V.1 Major Findings

The major findings of the study identified through the course of the study is presented in the following

1. The users of the Electric Bikes involved in the study have the approval of 83 percent who consider the cost of the Electric Bikes is very high.
2. The print media has the highest percentage when it comes to dissemination of the information about the Electric Bikes.
3. The maintenance of the Electric Bikes has been high which was felt by 39 percent of the respondents involved in the study.
4. The Electric Bikes advertisement has influence on the respondents to purchase the Electric Bikes to the extent of 79 percent.
5. The respondents in the study have revealed that the Electric Bikes has been environment friendly which is supported by 67 percent.
6. The respondents involved in the study are new to the usage of the Electric Bikes which is revealed by the usage of the Electric Bikes which is supported by 2-4 years category with the 38.30 percent.
7. The usage of the Electric Bikes is restricted for only few days in a week. The Electric Bikes usage to such extent will damage the parts of Electric Bikes due to non-operation. The usage of the Electric Bikes to such effect will damage prolonged usage of the Electric Bikes.
8. The approximate usage of the Electric Bikes involved in the study is only 11-20 kms. The average usage of the Electric Bikes is minimum among the sample respondents involved in the study. The approximate usage is very much low when compared to the conventional bikes.
9. The reasons behind the usage of the Electric Bikes have been mostly used for the office purpose which is supported by majority 28.80 percent of the Electric Bikes users.
10. The usage of the Electric Bikes for holiday travels is much poor among the sample respondents where more than half of the respondents don’t use their Electric Bikes for the holiday purposes which is worrisome for the future of the Electric Bikes.
11. There are lot of benefits provided by the government to promote the usage of Electric Bikes to maintain the environment. The Electric Bikes users reveals that 75 percent of them purchased the Electric Bikes due to the benefits provided to them by the government.

12. The users of the Electric Bikes are highly satisfied with the bike which constitutes 29 percent of the sample involved in the study.

13. The post purchase measures by the companies have aggregately satisfied the Electric Bikes users to the extent of 34.90 percent.

14. The users of the Electric Bikes are highly aware about the variables that are used to measure the awareness. The t-test revealed that out of the fifteen variables used in the study only one variable was not popular among the Electric Bikes user in the study area.

15. There are six factors that influence the general public to opt for Electric Bikes. The factors identified are Ease of Usage, Attractive Promotion, Features of the Electric Bikes, Technicalities, Joy of driving and environmental protection.

16. The delivery time of the vehicle has been considered to be a problem by the Electric Bikes users. The time taken to deliver the Electric Bikes from booking to delivery is causing undue delays. This is creating a sense of dissatisfaction among the consumers in post-purchase satisfaction.

17. The majority of the respondents of the study have revealed that they would suggest the usage of the Electric Bikes to their friends and relatives.

18. The promotional activities are having significant impact on the purchase of the Electric Bikes which is supported by majority of the respondents.

19. The Electric Bikes users are very much satisfied with the post sales service of the Electric Bikes.

20. The responses from the users of the Electric Bikes revealed that they are more or less equal on either side of the scale which suggests some neutrality in the opinions of the respondents.

21. The majority of the Electric Bikes users are highly satisfied with the usage of the Electric Bikes.
One – Sample Test

I. Problems proving to be hindrance in choosing Electric Bikes over conventional bikes

The major problems as per the results are Cost of the bike is very high, Lack of adequate information and knowledge, Low mileage, Less trendy, Lack of social status in having Electric Bikes, Inadequate recharging stations, Lack of services centers, In-ability to go for long rides, Failure to travel at high speeds, Unable to carry heavy luggages, Resistance to change and Life of the battery used is very low. These problems has to be addressed to increase the users of the Electric Bikes and to attract potential new customers.

The users of the Electric Bikes involved in the study are feeling that these variables are not proving to be major hindrance and those variables are High maintenance charges, Efficiency related problems, Unable to carry heavy luggages, and Can’t make mountain travelling.

II. Motivational Factors for the purchase of the Electric Bikes

The major motivational factors that are identified by the t-test as per the results are Environment friendly, Less running and maintenance cost, More safety, Government Subsidies, Positive benefits to health conditions, Free from emissions, Avoidance of using non-renewable resources, Protecting earth from various pollutions, Reducing fixed monthly expenditures on fuel, Economically feasible option, Cost of travel is less, Insurance benefits to the Electric Bikes holder, Energy efficiency and Less complicated riding.

The only variable that got the null hypothesis accepted is no registration fee. This variable doesn’t act as a motivational factor for the purchase of the Electric Bikes. This variable has not got the attraction for the users of the Electric Bikes.

III. Factors influencing the purchase of the Electric Bikes

The factors were the hypothesis got rejected and factors influencing the purchase of the Electric Bikes are Reasonable Price of the bike, Model and design, Weight and quality, Safety, Incentives from the government, Mileage, Speed, Comfort-Ability, Useable by all household members, Frequent advertisement about the Electric Bikes, Safeguarding the environment, Reputation of the Brand, Easy availability of spare parts, Encouraging new technology, Easy maintenance of the Electric Bikes, Attractive appearance, Lower tax burden, Automatic transmission of the Electric Bikes, Less dependence on conventional energy resources,
Travelling less on crowded public transportation, Uncomplicated driving nature, Carrying capacity of the bike, Easy refueling capacity, Increase the joy of driving, Efficient performance, Less noise pollution, Riding in areas hampered to conventional bikes, Sufficient service stations, Self satisfaction in protecting environment, Reducing the need for refueling and Quick recharging time. These thirty one factors are most influential among the factors given for the purchase of Electric Bikes.

There are four factors where the null hypothesis got accepted and factors are Improving the Social Status, Attractive promotional activity, Goodwill of the company introducing the Electric Bikes, Convenience of the Electric Bikes. These factors are areas of concern where the manufacturers has to concentrate to improve the purchase of Electric Bikes.

IV. Post – Purchase Satisfaction Level of Electric Bikes Users

The table above exhibits the results of the t-test that was carried out to find the post – purchase satisfaction level of the users of the Electric Bikes. The results reveal that out of the nineteen variables tested there were sixteen variables were the p-values of the test were significant and null hypothesis of the hypothesis got rejected. Those variables are Price worthiness of the Electric Bikes, Ability of the bike for long travel, Availability of numerous service stations, Easy access to the service stations, Hospitality at the service stations, Receiving capacity of the employees, The employees are carefully listening to the problems listed out, Infrastructural facilities at the service stations, Proper parking lot, Grievance redressal system at the service station, Repair/ Service charges, Reminder about the Service timings, Environment cleanliness of the service stations, Society’s view about the Electric Bikes, Resale value of the Electric Bikes, Delivery of the vehicle at pre-determined time and Supply of spare parts at appropriate time

There are three variables where the p-values were found to be insignificant and those variables are Readiness in identifying the problems in the bike, Time taken to service the Electric Bikes and Delivery of the vehicle at pre-determined time. The manufacturers of the Electric Bikes have to concentrate on these areas identified to improve the post-purchase satisfaction level of the Electric Bikes.
Chi-Square Test

1. The occupation of the users of the Electric Bikes is having significant association with that of the overall satisfaction of the Electric Bikes. The results examines that the occupation is having an impact on the overall satisfaction of the Electric Bikes.

2. The results reveal that annual income of the Electric Bikes users have significant association with the usage of the Electric Bikes users involved in the study. The annual income tends to have a trend on the usage of the Electric Bikes is the result of the chi-square test.

3. The testing of the hypothesis explains that there is association between the number of members in the family and approximate usage of the Electric Bikes in kms.

4. The average usage of the Electric Bikes is statistically significant and it is associated with the feeling about holiday travels in Electric Bikes. The average usage of the Electric Bikes is enhanced with the feeling about the holiday travels in Electric Bikes.

5. The educational qualification of the respondents is highly associated with the purpose of using the Electric Bikes. The educational qualification of the Electric Bikes users have strong association for which the Electric Bikes are being used.

6. The educational qualification of the respondents and benefits provided by the government for the purchase of the Electric Bikes is strongly associated. The association of the variables reveals that the educated group is very much aware of the schemes provided by the government.

7. The hypothesis is statistically significant and there is strong association between annual income and benefits provided by the government for the purchase of the Electric Bikes. The annual income also has an impact on the benefits provided by the government.

8. The usage of the Electric Bikes and mileage of the Electric Bikes is strongly associated. The association of the variables reveals that the mileage of the Electric Bikes is having an impact on the usage of the Electric Bikes.

9. The purpose of using the Electric Bikes is strongly associated with the barriers in choosing the Electric Bikes over the conventional bikes. The purpose of using the
Electric Bikes is helping in identifying the barriers that are to be faced in opting for the Electric Bikes over the conventional bikes.

10. The age group of the respondents is having strong association with the barriers involved in choosing the Electric Bikes over the conventional Electric Bikes. The cross tabulation results and results of the chi-square indicate that the age group is having impact on the selection of the Electric Bikes over the conventional bikes.

11. The gender of the respondents involved in the study is having strong association with the average usage of the Electric Bikes.

12. The categories of all the income level are having overall satisfaction with the post – purchase measures.

13. The educational qualification of the respondents is having strong association with the present promotional activities of the firms are making them to choose Electric Bikes over the conventional bikes.

V.2 Suggestions

The study has also found certain areas of concern where there has to be additional care to be taken to promote and develop the brand of Electric Bikes in the minds of the users and potential new customers.

1. The concept of the Electric Bikes is still new in the part of the study area. The cost of the Electric Bikes is considered to be high and it need to be reduced to attract more consumers for the usage of Electric Bikes.

2. There is a need to increase the convenience for the Electric Bikes users on the areas of charging, mileage and carrying capacity of bikes. These areas have to be concentrated by the Research and Development of the Electric Bikes companies to enhance the convenience of Electric Bikes. This will promote the Electric Bikes.

3. The service of Electric Bikes has been damaging the goodwill to some extent. The time taken to service the Electric Bikes has to be reduced significantly to improve the post-purchase satisfaction of the consumers.
4. There is lack of awareness among the public regarding the registration fees and incentives for the Electric Bikes. There is a need for creating the awareness that Electric Bikes has no registration fees and there are various incentives provided by the government for the purchase of Electric Bikes. This will create lot of potential buyers to buy Electric Bikes.

5. The promotional campaigns of the Electric Bikes are not satisfactory among the users of the Electric Bikes. The initiatives of conducting promotional campaign will create large pool of consumers to be attracted towards the Electric Bikes.

6. Electric Bikes are used only for short distance because of low battery capacity, so manufacturers should concentrate on research and development to increase the capacity of Electric Bikes.

7. Another major problem in Electric Bikes is the need for frequent charging of the batteries, to overcome this problem charging centers should be opened at various places.
V.3 Conclusion

The Electric Bikes have been the order of the day in this polluted world. The Electric Bikes are slowly and steadily finding its space in the two-wheeler segment. The segment is now been facing stiff competition from the availability of the Electric Bikes. The need for reduction in the pollution is taken by the consumers who are environment conscious. The study has highlighted the awareness levels of the consumers are high when it comes to the understanding of the Electric Bikes. The conventional bikes are gradually losing their market space to the Electric Bikes. This is due to the enhanced awareness among the public regarding the pollution created by the conventional system of travelling.

The study throws some interesting aspects as per the transition of the public from conventional system to Electric Bikes. The awareness levels of the Electric Bikes users is considered to be revolution at this point of time as there is need for replacing the conventional system that pollutes environment. This acts as major support for the producers of the Electric Bikes to attract the consumers. The study also identified some of the areas of concern where the producers have to concentrate to improve the goodwill and attract potential consumers towards the usage of the Electric Bikes. The post-purchase satisfaction of the Electric Bikes has also been acting as support for the promotion of the Electric Bikes. The areas that are provided in the suggestions remains to be solved which will reduce the problems of the existing users and also to attract the potential users towards the Electric Bikes segment.