media.
- Majority of the respondents (71.2 %) are willing to purchase electric bikes in future.
- Majority of the respondents (83.3 %) are willing to buy electric bikes from their own fund.
- Majority of the respondents (61.7 %) said that electric bikes are reasonable.
- Majority of the respondents (53.3 %) use electric vehicle for a period of 1 to 3 years.
- Majority of the respondents (80.8 %) are willing to suggest electric bikes.
- Majority of the respondents (40%) overall perception of electric bikes are good.

Likert Scale Analysis

- The Likert scale value is 3.9 which is greater than 3, so the respondents strongly agree that electric vehicle are less reliable than conventional vehicles.

Ranking Analysis

- Majority of the respondents ranked Ashok Leyland as the first brand that gives awareness among Electric Bikes.
- Majority of the respondents ranked Environment Concern as their First factor gives perception towards purchasing an electric bikes.

VII. SUGGESTIONS:

The study has also found certain areas of concern where there has to be additional care to be taken to promote and develop the brand of Electric Bikes inthe minds of the users and potential new customers.

- The concept of the Electric Bikes is still new in the part of the study area.The cost of the Electric Bikes is considered to be high and it need to be reduced toattract more consumers for the usage of Electric Bikes.
- There is lack of awareness among the public regarding the registrationfees and incentives for the Electric Bikes. There is a need for creating the awareness that Electric Bikes has no registration fees and there are various incentives provided by the government for the purchase of Electric Bikes. This willcreate lot of potential buyers to buy Electric Bikes.
- Electric Bikes are used only for short distance because of low battery capacity, so manufacturers should concentrate on research and development toincrease the capacity of Electric Bikes.
- Another major problem in Electric Bikes is the need for frequent chargingof the batteries, to overcome this problem charging centers should be opened at various places.

VIII. Conclusion:

The Electric Bikes have been the order of the day in this polluted world. The Electric Bikes are slowly and steadily finding its space in the two-wheeler segment.The segment is now been facing stiff competition from the availability of the Electric Bikes. The need for reduction in the pollution is taken by the consumers who are environment conscious. The study has highlighted the awareness levels of the consumers are high when it comes to the understanding of the Electric Bikes. The conventional bikes are gradually losing their market space to the Electric Bikes. This is due to the enhanced awareness among the public regarding the pollution created by the conventional system of travelling