



## A Study of Consumer's Purchasing behaviour towards Revolt Electric Bikes in Coimbatore city

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### ABSTRACT

The study explores consumer buying behavior towards Revolt Electric Bikes (E-Bikes) in Coimbatore City, analyzing the factors influencing purchase decisions in the growing e-bike market. With environmental concerns, rising fuel prices, and increasing awareness of sustainable transportation, e-bikes have gained popularity as an eco-friendly alternative to conventional vehicles. The research examines key drivers such as price sensitivity, perceived product quality, brand image, environmental impact, and government policies. Data was collected through surveys and interviews with potential buyers in Coimbatore, employing a combination of qualitative and quantitative research methods. The findings reveal that factors such as cost savings, reduced maintenance, and eco-consciousness significantly influence consumer decisions, while concerns about battery life and charging infrastructure are notable barriers. The study provides insights into how Revolt E-Bikes can tailor marketing strategies to address consumer preferences and improve adoption rates. The results contribute to a broader understanding of consumer behavior in the context of electric vehicles, offering recommendations for businesses, policymakers, and stakeholders to support the growth of sustainable transportation solutions

**Keywords:** Consumer buying behavior, Revolt E-Bikes, Coimbatore, electric vehicles, sustainable transportation, market analysis.

### INTRODUCTION

The study on consumer buying behavior towards Revolt E-Bikes in Coimbatore City explores how local consumers make purchasing decisions for electric bikes. With increasing awareness of environmental concerns and the growing demand for sustainable transportation, Revolt E-Bikes have emerged as a popular choice. This research focuses on understanding the factors influencing consumers' choices, including price, features, brand perception, and government incentives. It aims to provide insights into the preferences and motivations driving the adoption of e-bikes in Coimbatore. The findings could guide future marketing strategies and product development for Revolt in the region.

### OBJECTIVES OF THE STUDY

1. To analyze the factors influencing consumers' purchase decisions regarding Revolt E-Bikes.
2. To understand the impact of environmental concerns and sustainability on consumer preferences for electric bikes.
3. To evaluate the role of pricing, brand perception, and government incentives in shaping consumer attitudes towards Revolt E-Bikes.
4. To assess the level of awareness and knowledge about Revolt E-Bikes among consumers in Coimbatore.
5. To identify key demographic and psychographic characteristics of consumers who prefer Revolt E-Bikes in Coimbatore City.

### RESEARCH PROBLEM

Despite the growing interest in electric vehicles and the increasing availability of eco-friendly alternatives, it remains unclear what specific factors influence the consumer buying behavior towards Revolt E-Bikes in Coimbatore. While environmental sustainability and cost-efficiency are commonly cited reasons for adopting electric bikes, there is a lack of comprehensive understanding regarding how factors such as brand perception, pricing strategies, government incentives, and consumer knowledge impact the purchasing decisions

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## STATEMENT OF THE PROBLEM

With the increasing emphasis on sustainable transportation solutions, Revolt E-Bikes have emerged as a promising option in the electric vehicle market. However, there is limited understanding of the factors that influence consumer buying behavior specifically towards Revolt E-Bikes in Coimbatore City. Despite the potential benefits of electric bikes, such as cost savings and environmental impact, consumers' decision-making process remains underexplored. This study aims to identify and analyze the key factors, including pricing, brand perception, government incentives, and environmental concerns, that affect consumer choices regarding the purchase of Revolt E-Bikes in Coimbatore City

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## LIMITATIONS OF THE STUDY

The limitations of the study on consumer buying behavior towards Revolt E-Bikes in Coimbatore City include several factors that could impact the generalizability and scope of the findings. Firstly, the research is geographically limited to Coimbatore City, which may not fully represent consumer behavior in other cities or rural areas, where preferences and purchasing decisions could differ. Secondly, the sample size may be limited, potentially affecting the accuracy of the results and making it difficult to generalize the findings to the broader population. Additionally, the study may face constraints in terms of time, as it may not account for long-term changes in consumer behavior or emerging market trends. Moreover, the study depends on the self-reported data from consumers, which may be subject to biases, such as social desirability or inaccuracies in recalling past purchasing decisions. These limitations should be considered when interpreting the results and conclusions of the study.

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## RESEARCH METHODOLOGY

The research methodology for studying consumer buying behavior towards Revolt E-Bikes in Coimbatore City will employ a combination of both qualitative and quantitative approaches. The study will follow a descriptive research design to understand the factors influencing consumers' decisions to purchase Revolt E-Bikes. A stratified random sampling technique will be used to ensure a representative sample from various demographic groups in Coimbatore. Data will be collected through structured questionnaires and interviews with consumers who have either purchased or are considering purchasing Revolt E-Bikes, as well as through secondary data from existing reports and studies on electric vehicle adoption. The quantitative data will be analyzed using statistical tools like SPSS or Excel to generate descriptive statistics, while qualitative data will be analyzed using content analysis to identify key themes.

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## REVIEW OF LITERATURE

Despite the positive outlook, challenges remain in promoting e-bike adoption in Coimbatore. Research indicates that the limited availability of charging stations and range anxiety are major barriers to widespread adoption (Singh et al., 2017). Additionally, while e-bikes are viewed as more affordable than traditional electric cars, the upfront cost still deters a significant portion of the population in cities like Coimbatore, where purchasing power may vary.

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## DATA COLLECTION

Data collection for the study on consumer buying behavior towards Revolt E-Bikes in Coimbatore City will involve both primary and secondary sources. Primary data will be gathered through surveys and structured questionnaires, targeting potential and existing customers of Revolt E-Bikes in the city. The questionnaire will include both closed-ended questions (such as Likert scale and multiple-choice) and open-ended questions to capture detailed insights into factors like brand perception, price sensitivity, environmental concerns, and government incentives influencing consumer decisions. In addition to surveys, in-depth interviews may be conducted with a select group of consumers, local dealers, and industry experts to gain qualitative insights into the decision-making process. Secondary data will be collected from reports, articles, and market research studies related to e-bikes, electric vehicle adoption in India, and consumer trends in Coimbatore. This combination of primary and secondary data will provide a comprehensive understanding of the key factors driving consumer behavior towards Revolt E-Bikes in the region.

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## ADVERTISING STRATEGIES FOR REVOLT E-BIKES

1. **Highlight Environmental Benefits:** Emphasize the eco-friendly nature of Revolt E-Bikes, focusing on reduced carbon emissions and the positive impact on the environment. With increasing awareness about climate change in urban areas like Coimbatore, this messaging will resonate with eco-conscious consumers.
2. **Promote Cost Savings:** Advertise the long-term financial benefits of owning an e-bike, such as low operating costs, savings on fuel, and reduced maintenance expenses. This can be reinforced through comparisons with traditional vehicles, showcasing the affordability of Revolt E-Bikes in the long run.
3. **Leverage Government Incentives:** Highlight any government rebates, subsidies, or incentives available for electric vehicle buyers, making the purchase more appealing to cost-conscious consumers. This information can be shared in both online and offline campaigns.

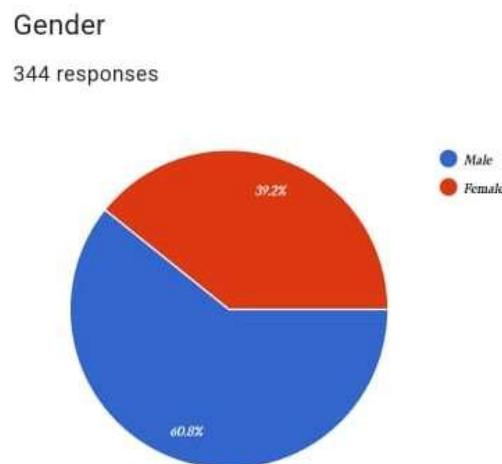
4. **Localized Digital Marketing:** Use digital platforms like social media, Google Ads, and targeted email marketing campaigns to reach tech-savvy consumers in Coimbatore. Ads should feature localized content and address the specific needs and preferences of Coimbatore's urban population.
5. **Showcase Product Innovation:** Focus on the unique features of Revolt E-Bikes, such as smart technology, mobile app integration, and customization options. This will appeal to consumers looking for innovative, cutting-edge products that align with modern lifestyles.
6. **Collaborations and Sponsorships:** Partner with local influencers, environmental activists, and celebrities to increase brand visibility and trust. Sponsoring eco-friendly events, local green initiatives, or tech-related expos in Coimbatore can also help Revolt gain recognition among its target audience.
7. **Test Rides and Experience Centers:** Organize local test ride events or set up experience centers where potential customers can try out Revolt E-Bikes before making a purchase. Personal experience plays a big role in building consumer confidence and trust in the product.

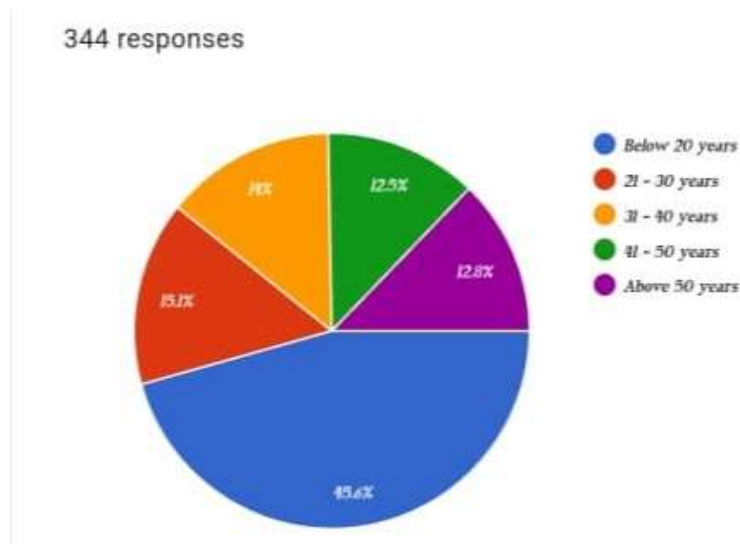
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## IMPACT OF REVOLT E-BIKES

1. **Increased Adoption of Sustainable Transport:** Consumer interest in Revolt E-Bikes promotes the shift towards eco-friendly transportation, contributing to reduced carbon emissions and a greener city.
2. **Changing Consumer Priorities:** Factors like price, environmental impact, and technological features are becoming key drivers in consumer decision-making, reflecting a shift towards sustainability and innovation.
3. **Market Expansion for Electric Vehicles:** Growing demand for Revolt E-Bikes in Coimbatore encourages more brands to enter the e-bike market, leading to increased competition and innovation in the industry.
4. **Infrastructure Development:** The rising popularity of e-bikes drives improvements in local infrastructure, including more charging stations and dedicated bike lanes, making e-bikes a more viable option for daily commuters.

## RESPONDENTS





## FINDINGS

- Majority 61% of the respondents are aware through advertisement.
- Majority 37% of the respondents had dissatisfied with price of e-bike.
- Majority 45% of the respondents said highly satisfied to performance hero duet .
- Majority 31% of respondents are using OLA E-bike .
- Majority 46% of the respondents say good Majority of the respondents 43% were business men.
- Majority 31% of the respondents belong to the age group of 26-40.
- Majority 38% of the respondents said using the vehicle for business purpose .
- Majority 36.3% of the respondents are said available of spare parts for e-bike.

## SUGGESTION

Charging stations should be available at an interval of 5-10 km. Government should provide more incentives so that everyone afford to purchase an electric vehicle. Electricity should be made available to the areas having power shortage so that the Consumers can charge their batteries at home. Encourage EV manufacturers to design vehicles with changeable batteries so that owners can just move in the charging station replace his battery with fully charged battery and move on.

## CONCLUSION

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.

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