

**DRIVING FACTORS FOR THE SALES PROMOTION OF E-CYCLE IN URBAN
AREAS**

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Driving factors for the sales promotion of E-cycle in urban areas

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ABSTRACT

This task covers many E-cycles parameters in order to identify the level of satisfaction of E-cycle users. The consumer's purchasing behavior for the electric cycles can be studied by knowing the preferences and perceptions of the market's electric cycles and possible participants in the market. These preferences and perception patterns help to understand the potential customers or prospects think about a particular E-cycles brand, and what are the possible factors guiding potential purchases. There are also customer reviews for E-cycles service. This paper is aimed to capture the views, perception on the awareness and likeliness to buy the electric cycles so that sustainability in environment can be maintained. An Exploratory research was conducted with a sample of 150 respondents conveniently selected from Madurai City. A structured questionnaire was administered to capture the primary data from the selected respondents concluded with the opportunity of electric bicycles in the field of personal transportation is impressive especially in urban areas.

Keywords: E-cycles, electric cycles, purchasing behavior, perception, transportation, urban areas

1. INTRODUCTION

The industry seems to be shedding the trend of traditional cycles and different sized E-cycles. But the sales of these electric cycles have only grown in the last five years. These cost-effective electric cycles are precisely solving the problem of transportation and environmental pollution. In recent decades, the environmental impacts of fuel-consuming transportation infrastructures and higher fuel prices have generated new interest in energy transportation infrastructure. What follows is a change in the means of transportation and communication. In this case, there are many vehicles that release impure carbon particles and carbon dioxide pollution into the air. As the number of fossil fuel vehicle increases, the level of consumption of fuel resources increases. Here, car companies feel the need to invent cycles of electrically charged cycle mats and are independent of fossil fuels, so many car manufacturers are investing in Research and Development to develop electric cycles that can help people to save fuel. It is to understand the satisfaction of electric cycle customers.

Hence, a study on buying behavior and post-purchase satisfaction of buyers is more meaningful and useful. The findings of this study can be of great help to those interested in

designing their own marketing strategy to promote the sale of electric cycles in urban areas.

2. REVIEW OF LITERATURE

In many countries, electric cycles occupy a part of the entire automobile industry with different power diagonals. These incentives are believed that the E-cycles could provide a broad range of educational benefits and help reduce carbon dioxide emissions. Conflict fluctuates between countries, in a country of an active energy era with severe carbon footprint, switching to electric cycles has failed to increase competition or reduce carbon footprint.

Consumer behavior is a complex; dynamic and multi-dimensional process. All marketing decisions are based on assumptions about consumer behavior. Consumer behavior can be defined as the decision-making process and sporting activities involved in the acquisition, evaluation, use and disposal of goods and services.

The "Marketing and Advertising Dictionary" defines consumer behavior as an observed activity that increases the satisfaction of receiving inexpensive goods and services. This definition shows that it is not the only E-cycles purchase that appeals to consumer behavior.

3. STATEMENT OF THE PROBLEM

The two-wheeler industry is one of the largest in the global automotive sector. As a leader in product and process technology, manufacturing is recognized as one of the drivers of economic growth. The average two-wheeler can be described as being in the process of organizational development. The differences in income, literacy, and culture make it difficult to identify two-wheelers and their satisfaction options.

With heavy traffic and poorly built roads, bicycles are the most convenient, efficient and cost effective means of transportation in India. When it comes with electric circuits, the profitability of these cycles is better than normal cycles as there is no fuel consumption in the electric cycles and in countries like India, mostly middle-class families who cannot afford it.

The high fuel prices around electricity are the solution, introducing E-cycles as the perfect solution for cost savings and energy conversations. There may be multiple versions of E-cycles, and customer satisfaction with E-cycles dictates its fate. In this context, studies of this nature are relevant and efforts are made to analyze the customer satisfaction in detail.

4. SCOPE OF THE STUDY

This research aimed to find out how satisfied customers with electric cycles in Madurai. The research also aims to find out what customers think of electric cycles. Researches into the factors that motivate end users to buy electric cycles are expected to help companies improve their services, promotions, etc.

The objective of this study was to analyze customer satisfaction with electric bicycles and their dealers. Also assesses the expectations of customers to help companies improve their after-sales service.

This study will focus on emerging trends in E-cycles marketing growth and the main issues faced by manufacturers and distributors in an age of global competition. These models feature E-cycles models many high-tech.

5. OBJECTIVES OF THE STUDY

To understand what consumers think of electric bicycles, find out why consumers like electric bicycles.

Find consumer preferences for electric cycles.

Understand your E-cycles post-purchase experience.

Research the customer satisfaction level.

Understand the factors that affect the purchase.

6. RESEARCH METHOD

The effectiveness of any investigation depends on a systematic method for collecting data and analyzing them in sequential and logical order. In this study, primary and secondary data were widely used.

In research, the sampling design uses both master and supplementary data to analyze. To collect the raw data, a field survey technique was used in the Madurai area. A well-structured questionnaire was also used to collect primary data. Direct data on accumulated consumer behavior, satisfaction, and benefits of different E-cycles users were collected from 150 respondents.

To achieve the objectives set for the main data, a sample study was performed using a well-structured questionnaire, which the interviewee had completely filled out. In the rural and urban areas of the Madurai region, respondents from different backgrounds were selected based on key issues such as age, education, occupation and area.

The supplementary research data was gathered from records published by the electric cycle manufacturer.

With the help of the chi-square test, the percentage analysis table and the hypothesis were tested. Garrets classification technology is used to classify factors that affect purchasing behavior.

The survey was conducted from December 2019 to September 2020. The survey focuses on consumer preferences and consumer perceptions of the various brands of electric cycles in Madurai, helping to understand consumer preferences and perceptions about the electric bicycles and to find appropriate conclusions and advice.

7. DATA ANALYSIS AND INTERPRETATION

The descriptive and analytical research analysis framework is best suited for research based on the large amount of data obtained from the research survey and the secondary data collected and entered in this report. Researchers used both closed and open questions in questionnaires to gather core data.

Table 1
Demographic profile of Respondents

Conditions	Options	No.of Respondents	Percentage of Respondents
Age	20-30	38	25
	31-40	57	38
	41-50	34	23
	Above 50	21	14
Educational Qualification	Secondary	58	39
	Higher Secondary	41	27
	Graduate	27	18
	Diploma	24	16
Gender	Men	92	61
	women	58	39
Monthly Income in Rupees	10000-15000	47	31
	16000-20000	34	23
	21000-25000	21	14
	Above 25000	48	32
Occupation	Student	37	25
	Salaried	42	28
	House wife	23	15
	Business	19	13
	Other	29	19

Source: Calculated from primary data

Calculated Chi-square value	Degrees of freedom	Table value		Acceptance / Rejection
		At 5% level	At 1% level	
10.52	9	15.5	20.1	Accepted

The calculated value of 9 degrees of freedom was 10.52. At the significance level 5%, the value of the 9 degrees of freedom was 15.5 and at the 1% level was 20.1. Since the calculated value was less than the value in the table at the two significance levels, the hypothesis was accepted. Therefore, we can conclude that the profession has no effect on preferences.

Table 2

Respondent's attitude towards the purchase

Preferential Element	Agree	Neutral	Disagree	Garrett's Mean scores	Rank
Absence of air & noise pollution	69	08	73	47	V
Absence of legal formalities	58	16	76	31	VII
Better Customer Service	64	27	59	34	VI
Easy Maintenance	84	19	47	62	III
Easy to Handle	93	22	35	69	II
Less Weight	71	13	66	51	IV
Low operation costs	106	7	37	78	I

Table 3

Factors determining the objective of the buyer

Variables	Yes		No	
	No. of Respondents	%	No. of Respondents	%
Advertisement	42	28	108	72
Performance of battery	58	39	92	61
Transportation cost per km	97	65	53	35
Design	61	41	89	59
Price of the vehicle	70	47	80	53
Awareness on environmental	66	44	84	56

8. SURVEY RESULTS AND RECOMMENDATIONS

The advertisement of electric cycles is very low.

The decision to buy E-cycles is not heavily influenced by advertisements. As many people do not know about electric cycles, this electric bicycle needs more publicity.

Interviewees do not understand the environmental benefits of electric bicycles.

Customers are currently the largest target market for the electric cycle's industry.

Transportation costs per kilometer and design are the two most important factors that respondents should consider when purchasing an electric bicycle.

Most of the interviewees thought electric bicycles were expensive.

Electric cycles are only used for short rides due to their low battery capacity, so manufacturers must pay more attention to research and development in order to increase the capabilities of electric cycles.

Another big problem with E-cycles is that they need to be charged frequently to fix this and therefore load centers have to be opened in different locations.

9. LIMITATIONS

The investigation was conducted only in the urban area of Madurai.

Therefore, the results of the study may not apply to other areas of Tamil Nadu.

The study was limited to 150 respondents in a large sample of five areas, and the researchers thought the study was adequate.

The study was conducted with a limited number of respondents.

10. CONCLUSION

As an environmentally friendly product, it can reduce harmful emissions, thereby reducing air pollution, making it suitable for use in the city. Due to the frequent increase in fuel prices compared to traditional cycles, charging cycles appear to be the most economical. Electric cycles are suitable for rural areas where the number of gas stations is insufficient, so rural residents can charge their bicycles using electricity. Consumers have a very good view of E-cycle. These companies have to create more developed technologies. In this way, it is more convenient for the buyer of electric cycles. In India, the electric cycle's industry is still in its infancy and people are concerned about durability and quality. In doing this research it became increasingly clear that the lack of awareness, regulators and quality issues were the biggest challenges facing the industry. At this stage, the main goal of the company is to develop the necessary infrastructure for the end customers, and the electric cycle's industry is ready to realize its golden features.

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