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A STUDY ON CUSTOMERS PREFERENCE AND SATISFACTION TOWARDS E-BIKE WITH SPECIAL REFERENCE TO POLLACHI TALUK

Dr. U. Thaslim Ariff ¹⁹, Mrs.R. Visalakshi ²⁰

ABSTRACT

E-bikes concept is unique, environmentally friendly, but it is still in the very early stages of the market. The main aim of the study is determine the people's level of satisfaction towards-bikes in Pollachi Taluk is the study area. The study is descriptive in nature. A sample of 200 respondents were collected using convenient sampling method and the secondary data have been collected from related websites, journals, magazines and textbooks. The study is based on questionnaire method and analyzed using simple percentage analysis, ranking method, scaling technique, z-test and Anova. The study concludes that e-bikes are more suitable due to frequent increase in the fuel prices and cheapest one compared to the traditional vehicles.

Keywords: *E-bike, preference, Customer, satisfaction, technology, fuel, prices, etc.,*

INTRODUCTION

The modern world needs technological solutions to current and future issues. Electric bikes are a popular new word when it comes to the automotive world. The biggest problem today is the shortage of fossil fuels. The current rate of use of fossil fuels will allow its life to continue for the next 50 years. Unnecessary climate change is a warning signal that we must stop using natural fuels. Global warming is a prime issue nowadays because the complete international is operating to discover environmentally pleasant strategies and solutions. All sectors undertake environmentally pleasant processes and purpose to be environmentally pleasant. The motorbike zone is likewise seeking to assist the surroundings with improvements in electric powered bikes and keep away from fuels which could motive better pollution. The motorcycle sector is also trying to help the environment with innovations in electric motorcycles and avoid fuels that can cause higher pollution and pollution. The electric motorcycle concept is unique and environmentally friendly,

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