

A Study on Post Purchase Behaviour of Electric Two Wheeler Consumers in Coimbatore City

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ABSTRACT: *The customer is king, and the consumer dictates what a firm is. Our economy is robust because of the abundance of goods and services created in our nation. Almost all items have a variety of alternative suppliers, and the buyer should make a selection to purchase products from a certain brand. There are two sorts of purchases made by consumers. Purchases made as a trial and on a regular basis. A product trial occurs when a customer is convinced to buy for the first time, in a lower amount than normal, and with some trepidation. In any case, the trial serves as the foundation of buying behavior when the objective is to assess a product via trial. Repeat purchase, on the other hand, displays the consumer's dedication to the product, business, and others. The buy process identifies the real purchasing environment and its impact on the process. At this moment, mental appraisal is transferred into buying behavior at the point of purchase. Many elements may influence the act of purchasing. Time, attitude, shopping experience, salesperson efficacy, and so on are all factors to consider. Consumer satisfaction, on the other hand, is assessed by the person's overall sentiment toward the goods after purchase. Satisfaction is often evaluated by how well a product's performance matches the consumer's past expectations of how well it would operate. During a lateral cycle process, consumers may introduce products into secondary marketplaces. The purchase and post-purchase phases are the last two stages of a consumer's decision-making process. While the purchase stage is more important from the standpoint of manufacturers or marketers, post-buy behavior reveals the final satisfaction reported by customers and has significance for marketers as a factor of future purchase choices.*

KEY WORD: *Purchase process, Electric two wheeler, Post-purchase process, Purchase environment*

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I. INTRODUCTION

Riding a two-wheeler gives you a sense of freedom and oneness with nature. Indians choose two-wheelers because of their small, manageable size, low cost and maintenance, and the availability of loans with favorable terms. Indian streets are crowded with people of all ages riding two-wheelers. Motorized two-wheelers are seen as a status symbol by the general public. The majority of Indians, especially millennials, prefer motorbikes over automobiles. Motorcycles and scooters account for a significant percentage of the two-wheeler market. Bikes are said to be the favorite mode of mobility among the young. In the business, there is a wide range of two-wheelers available, all of which are known for their cutting-edge technology and better mileage. Motorcycles, scooters, and mopeds in India represent elegance and refinement for both men and women. India is the world's second largest producer and manufacturer of two-wheelers. In terms of the number of two-wheelers produced and domestic sales, it ranks second only to Japan and China. The Indian two-wheeler industry has grown tremendously in recent years. The face of the automotive business, which was altered by the discovery of fuel-efficient technology, is now poised to see the birth of a new age in the two-wheeler sector. It is electricity, not petrol, diesel, or any other fuel, that has started a revolution in the two-wheeler industry in India. The Indian two-wheeler industry has embraced the new concept of electric bikes and scooters, which are

popular modes of personal transportation in industrialized countries such as the United States, Japan, and China. With the rising international price of gasoline, rising levels of pollution and congestion in transportation systems, particularly in metropolitan areas, and higher operating and maintenance costs of cars, electrically charged bikes or scooters have an extremely bright future in the field of personal transportation. The environmental impact of petroleum-based transportation infrastructure, along with peak oil costs, has increased interest in electric transportation infrastructure during the last few decades. Electric cars differ from conventional vehicles in that the energy they utilize may come from a number of sources, including fossil fuels, nuclear power, and renewable sources such as tidal power, solar power, and wind power, or any combination of them. Global warming is quickly becoming the most pressing problem on the world. With the ever-increasing emission of greenhouse gases, there are several policies, agreements, and pledges. With modern technology and innovation, there is a growing fear of environmental pollution at every stage. Along with this, transportation and communication have undergone fundamental shifts. We are also seeing the negative consequences of industrialization in the form of global warming. There are so many autos spewing impure carbon particles and carbon-dioxide pollution into the air under these circumstances. With an increasing number of cars reliant on fossil fuels, there is a greater amount of depletion of fuel resources. It was in this context that automobile manufacturers saw the necessity to develop motor pad vehicles that would be powered by electricity rather than fossil fuels. Many vehicle manufacturing companies invested a lot of money on research and development in order to produce E-bikes that would enable consumers to save petrol.

II. MATERIALS AND METHODS:

The primary data has been collected through questionnaires filled by 200 respondents using electric bikes. All the respondents have been chosen from the Coimbatore city based on convenient random sampling. Tools used for the Analysis are Simple percentage Analysis Kendall’s (W) Co-efficient of concordance.

Simple percentage Analysis

Respondents familiar about electric two wheeler manufacturing companies-multiples responses Table shows the familiar about the manufacturers of electric two wheeler among the respondents. The table shows the multiple responses about Ampere, Ather, TVS, OLA motors and all of the above.

Table 1: Distribution of respondents according to their familiar about Electric two wheeler manufacturing companies

Companies	No. of Respondents	Percentage
Gaura	156	78.5
TVS	157	78
Hero	129	64.5
OLA	70	35
Ather	20	10
All of the above	13	6.5
Total	200	100

The above table shows that 78.5 % of the respondents are familiar of ampere, 78% of the respondents are familiar of Ather, 64.5% of the respondents are familiar of TVS Motors, 35% of the respondents are familiar of OLA, 10 % of the respondents are familiar of Hero, 6.5% of the respondents are familiar of all the manufacturing companies mentioned. It is found that majority of (78.5%) the respondents are familiar of Ampere.

Table 2: Distribution of respondents according to their Reasons for preferring and post satisfaction about electric two wheeler dealers

Reasons for preferring and post satisfaction	No. of Respondents	Percentage
Better Customer Service	93	14
Promotional Offers	22	11
Credit and loan Facility	15	7.5
After sales service	28	46.5
Post Satisfactory response to Customer complaints	42	21
Total	200	100

The above table shows that 46.5% of respondents choose their dealer for better customer service, 21% of respondents choose their dealer for post satisfactory response to customer complaints,14% of respondents

choose their electric two wheeler dealer for their after sales service, 11% for promotional offers and 7.5% for the credit and loan facilities provided by their electric two dealers.

III. RESULTS AND DISCUSSION:

Majority (78.5%) of the respondents are familiar with the brand of Gaura. 46.5% of respondents prefer & satisfied about their electric two wheeler dealer for the reason of After sales service. This makes the consumers to satisfied about buying electric two wheeler from electric two wheeler dealers.

IV. CONCLUSION:

The research was carried out to analyze the consumer post satisfaction of buying electric two wheeler in Coimbatore city. Post satisfaction is measured using simple percentage analysis. In order to conduct the simple percentage analysis, five statements are developed by referring various articles. The results revealed that five statements such as Better Customer Service, Promotional Offers, Credit and loan Facility, After sales service and Post Satisfactory response to Customer complaints are the statements. Hence, the Electric two wheeler dealer could take efforts to provide better services expected by the respondents for improving their performance and sustainability.

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