



INTERNATIONAL JOURNAL OF SOCIAL SCIENCES AND COMMERCE [IJSSC]



A STUDY ON CUSTOMER SATISFACTION TOWARDS ELECTRIC TWO- WHEELERS IN TIRUCHIRAPPALLI

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Article History

Volume:3, Issue:1, 2026

Received: 26th December 2025

Accepted: 29th December 2025

Published:15th January 2026.



***Abstract:** Consumers are the persons those who always looking for more preference and options while consuming a product or service. On the other hand, everyone has social responsibility to protect the nature. Due to the high count of both population and industries global warming rose. Country like India is a perfect place business competition. So, an Electric vehicle is a new business market which can create more job opportunities and give a healthy competition. It is a source of fuel which can be little cheaper than petrol and diesel. Day by day the queries and searches for E vehicles are increasing.*

***Keywords:** Social Responsibility, Fuel, Electric vehicles, Source of Fuel*

Author's Citation: M.I. Mohamed Ibrahim and M. Habeebur Rahman., *A Study On Customer Satisfaction Towards Electric Two-Wheelers In Tiruchirappalli. IJSSC.Vol.3.(1): 2025, PP: 12-17,*
<https://doi.org/10.64906/IJSSC.2025.03.01.12>

INTRODUCTION

Road transport is considered to be one of the most cost effective and preferred mode of transport, both for freight and passengers, keeping in view its level of penetration into popular areas. Thus, it is vital for economic development and social integration of the country. Road transport has emerged as the dominant segment in India's transportation sector with a share of **4.5%** in India's GDP in 2005-06.

The early history of electric motorcycles is somewhat unclear, During the **World War II**, compelled by fuel rationing in the United States. **Merle Williams** of Long Beach, California invented a two-wheeled electric motorcycle that towards a single-wheeled trailer. Due to the popularity of the vehicle, Williams Started making more such vehicles in his garage. In 1946, it led to the formation of the marketer company **Parcar Corp**. The electric vehicle industry in India is a growing industry. The **Central and State Governments** have launched **Schemes and Incentives** to promote electric mobility in the country and some regulations and standards are also in place. Consumer perceptions are vital to marketers and often underlie the success or failure of products in the marketplace. Likewise, their perception is shaped by the variables like **product, brand, model and benefits**.

Electric two-wheelers made an impact in recent times due to the high price of petrol.

LITERATURE REVIEW

Aman Mahajan , Neetu Kumari , Dr. Rashmi Mahajan(2021) A study on factors influence buying behavior of four wheeler electric vehicle in MadhyaPradesh : The research was to find the perception of potential buyers who will be in the position to buy their four wheeler electric car. Objective of the paper is to identify the relationship between the customer preference and factors. The factors considered in the paper are like price, mileage, purpose, colour, seating capacity, charging location, brand name etc. The research paper consists of 201 responses from Madhya Pradesh region. The result indicated that availability of charging points, cost of maintenance, mileage are the factors that have a significant relationship with the consumer preference.

Mohammed Tariq Nayaab,Dr. R. Satish Kumar (2022) Does Consumer Preferences Leads to Adoption Intention for Electric Vehicles:The article examines various factors affecting the adoption intention towards Electric Vehicles. The review analysis helped to understand the scenarios and future of EVs in India. The article has presented each study's objective, methodology and critical findings which was describing the covered areas and uncovered areas to be focused for the development of EVs industry in India.

Nombulelo dilotsotlhe(2022) Determinants of consumers purchase intensions of electric vehicles: The paper uses the consumption values theory to predict the purchase intention for plug-in hybrid electric vehicles (PHEVs) in Gauteng, South Africa. Data was collected from 286 respondents using the structured questionnaire and convenience sampling. Results indicate that functional, social, emotional and conditional values positively relate to customers' purchase intention of PHEVs, while the epistemic value was not positively related. The study provided helpful information to electric vehicle manufacturers, car dealerships, marketing managers and the government in developing strategies to encourage PHEV adoption.

Manjula.B, Shilpa.B, Sundaresh (2022) A Study on Barriers to Adoption of Electric Vehicles: The study aims to find out those barriers to the adoption of electric vehicles. To know the reasons for its less promotion and to create awareness among the users in India. The sampling method chosen was survey International Journal of Research Publication and Reviews, Vol 4, no 5, pp 2382-2389 May 2023 2384 method and the sample size for the project was 50. The statistical tool used for the study is percentage method. The study concluded that lack of charging stations was big barrier for EV adoption. Many people were ready to purchase the electric vehicle if infrastructure was developed. People had a belief that electric vehicles were eco-friendly. Service centers and charging stations should be developed and more infrastructure development was necessary.

John E. Anderson, Moritz Bergfeld, Do Minh Nguyen & Felix Steck (2022) Real-world charging behaviour and preferences of electric vehicles users in Germany: The paper and the findings fill the research gap and provide timely and relevant insights on charging behaviour and preferences on electric vehicles. The empirical approach with a quantitative research method was chosen. The survey was designed as an online questionnaire and hosted on the platform Survey Engine. The results showed the dominance of home charging. Public charging infrastructure was viewed to be insufficient. PHEV users in particular tend to charge every time upon arriving at home, while BEV users more strongly perceive the wide range of charging infrastructure and wish for more flexibility when making spontaneous trips.

Dr.N.S.Lissy, Dr.J.Mahalakshmi (2022) Consumer Perception of Electric Vehicles in India: The objective of the paper was to understand consumer perception and the factors important for the purchase of Electric Vehicles in India. Descriptive research methodology was used. Primary data of a sample population of 212 was collected using online questionnaire. The respondents were aware of global climate conditions and were ready to change their preference from conventional to eco-friendly vehicles. Cost was an important factor while considering the purchase of Electric Vehicle. Respondents were willing to consider Electric Vehicles as their future purchase option, if proper infrastructure was available. Initial cost of purchase, less number of charging stations and the time required to recharge the battery was creating limitation in boosting consumer confidence.

Mr. S. Chandra Sekhar, Dr. J Murthy, Dr. Shaik Karim ,Mr. M. Subramanyiam Reddy, Dr.C. Bhupathi(2022) Factors Influencing Customers' Buying Behaviour: A Study of Electric Vehicles with reference to Tirupati City: The need for the study is to understand the consumer attitude and the purchase intention of e-vehicles. The consequence of the study was that EVs can cause remarkable impacts on the environment, the country's economy, and other related sectors. Convenient Sampling method was used for the survey through questionnaires. The study had found that factors like operating cost, driving range, charging duration, vehicle performance and brand diversity are majorly influenced the purchase decision of E-vehicles.

METHODOLOGY

Statement of the Problem:

A Study on customer satisfaction towards Electric Two Wheelers in Tiruchirappalli.

Need for the study:

To Evaluate the customer satisfaction towards E-vehicles.

To know about the Consumer awareness towards Electric two wheelers.

To determine the attributes of customer satisfaction on Electric two wheelers.

Research Methodology:

The study follows descriptive plan.

Source of Collection:

Primary data collected through interview and questionnaire.

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

Sample Design:

Sampling Area – Tiruchirappalli

Sampling size - 200

Analysis and Interpretation

1. Table Showing Age of the Respondents

Age Group	Respondents	Percentage
18-24	104	52
25-34	60	30
35-44	28	14
45-54	4	02
55& above	4	02
Total	200	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

Income	Respondents	Percentage
Less than 20K	68	34
20k-40k	64	32
40k-60k	28	14
60k & above	40	20
Total	200	100

INTERPRETATION:

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

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

Brand	Respondents	Percentage
OLA	88	44
HERO	20	10
TVS	16	08
OTHERS	76	38
Total	200	100

INTERPRETATION:

From the above graph it can be clearly interpreted that most of the respondents are using OLA Electric Vehicle.

4. Table showing the best speed of the Electric vehicle

Speed	Respondents	Percentage
20-30Km	12	06
31-40Km	12	06
41-50Km	52	26
50Km & above	124	62
Total	200	100

INTERPRETATION:

From the above graph it can be clearly interpreted that most of the respondents said that the electric vehicle provides best speed that they have experienced while riding the bike in the speed range of 50Km & above.

Findings:

The respondents across different age groups. The big number of respondents fall within the 18-24 and 25-34 age groups, accounting for 104% and 60% of the total respondents respectively. The older age groups constitute smaller percentages of the total respondents. Most of the respondents are having their income lies between of 20k-60k. Most of the respondents are using OLA brand. Most of the respondents they said that, low maintenance factor and Eco-friendly factors influence them to buy Electric vehicles.

Conclusion:

The Awareness of Electric vehicles in India Spread throughout the country during the past 5 years. Even though there are some mixed reviews of the E-vehicles, some big industries like OLA and TATA are planned and invest in Electric vehicles production.

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