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MARKETING OPPORTUNITIES OF ELECTRIC SCOOTERS IN ERODE

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ABSTRACT

The technological world is fully based on new device for the young group, the technological must to be fashioned and to use the very massive level. The general people are wants to be prosperous level with having their product contrast with other. The same kinds of group are required the well one technology in their life style, the level of technology to wide-ranging from one to one. The expose contains the electric two- wheelers are the significant transport vehicle in the theater⁸⁶ of marketing and also the promotions. The facts of introduction, objectives, scope, limitations and the chi-square test of the tools used. The findings and suggestions are framed only on the basis of respondent thoughts and also the conclusion is based on total of the respondent's expectation with the new way of approach.

KEYWORDS: Invention, Technology, age group, Scooters, Electrical, Transports, Marketing

INTRODUCTION

Transportation in urban environments is experiencing changes “in favor of eco-friendly, compact, and light vehicles” E-scooters (electricity fueled scooters) have occupied cities around the world, promising a solution to the last-mile problem since their introduction in 2017 (Gössling- 2020, McKenzie- 2020, Nissan- 2020, Yang, 2020). They are discussed as alternatives to automobiles, potentially reducing traffic congestion, noise, and pollution (Che et al-2020, Degele – 2018, Gössling-2020), thereby helping to fight climate change. One-third of trips is even longer, which, to some extent, challenges the last-mile opinion (Degele-2018). experiential evidence indicates that for these short distances, e-scooters may replace walking rather than driving (James-2019, Portland Bureau of Transportation-2018). Apart from e-scooters' impact on the transportation system, they have also raised discussions about safety concerns and injury risks (Badeau-2019, Beck -2019, Kobayashi, Consumer acceptance of shared e-scooters for urban and short-distance mobility 2019, Yang, 2020). Previous work reports that most e-scooter users having an accident were riding without wearing a helmet (Liew ,2020), and providers often promote e-scooters omitting protective gear (Allem and Majmundar, 2019). Safety issues do not only concern riders themselves but have been found to affect other traffic participants, particularly pedestrians (Sikka, 2019). The technology has even been



criticized as following the notion of “sell first, safety later” (Choron and Sakran, 2019, p. 555). Hence, it is important to include safety concerns in the examination of technology acceptance of e-scooters. Furthermore, e-scooters are marketed as green solutions for urban traffic, even though empirical evidence supporting that claim is still scarce (Moreau et al., 2020), and results about electric vehicles illustrate a mixed picture. To unfold their potential to reduce environmental stress, it is crucial to understand why consumers use e-scooters and how different impact factors are linked to behavioral patterns. The study at hand employs an original research model based on UTAUT2 (Venkatesh, 2012) to shed light on the components shaping consumers’ intention to use e-scooters. In an automotive-dominated traffic setting, acceptance of novel modes is not trivial, as any alternative challenges power structures established by the dominant system (Gössling and Cohen, 2014). Previous research focused on barriers such as charging infrastructure and safety (Hardt and Bogenberger-2019). However, demands concerning public opinion are only found in practice and lack scientific investigations (Gössling-2020).

The Indian electric scooter and motorcycle market would realize a sales volume of 1080.5 thousand by the end of 2020 and 2022. Due to mounting pollution and the incentives by the government, the sales of electric scooters and motorcycle are thriving in India. In 2019, nearly 152. Thousand units of electric motorcycle and scooters were sold in the country, registering a 20.6% growth yearly from 2014. In terms of retail sales value, the market is predicted to proceed at a CAGR of 63.9% from 2020 to 2022 and attain revenue of more than \$1.0 billion in 2025. A key aspect fueling the expansion of the market is the condition of productive pecuniary incentives and subsidies on electric vehicle by the government is also providing tax immunity and procure rebates for promoting the consumption of electric vehicles and two wheelers in the country. The ballooning sales of these scooters would be observed by the accessibility of a wide range of electric scooter models in the country, their reasonable prices and their aptitude to serve as brilliant alternatives to the customary vintage fuel-powered mopeds. consequently, to the publishers, a advertise investigate company based in India, the Indian electric scooter and motorcycle market is presently representing the highest escalation in Uttar Pradesh out of all the states in the country. The flow of the market in Uttar Pradesh is caused by the increasing saturation of electric scooters and motorcycles in the state. Moreover, these two-wheelers are registering towering sales in the stage 2 and 3 cities of the state, many Original Equipment Manufacturing (OEMs) are hastily growing their merchant set of connections. This is in turn, approaching up the sales of exciting motor cycles and scooters in the state. Hence, it can be carefully said that the advertise will demonstrate rapid augmentation in the approaching years.

THE LEADING ELECTRIC TWO-WHEELER COMPANIES IN INDIA

The Electric two-wheeler (E2W) Segment has, since financial year 2016, growing at CAGR



(Compound Annual Growth Rate) of 62 percent, which culminated in sales facts topping 152000 units in the preceding financial. However, according to an independent research agency that figure shows that the year-on-year growth for FY 2020 is quite low when compared to the previous two years when the market expended over 100 percent in both years.

INDIA BASED TOP ELECTRIC SCOOTERS LAUNCHES FOUR MODELS IN 2023 HERO ELECTRIC OPTIMA CX (DUAL –BATTERY)

Declining under the sunshade is one of the largest two-wheeler companies in the world in Hero Motor Corp, Hero Electric is the second largest E2W firm in India for FY 2020. Building on a decade of success, the firm sold 7400 units in the economic year to hold a 27 percent market share.

ATHER ENERGY 450X GEN

The most modern, flashiest competitor in the division is Bangalore based set up Other Energy. Expanding at a very efficient rate the Bangalore centered electric scooter company has happening mounting its market for its finest two-wheeler as it looks to go general very soon. The firm sold further than 2900 units in the fiscal year, holding a 10 percent market divide just in its second year of existence.

AMPERE MAGNUS EX

Third in the list after Anther Energy is the oldest players in the segment- Ampere vehicle , also from Bangalore. This 12 years old firm, which has been motorized by women from the very launch with over 30 percent of its labor force through up of women, has been a pervasive in the India e-mobility conversion. The company sold just around 2500 units in the fiscal year, which protected it a 9 percent share of the market. The firm is fresh from the launch of its Magnus pro scooter, which has a 1.2 KW BLDC Vector Sine Wave motor that is harmonizing with a60V 3Ah superior lithium –ion battery.

REVOLT MOTORS RV400

A completely new contestant to the electric mobility sector is Guru gram based establish Revolt Motors. With the former organizer of Micromax Mobiles, Rahul Sharma behind it, potential are high from Revolt. The firm claims to be selling India’s first AI-enabled electric motorcycle full to capacity with several facial appearance. The firm managed to hit the 1000 mark for sales in the fiscal year, despite pleasing orders for only 6 months. The firm holds a 4 percent market share. It’s featured – packed RV 400 electric bike is accessible on a monthly donation model or an sincere cost of Rs.1.03 lakh.

OBJECTIVES OF THE STUDY

1. To know the socio-economic profile of Electric Vehicle beneficiaries.



2. To make awareness about the convention of eco-friendly vehicle.
3. To measure the satisfaction level towards pure EV Two wheelers.
4. To find the factors influenced to prefer Pure EV customers.
5. To provide suggestions for improving marketing status in Erode district.

SCOPE OF THE STUDY

- 1.The study is on the way of impurity to security life of the society in the likable one of economical.
2. To achieve the real life the communal people in the nature of transportation from one place to another with help of some tools.
3. The vehicle forms of the transportation must to operate the single line statement of social welfare.
- 4.Nature of the vehicle usage are based on environmental but it's also made a helpfulness of the operation of wealth.

REVIEW OF RELATED LITERATURE

1.Mr. Omkar Tupe, Prof. Shewta Kishore and Arloph Johnvieira (2020) in their study of with the depletion of fossil fuels and constant hike in fuels prices, there is a need for energy transition in vehicle in india. Govt take initiate to fight pollution levels by promotion EV's and giving subsidies on purchase. To boost its production, Govt has eased the FDI norms. Various emerging brands are launching EV's in India.

2.Lingzhi Jin and Peter Slowik (2019) from their study of "Literature Review of Electric Vehicle Consumer Awareness and Outreach Activities" this paper offers an initial step in exploring the consumer awareness and outreach actions in different regions. From our review of the literature, we have identified multiple studies that examine consumer attitudes towards electric vehicle and /or identify consumer awareness as a barrier to their greater adoption.

3.Shallendra Kumar, S.K. Choudry and Chethan .K.N (2018) from their study of "Commercial Viability of Electric Vehicle in India" E-Vehicle are poised to cause a major disruption in the automobile as well as the energy industry across the globe. This disruption is propelled by powerful purpose of creating a greener, safer and sustainable planet. Over 194 participating countries in the historical Paris climate agreement enforced in 2016 pledged to limit the average increase in global temperature to less than 2 degrees Celsius in this century.

DATA ANALYSIS

Sampling Design/Size: To know the status of Electric Scooter through their socio-economic impact in Erode district is selected for the study. In Erode district there are 6 Taluks viz. Erode, Bhavani, Gobichettipalayam, Perundurai, Sathyamangalam and Anthiyur. All six Taluks were covered in the

study. As per random sampling technique the sample of 25 respondents from each Taluk of EV users were selected.

ANALYSIS AND INTERPRETATION:

1. Demographic Profile:

Analysis of EV through EV users this study is based on the factors like age, family system and number of dependents in the family etc. are considered and analyzed in demographic information.

The reasons for use, income of the family, expenditure and powers in important decisions are some of the factors that are analyzed in people environment.

Table -1: Age-Wise Classification of Respondents

Age of Respondents	Number of Respondents	%
Less than 20	10	7
20-30	15	10
30-40	80	53
Above 40	45	30
Total	150	100

The above Table 1 shows that 53 % of sample respondents are between 30-40 years of age and 07 % of sample respondents are less than 20 years. This shows that study area are more in number as compared to younger and older age group.

Table 2: Educational Qualification of Respondents

Educational Qualification	Number of Respondents	%
Illiterate	90	60
Primary level	30	20
Middle level	20	13
Higher secondary	10	7
TOTAL	150	100

Table 2 shows that 60% of sample respondents have come under illiterate level, 20% of respondents are primary level, 13% of respondents are middle level and the rest for higher secondary level.

CHI SQUARE TABLE

AGE AND LEVEL OF AWARENESS WITH PRICE OF ELECTRIC SCOOTER

In order to study the close relationship between the age and level of awareness with price of electric scooter, following null hypothesis has been formulated and tested.

TABLE: 3 AGE AND LEVEL OF SATISFACTION WITH PRICE OF HP LAPTOP

AGE	PRICE				TOTAL
	Highly Aware	Aware	Low Aware	Highly Low Aware	
Less than 20	4(19%)	4(12%)	4(14%)	4(22%)	16
20-30	4(19%)	20(61%)	8(28.5%)	4(22%)	36
30-40	8(38%)	6(18%)	12(43%)	6(34%)	32
Above 40	5(24%)	3(9%)	4(14%)	4(22%)	16
TOTAL	21	33	28	18	100

Source: Primary Data

It is found from the table.3 that the percentage level of highly aware is maximum (38%) among 20 to 30 and the minimum is (19%) among below 20 and 20 to 30 years. The percentage level of aware is maximum (61%) among 20 to 30 and the minimum is (9%) among above 40 years. The percentage level of low aware is maximum (43%) among 30 to 40 and the minimum is (14%) among below 20 and above 40 years. The percentage level of highly low aware is maximum (34%) among 30 to 40 and the minimum is (22%) among below 20, 20 to 30 and above 40 aged respondents.

AGE AND LEVEL OF AWARENESS WITH BATTERY BACKUP OF ELECTRIC SCOOTER

In order to study the significance of the relationship between the age and level of awareness with battery backup on Electric scooter, the following null hypothesis has been formulated and tested.

TABLE: 4 AGE AND LEVEL OF AWARENESS WITH BATTERY BACKUP OF ELECTRIC SCOOTER

AGE	BATTERY BACKUP				TOTAL
	Highly Aware	Aware	Low Aware	Highly Low Aware	
Less than 20	4(14%)	4(10%)	4(28.5%)	4(22.5%)	16
20-30	4(14%)	20(50%)	4(28.5%)	8(44%)	36
30-40	16(58%)	8(20%)	4(28.5%)	4(22.5%)	32
Above 40	4(14%)	8(20%)	2(14.5%)	2(11%)	16
TOTAL	28	40	14	18	100

Source: Primary Data

It is found from the table 4 that the percentage level of high aware is maximum (57%) among 30 to 40 and the minimum is (14%) among below 20, 20 to 30, above 40 years. The percentage level of aware is maximum (50%) among 20 to 30 and the minimum is (10%) among below 20 years. The percentage level of low aware is maximum (28.5%) among below 20, 20 to 30 and 30 to 40 and the minimum is (14.5%) among above 40 years. The percentage level of highly low aware is maximum (44%) among 20 to 30 and the minimum is (11%) among above to 40 aged respondents.



FINDINGS

The new generation people desire live with the greatest of the product other one have in the near day. The technological developments are not a solitary year change it's based on decades of changes in the societal people. The age group opening must be filled with some kind of new technological improvements in the today. The today change reflects the improvements in the upcoming days of new ways. Electric scooters are the fresh life of the motor transportation, motor vehicle is one the major transport in the present society. The level of transport must to go the place to place and the variety to range. The generation of the people at the time of having enough money for the intention of purchasing their two wheelers. The capacity of people also has their internal and the external sources of the money value. upcoming year of the electric scooters is the real and the imaginal assessment in the present also.

SUGGESTIONS

- From the information are got from the customers, they are standing by to admit overpower their detailed in sequence of the present marketing situations of the two-wheeler producers.
- The Indian consumers all are the reasonable type of consumer of the whole world of the general people.
- The people are the real source for the reach of new product into user's hands with the effective time period, the time limit is one of the major problems at the time of beginning and in the stage finance.
- The promotional product is the real value of the nearby into the future, the opportunity product is also.
- The entire customer's belief is only on how to use and how to apply the realistic level of the new stage. Every kind of producers must to get the single and also the replacement in the present market.
- The product to be promoted from the electric level of housing use and production uses. The users of the new product to be branded and the followed in the potential days also.

CONCLUSION

From the above point of view all the product is standing by to accept by the customers but the imperative point is how to use handle in the security manner. The service capacity for the product is essentially on brand and also the friendliness companies. The goodwill companies are to be followed and the operated with the help of some people in the nature of individual minds. The human beings are in the marketing period is also good one for the beginning of any product in the hands of buyers. The buyers all are necessitate the new information of the product to be famous and followed with in the needed time and period of common nature. The technological development is the primary for the future and the present marketing field. The new marketers are the well developed in the stage of money



and the observe also.

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