

WORKING WOMEN PERCEPTION TOWARDS E-BIKE

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ABSTRACT

This research study aims at exploring working women perception towards e-Bike and variables associated with level of preference towards e-bike. Data for the study have been collected from 110 working women through issue of structured questionnaire by adopting convenience sampling method. Simple Percentage and Chi-square test have been used to analyze the data. The study reveals that majority of the working women are in the age group of 31 to 40 years and majority of them are undergraduates employed in non-government sector with an earning between Rs.20001 to Rs.40,000 per month and they are aware about E-Bike through self, friends, relatives and advertisement. The factors influence to purchase e-bike are Incentives/subsidies from government, durability, high performance, more storage space, inexpensive, can be used as external power, less maintenance, , eco-friendly, publicity, less dependence on fossil fuels, less pollution, no fuel cost, smooth driving and appearance of vehicle. Chi-square test reveals that age, type of family, monthly income, family income and period of usage are significantly associated with the level of preference for e-bike.

Keywords:

Working women- e-bike-preference.

Introduction

Indians prefer two wheelers because of their small manageable size, low pricing, maintenance, and availability of loans on liberal terms. Indian streets are full of people of all age group riding two-wheelers. Majority of Indians, especially the youngsters prefer motorbikes rather than cars. Capturing a large share in the two-wheeler industry, bikes and scooters cover a major segment. Large varieties of two wheelers are available in the market, known for their latest technology and enhanced mileage. Indian bikes, scooters and mopeds represent style and class for both men and women. India is the second largest producer and manufacturer of two-wheelers in the world. The face of auto industry that was redefined with the invention of fuel-efficient technology is all set to see dawn of a new era in two- wheeler industry. During the last few decades, environmental impact of the petroleum-based transportation infrastructure, along with the peak oil prices, has led to renewed interest in electric transportation infrastructure. Electric vehicles differ from fossil fuel-powered vehicles in that the electricity they consume can be generated from a wide range of sources, including fossil fuels, nuclear power, and renewable sources such as tidal power, solar power, and wind power or any combination of those. Global warming is becoming the major concern all around the world. There are several policies, promise and pledges with the ever-increasing emission of greenhouse gases. There is an increased fear of environment pollution at every step with modern technology and innovation. Transportation and communication have under gone paradigm shift along with this. In this regard the present study brief about working women perception towards e-bike.

Literature Review

Sheela Srivastava and Sivakoti Reddy (2011), in their study made an attempt to identify the customer perception on green brands of two wheelers and four wheelers in the state of Andhra Pradesh. The data for the study have been collected by issuing questionnaire to 200 respondents using interview techniques. The data have been analysed using simple percentage. The findings of the study shows that majority of the customers are satisfied with price and availability of spare parts in the local market