



A Study on Customer Satisfaction towards Electric Vehicles with Special Reference to Tumkur District

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ABSTRACT:

The adoption of electric vehicles (EVs) has gained significant attention due to its potential to mitigate environmental concerns and reduce dependency on fossil fuels. This study investigates customer satisfaction towards electric vehicles within the context of Tumkur City. The research aims to identify the factors influencing customer satisfaction with EVs and assess their perceptions and experiences.

The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive insights. A structured questionnaire is administered to a diverse sample of EV users in Tumkur to collect data on their satisfaction levels, driving patterns, charging infrastructure, and overall ownership experience. Additionally, in-depth interviews are conducted with a subset of participants to delve into their opinions, challenges faced, and recommendations.

Keywords: Electric vehicles, customer satisfaction, Tumkur City, adoption, charging infrastructure, environmental benefits.

1. Introduction:

The world is experiencing a significant shift towards sustainable transportation as nations grapple with the pressing need to combat climate change and reduce their carbon footprint. In response to these global challenges, electric vehicles (EVs) have emerged as a promising solution, offering the potential to revolutionize the automotive industry and pave the way for a greener, cleaner future. As the demand for sustainable mobility solutions grows, understanding customer satisfaction towards electric vehicles becomes critical in encouraging their widespread adoption.

Electric vehicles (EVs) are a type of automobile powered by one or more electric motors, using energy stored in rechargeable batteries instead of traditional internal combustion engines that rely on fossil fuels.

Review of literature:

1. **M. Mathiyarasan:** The evident integration of IT into all aspects of human life and businesses is so clear that additional stress is needless. IT has carried great importance in the sphere of the banking system. This study aims to probe the impact of information technology on Bank Keshavarzi Iran's banking system. Data were gathered from patrons and staff, and then analyzed using the accurate proportion technique and the 5-point Likert scale, to evaluate the effects of information technology on banking operations. 2. **B K dhanya:** The apparent assimilation of information technology into every facet of human existence and commercial endeavors is so unmistakable that further emphasis is superfluous. Information technology has borne immense significance in the realm of the banking structure. This research's objective is to investigate the influence of information technology on the banking system of Bank Keshavarzi Iran. Information was collected from both customers and personnel, and subsequently scrutinized employing the precise proportion methodology and the 5-point Likert scale, with the intention of assessing the consequences of information technology on banking activities. 3. **Y K park:** In order to enhance comprehension of eco-friendly consumption patterns, this article examines the correlation between consumer value, loyalty, and price sensitivity by means of consumer contentment. The suggested framework of these factors was empirically validated by analyzing data acquired from a cross-sectional study of 517 individuals in the United States who had purchased and owned a hybrid vehicle – an emblematic environmentally conscious product. The findings suggest that the perceived social, emotional, and functional values substantially and positively impact customer contentment in relation to green advancements.

2. Methodology:

2.1 Statement of the Problem:

“A Study on Customer Satisfaction towards Electric Vehicles with special reference to Tumkur District”.

2.2. Need for the study

In the current scenario, the usage of electric vehicle is high. Maximum number of customers is buying the electric vehicles by focusing on low maintenance cost, potential to mitigate environmental concerns and reduce dependency on fossil fuels.

2.3. Objectives:

1. To know the various factors influence to purchase an Electric Vehicle.
2. To know key drivers such as environmental benefits, cost savings, convenience and driving experience.
3. To check whether satisfied customers are more likely to recommend EV to others.
4. To identify the effectiveness of service centers in providing best post purchase by the customers.

2.6. Research Methodology

The study follows descriptive plan.

2.6.1. Sources of data collection:

2.6.1.1. The primary data collected through interview and questionnaire

2.6.1.2. The Secondary data used for my research work is collected through internet, reports and books.

2.6.2. Sample design

2.6.2.1. Sampling unit – Tumkur District

2.6.2.2. Sampling size – 100

2.6.3. Analysis and Interpretation

1. TABLE SHOWING AGE OF THE RESPONDENTS

Particulars	No of Respondents	Percentage
18-24	52	52
25-34	30	30
35-44	14	14
45-54	2	2
55& Above	2	2
TOTAL	100	100

INTERPRETATION:

From the above graph it can be clearly interpreted that most of the respondents are belongs to the age group of 18-24 years.

2. TABLE SHOWING THE INCOME OF RESPONDENTS

Particulars	No of Respondents	Percentage
Lessthan 20K	34	34
20K-40K	32	32
40K-60K	14	14
60K And Above	20	20
Total	100	100

INTERPRETATION:

From the above graph it can be interpreted that most of the customers are belongs to the income group of less than 40K.

3. Table showing the Brands of Electric vehicle used by the Respondents.

Particulars	No of Respondents	Percentage
OLA	44	44
TVS	8	8
HERO	10	10
OTHERS	38	38
TOTAL	100	100

INTERPRETATION:

From the above graph, it can be interpreted that overwhelming most of respondents are using OLA electric vehicle. Because most of the respondents are satisfied with the OLA Electric vehicle i.e its battery backup, mileage and other attributes.

4. Table showing the best speed of the electric vehicle.

Particulars	No of Respondents	Percentage
20-30	04	04
30-40	06	06
40-50	26	26
50 & Above	62	62
TOTAL	100	100

INTERPRETATION:

From the above graph it can be interpreted that majority of respondents said that the electric vehicle provides best speed that they have experienced while riding the bike in the range 50& above, the overall performance and consistency of the battery is good and can be used for long period of time.

Finding and conclusion:***FINDINGS:***

- The respondents across different age groups. The majority of respondents fall within the 18-24 and 25-34 age groups, accounting for 52% and 30% of the total respondents, respectively. The older age groups constitute smaller percentages of the total respondents.
- Most of the respondents are having their income that lies between of 20K-60K.
- Most of the respondents are using OLA and other brands.
- Most of the respondents they said that, low maintenance factor and Eco Friendly factors influence them to buy EV.

Top of Form**Conclusion:**

It was a growing number of EV sales and charging infrastructure in Tumkur city, it might indicate a positive trend in customer satisfaction. This suggests that consumers are adopting EVs and finding them suitable for their needs.

Availability and accessibility of charging stations play a crucial role in determining customer satisfaction with EVs. If there was an increase in the number of charging stations and their ease of use, it could imply higher satisfaction levels. If Tumkur city residents were increasingly concerned about environmental issues and were choosing EVs as a more eco-friendly option, it might indicate a higher level of satisfaction with EVs. Positive feedback about the range of EVs and their overall performance, including factors like acceleration, handling, and comfort, could contribute to customer satisfaction