

A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA ELECTRIC SCOOTERS, WITH SPECIAL REFERENCE TO TUMKUR CITY

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ABSTRACT

The study, titled "An Investigation into Customer Satisfaction with Ola Electric Scooters, specifically in Tumkur City," delves into customer perceptions and satisfaction levels regarding Ola Electric Mobility's offerings.

The research scrutinizes factors such as product quality, pricing, and accessibility, emphasizing the environmental appeal of electric scooters due to their lower emissions. Results reveal that a substantial proportion of customers express satisfaction with Ola's scooters, valuing aspects like performance and structural integrity; however, there exists a notable interest in advanced software functionalities, such as Cruise Control and Bluetooth integration. The study underscores high customer satisfaction, though ongoing refinements could further elevate user experience and brand loyalty.

1. INTRODUCTION

INTRODUCTION ABOUT EV SCOOTER

Electric scooters are those that run on electric motors that are fuelled by rechargeable batteries.

During the 19th century electricity was the primary method of motor vehicle operating electric vehicles were first introduced. For the purpose of comfort and ease of they offered something that the gas scooters of the past could not match. Fuel vehicles are been the primary energy source for automobiles and scooters for around a century. Electric power was still standard in other vehicle modes like trains and smaller scooters.

In the 21st century electric vehicles have experienced a renaissance of mechanical events. A greater focus on renewable energy sources and a projected decline in the contribution of transportation to air pollution and climate change. The electric vehicle is ranked among the top 100 modern ways to combat climate change by Project Drawdown.

Government supporters were first implemented in the late 2000s to increase acceptance in the US and the EU, which paved the way for the scooter industry's expansion in the 2010s. The market for electric vehicles is anticipated to expand dramatically due to underlying factors such rising public awareness, interest. Lockdowns during the COVID-19 pandemic have decreased the quantity of chemicals that deplete the ozone in fuel used in scooters and raised in fuel charges.

In 2021, the International Energy Agency recommended that legislators take additional action to reach environmental standards, which might involve creating planning for larger electric scooters. By 2030, sales of electric vehicles might account for 30% of global sales, up from 2% in 2016. This kind of development is typical in sectors like business in China, Europe, and North America. A written poll conducted in 2020 found that while developing nations may not be able to affordably create electric 4 wheel scooters, they can develop electric 2-wheelers. Numerous additional two and three-wheel EVs exist.

Electric scooters are divided into three primary categories:

- Electric scooters that run on batteries were powered by energy stored in a battery.
- Plug-in hybrids are half-breed vehicles that connect an electric motor to a petrol one.
- Fuel-cell scooter: To produce electricity for the vehicle, the power module separates electrons from hydrogen particles.

2. ADVANTAGES OF ELECTRIC SCOOTER

- Electrical scooters stand approximately three to five times more energy-efficient than scooters with internal. Whether or not they run on non-renewable energy, electric scooters conserve energy by slowing down regeneratively. Thirty to seventy percent of the energy expended in propulsion can be recovered; higher recovery rates are appropriate for transit back and forth within cities.
- Several Indian cities currently have unhealthy air, as per reports on air quality across the country. Vehicle pollution has been one of the reasons of this.

- Those who believe that an abnormal weather shift calls for a switch to car layouts that either minimize or eliminate ozone damaging chemical emissions. The environmental impact of an electric motor scooter is negligible if it is powered by clean energy sources such as hydro, solar, wind, fluid, or atomic energy.
- India has the capacity to emerge as a prominent supplier of economical, adaptable clean portability systems.

3. LITERATURE REVIEW

1. PROF. PRAVEEN KUMAR TM ET.AL (2022)

The project titled A Study on Customer Loyalty and Satisfaction towards Ola Electric Scooters in Bangalore explores customer fulfilment with Ola Electric Mobility's products, evaluating factors such as product quality, pricing, and availability. The study offers an impression of the history and resurgence of electric vehicles, particularly scooters, highlighting their environmental benefits and potential to combat climate change. The problem report addresses the necessity for industry stakeholders to enhance customer experience and loyalty. The analysis includes the company's profile, vision, mission, and SWOT analysis, aiming to understand and improve customer satisfaction in the evolving market of electric scooters.

2. BHASKAR MG, ET. AL (2020)

The paper provides a thorough examination of the challenges and opportunities within the mid-segment electric vehicle (EV) market in India. It analyses consumer preferences, governmental initiatives, and existing EV models to identify key areas for improvement and recommendations for mass adoption. By addressing infrastructure, technology and consumer concerns, the paper purposes to subsidize to shift towards electric mobility while considering the unique context of India's pollution challenges and policy initiatives.

3. ATHARVA (2021)

This study observes consumer awareness and decision-making factors regarding electric vehicles in India. It aims to understand consumer sentiment towards this industry shift and proposes hypotheses on how factors like attitude, social influence, and self-control impact purchase intention. The research acknowledges the urgency of EV adoption to address pollution concerns and aligns with government targets for increased EV sales. By investigating consumer acceptance, the study hopes to inform the design and development of EVs and guide companies in promoting future sales.

4. JAYESH JANGID (2023)

This study explores the potential of India's growing electric vehicle industry, highlighting factors like rising fuel costs and government incentives that drive the market, but also acknowledging hurdles like limited charging infrastructure. It concludes that despite challenges, the Indian EV marketplace offers important occasions for international businesses, particularly in areas like battery manufacturing and charging infrastructure development.

4. STATEMENT OF THE PROBLEM

Providing client satisfaction and contentment should be the primary goal of any organization, as it is the primary factor in determining the success and happiness of the latter. Thus, "A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA ELECTRIC SCOOTERS, WITH SPECIAL REFERENCE TO TUMKUR CITY " is the topic I have chosen.

OBJECTIVE OF THE STUDY

- To accesses the customer satisfaction towards ola electric vehicles.
- To know the attributes which leads customer satisfaction.
- To know the factors which affects the customer satisfaction.
- To asses how effective CRM in ola electric.

SCOPE OF THE STUDY

The study focuses on Tumkur Ola electric scooter customers satisfaction. It facilitates the service provider's ability to implement numerous adjustments to their service delivery methodology. It aids in understanding what their clients anticipate from them and aids in developing a plan to raise customer happiness and loyalty levels.

HYPOTHESIS:

Hypothesis (H0): Customers are not satisfied with the CRM provided by ola.

Hypothesis (H1): Customers are satisfied with the CRM provided by ola.

5. RESEARCH METHODOLOGY

A research strategy is suggested research project's blueprint. The research adheres to a descriptive design. Studies that use descriptive methods focus on characterizing the traits of a particular individual or group. The what, when, where, how, and by what methods issues are raised by this design.

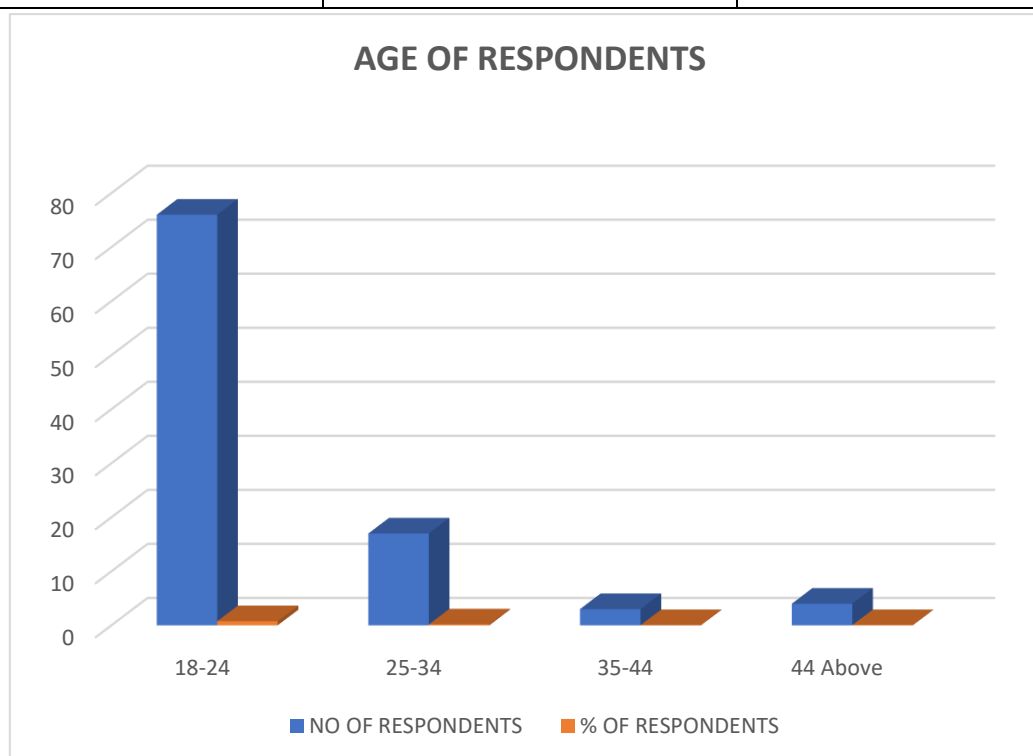
Types of study	Descriptive Research
Source of data collection	

1.Primary data	<ul style="list-style-type: none"> The primary data collected go through questionnaire. <p>The secondary data used for used for my project is collected through corporate profile of the company, internet, different books and reports.</p>
2.Secondary data	
Sample Design	
1.sample Unit	Customers
2.Population Size	100
3.Sample Size	100 customers of ola electric scooter.
4.Sampling Procedure	Convenience Sampling.

THE TABLE SHOWING THE AGE OF THE RESPONDENTS

Analysis: It is clear from the table that 76 percent of respondents are between the age group of 18-24, 17 percent are between the age group of 17 percent, 3 percent are between 35-44 and 4 percent of respondents are in the age group of 44 above.

PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
18-24	76	76%
25-34	17	17%
35-44	3	3%
44 Above	4	4%
TOTAL	100	100%



Interpretation: The graph depicts that majority of the respondents belongs to the age group of 18-24. This shows that the majority of respondents are youths.

THE TABLE SHOWING OCCUPATION OF THE RESPONDENTS.

PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
STUDENT	54	54%
EMPLOYED	20	20%
SELF EMPLOYED	23	23%
UN EMPLOYED	3	3%
TOTAL	100	100%

Analysis: It can be analysed that 54 percent of the respondents are students, 20 percent of respondents are employed, 23 percent of respondents are self-employed, 3 percent of respondents are un-employed.

OCCUPATION OF RESPONDENTS



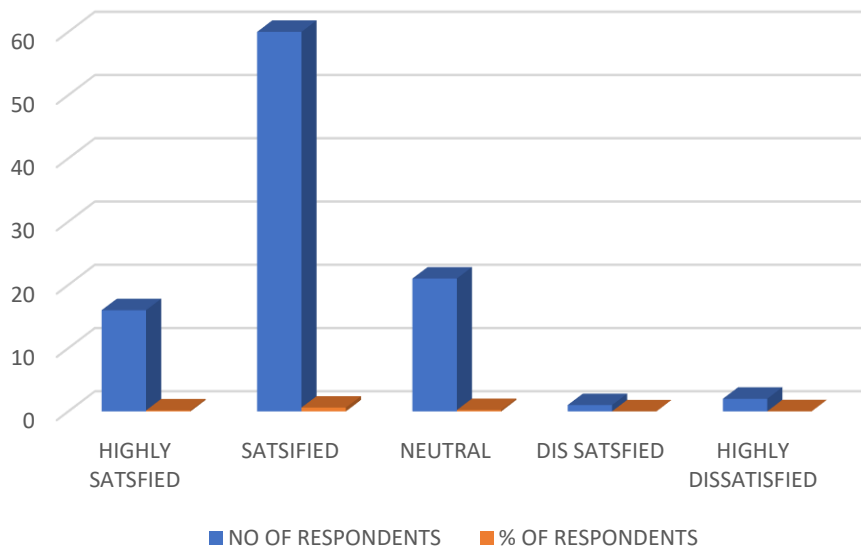
Interpretation: From the above graph the majority of the respondents are students.

TABLE SHOWING THAT ARE YOU SATSFIED WITH CUSTOMER RELATIONSHIP MANAGEMENT PROVIDED BY OLA.

PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
SATSFIED	60	60%
NEUTRAL	21	21%
VERY SATSFIED	16	16%
DIS SATSFIED	1	1%
HIGHLY DISSATISFIED	2	2%
TOTAL	100	100%

Analysis: The table depicts that 60 percent of the respondents are satisfied, 21 percent of the respondents are neutral, 16 percent of respondents are very satisfied, 1 percent of respondents are dissatisfied and 2 percent of respondents are very dissatisfied for customer relationship management provided by ola.

CUSTOMER RELATIONSHIP MANAGEMENT PROVIDED BY OLA

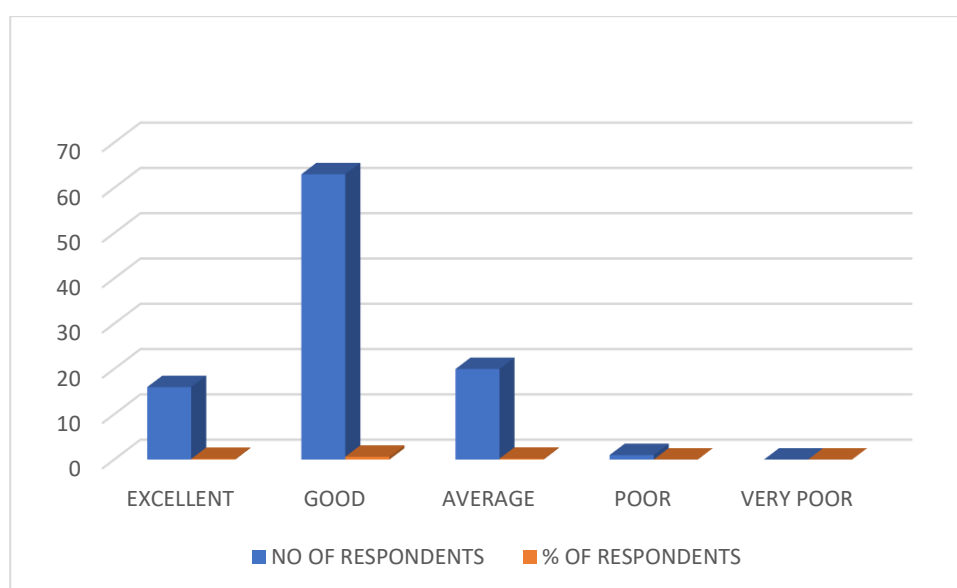


Interpretation: The above graph conveys that majority of the respondents are satisfied with the customer relationship management provided by ola.

TABLE SHOWING THAT HOW DO YOU RATE THE OVER ALL PERFORMANCE OF OLA ELECTRIC VEHICLE.

PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
GOOD	63	63%
AVERAGE	20	20%
EXCELLENT	16	16%
POOR	1	1%
VERY POOR	0	0%
TOTAL	100	100%

Analysis: According to above data 63 percent of the respondents rated good, 20 percent of the respondents rated average, 16 percent of respondents rated excellent, 1 percent of respondents rated poor for the overall performance of ola electric vehicle.



Interpretation: The above graph says that the majority of the respondents are rated good for the overall performance of the ola electric vehicles.

6. CONCLUSION

This study suggested valuable understandings into electric vehicles and Ola Electric Mobility. The study is initiated with an objective of finding out the perception of customers towards ola electric. The study outcomes clearly specify that a majority of customers are satisfied with Ola EVs. However, there is a clear demand for software enhancements, such as the addition of Cruise Control and Bluetooth connectivity.

Over all, most of the Ola electric vehicle users are pleased with the scooters' performance, build quality, and overall product quality. While customer reception is highly positive and fast adoption, further improvements in software features could enhance the overall user experience. To conclude customer have accepted the product has been doing fine in the market year on year.

7. REFERENCES

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